

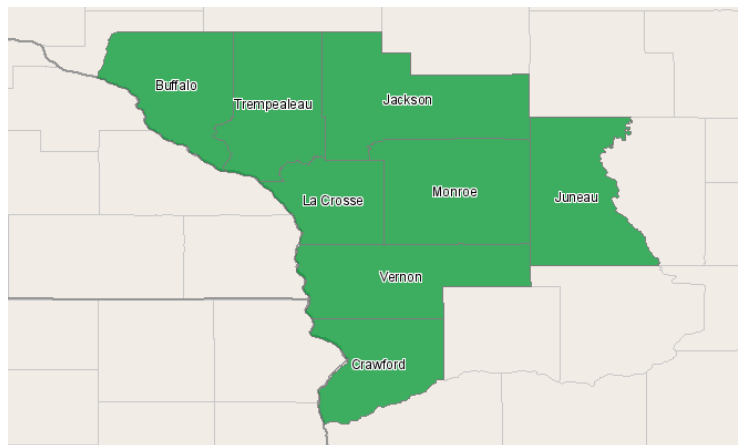
Western Technical College



400 Seventh Street
La Crosse, Wisconsin 54601
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Occupation Report for Visual Communications Program August 28, 2012 2012 Third Quarter Data for 2013-2017 Projections

Western Technical College District



Region Info

Name: Western Technical College District

Description: Western district counties

County Areas: Buffalo, Wisconsin (55011), Crawford, Wisconsin (55023), Jackson, Wisconsin (55053), Juneau, Wisconsin (55057), La Crosse, Wisconsin (55063), Monroe, Wisconsin (55081), Trempealeau, Wisconsin (55121), Vernon, Wisconsin (55123)

