

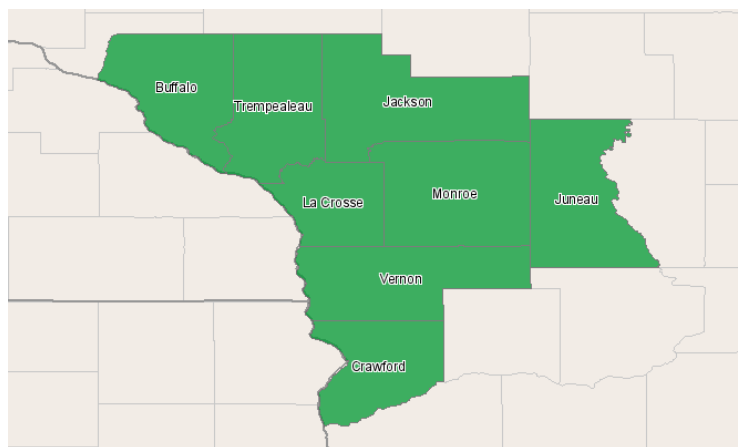
# Western Technical College



400 Seventh Street  
La Crosse, Wisconsin 54601  
608.785.9200

## Visual Communications Occupation Report April 27, 2012

Western Technical College District



## Region Info

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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

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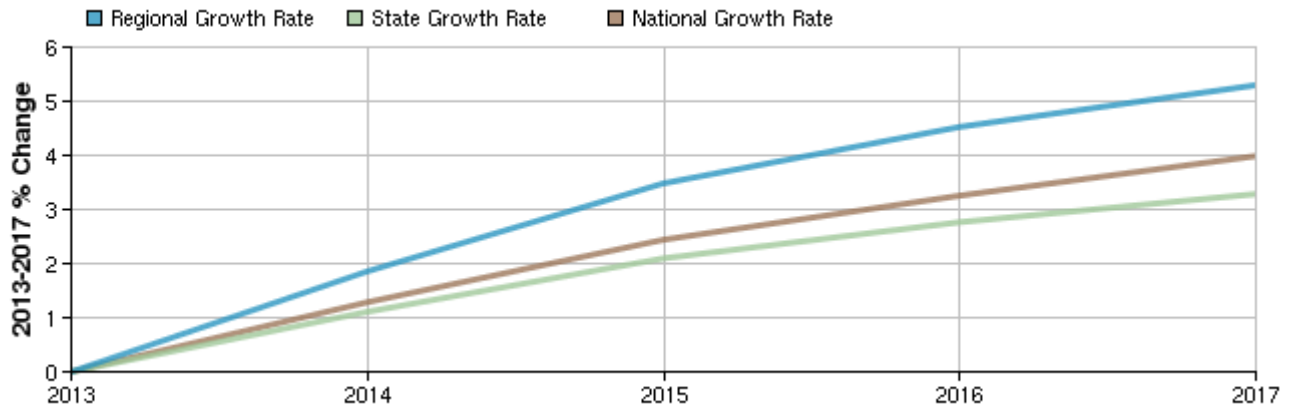
Occupation	Education Level
Audio-visual collections specialists (SOC 25-9011)	Bachelor's degree
Multi-media artists and animators (SOC 27-1014)	Bachelor's degree
Producers and directors (SOC 27-2012)	Degree plus work experience
Radio and television announcers (SOC 27-3011)	Long-term on-the-job training
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

