Opportunities in

Arts, Media, & Entertainment

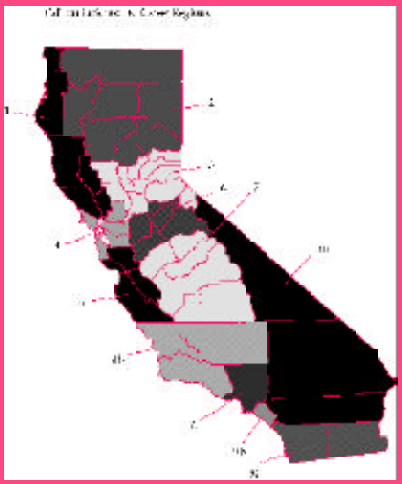
Calvin and Hobbes and Betty Boop lived here.

Here in the rarified world of creative imagination.
Here where the magic happens.
We miss them and long for their return. May the muses renew their glow. . .

In our way of life, what we seek to share with you are our hearts, our souls, our spirits, our vision(s), our fun, our beings. We want to sing, dance, talk, play, write ourselves into your hearts, your consciousnesses, your intellects.

We want you to appreciate us and reward us for what we give you. We want you to marvel at our feats, our insights, our exquisite executions of sight, sound, and motion, of intelligence, perception and emotion.

Perhaps. . . more than others. . .
. . . we want to give our selves.



About this Publication: This is one of a series of publications developed to aid students and their guidance counselors with career decisions. The current series explores five industries: Health Services; Arts, Media, and Entertainment; Hospitality, Tourism, and Recreation; Information Technology; and Manufacturing.

The series is developed by the Employment Development Department's (EDD) Labor Market Information Division (LMID) California Cooperative Occupational Information System (CCOIS) for California's School-to-Career (STC) system.

The California STC Interagency Partners are: the California Department of Education, the Chancellor's Office of California Community Colleges, and the Employment Development Department.

For each industry, there is a statewide report and a report for each of the twelve California School-to-Career regions in order to provide information unique to the different areas. The twelve STC regions are:

Region 1:	Del Norte, Humbolt, Lake, Mendocino, and Sonoma Counties
Region 2:	Butte, Glenn, Lassen, Modoc, Plumas, Shasta, Siskiyou, Tehama, and Trinity Counties
Region 3:	Alpine, Colusa, El Dorado, Nevada, Placer, Sacramento, Sierra, Sutter, Yolo, and Yuba Counties
Region 4:	Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, and Solano Counties
Region 5:	Monterey, San Benito, Santa Clara, and Santa Cruz Counties
Region 6:	Amador, Calaveras, San Joaquin, Stanislaus, and Tuolumne Counties
Region 7:	Fresno, Kings, Madera, Mariposa, Merced, and Tulare Counties
Region 8A:	Los Angeles County
Region 8B:	Kern, San Luis Obispo, Santa Barbara, and Ventura Counties
Region 9A:	Imperial and San Diego Counties
Region 9B:	Orange County
Region 10:	Inyo, Mono, Riverside, and San Bernardino Counties

For more information on the California Career Opportunities publications, call (916) 262-2162.

About the Data: Industries in this and other Career Opportunities publications reflect the California Department of Education's selection of Standard Industrial Classifications that would provide the best overall picture of an industry to students, guidance counselors, and parents. Some classifications have been assigned to more than one "industry group" because the classifications have direct relevance to more than one "industry." For example, data for Private Museums and Art Galleries are included both in the Arts, Media, and Entertainment and in the Hospitality, Tourism, and Recreation publications.

Data are drawn from:

- *Workplace Size and Expected Growth* (page 2) and *California Employers* (page 9): the Employment Development Department (EDD) Labor Market Information Division (LMID) Covered Employment and Wages Program (ES 202). Counts and percentages are from the 3rd Quarter of 1997. Projections of Growth are from 1995 ES 202 Data. Percentages may not add to 100 due to rounding.

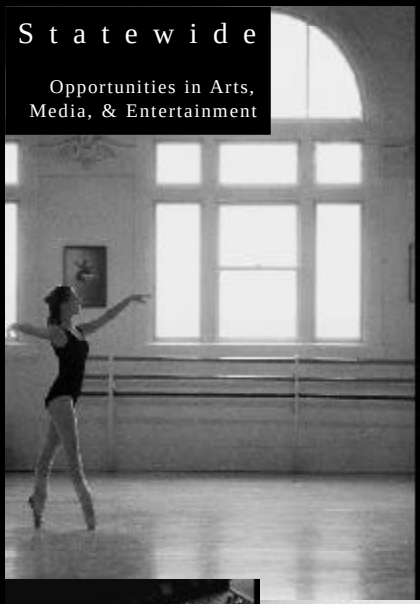
- *Which Arts, Media, and Entertainment Jobs Would You Want* (page 4) and the information regarding skills: Dictionary of Occupational Titles (DOT), Occupational Information Network (O*NET), and the Department of Labor.

