

Television and Broadcasting Careers in Los Angeles and Orange Counties

Prepared for Dan Smith, June 29, 2015

1. Overview and Supporting Data

It is notoriously difficult to get a full picture of digital media production occupations, especially those that are definitively "mobile". To further complicate matters, as is well known, so many employees in the industry are free-lance or self-employed. We should also bear in mind that the skillsets developed by digital media students in the mobile broadcast facility are easily transferable not only to studio and location-based production but also to a host of other industries, such as architecture, aviation, education, engineering, health, journalism and publishing. Please see the Los Angeles Times and Hollywood Reporter articles below, as well as the attached labor market information and data. If we proceed with a broader survey, we could also conduct a survey of employers and include some local labor organizations, such as:

Hollywood/Los Angeles area locals:

- Amusement Area Employees (Local B192)
- Art Directors Guild (Local 800)
- Animation Guild and Affiliated Optical Electronic and Graphic Arts (Local 839)
- Airline Motion Picture Employees (Local 916)
- Affiliated Property Craftspersons (Local 44)
- Costume Designers Guild (Local 892)
- Lab, Film/Film/Video Technicians/Cine-technicians (Local 683)
- Make-Up Artists & Hair Stylists (Local 706)
- Motion Picture Studio Electrical Lighting Technicians (Local 728)
- Motion Picture Studio Grips/Crafts Service (Local 80)
- Motion Picture Set Painters & Sign Writers (Local 729)
- Motion Picture Studio Teachers and Welfare Workers (Local 884)
- Production Sound Technicians, Television Engineers, Video Assist Technicians and Studio Projectionists (Local 695)
- Script Supervisors/Continuity, Coordinators, Accountants & Allied Production Specialists Guild (Local 871)
- Sound & Figure Maintenance Technicians (Local 923 Anaheim)
- Stagehands and Projectionist in Hollywood and Los Angeles for television and theater stage (Local 33)

Please note that although an education in Television and Video production is not sufficient for many of these jobs, it is often necessary and required.

2. Industry Trends

In the meantime, current surveys can be seen to confirm the following observations from a recent article in the Los Angeles Times:

"A surge in digital entertainment jobs from new online shows on Amazon, YouTube and other new-media outlets has helped drive employment in Hollywood to the highest level in a decade. Some 8,000 new jobs were added to the motion picture and sound recording sector in Los Angeles County last year, according to state jobs data. The 6.5% growth from the previous year was three times higher than all private-sector jobs in the county...

... The dramatic recovery of the entertainment sector is particularly crucial to L.A. because it pumps billions of dollars into the region's economy. It's an unexpected comeback story for an industry hard hit by a stream of layoffs at major studios and an unwelcome trend of filming being lured out of state by generous tax credits and rebates.

"We have a prolonged recovery from the recession, then we have a digital media surge that is taking place here in Southern California and an increase in commercial activity as firms are increasing their advertising expenditures," said Robert Kleinhenz, chief economist with Los Angeles County Economic Development Corp. "It's encouraging that we have been able to see these gains in employment elsewhere that have been backfilling the jobs that are lost." Although California does not break out job figures for digital media, Kleinhenz and other economists believe that the rebound has been partly fueled by a crop of new online shows from YouTube, Amazon Studios, Yahoo and other Internet companies.

These new digital venues are rapidly reshaping how entertainment is delivered to consumers and provide new jobs that didn't exist when the recession began in 2007.

Cat Smith is one of the Hollywood workers who benefited. The art director worked on the HBO series "True Blood" until the show ended its run last year. She quickly got a job as a production designer on Amazon's Golden Globe-winning show "Transparent."

Santa Monica-based Amazon Studios has several Web series filming locally, employing hundreds of crew members on such as shows as the detective series "Bosch" and "Transparent," about a dysfunctional Los Angeles family. Smith said she was drawn to the script and also the chance to work in a new, artist-friendly medium, one she likens to the early days of cable television.