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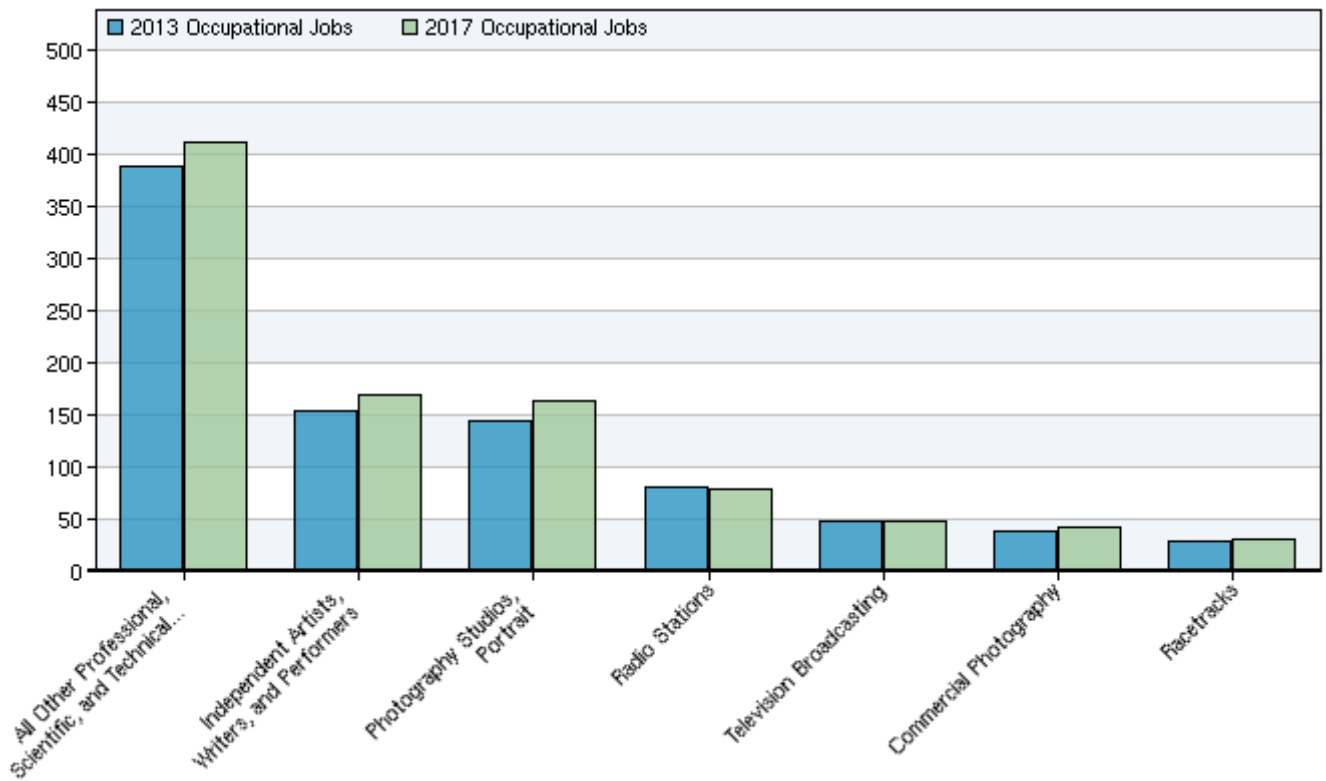
Basic Information	
2013 Occupational Jobs	1,291
2017 Occupational Jobs	1,359
Total Change	68
Total % Change	5.42%
Openings	192
2011 Median Hourly Earnings	\$9.39

## Occupational Change Summary



Region	2013 Jobs	2017 Jobs	Change	% Change	Openings	2011 Median Hourly Earnings
Regional Total	1,291	1,359	68	5%	192	\$9.39
State Total	29,406	30,372	966	3%	3,876	\$11.26
National Total	1,842,819	1,916,294	73,475	4%	248,495	\$14.48

