

PROGRAM ENDORSEMENT BRIEF



C·O·E

CENTERS OF EXCELLENCE
FOR LABOR MARKET RESEARCH

MULTIMEDIA STORYTELLING IN THE NORTH (GREATER SACRAMENTO)

North/Far North
Center of Excellence

DECEMBER 2021

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SUMMARY

The North/Far North Center of Excellence for Labor Market Research prepared this report to provide a labor market analysis of educational supply and occupational demand for middle-skilled career pathways in the North (Greater Sacramento) subregion. This report aims to determine if demand in the local labor market is unmet by the supply from existing community college programs and other postsecondary training providers.

This report primarily focuses on training that leads to jobs in middle-skilled occupations - that is, occupations that typically require education beyond a high school diploma but less than a Bachelor's degree - but may include higher-skilled occupations for training pathways that lead to a bachelor's degree. Lowered skilled occupations are rarely considered in this type of analysis due to the lessened barriers for entry-level work, such as no formal education requirements and no requirements for on-the-job training.

Key findings include:

- The North subregion held 2,227 multimedia storytelling jobs in 2020. Multimedia storytelling jobs are projected to increase by 1% over the next five years, adding 33 new jobs to the subregion by 2025. Growth is concentrated in production and broadcasting occupations, which are projected to grow by 7% annually adding 67 new jobs.
- Over the next five years, multimedia storytelling occupations are projected to have 272 annual openings in the North subregion.
- Wage data shows that multimedia storytelling occupations earn between \$2 below to \$34 above the subregion's living wage of \$13.18 per hour.
- Awards data analysis shows that North training providers conferred an average of 31 awards (certificates and associate degrees) in multimedia storytelling training programs over the last three academic years.

Recommendations include:

- Based on a three-year average of annual awards in the North region multimedia storytelling training programs and projected yearly openings, the supply gap analysis shows that the region seems to have room for additional training.
- The North/Far North Center of Excellence recommends that community colleges develop flexible multimedia storytelling curricula so that students have training consistent with the rapidly evolving and diverse industry.

INTRODUCTION

The North/Far North Center of Excellence (COE) was asked to provide labor market information for a proposed program at a regional community college. This report focuses on the following Standard Occupational Classification (SOC) occupations and codes:

- These middle-skill occupations require more education and training beyond a high school diploma but less than a four-year degree:
 - Broadcast Announcers and Radio Disc Jockeys (27-3011)
 - News Analysts, Reporters, and Journalists (27-3023)
 - Writers and Authors (27-3043)
 - Producers and Directors (27-2012)

A review of related programs revealed the following Taxonomy of Programs (TOP) title(s) and code(s) are appropriate for inclusion in this report:

- Media and Communications, General (0601.00)
- Journalism (0602.00)
- Broadcast Journalism (0604.30)

The corresponding Classification of Instructional Program (CIP) title(s) and code(s) are:

- Mass Communications/Media Studies (09.0102)
- Journalism (09.0401)
- Broadcast Journalism (09.0402)

OCCUPATIONAL DEMAND

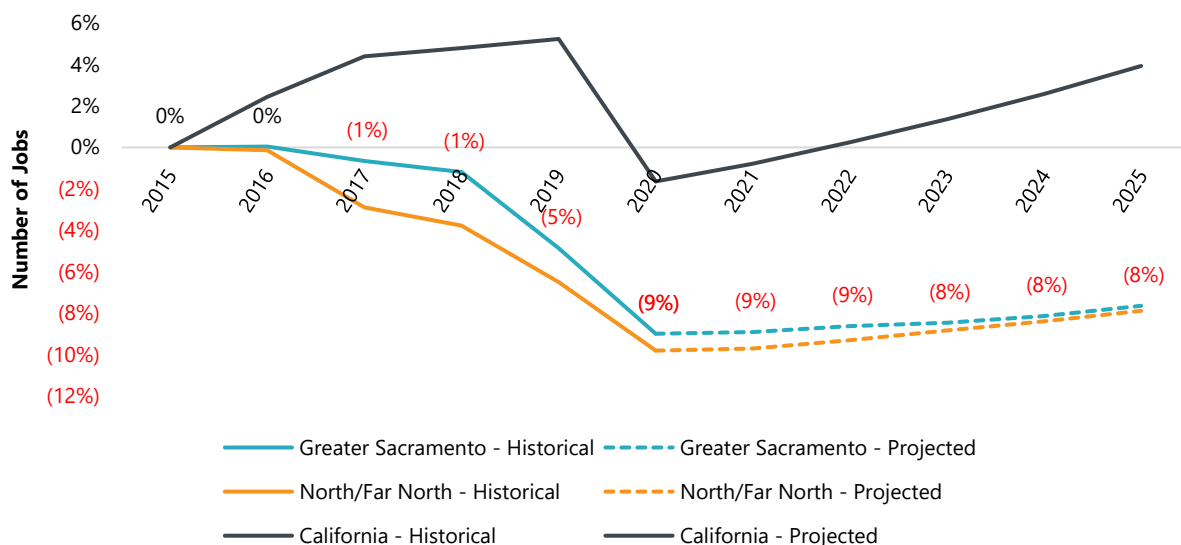
Exhibit 1 summarizes the five-year projected job growth for middle-skill and high-skill occupations in the North selected occupations, North/Far North, and California.