"You're getting in on the ground floor," Smith said. "There is an excitement that 'This is the future.'" These kind of jobs typically don't pay as much as traditional media, but they have helped L.A. County offset the 12,600 job losses that occurred in 2008 and 2009, when studios scaled back production, slashed payrolls and curbed spending on advertising. The local entertainment industry had an average annual employment of 130,900 jobs in 2014, not counting freelance workers. It marks the second consecutive year of growth in the sector, according to the state's Employment Development Department. Hollywood's jobs picture is closely watched because the entertainment industry is a key facet of L.A.'s economy. The industry contributed about \$61 billion in goods and services in 2012, or roughly 10% of the county's gross product, Kleinhenz said. The employment gains in the film and TV business are impressive given that they occurred during a period of continued belt-tightening by major studios, which have been grappling with box-office misfires, vanishing DVD sales and rising competition from streaming services."¹

120,000
freelancers

At the time of writing this study, Box Office records are being broken in Hollywood:

“Box Office: Moviegoing Isn’t Extinct After All as Revenue Hits Record Levels - by Pamela McClintock

A hybrid pack of hits — including 'Avengers: Age of Ultron' and 'Jurassic World' — have helped set the North American box office revenue record at an all-time high of \$5.3 billion year-to-date. The news couldn't have been worse for the film business as 2014 closed out. North American box office revenue saw the biggest decline in nine years as revenue tumbled 5 percent over 2013 as a slew of tentpoles failed to do monster business.

Silicon Beach
Fast-forward to June 24, 2015: Domestic box office revenue for 2015 has hit \$5.303 billion year-to-date, an all-time high, according to Rentrak. (The previous best for the same time period was \$5.153 billion in 2012.) And the year is up 12 percent over 2013. The boom is due to a eclectic diet of hits, beginning in January with *American Sniper* (\$350.1 million) and followed by *Furious 7* (\$351 million), *Cinderella* (\$199.8 million), *Pitch Perfect 2* (\$179.2 million), *Home* (\$174.3 million) and Universal's *Fifty Shades of Grey* (\$166.2 million). *Avengers: Age of Ultron* (\$450.5 million) and *San Andreas* (\$135.8 million) kicked off summer in high style, although things started to look grim over Memorial Day when *Tomorrowland* quickly fizzled.

But summer revenue has made T. Rex-like strides — thanks to *Jurassic World* and *Inside Out* — hitting \$2.049 billion on June 24, second only to the \$2.157 billion grossed during the same time period in 2013. *Jurassic World* has smashed numerous records and will surpass *Ultron* sometime on Friday to become the top-grossing domestic title of the year. Considering what's still waiting in the wings, including December's *Star Wars: The Force Awakens*, many are predicting a record year at the box office, eclipsing the \$10.9 billion earned in 2013. And they're also optimistic that summer 2015 will also set a new record, besting the \$4.76 grossed in 2013.

"The bedrock truth is that when you have movies opening so big and generating such huge ticket sales, the more people are interested in seeing other films," said Nicholas Carpou, President of domestic distribution for Universal. "It keeps them optimistic about the next movie coming up." Universal is enjoying the best year in its history, and is No. 1 in marketshare. Two of its films, *Furious 7* and *Jurassic World*, have already grossed north of \$1 billion globally, or \$1.51 billion and \$1.02 billion, respectively. (It is also home to *Fifty Shades of Grey* and *Pitch Perfect 2*.) Disney is also prospering, with *Ultron* earning \$1.38 billion globally.

"We have been breaking records in almost every single month, and that's how you build a record year," said Rentrak box office analyst Paul Dergarabedian."²

Another recent article in The Hollywood Reporter ranks Maker Studios in Playa del Rey at #2 out of the top 25 production facilities in Silicon Beach. Silicon Beach, broadly defined as Venice to the North and Playa Del Rey to the South, with Culver City to the East, features studio spaces that alternate between shooting special effects for top grossing feature films such as "Avatar," video content for the Internet, video game production, and television commercials. More evidence that studio skills are used in literally any content created in a studio.³

◀ The Hollywood Reporter is also tracking the progress of California's Film Commission and \$100 million dollars of tax credits issued to Hollywood productions in 2014-15: ▶

◀ "The California Film Commission has vetted and approved 11 features, 13 TV series and two telepics, which share \$100 million in annual financial incentives - by Alex Ben Block ▶

Among the 26 projects approved by the California Film Commission to receive \$100 million in tax credits for the next fiscal year are 11 feature films, 13 TV series and two made-for-television movies, it was announced Tuesday. The list includes the feature films *All Summer Long* – *A Beach Boys Musical* from Fox and Warner Bros.' *Scarface*, as well as BET's *Being Mary Jane*, which is relocating from Georgia for its third season.

