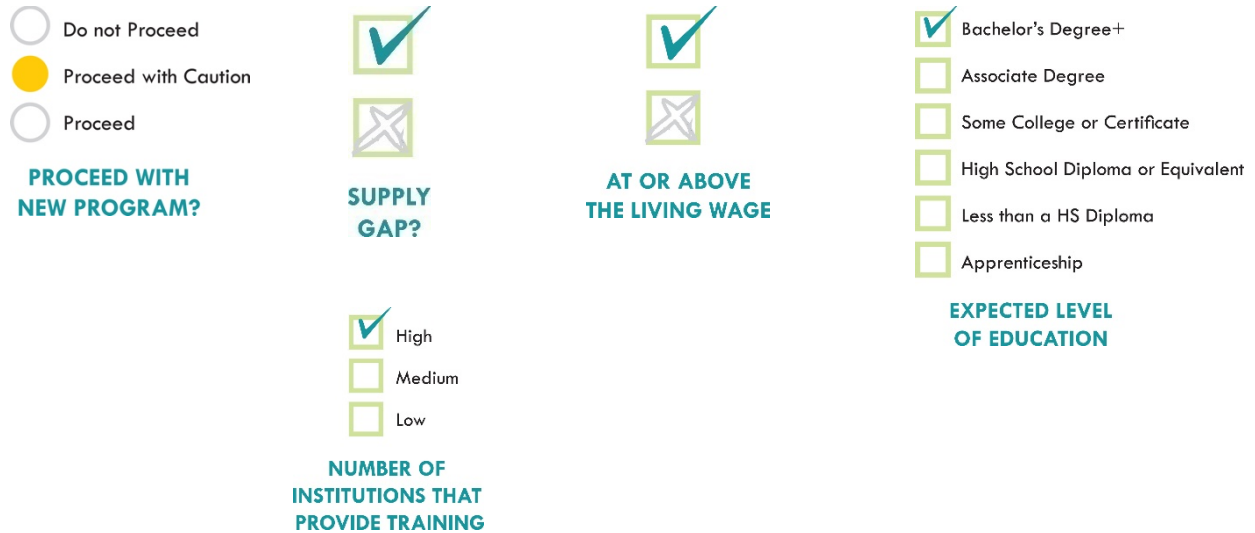


Television Occupations

Labor Market Analysis: San Diego County

May 2019

Summary



According to available labor market information, there is a supply gap for occupations that could be trained by a *Television* program. *Television Occupations* include “Producers and Directors,” “Media and Communications Workers,” “Audio and Video Equipment Technicians,” and “Film and Video Editors.” *Television Occupations* in San Diego County have a labor market demand of 273 annual job openings. Comparatively, the average occupation in San Diego County has a labor market demand of 277 annual job openings. Nine educational institutions in San Diego County supply 146 awards for these occupations, suggesting that there is a supply gap. The top listed educational requirement for *Television Occupations* is a bachelor’s degree, followed by a high school diploma or equivalent. If the community colleges in the region want to start a program for *Television Occupations*, this brief recommends that they proceed with caution because 1) four *Television Occupations* (in aggregate) have a similar labor market demand to an average occupation in San Diego County; 2) there are several institutions that train for these occupations in the region; and 3) 26 percent of San Diego-Imperial students and 29 percent of students statewide earned a living wage after completing a program in Television (including combined TV/film/video) (060420), compared to 58 percent of students in Career Education programs across the state.