- *California Schools* (page 5): the 1998 Enhanced State Training Inventory. Counts are approximate and include multiple sites of the same provider.

- *Wages, Benefits, and Demand for Selected Arts, Media, and Entertainment Jobs* (page 8): EDD LMID California Cooperative Occupational Information System (CCOIS) Occupational Summaries, 1995-1997. Wages for jobs having union and non-union employees are reported for whichever of the two show higher wage levels. In many cases, however, the differences between union and non-union wages are small. Wages reflect periods having different minimum wages. A median wage is the middle point in a range of wages.

Statewide

Opportunities in Arts, Media, & Entertainment



We give our selves in many ways. We write, produce, direct, and star in your movies and television programs.

We make them beautiful with our cinematography, our lighting, costuming, makeup, and set design. We paint the paintings and take the pictures and sculpt the figures that beckon to you at art shows. We display the treasured works of those who've gone before us. We make the music that fills your days and nights. We write the words that challenge, inform, persuade, inspire.

And there are many of us who do the day to day work that supports all this creative flow.

Will we be there tomorrow?

Many of us. If the muses allow. It's a fluid world. And some of us will be replaced by others. (Perhaps by you.)

Compared with other ways of making a living, there are not a lot of us. We account for only about 3 percent of all California employees. But we're expected to grow rapidly (25 percent) over the next 10 years, just as rapidly as all California industries, taken as a whole.

Some of the places we work are growing very rapidly — commercial art and graphic design, commercial photography, and advertising to name a few. All parts of the publishing industry are growing slowly. Radio and television operations are growing slowly compared with other places we work.

Motion picture production dominates our industry in California, as expected, and is expected to continue to grow rapidly.

Workplace Size & Expected Growth

In California	*Employees*	*% of Total*	*% Growth Next 10 Years*
Total Arts, Media, & Entertainment Workforce	426,896	100	25
Photographic Studios	8,222	2	23
Dance Halls, Studios, & Schools	2,992	1	33
Producers, Orchestras, Entertainers	24,360	6	27
Private Museums & Art Galleries	5,247	1	19
Architectural Services	16,257	4	33
Motion Picture Production	116,579	27	38
Motion Picture Distribution	9,493	2	11
Motion Picture Theaters	18,308	4	30
Video Tape Rental	12,448	3	27
Radio & Television Broadcast	24,450	6	14
Cable & Other Pay Television	17,030	4	12
Advertising	28,366	7	50
Commercial Photography	1,753	0	48
Commercial Art & Graphic Design	8,826	2	67
Newspapers	45,905	11	3
Periodicals	12,979	3	3
Books	7,784	2	1
Miscellaneous Publishing	8,877	2	10
Commercial Printing	56,361	13	13
Greeting Cards	238	<1	11
New Syndicates	421	<1	41

See the Employment Development Department's Labor Market Information Web site www.calmis.ca.gov for more information.

For a few minutes, or more, of fame. . .

Is it worth the risk? Are you sure? Take a good look at yourself. What kinds of things excite you, what kinds of things are you good at, what kinds of things are you praised for? Do you live for the praise? Can you do without it? What kinds of things would you do even if no one in the world praised you for them?

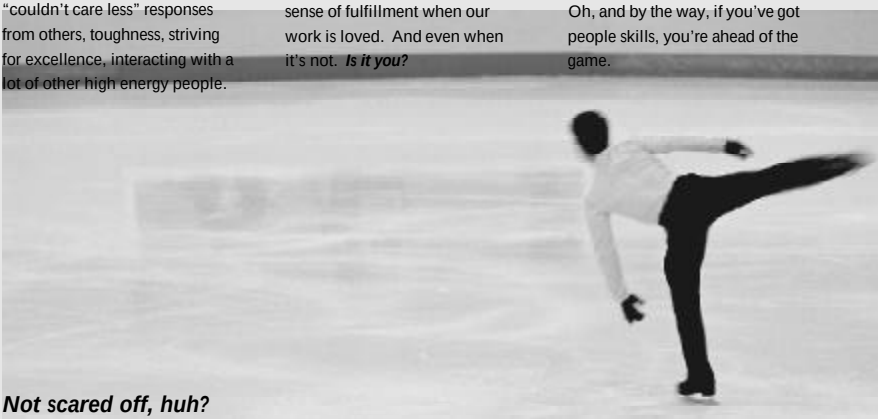
A future in arts, media, and entertainment. . . long days and nights, erratic lifestyles, hard work, discipline, a lot of change and then more change, exacting self-criticism, harsh criticism and "couldn't care less" responses from others, toughness, striving for excellence, interacting with a lot of other high energy people.