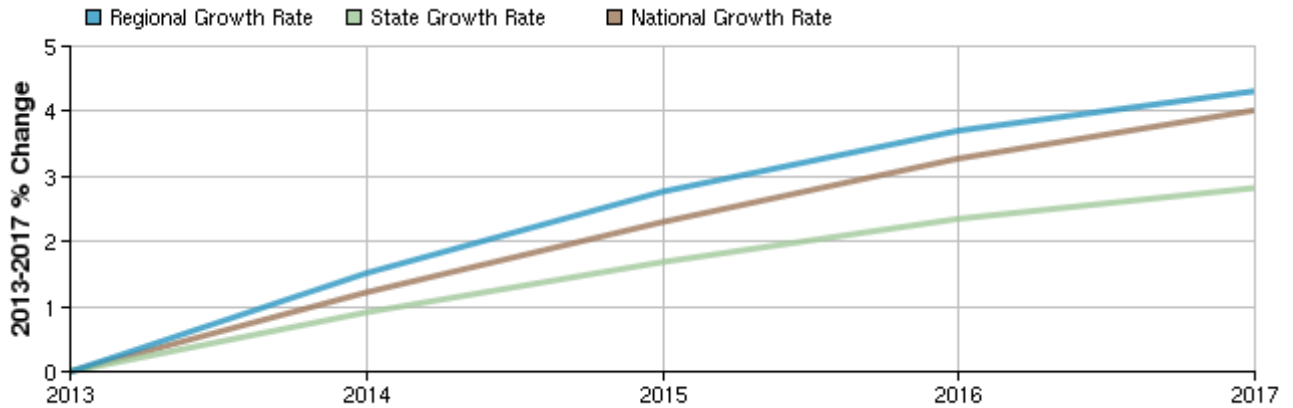
Selected Occupations

Occupation	Education Level
Audio-Visual Collections Specialists (SOC 25-9011)	Bachelor's degree
Multi-Media Artists and Animators (SOC 27-1014)	Bachelor's degree
Producers and Directors (SOC 27-2012)	Bachelor's or higher degree, plus work experience
Radio and Television Announcers (SOC 27-3011)	Long-term on-the-job training
Public Address System and Other Announcers (SOC 27-3012)	Moderate-term on-the-job training
Reporters and Correspondents (SOC 27-3022)	Bachelor's degree
Media and Communication Workers, All Other (SOC 27-3099)	Long-term on-the-job training
Audio and Video Equipment Technicians (SOC 27-4011)	Postsecondary vocational award
Broadcast Technicians (SOC 27-4012)	Associate's degree
Sound Engineering Technicians (SOC 27-4014)	Postsecondary vocational award
Photographers (SOC 27-4021)	Long-term on-the-job training
Camera Operators, Television, Video, and Motion Picture (SOC 27-4031)	Bachelor's degree
Film and Video Editors (SOC 27-4032)	Bachelor's degree
Media and Communication Equipment Workers, All Other (SOC 27-4099)	Moderate-term on-the-job training
Electronic Home Entertainment Equipment Installers and Repairers (SOC 49-2097)	Postsecondary vocational award
Camera and Photographic Equipment Repairers (SOC 49-9061)	Long-term on-the-job training
Photographic Process Workers (SOC 51-9131)	Short-term on-the-job training
Photographic Processing Machine Operators (SOC 51-9132)	Short-term on-the-job training

Executive Summary

Basic Information	
2013 Occupational Jobs	1,120
2017 Occupational Jobs	1,168
Total Change	48
Total % Change	4.02%
Openings	157
2012 Median Hourly Earnings	\$13.48