Introduction

This report provides labor market information in San Diego County for the following occupational codes in the Standard Occupational Classification (SOC)¹ system:

- **Producers and Directors** (SOC 27-2012): Produce or direct stage, television, radio, video, or motion picture productions for entertainment, information, or instruction. Responsible for creative decisions, such as interpretation of script, choice of actors or guests, set design, sound, special effects, and choreography.
- **Media and Communications Workers** (SOC 27-3099): All media and communication workers not listed separately.
- **Audio and Video Equipment Technicians** (SOC 27-4011): Set up, or set up and operate audio and video equipment including microphones, sound speakers, video screens, projectors, video monitors, recording equipment, connecting wires and cables, sound and mixing boards, and related electronic equipment for concerts, sports events, meetings and conventions, presentations, and news conferences. May also set up and operate associated spotlights and other custom lighting systems.
- **Film and Video Editors** (SOC 27-4032): Edit moving images on film, video, or other media. May edit or synchronize soundtracks with images.

For the purpose of this report, these occupations are referred to as *Television Occupations*.

Projected Occupational Demand

Between 2018 and 2023, *Television Occupations* are projected to increase by 50 jobs or two percent (Exhibit 1a). Employers in San Diego County will need to hire 273 workers annually to fill new jobs and backfill jobs due to attrition caused by turnover and retirement, for example.

¹ The Standard Occupational Classification (SOC) system is used by federal statistical agencies to classify workers into occupational categories for the purpose of collecting, calculating or disseminating data. [bls.gov/soc](https://www.bls.gov/soc).

Exhibit 1a: Number of Jobs for Television Occupations (2008-2023)²

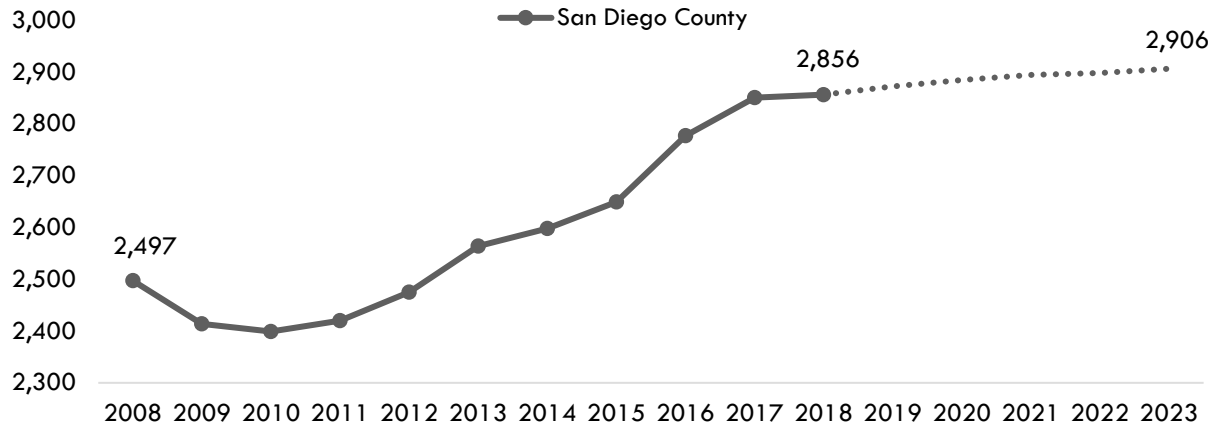


Exhibit 1b, below, breaks down the projected number of jobs change by occupation more specifically. As Exhibit 1b shows, *Audio and Video Equipment Technicians* has the largest labor market demand. This demand is projected to increase by 17 total jobs between 2018-2023.

Exhibit 1b: Number of Jobs for Television Occupations in San Diego County (2018-2023)

