




# ARTS, MEDIA AND ENTERTAINMENT

Tulare | Kings | Fresno Counties

OCCUPATIONS | 2023

## JOB SUPPLY




**JOB SUPPLY**

**11,467**

*Individuals Employed*

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**COMPENSATION**

**\$53,204**

*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 2023, there were a total of 11,467 jobs in the Fresno, Tulare, and Kings County region, the industry with the greatest share of employment was Personal Care Services.

The graduate pipeline below shows the programs and schools in our region that produced the most graduates in 2021. 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

<b>Personal Care Services</b>	18.6%
<b>Radio and Television Broadcasting Stations</b>	5.6%
<b>Religious Organizations</b>	4.3%
<b>Computer Systems Design and Related Services</b>	4.1%
<b>Education and Hospitals, Local Government</b>	4.0%

## GRADUATE PIPELINE Institutions producing graduates

<b>Top Programs</b>	<b>Completions (2021)</b>
Speech Communication	369
Cosmetology/Cosmetologist	207
History	200
English Language & Literature	179
Humanities/Humanistic Studies	177

<b>Top Schools</b>	<b>Completions (2021)</b>
CSU Fresno	873
College of the Sequoias	360
Fresno City College	347
Reedley College	340

For labor market insights, local industry information and more, please visit [www.tularewib.org](http://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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<b>HIGH SCHOOL DIPLOMA OR LESS</b>	2020 Jobs	Annual Openings	10 Year Change	Entry-Level 25% Earnings	Median 50% Earnings	Experienced 75% Earnings
Merchandise Displayers and Window Trimmers	844	113	69	\$16	\$20	\$18
Musicians and Singers	393	55	12	\$16	\$29	\$54
Photographers	371	42	52	\$17	\$128	\$43
<b>SOME COLLEGE OR TRAINING</b>						
Hairdressers, Hairstylists, and Cosmetologists	2,144	368	351	\$12	\$16	\$25
Actors	238	35	26	\$20	\$21	\$29
<b>BACHELORS OR MORE</b>						
Software Developers	1,116	131	394	\$46	\$61	\$76
Public Relations Specialist	587	67	100	\$22	\$30	\$40
Graphic Designers	555	59	52	\$19	\$22	\$35
Librarians and Media Collections Specialists	342	47	85	\$19	\$29	\$43
Interpreters and Translators	316	44	70	\$22	\$24	\$36
Meeting, Convention and Event Planners	291	42	69	\$19	\$24	\$32
Producers and Directors	362	40	39	\$22	\$28	\$37
Editors	342	38	10	\$24	\$37	\$54
Writers and Authors	241	27	21	\$12	\$27	\$49
News Analysts, Reporters, and Journalists	219	25	(10)	\$22	\$29	\$37

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