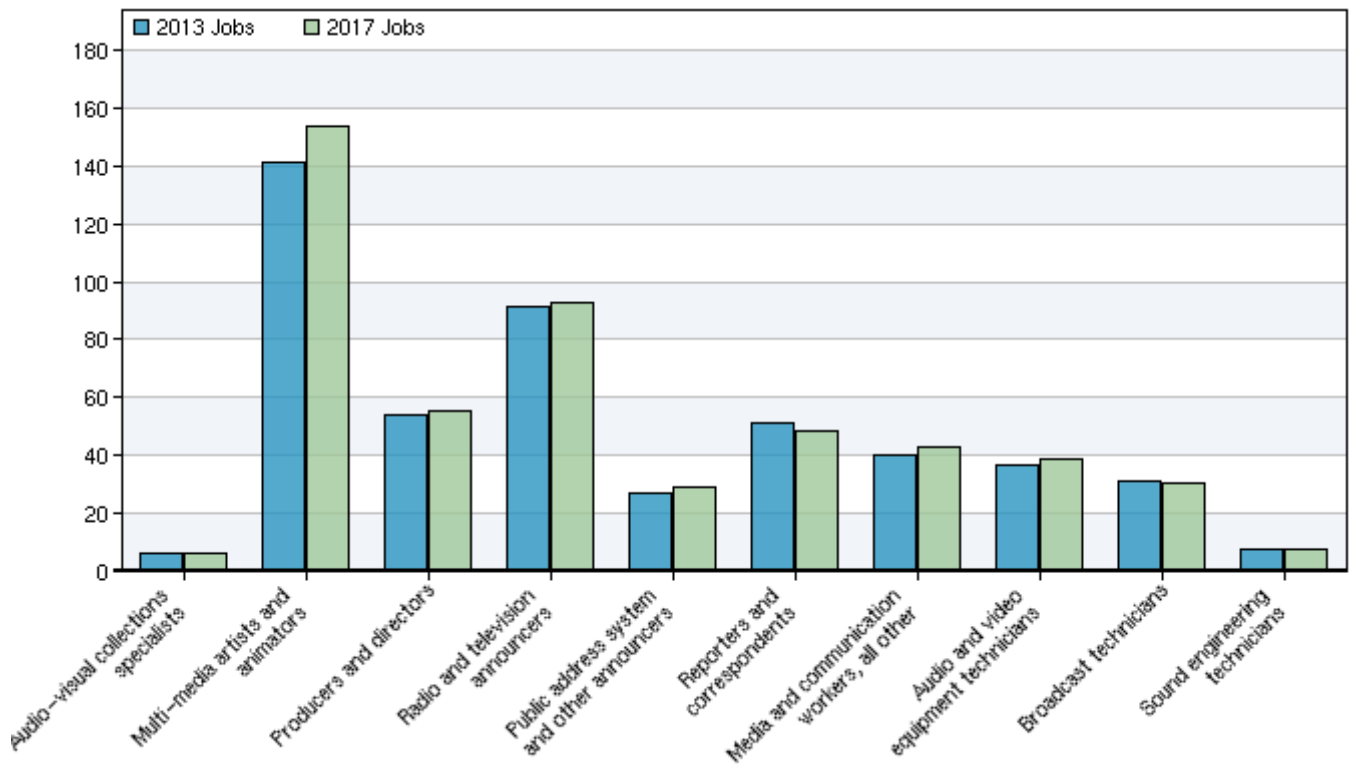
## Top Industries for Selected Occupations



NAICS Code	Name	2013 Jobs	2017 Jobs	Change	% Change
541990	All Other Professional, Scientific, and Technical Services	389	411	22	6%
711510	Independent Artists, Writers, and Performers	154	169	15	10%
541921	Photography Studios, Portrait	145	164	19	13%
515112	Radio Stations	81	78	-3	-4%
515120	Television Broadcasting	48	49	1	2%
541922	Commercial Photography	38	42	4	11%
711212	Racetracks	28	31	3	11%

Source: EMSI Complete Employment - 2011.4

## Occupational Breakdown



SOC Code	Description	2013 Jobs	2017 Jobs	Openings	2011 Median Hourly Earnings
25-9011	Audio-visual collections specialists	<10	<10	--	--
27-1014	Multi-media artists and animators	141	154	24	\$7.96
27-2012	Producers and directors	54	55	8	\$15.53
27-3011	Radio and television announcers	92	93	13	\$9.44
27-3012	Public address system and other announcers	27	29	5	\$8.34
27-3022	Reporters and correspondents	51	49	7	\$9.52
27-3099	Media and communication workers, all other	40	43	7	\$9.16
27-4011	Audio and video equipment technicians	36	39	6	\$10.05
27-4012	Broadcast technicians	31	31	4	\$11.27
27-4014	Sound engineering technicians	<10	<10	--	--
27-4021	Photographers	648	697	98	\$8.39
27-4031	Camera operators, television, video, and motion picture	16	16	2	\$10.92
27-4032	Film and video editors	<10	<10	--	--
27-4099	Media and communication equipment workers, all other	<10	<10	--	--
49-2097	Electronic home entertainment equipment installers and repairers	48	48	4	\$13.25

SOC Code	Description	2013 Jobs	2017 Jobs	Openings	2011 Median Hourly Earnings
49-9061	Camera and photographic equipment repairers	<10	<10	--	--
51-9131	Photographic process workers	22	22	3	\$13.32
51-9132	Photographic processing machine operators	49	46	5	\$9.41
	Total	1,291	1,359	192	\$9.39

Source: EMSI Complete Employment - 2011.4

## Data Sources and Calculations

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### 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.