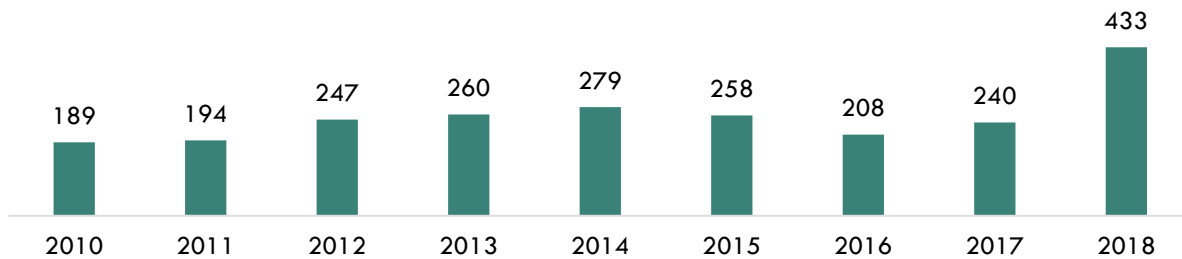
Occupational Title	2018 Jobs	2023 Jobs	2018 - 2023 Change	2018-2023 % Change	Annual Openings (Demand)
Audio and Video Equipment Technicians	1,179	1,196	17	1%	111
Producers and Directors	1,040	1,052	12	1%	97
Media and Communication Workers, All Other	345	354	9	3%	33
Film and Video Editors	292	304	12	4%	32
Total	2,856	2,906	50	2%	273

² Emsi 2019.02; QCEW, Non-QCEW, Self-Employed.

Online Job Postings

Between 2010 and 2018, there was an average of 256 online job postings per year for *Television Occupations* in San Diego County (Exhibit 2).

Exhibit 2: Number of Online Job Postings for *Television Occupations* in San Diego County (2010-2018)³



Earnings

The median hourly earnings of *Television Occupations* range from \$19.78 to \$28.34 (Exhibit 3a). On average, the median hourly earnings for *Television Occupations* is \$24.71; this is more than the Self-Sufficiency Standard for a single adult in San Diego County, which is \$15.99 per hour (Exhibit 3b).⁴

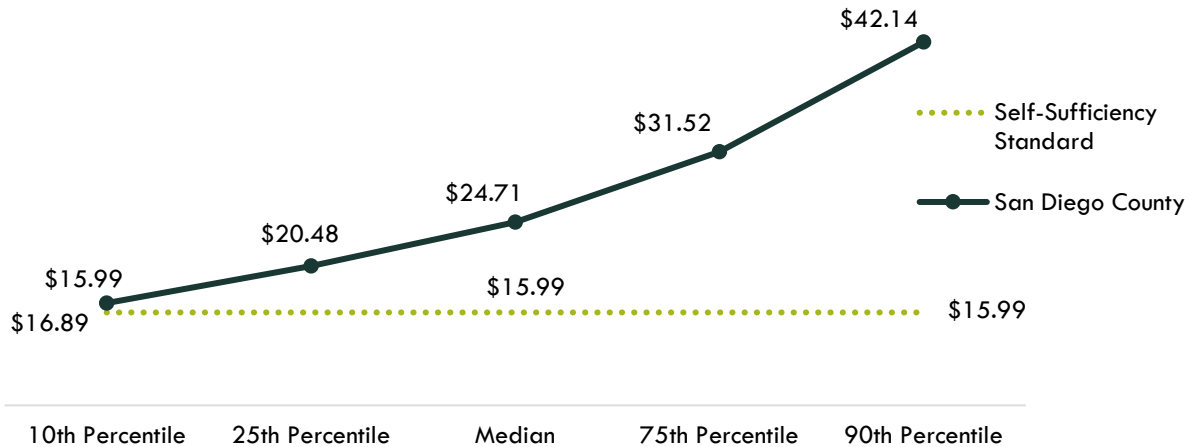
Exhibit 3a: Hourly Earnings for *Television Occupations* in San Diego County

Occupational Title	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)
Film and Video Editors	\$24.49	\$28.34	\$33.48
Producers and Directors	\$22.00	\$26.12	\$38.28
Media and Communication Workers, All Other	\$18.99	\$24.59	\$28.84
Audio and Video Equipment Technicians	\$16.46	\$19.78	\$25.50

³ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2010-2018.

⁴ "Self-Sufficiency Standard," Insight: Center for Community Economic Development, last updated 2018. insightcced.org/2018-self-sufficiency-standard.