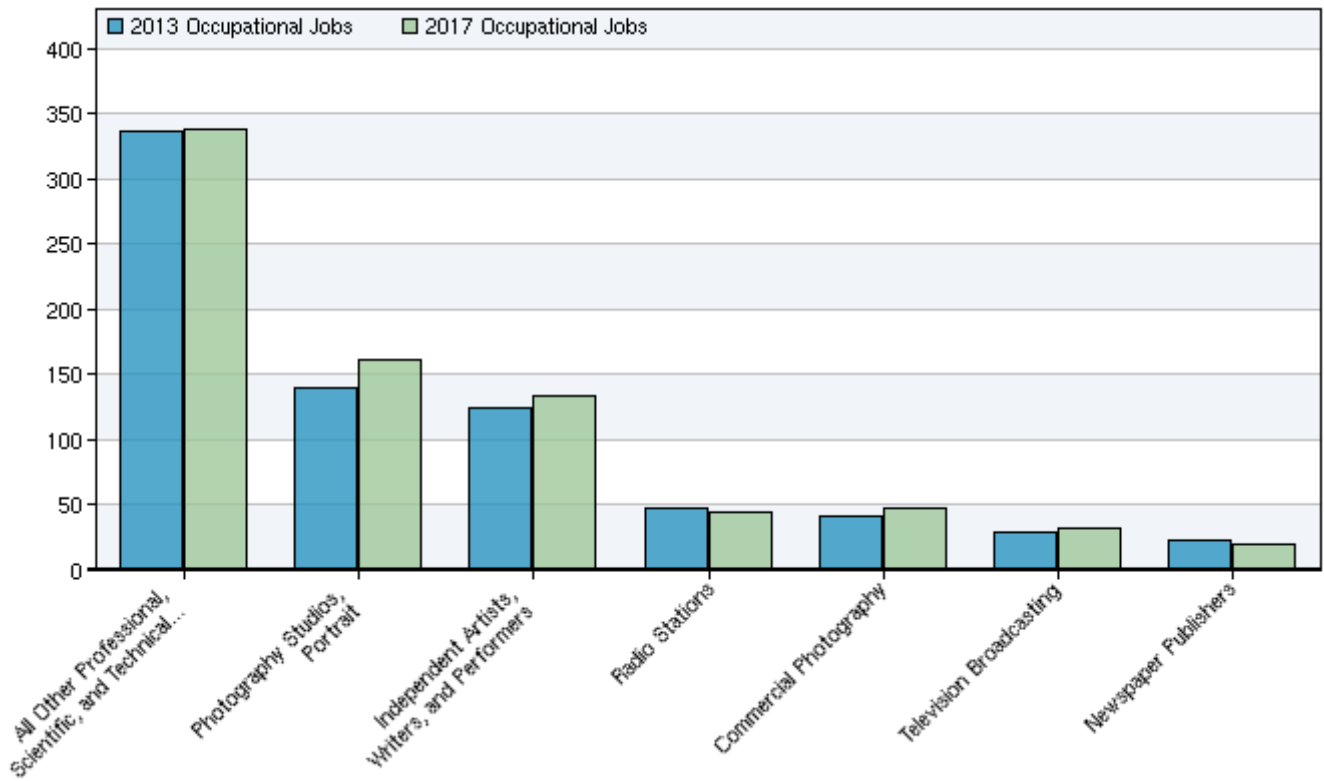
Occupational Change Summary



Region	2013 Jobs	2017 Jobs	Change	% Change	Openings	2012 Median Hourly Earnings
Regional Total	1,120	1,168	48	4%	157	\$13.48
State Total	26,015	26,749	734	3%	3,494	\$15.91
National Total	1,639,629	1,705,474	65,845	4%	231,670	\$17.95