There are 15 studio and 11 independently produced projects on the list. "Now in its sixth year, California's tax credit program has proven to be our most effective economic development tool for retaining and attracting production jobs, spending and tax revenues," said Amy Lemisch, the commission's executive director. "The projects that receive our tax credit incentive will have a broad impact across the state's economy as they create jobs and support thousands of small businesses."

After a record 497 applications were made June 2 (up 30 percent over the prior year), the commission chose 23 by random lottery. Since then those have been reviewed and verified, with some being dropped, after which others were added. The state's new fiscal year begins Tuesday and runs through the end of June 2015. The 26 chosen still have to meet approval criteria before they actually see any money. Each will have to show it created jobs in the state, complete postproduction and file required documentation, including audited cost reports. After it is reviewed and approved by the commission, a tax credit certificate is issued.

The commission estimates that they will eventually generate \$802 million in direct spending in California, which includes \$230 million in wages for below-the-line crewmembers (those who work on the movie besides the producer, director and stars). Along with new projects, including 11 that qualify as indie movies, there are several TV series that continue to receive funding, including *Rizzoli & Isles*, *Pretty Little Liars* and *Teen Wolf*. Series that previously relocated to California from other states but are no longer in production include *Body of Proof* and BBC's *Torchwood*.

The commission estimates that since the program began in 2009, including the newly approved projects, it will have generated \$5.39 billion in in-state spending, including \$1.7 billion in below-the-line wages. By moving its production from Georgia to California, *Being Mary Jane* will qualify for an extra 5 percent incentive, bringing the total incentive for the show to 25 percent. It would not have relocated to California without this incentive, according to the commission.

The California Senate is currently considering a bill designed to extend and expand the current program of incentives, which is intended to keep film and TV work in the state, and deter a continuing trend of runaway production to other states and countries that also offer financial incentives. That bill has already passed the state Assembly and will next be heard by the Senate Appropriates Committee before Labor Day."⁴

3. Industry Data:

When reviewing updated Labor Market Information below, please remember from Section 1 (above), that "so many employees in the industry are free-lance or self-employed... That the skillsets developed by our students in the mobile broadcast facility are easily transferable not only to studio and location-based production but also to a host of other industries, such as architecture, aviation, education, engineering, health, journalism and publishing:

Title	Job Postings	Source: Labor/Insight Jobs (Burning Glass Technologies)	
Interaction Designer	117	Postings available with the current filters applied:	4,077
Copy And Print Associate	116	Postings with unspecified title:	97
Audio Visual Technician	92	May. 01, 2014 - Apr. 30, 2015	
Interactive Designer	85	Time Period:	Last 12 months
Full Stack Developer	79	County:	Los Angeles, CA
Videographer	51	County:	Orange, CA
Independent Technician	49	27-1014	
Writer	47	27-2012	Producers and Directors
Film Crew	47	27-3011	Radio and Television Announcers
Visual Effects Artist	41	27-3021	Broadcast News Analysts
FX Artist	36	27-3022	Reporters and Correspondents
	31	27-3043	Writers and Authors
Interactive Art Director	30	27-4011	Audio and Video Equipment Technicians
Writer/Editor	24	27-4012	Broadcast Technicians
News Reporter	23	27-4013	Radio Operators
Freelance Writer	18	27-4014	Sound Engineering Technicians
Theater Technician	17	27-4021	
Content Writer	17	27-4031	Camera Operators, Television, Video, and Motion Picture
Director Of Event Technology	16	27-4032	Film and Video Editors
Staff Writer	16	39-3021	Motion Picture Projectionists
Entry Writer	16	51-5111	Prepress Technicians and Workers
Community Liaison	15	51-9151	Photographic Process Workers and Processing Machine Operators
Video Editor	14		
Visual Specialist	14		
Motion Designer	14		
Broadcast Engineer	14		