That's what life is for many of us. ***Is it you?***

Ah! but then there's the joy, the exhilaration, the satisfaction, the rush, the magic of creation. The sense of fulfillment when our work is loved. And even when it's not. ***Is it you?***

Or do you just want very much to be around this lifestyle? There are many traditional jobs in this industry, as the next section of this report shows. ***Is that you?***

Oh, and by the way, if you've got people skills, you're ahead of the game.



Not scared off, huh?

Okay. Prepare yourself well. Think about your own skills, knowledge, and abilities. Then think about the skills, knowledge, and abilities required in your target field. (You'll be looking at these two combinations the rest of your work life.)

Let's start with abilities.
The things you do well naturally. Do you enjoy taking a lot of pieces and making them into something new, different, and brilliant? Or do you enjoy working with, being around, and organizing people? Or do you love making things beautiful, or making beautiful things?

Any answers? Take a look at the chart that follows. See if you can find some interesting possibilities. Select a few. Go to the Internet and do a search on a few. (A great place to start is the Bureau of Labor Statistics Web site: www.bls.gov/ocohome. htm). Write down what you've learned and what you'd still like to know. Seek out people who work in your areas of interest and get a first hand description of what their lives are like and how they got to where they are. Ask your guidance counselor how you can get involved in Job Shadowing and Mentoring programs.

Which Arts, Media, & Entertainment Jobs Would You Want?

If You Like Working Primarily with . . .

Required Years of Training:	Information?	People?	Things?	
Less than 2 Years	• Make-up Artists — Theatrical & Performance • *Payroll Clerks* • *Bookkeepers* • *Couriers & Messengers* • *Personnel Clerks* • *Ticket Sellers*	• Extras/Stand-ins • Hairstylists • *Receptionists* • *Security Guards*	• Amusement & Recreation Attendants • Printing Press Machine Operators & Tenders • Bindery Machine Operators & Tenders • Photographic Processing Machine Operators & Tenders • Grips & Set-Up Workers — Film Sets,	Studios, & Stages • Microphone Boom Operators • Wig Dressers • Prop Attendants • Recording Studio Set-Up Workers • *Personal Attendants* • *Drivers*
2 Years	• Sketch Artists • Sound Engineering Technicians • Actors & Performers • Announcers — Radio & Television • Readers • Prompters • Radio Operators	• Craft Demonstrators	• Professional Photographers • Floral Designers • Precision Printing Workers • Screen Printing Machine Setters & Set-up Operators • Typesetting & Composing Machine Operators	& Tenders • Motion Picture Projectionists • Electronic Pagination System Operators • Scanner Operators • Photoengravers • Camera Operators • Bookbinders • Offset Lithographic Press Setters & Set-up Operators • Radio Station Operators • Caption Writers • *Electricians* • *Carpenters*
4 or More Years	• Audio-Visual Specialists • Cartoonists & Animators • Writers • Poets & Lyricists • Columnists, Critics, & Commentators • Editors • Public Relations Specialists & Publicity Writers • Dancers • Choreographers • Set Designers • Reporters & Correspondents • Talent Directors	• Technical Directors • *Accountants* • Art Directors • Graphic Designers • Music Arrangers & Orchestrators • Singers • Composers • Programming/Script Editors & Coordinators • Directors — Stage, Film, Television & Radio • Program Directors	• Marketing Managers • Advertising & Promotions Managers • Producers • Agents & Business Managers of Artists, Performers, & Athletes • *Security Managers*	• Camera Operators — Television & Film • Broadcast Technicians • Film Editors • Costumers & Wardrobe Specialists

Note: Occupations in italics are found in many industries and play an important role in the smooth functioning of the Arts, Media, and Entertainment Industry. The Important Skills Chart that follows is based upon occupations unique to the Arts, Media, and Entertainment Industry.