Exhibit 3b: Hourly Earnings⁵ for Television Occupations in San Diego County⁶



Educational Supply

Educational supply for an occupation can be estimated by analyzing the number of awards in related Taxonomy of Programs (TOP) or Classification of Instructional Programs (CIP) codes.⁷ There are **six** TOP codes and **12** CIP codes related to *Television Occupations* (Exhibit 4).

Exhibit 4: Related TOP and CIP Codes for Television Occupations

Television Occupations
TOP 060100: Media and Communications, General
TOP 060400: Radio and Television
TOP 060420: Television (including combined TV/film/video)
TOP 061220: Film Production
TOP 061440: Animation
TOP 100500: Commercial Music
CIP 09.0100: Communication, General
CIP 09.0702: Digital Communication and Media/Multimedia

⁵ 10th and 25th percentiles could be considered entry-level wages, and 75th and 90th percentiles could be considered experienced wages for individuals who may have been in the occupation longer, received more training than others, etc.

⁶ Emsi 2019.02; QCEW, Non-QCEW, Self-Employed.

⁷ TOP data comes from the California Community Colleges Chancellor's Office MIS Data Mart (datamart.cccco.edu) and CIP data comes from the Integrated Postsecondary Education Data System (nces.ed.gov/ipeds/use-the-data).

Television Occupations

CIP 10.0203: Recording Arts Technology/Technician

CIP 10.0303: Prepress/Desktop Publishing and Digital Imaging Design

CIP 10.0304: Animation, Interactive Technology, Video Graphics and Special Effects

CIP 50.0102: Digital Arts

CIP 50.0401: Design and Visual Communications, General

CIP 50.0411: Game and Interactive Media Design

CIP 50.0602: Cinematography and Film/Video Production

CIP 50.0699: Film/Video and Photographic Arts, Other

CIP 50.0913: Music Technology

CIP 50.1003: Music Management

According to TOP data, six community colleges supply the region with awards for these occupations: Grossmont College, MiraCosta College Palomar College, San Diego City College, San Diego Miramar College and Southwestern College. According to CIP data, three other educational institutions supply the region with awards: The Art Institute of California-San Diego, MediaTech Institute-Oceanside and Platt College-San Diego (Exhibit 5).

Exhibit 5: Number of Awards (Certificates and Degrees) Conferred by Postsecondary Institutions (Program Year 2013-14 through 2016-17 Average)

TOP6 or CIP	TOP6 or CIP Title	3-Yr Annual Average CC Awards (PY14-15 to PY16-17)	Other Educational Institutions 3-Yr Annual Average Awards (PY13-14 to PY15-16)	3-Yr Total Average Supply (PY13-14 to PY16-17)
060400	Radio and Television	37	0	37
	• Palomar	15	0	
	• San Diego City	12	0	
	• Southwestern	10	0	

060420	Television (including combined TV/film/video)	15	0	15
	• Grossmont	14	0	
	• Southwestern	1	0	
061220	Film Production	18	0	18
	• San Diego City	18	0	
061440	Animation	12	0	12
	• Palomar	12	0	
100500	Commercial Music	32	0	32
	• MiraCosta	20	0	
	• San Diego City	8	0	
	• San Diego Miramar	1	0	
	• Southwestern	3	0	
10.0203	Recording Arts Technology/Technician	0	30	30
	• The Art Institute of California-San Diego	0	6	
	• MediaTech Institute-Oceanside	0	24	
10.0303	Prepress/Desktop Publishing and Digital Imaging Design	0	1	1
	• Platt College-San Diego	0	1	
10.0304	Animation, Interactive Technology, Video Graphics and Special Effects	0	1	1
	• Platt College-San Diego	0	1	
			Total	146

Demand vs. Supply

Comparing labor demand (annual openings) with labor supply⁸ suggests that there is a **supply gap** for these occupations in San Diego County, with **273** annual openings and **146** awards. Comparatively, there are **8,002** annual openings in California and **3,215** awards⁹ (Exhibit 6).

