



ARTS, MEDIA AND ENTERTAINMENT

Tulare | Kings | Fresno Counties

OCCUPATIONS Q4 | 2020

JOB SUPPLY



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6,299

Individuals in the Industry



COMPENSATION

\$52,870

Median Salary

OVERVIEW

Careers in the Arts, Media, and Entertainment sector fall into four general pathways: Design, Visual, & Media Arts; Performing Arts; Production & Managerial Arts; and Game Design & Integration.

In 2020, there were a total of 6,299 jobs in the Fresno, Tulare, and Kings County region, the industry with the greatest share of employment was Radio and Television Broadcasting.

The graduate pipeline below shows the programs and schools in our region that produced the most graduates in 2020. The occupation table shown on the next page shows the availability and potential earnings for jobs in our region.

TOP INDUSTRIES

Industries employing the above occupations

Radio and Television Broadcasting 10.3%

Religious Organizations 8.7%

Education and Hospitals 6.9%

Personal Care Services 5.2%

Local Government, Excluding Education and Hospitals 5.1%

GRADUATE PIPELINE

Institutions producing graduates

Top Programs

Completions (2020)

Speech Communication 478

Cosmetology/Cosmetologist 368

Art/Art Studies, General 148

Manufacturing Engineering Technology 132

Journalism 123

Top Schools

Completions (2020)

CSU Fresno 576

Reedley College 308

Fresno City College 269

College of the Sequoias 163

For labor market insights, local industry information and more, please visit www.tularewib.org

This report uses state data from the following agencies: Employment Development Department, Labor Market Division





OCCUPATIONS in order according to Annual Openings

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OCCUPATIONS Q4 | 2020

HIGH SCHOOL DIPLOMA OR LESS	2020 Jobs	Annual Openings	10 Year Change	Entry-Level 25% Earnings	Median 50% Earnings	Experienced 75% Earnings
Merchandise Displayers and Window Trimmers	453	45	43	\$14	\$17	\$15
Musicians and Singers	298	32	(2)	\$17	\$28	\$19
Floral Designers	140	19	41	\$13	\$18	\$14
SOME COLLEGE OR TRAINING						
Hairdressers, Hairstylists, and Cosmetologists	469	66	88	\$13	\$15	\$14
Audio and Video Equipment Technicians	133	16	17	\$17	\$25	\$22
Web Developers	175	16	29	\$22	\$42	\$31
Broadcast Technicians	107	13	13	\$15	\$43	\$25
BACHELORS OR MORE						
Software Developers and Software Assurance	817	89	297	\$32	\$58	\$44
Public Relations Specialist	508	55	73	\$16	\$34	\$26
Librarians and Media Collections Specialists	332	36	48	\$29	\$48	\$40
Graphic Designers	323	33	33	\$17	\$29	\$24
Interpreters and Translators	301	32	43	\$19	\$32	\$25
Meeting, Convention and Event Planners	205	26	40	\$16	\$27	\$22
Producers and Directors	222	22	26	\$27	\$47	\$33
Public Relations and Fundraising Managers	171	17	23	\$38	\$74	\$50

The Regional Living Wage for a single adult in Tulare County is \$13.20 per hour.

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