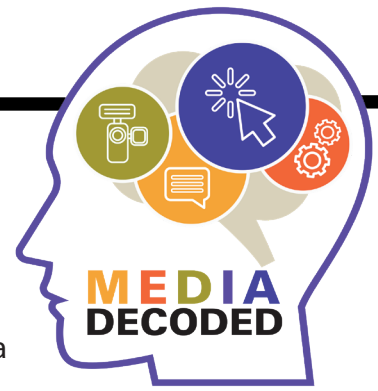


LIGHTS, CAMERA, CAREER



There is a wide range of media careers in San Joaquin County and beyond. From journalism and digital media to photography, videography, social media, and public relations, these are the types of careers students can take their knowledge and understanding of media literacy to. There are opportunities available for creative and talented minds looking to make an impact in the media and communication industries.

The average annual salary for media and communication workers in California is around \$77,000. The overall employment in media and communication occupations is projected to grow by approximately 14% between 2020 and 2030. With competitive salaries and a promising growth trend, a career in media and communication offers not just financial stability but also the chance to shape narratives, influence audiences, and be a pioneer of a fast-evolving industry. Now is the time to turn your passion for storytelling into a dynamic and rewarding profession.

JOURNALISM

Whether they write features, investigative stories, or multimedia narratives, journalists are essential in influencing public opinion. You can find job opportunities in news reporting (print, TV, radio, digital), freelance writing and editing, multimedia journalism, broadcast journalism (audio, television, podcasts).

DID YOU KNOW? The Bay Area holds the 4th place on the top metropolitan areas with highest employment level for journalists nationwide (U.S. Bureau of Labor Statistics).

CONTENT CREATION

Experts in digital media provide anything from interactive multimedia experiences to material on websites. Across all industries, there is a growing need for qualified digital content creators, whether they deal with audio, graphics, or video. Work field ranges from website design and development, video editing and animation, content strategy and digital marketing, podcast and YouTube production.

DID YOU KNOW? California is the second top paying state for web developers with an annual mean wage of \$121,490 (U.S. Bureau of Labor Statistics).

PHOTOGRAPHY + VIDEOGRAPHY

Photographers and videographers are the visual storytellers of the media world. From capturing newsworthy moments to creating promotional material for brands, professionals in this field turn moments into lasting images and films. Choosing this path, you will be able to shoot event, portrait, and commercial photography, cinematography and film production, video editing for marketing and social media, documentary and news videography.

DID YOU KNOW? The Bay Area is the top paying metropolitan area for photographers, with an hourly mean wage of \$44.79 (U.S. Bureau of Labor Statistics).

SOCIAL MEDIA

Social media managers create content to increase online visibility, interact with followers, and spot trends on sites like Instagram, Twitter, TikTok, and LinkedIn. For people who enjoy creativity, communication, and strategy, this fast-paced, constantly-changing sector is ideal. Opportunities encompass social media management and content creation, influencer marketing and brand partnerships, analytics and social media strategy, community engagement and digital branding.

DID YOU KNOW? California is the top state with highest concentration of jobs in social media (U.S. Bureau of Labor Statistics).

PUBLIC RELATIONS

Public relations professionals handle crises, write press releases, develop strategic communications plans, and foster goodwill between their company and the general public. PR experts make sure the appropriate message reaches the proper audience. Job opportunities are found in corporate communications and media relations, crisis management and public affairs, brand positioning and reputation management, and event planning and promotional campaigns

DID YOU KNOW? The mean annual wage for public relations specialists in California is \$81,240, higher than the national average at \$74,410 (U.S. Bureau of Labor Statistics).

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