⁸ Labor supply can be found from two different sources: EMSI or the California Community Colleges Chancellor's Office MIS Data Mart. EMSI uses CIP codes while MIS uses TOP codes. Different coding systems result in differences in the supply numbers.

⁹ "Supply and Demand," Centers of Excellence Student Outcomes, coecc.net/Supply-and-Demand.aspx.

Exhibit 6: Labor Demand (Annual Openings) Compared with Labor Supply (Average Annual Awards)

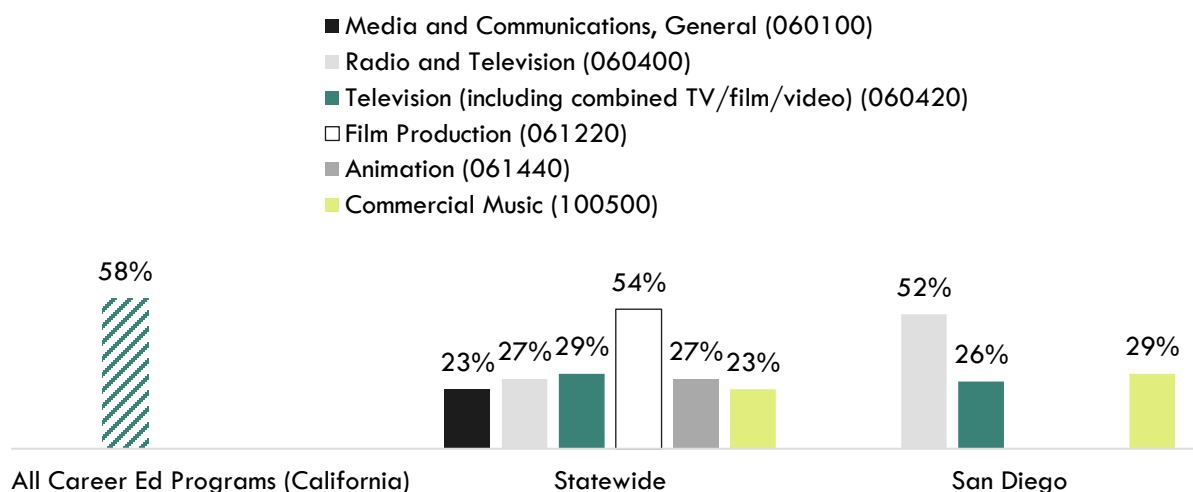
Community Colleges and Other Postsecondary Educational Institutions	Demand (Annual Openings)	Supply (Total Annual Average Supply)	Supply Gap or Oversupply
San Diego	273	146	127
California	8,002	3,215	4,787

Please note: This is a basic analysis of supply and demand of labor. The data does not include workers currently in the labor force who could fill these positions or workers who are not captured by publicly available data. This data should be used to discuss the potential gaps or oversupply of workers; however, it should not be the only basis for determining whether or not a program should be developed.

Student Outcomes and Regional Comparisons

According to the California Community Colleges LaunchBoard, in PY2015-16, between 26 and 52 percent of students earned a living wage in programs related to *Television Occupations* in the San Diego-Imperial region. More specifically, 26 percent of San Diego-Imperial students and 29 percent of students statewide earned a living wage after completing a program in Television (including combined TV/film/video) (060420). Comparatively, 58 percent of students who complete Career Education programs in general earned a living wage across the state (Exhibit 8).¹⁰

Exhibit 8: Proportion of Students Who Earned a Living Wage, PY2015-16¹¹



¹⁰ Normally, labor market briefs would include data on "Percentage of Students Employed in a Job Closely Related to Field of Study," however, there was insufficient data for California and San Diego-Imperial to include this information.

¹¹ Among completers and skills builders who exited, the proportion of students who attained a living wage.