Technician Writer	13			
Mobile Videography Coordinator	13			
News Anchor	12			
Creative And Positive Person	11			
Master Black	11			
Sales Specialist	11			
Master Control Operator	10			
News Writer	9			
Writer/Producer	9			
Interactive Producer	9			
Operator, Master Control	9			
Audio Mixer/A1 Freelance Live	8			
D Artist/3D Concept Modeler	8			
Several	8			
Audio Video Engineer/Architect	8			
Sports Writer	8			
Facial Recognition Developer	7			
Audio Engineer	7			
Director Of Photography	7			
Scanning Associate	7			
Video Editing	7			
Creative Writer	6			
Radio Announcer DJ	6			
Studio Coordinator	6			
User Interface (Ux)/User Experience (Ux) Designer	6			
Scanner	6			
Scientific Writer	6			
Junior Processor	6			
Sports Reporter	6			
Senior Motion Designer	5			
Stage Technician	5			
Systems Engineer	5			

Writer/Illustrator	5			
Media Technician I	5			
Compositor	5			
Senior Editorial Producer	5			
Nuke Compositor	5			
Senior Sound Designer	5			
Full-Stack Developer	5			
D Modeler	5			
Generator Technician	5			
Supvr, Broadcast Operations	5			
Mixing Technician I	5			
Senior Writer	5			
Shadowing	5			
On-Air Personality, Real 92	5			
Setup Specialist	5			
Blog Writer	5			
Morning Help	5			
Appeals Writer Specialist	5			
Sports Anchor	5			
Operations Technician	5			
Sound Mixer	5			
Camera Operator	5			
Senior Compositor	5			
Blogger	5			
Sales Representative	4			
English Voice Writer	4			
Online Gamer Writer/Blogger	4			
Mixing Technician II	4			
Procedure Writer	4			
Field Engineer	4			
Digital Technician – Hautelook	4			
Video Journalist Twc News	4			
Visual Coordinator	4			

3D Designer	4			
Morning	4			
Broadcast Traffic Associate	4			
Av Multimedia Design Engineer	4			
Digital Modeler II	4			
Field Camera Operator	4			
Nuke Compositors	4			
Digital Film/Video Faculty	4			
Full Stack Developer – Remote	4			
Development Writer	4			
Broadcast Operator	4			
VFX Producer	4			
Senior Audio Engineer	4			
Financial Writer	4			
Events Sales Manager	3			
Communication/ Technician Writer	3			
Camera Operator, Freelance Jib	3			
Broadcast Technical Specialist	3			
Audio Technician	3			
Theater Technology Specialist	3			
Bsa With Programming Background	3			
Media Technician I /In-District employees Only	3			
Audio Recording	3			
Chb - Entry Writer	3			
Airbrushing	3			
Audio Visual Presenter	3			
Custom Clubmaking	3			

Specialist				
Seo Content Writer	3			
Writer Producer - Adultswim	3			
Video Technician	3			
Flash Developer	3			
Audio Studio Assistant	3			
Specialist Writer	3			
Senior 3D Designer	3			
Continuity Writer	3			
Media Technician	3			
Broadcast Operator - Master Control Operator	3			
Science Research Writer	3			
Spotter	3			
Visual Effects Coordinator	3			
Content Marketing Writer	3			
Prepress Technician	3			
Scanning Clerk	3			
Technology Manager	3			
Broadcast Technical Operator	3			
Event Technician	3			
Item Set-Up Coordinator - Hautelook	3			
Senior Sound Designer - Infinity	3			
Science Writer	3			
Koppen Operator	3			
Make A	3			
Program Writer - Grid Operations Tsp	3			
Wood One Affiliate Searching For Radio Voices	3			
Marketing Writer	2			
Coordinator- Theatrical AV	2			
Module Processor	2			

II				
Policies And Procedures Writer	2			
Native German Speaker/Writer	2			
D Generalist/Retoucher	2			
Technical Writer	2			
Voiceover Assistant	2			
Narrative Designer	2			
TV Studio Guard	2			
VFX Supervisor For TV	2			
Visual Coordinator - Drive	2			
Online Nba Writer/Blogger	2			
Entry Writer - Entry	2			
D Digital Designer	2			
Community Liaison Spanish	2			
Audio Visual Specialist	2			
Executive Speech Writer	2			
Audio Mixer/AI Live	2			
Instructional Designer	2			
Technology Project Manager	2			
Visiting Critic	2			
Sound Designer	2			
Senior Process Excellence Specialist	2			
Pre-Press/Processing	2			
Acoustical Engineer	2			
Flexo Prepress/Plate Sales	2			
Supervising Producer	2			
3D Designer Fx Networks - ,	2			