This analysis of the Arts, Audio/Video Technology, & Communications cluster in the Commonwealth highlights important information for each of its career pathways—Journalism and Broadcasting; Performing Arts; Printing Technology; Telecommunications; and Visual Arts. Data and analysis relied on the most recent employment projections for 2026 developed by the Virginia Employment Commission in 2018. The short- and long-term impact of the ongoing Covid-19 pandemic is not and cannot be incorporated. Nonetheless, the analysis presents a possible outlook if all employment sectors quickly recover six years from now from current economic downturns as a result of the pandemic.

What trends do we currently see? What trends may we anticipate?

- In 2016, approximately 49,500 Virginia jobs were associated with the Arts, Audio/Video Technology, & Communications cluster, and about 2,600 new jobs are expected by 2026. Since many individuals with careers in this cluster are self-employed, all occupations are not captured in these statistics.
- The Journalism and Broadcasting pathway is the largest pathway in this cluster, consisting of nearly 19,600 jobs in 2016. It is projected to have a growth rate of 10 percent over the decade.
- The employment rate is projected to decline by 10 percent in the Printing Technology pathway; 4 out of 5 occupations in this pathway will experience negative job growth over the decade.
- Among all occupations in this cluster, Graphic Designers have the highest number of annual job openings—705 openings each year between 2016 and 2026.
- Most occupations in Journalism and Broadcasting, Performing Arts, and Visual Arts require a Bachelor’s degree or more.
Figure 1 shows the predominant level of education and training in each pathway. Education data was determined by Trailblazers based on U.S. Bureau of Labor Statistics occupational education and training data. The percentages in the graph below reflect the number of occupations, not the number of workers. For example, the Visual Arts pathway consists of eleven occupations: six of them require a bachelor's degree or more (55%), and five require work experience in addition to a bachelor's degree or more (45%).

Figure 1: Predominant Education Level for Arts, Audio/Video Technology, & Communications, 2016-2026

Figure 2 compares the estimated 2016 employment for each pathway to projected 2026 employment levels. Data are provided by the Virginia Employment Commission.

Figure 2: Employment in Virginia for the Arts, Audio/Video Technology, & Communications Cluster, 2016-2026
Figure 3 presents the size and median wages of the occupations in selected pathway with the highest projected percentage of growth. Wage data are provided by the U.S. Bureau of Labor Statistics Occupational Employment Statistics program.

In the Arts, Audio/Video Technology, & Communications cluster, the following Local Workforce Investment Areas (LWIs) will experience higher occupational growth rates than the state average:

- New River/Mt Rogers
- Northern Virginia

Nontraditional Occupations for Females
- Printing Press Operators