Top Employers and Work Locations

Between January 1, 2016 and December 31, 2018, the top five employers in San Diego County for these occupations were [PSAV Presentation Services](#), [NBC](#), [Tribune Company](#), [Qualcomm](#) and [Sony Electronics Incorporated](#) (Exhibit 9).

Exhibit 9: Top Employers in San Diego County for *Television Occupations*¹²

Top Employers	
<ul style="list-style-type: none">• PSAV Presentation Services• NBC• Tribune Company• Qualcomm• Sony Electronics Incorporated	<ul style="list-style-type: none">• ePATHUSA• KFMB Stations• KUSI• Outsource• Sharp Healthcare

Skills, Education, and Certifications

Television Occupations have educational requirements ranging from a high school diploma or equivalent to a bachelor's degree (Exhibit 10a).

Exhibit 10a: Educational Requirements for *Television Occupations*¹³

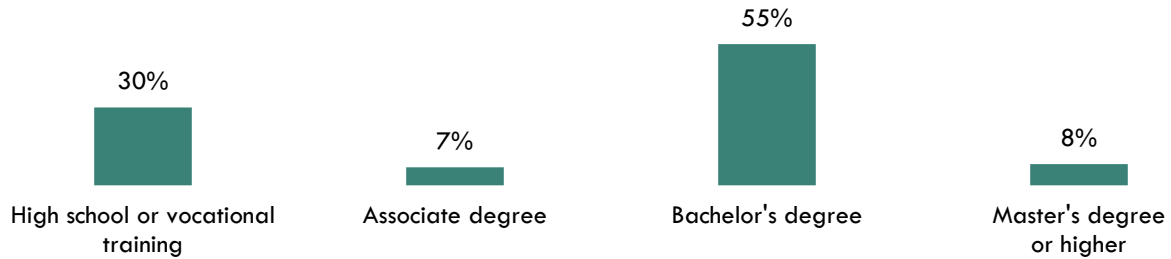
Occupational Title	Typical Entry-Level Education
Film and Video Editors	Bachelor's degree
Producers and Directors	Bachelor's degree
Audio and Video Equipment Technicians	Postsecondary nondegree award
Media and Communication Workers, All Other	High school diploma or equivalent

¹² Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2016-2018.

¹³ Emsi, 2019.01; QCEW, Non-QCEW, Self-Employed.

Based on online job postings between January 1, 2016 and December 31, 2018, the top listed educational requirement for *Television Occupations* is a **bachelor's degree** (Exhibit 10b).¹⁴

Exhibit 10b: Educational Requirements for *Television Occupations* in San Diego County¹⁵



*May not add to 100% due to rounding

Exhibit 11 lists the top specialized, soft, and software skills that appeared in online job postings between January 1, 2016 and December 31, 2018.

Exhibit 11: Top Skills for *Television Occupations* in San Diego County¹⁶

Specialized Skills	Soft Skills	Software Skills
<ul style="list-style-type: none"> • Broadcast Industry Knowledge • Project Management • Social Media • Scheduling • Journalism 	<ul style="list-style-type: none"> • Communication Skills • Creativity • Editing • Troubleshooting • Writing 	<ul style="list-style-type: none"> • Microsoft Excel • Adobe Photoshop • Adobe Aftereffects • Adobe Premiere • Microsoft Operating Systems

¹⁴ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2016-2018.

¹⁵ "Educational Attainment for Workers 25 Years and Older by Detailed Occupation," Bureau of Labor Statistics, last modified October 18, 2018. bls.gov/emp/tables/educational-attainment.htm.

¹⁶ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2016-2018.

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Important Disclaimers

All representations included in this report have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. This study examines the most recent data available at the time of the analysis; however, data sets are updated regularly and may not be consistent with previous reports. Efforts have been made to qualify and validate the accuracy of the data and the report findings; however, neither the Centers of Excellence for Labor Market Research (COE), COE host district, nor California Community Colleges Chancellor's Office are responsible for the applications or decisions made by individuals and/or organizations based on this study or its recommendations.