But I'm a genius. What more could you want. . . ?

Well now, let's see. . . how many other geniuses are there in our industry. . ? One competing with another. . . What might set you apart?

Right now you're not aware of what you don't know about the business, so others could be way ahead of you. The better you prepare yourself now, the more you'll be confident later, when it counts. And confidence will count. The preceding chart gives you an idea of how much you'll have to educate yourself to get started.

Can I learn this around here?

There are a lot of places to get general training and education in California, as shown in the table below.

The regional publications in this series show the numbers of schools in your area that offer programs in Arts, Media, and Entertainment. As expected, there are greater concentrations of these schools in Southern California, though the Bay area and some of the other larger metropolitan areas also have strong offerings. The Internet Web sites below will help you find a school for your needs.

California Schools

Type of School	*Number of Schools*
4-Year, College Level & Above	335
2-Year, Technical & Community Colleges	231
Private Business & Technical Schools, Public Adult Schools with Occupational Programs	1,728
Public Secondary, Job Training Partnership, Apprenticeship, Regional Occupational Programs, Other	386

For more information, visit these Web sites:

- *Enhanced State Training Inventory links to training programs throughout California* **www.soicc.ca.gov**
- *America's Career InfoNet links to a lot of state information including California Colleges and Universities* **www.acinet.org/acinet**

But I'm already pretty skilled at what I do. . .

Could be. Most of us believe that skill development, combining abilities with knowledge, is something we'll be doing for the rest of our lives. You know, phrasing a song, turning a phrase, directing other people, working off of other people. The list below should give you something to think about. How would you combine your natural abilities with knowledge to get better and better at these skills?

Important Skills for EVERYONE in Arts, Media, and Entertainment: Communication is key.

Active Listening	Listening to what other people are saying and asking questions as appropriate
Reading Comprehension	Understanding written sentences and paragraphs in work related documents
Speaking	Talking to others to convey information effectively
Information Gathering	Knowing how to find information and identifying essential information

Important Skills for ENTRY LEVEL OCCUPATIONS: Attention to detail is key.

Operation Monitoring	Watching gauges, dials, or other indicators to make sure a machine is working properly
Product Inspection	Inspecting and evaluating the quality of products
Mathematics	Using mathematics to solve problems
Problem Identification	Identifying the nature of problems
Social Perceptiveness	Being aware of others' reactions and understanding why they react the way they do
Testing	Conducting tests to determine whether equipment, software, or procedures are operating as expected
Service Orientation	Actively looking for ways to help people

Important Skills for TECHNICAL OCCUPATIONS: Attention to more important detail is key.

Product Inspection	Inspecting and evaluating the quality of products
Operation and Control	Controlling operations of equipment or systems
Equipment Maintenance	Performing routine maintenance and determining when and what kind of maintenance is needed
Equipment Selection	Determining the kind of tools and equipment needed to do a job
Problem Identification	Identifying the nature of problems
Solution Appraisal	Observing and evaluating the outcomes of a problem solution to identify lessons learned or redirect efforts
Monitoring	Assessing how well one is doing when learning or doing something

Important Skills for PROFESSIONAL OCCUPATIONS: Using information and ideas effectively is key.

Writing	Communicating effectively with others in writing as indicated by the needs of the audience
Idea Generation	Generating a number of different approaches to a problem
Information Organization	Finding ways to structure or classify multiple pieces of information
Idea Evaluation	Identifying the likely success of an idea in relation to the demands of a situation
Monitoring	Assessing how well one is doing when learning or doing something
Coordination	Adjusting actions in relation to others' actions

Can I find a job easily? *Will I be secure?* *Does it pay well?*

That depends. Upon the type of industry (page 2). . . the job. . . your skill level. . . where you're located. . .

No other industry cluster has as wide a range of average salaries as this industry. Average annual income for employees of Dance Halls, Studios, and Schools is close to $9,000 per year. Average annual income for Entertainers and Entertainment Groups is almost $125,000. Motion picture production in California pays a statewide average annual wage of about $70,000, while the average for all industries is a little over $30,000. (See the California Trade and Commerce Agency Web site for some good data displays and analyses: www.commerce.ca.gov)

The table below shows that there's also a wide range in the level of benefits offered employees and how easy or difficult it is for employers to find experienced and inexperienced employees.