Source: EMSI Complete Employment - 2012.2

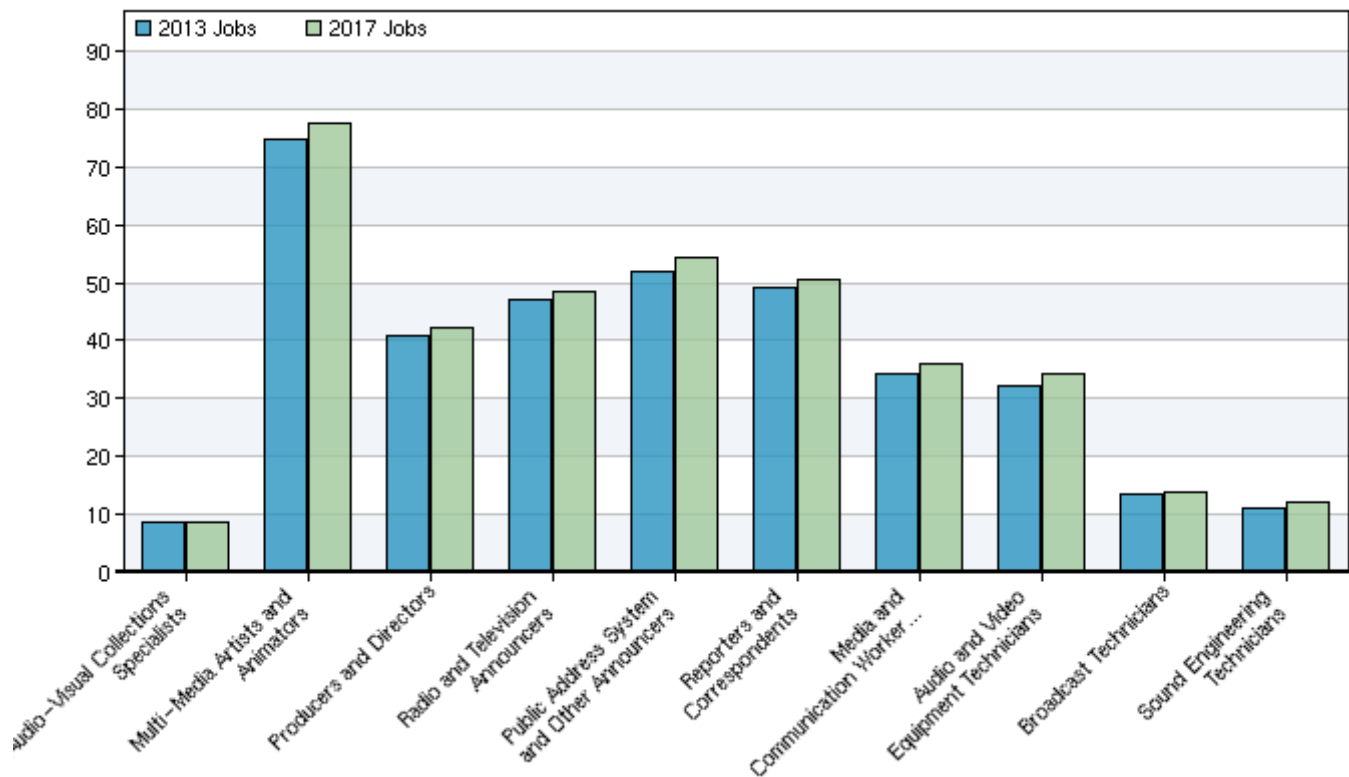
Top Industries for Selected Occupations



NAICS Code	Name	2013 Jobs	2017 Jobs	Change	% Change
541990	All Other Professional, Scientific, and Technical Services	337	339	2	1%
541921	Photography Studios, Portrait	140	161	21	15%
711510	Independent Artists, Writers, and Performers	124	134	10	8%
515112	Radio Stations	47	44	-3	-6%
541922	Commercial Photography	41	47	6	15%
515120	Television Broadcasting	29	32	3	10%
511110	Newspaper Publishers	24	20	-4	-17%

Source: EMSI Complete Employment - 2012.2

Occupational Breakdown



SOC Code	Description	2013 Jobs	2017 Jobs	Openings	2012 Median Hourly Earnings
25-9011	Audio-Visual Collections Specialists	<10	<10	--	--
27-1014	Multi-Media Artists and Animators	75	77	10	\$10.91
27-2012	Producers and Directors	41	42	7	\$19.83
27-3011	Radio and Television Announcers	47	49	7	\$13.45
27-3012	Public Address System and Other Announcers	52	54	8	\$12.25
27-3022	Reporters and Correspondents	49	50	7	\$12.10
27-3099	Media and Communication Workers, All Other	34	36	5	\$16.90
27-4011	Audio and Video Equipment Technicians	32	34	6	\$14.41
27-4012	Broadcast Technicians	14	14	2	\$12.29
27-4014	Sound Engineering Technicians	11	12	2	\$17.00
27-4021	Photographers	588	623	83	\$13.58
27-4031	Camera Operators, Television, Video, and Motion Picture	16	17	3	\$13.06
27-4032	Film and Video Editors	<10	10	--	--
27-4099	Media and Communication Equipment Workers, All Other	16	16	2	\$21.81
49-2097	Electronic Home Entertainment Equipment Installers and Repairers	37	39	4	\$11.75
49-9061	Camera and Photographic Equipment Repairers	<10	<10	--	--
51-9131	Photographic Process Workers	50	47	6	\$10.17
51-9132	Photographic Processing Machine	33	30	3	\$9.00

SOC Code	Description	2013 Jobs	2017 Jobs	Openings	2012 Median Hourly Earnings
	Operators				
	Total	1,120	1,168	157	\$13.48

Source: EMSI Complete Employment - 2012.2

Data Sources and Calculations

Industry Data

In order to capture a complete picture of industry employment, EMSI basically combines covered employment data from Quarterly Census of Employment and Wages (QCEW) produced by the Department of Labor with total employment data in Regional Economic Information System (REIS) published by the Bureau of Economic Analysis (BEA), augmented with County Business Patterns (CBP) and Nonemployer Statistics (NES) published by the U.S. Census Bureau. Projections are based on the latest available EMSI industry data, 15-year past local trends in each industry, growth rates in statewide and (where available) sub-state area industry projections published by individual state agencies, and (in part) growth rates in national projections from the Bureau of Labor Statistics.

Occupation Data

Organizing regional employment information by occupation provides a workforce-oriented view of the regional economy. EMSI's occupation data are based on EMSI's industry data and regional staffing patterns taken from the Occupational Employment Statistics program (U.S. Bureau of Labor Statistics). Wage information is partially derived from the American Community Survey. The occupation-to-program (SOC-to-CIP) crosswalk is based on one from the U.S. Department of Education, with customizations by EMSI.

State Data Sources

This report uses state data from the following agencies: Wisconsin Department of Workforce Development, Bureau of Workforce Information.