Wages, Benefits, & Demand for Selected Arts, Media, & Entertainment Jobs

California Jobs	*Median Hourly Wages*			*Benefits[1]*		*Demand[2]*	
	New Inexperienced	*New Experienced*	*3 Years with Firm*	*Fulltime*	*Part-time*	*Experienced*	*Inexperienced*
Entry Level	*$*	*$*	*$*	*%*	*%*	*%*	*%*
Photo Processing Machine Operators & Tenders	5.50	7.00	8.50	35+	5+	80	18
Technical Level							
Broadcast Technicians	7.00	21.00	23.00	80+	15+	81	53
CAD Technicians	9.60	12.00	15.00	65+	5+	58	51
Camera Operators — Television & Motion Picture	N/A	20.00	24.00	70+	18	29	20
Drafters	9.59	12.00	15.00	65+	3	70	46
Graphic Art Technicians	7.50	10.00	12.33	70	5	60	20
Hairdressers, Hairstylists, & Cosmetologists	5.00	6.00	8.00	10+	3+	60	47
Professional Level							
Artists & Related Workers	8.56	11.72	15.00	40+	5+	72	46
Architects — Except Landscape & Marine	10.33	15.00	20.00	60+	5+	60	30
Computer Aided Audio/Visual Engineers	10.00	15.00	25.00	60+	3	80	45
Computer Animators, Three Dimensional	9.97	16.78	22.77	55+	0	88	71
Desktop Publishing — Graphic Designers	9.80	12.00	15.00	55+	5+	56	59
Film Editors	N/A	14.21	17.00	10+	0	38	49
Marketing, Advertising, & Public Relations Managers	11.51	15.73	20.14	88+	5+	70	57
Multimedia Design & Production Specialists	7.00	10.00	13.00	10+	0	39	40
Photographers	7.50	9.56	15.00	35+	0	40	40
Technical Writers	14.38	17.74	23.97	80+	5+	75	49
Writers & Editors	8.52	10.00	12.94	65+	5	48	40

1) Benefits: Percent of employers offering Medical, Dental, Sick Leave, and Vacation benefits.
2) Demand: Percent of employers saying they have a somewhat or very difficult time finding candidates.

But can I get a job?

If you've prepared well. As the preceding table shows, you may have to start off at some low, 'paying your dues' wages in order to get the experience that many employers say they have difficulty finding.

We can tell you how many Arts, Media, and Entertainment employers there are in the State (shown here). In planning your job search, it may be helpful to know that the two largest groups, "Producers, Orchestras, Entertainers" and "Motion Picture Production," include many small, corporate entities, reflecting the many different projects that begin and end every year.

Consult the regional publication in this series to find out how many Arts, Media, and Entertainment employers there are in your county.

California Employers

Workplace	*Number of Employers*
Total Arts, Media, & Entertainment	32,386
Photographic Studios	1,072
Dance Halls, Studios, & Schools	463
Producers, Orchestras, Entertainers	4,482
Private Museums & Art Galleries	296
Architectural Services	2,556
Motion Picture Production	7,155
Motion Picture Distribution	346
Motion Picture Theaters	679
Video Tape Rental	2,009
Radio & Television Broadcast	652
Cable & Other Pay Television	328
Advertising	2,588
Commercial Photography	510
Commercial Art & Graphic Design	2,059
Newspapers	791
Periodicals	652
Books	437
Miscellaneous Publishing	810
Commercial Printing	4,423
Greeting Cards	24
News Syndicates	54

Here are a few ways to find out who's hiring:

- Use your local resources for leads. If you've been preparing yourself locally, then you probably already know who these are, through prior contacts with clubs, performing groups, lectures, entertainment tabloids, and the like.

- Visit these people and places during off-hours and ask their advice. They'll normally be happy to help guide a potential future colleague.

- Consult the many, many industry directories and periodicals available through your libraries and bookstores to get the names, addresses, and phone numbers of potential employers.

- Explore the Internet sites listed below for a great series of links that'll take you almost anywhere. Or do your own search (we found all the sites you'll ever need by doing a search for "who's who in the motion picture business").

- Discuss possibilities with your teacher or professor.

Plan well, and good fortune to you!

- The California Occupational Information Coordinating Committee links to many resources: **www.soicc.ca.gov**
- The Employment Development Department links to STC, CalJOBS, and America's Job Bank: **www.edd.ca.gov**
- The California Trade and Commerce Agency industry background: **www.commerce.ca.gov/california/economy/profiles**

NOTES:

NOTES:

Gray Davis
Governor
State of California

Grantland Johnson
Secretary
Health and Human Services Agency

Michael S. Bernick
Director
Employment Development Department

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