Exhibit 1. Employment and projected demand, 2020-2025

Occupation	2020 Jobs	2025 Jobs	2020-2025 Jobs Change	2020-2025 Jobs % Change	2020-2025 Annual Openings
Producers and Directors	698	748	50	7%	89
Broadcast Announcers and Radio Disc Jockeys	238	255	17	7%	35
News Analysts, Reporters, and Journalists	342	304	(38)	(11%)	40
Writers and Authors	949	953	4	0%	108
North	2,227	2,260	33	1%	272
Producers and Directors	823	891	68	8%	108
Broadcast Announcers and Radio Disc Jockeys	279	300	21	8%	45
News Analysts, Reporters, and Journalists	376	341	(35)	(9%)	47
Writers and Authors	1,199	1,202	3	0%	138
North/Far North	2,677	2,734	57	2%	338
Producers and Directors	36,412	39,459	3,047	8%	4,468
Broadcast Announcers and Radio Disc Jockeys	4,181	3,939	(242)	(6%)	521
News Analysts, Reporters, and Journalists	5,387	5,677	290	5%	767
Writers and Authors	24,554	25,453	899	4%	2,839
California	70,534	74,528	3,994	6%	8,595

Exhibit 2 compares the percent change in jobs between 2015 through 2020 and the projected changes through 2025. The rate of change is indexed to the total number of jobs in 2015.

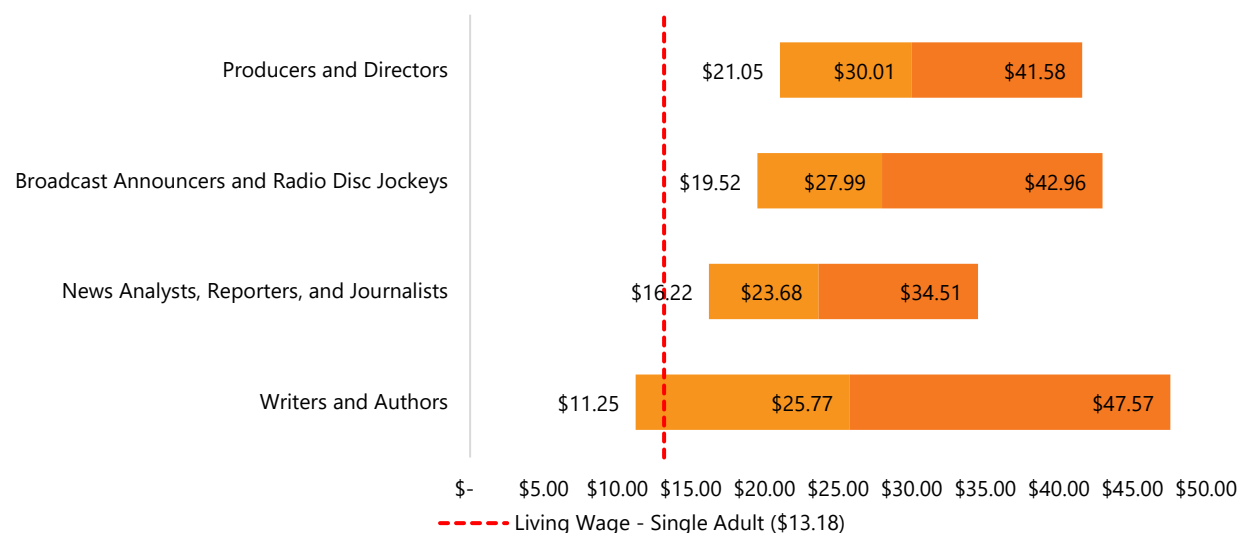
Exhibit 2. Changes in employment, 2015-2025



WAGES

Exhibit 3 compares the entry-level, median, and experienced wages for the selected occupations to the North living wage for a single adult - \$13.18 per hour.¹

Exhibit 3. Comparison of wages by occupation, 2020



¹ Living wage is defined as the level of income a single adult with no children must earn to meet basic needs, including food, housing, transportation, healthcare, taxes, and other miscellaneous basic needs. The 25th-percentile and 75th-percentile hourly wages are used as proxy for entry-level and experienced-level wages.

JOB POSTINGS

This section of the report analyzes recent data from online job postings (real-time LMI). Online job postings may provide additional insight into recent changes in the labor market that are not captured by historical trends.

The North/Far North COE identified 250 online job postings for the selected occupations in the North subregion. In addition to searching for postings in the selected occupations, the COE refined this search based on applicable key words related to the proposed program². Job postings data comes from Burning Glass Labor Insights and represents new listings posted online within the last year, from December 1, 2020, to November 30, 2021.

Occupations and Job Titles

Exhibit 4 details the number of online job postings for the selected occupations.

Exhibit 4. Number of job postings by occupation

Occupation	Job Postings	Share of Job Postings
Producers and Directors	81	32%
Broadcast Announcers and Radio Disc Jockeys	19	8%
News Analysts, Reporters, and Journalists	83	33%
Writers and Authors	67	27%
Total Job Postings		100%

Exhibit 5 shows the top 10 job titles with the most job postings and the share of job postings. All job postings included a job title.

Exhibit 5. Top jobs titles

Job Title	Job Postings	Share of Job Postings
Producer	13	5%
Reporter	8	3%
News Producer	7	3%

² Job posting keywords included media arts, blog, blogging, blogger, podcast, podcaster, digital media and multimedia.

Job Title	Job Postings	Share of Job Postings
Copywriter	6	2%
Digital Producer	6	2%
Marketing Content Writer	6	2%
News Reporter	6	2%
Video Producer	6	2%
Content Writer	5	2%
Multimedia Journalist	5	2%

Employers

Exhibit 6 shows the top 10 employers with the most job postings for the selected occupations. Nine percent (n = 23) of job postings did not include an employer.

Exhibit 6. Employers with the most job postings

Employer	Job Postings	Share of Job Postings
Iheart Media	23	10%
Tribune Company	18	8%
Kxtv Abc10	18	8%
CBS Broadcasting	10	4%
Hearst Media Services	9	4%
Univision Communications Incorporated	7	3%
Tegna	7	3%
Nexstar Media Group	5	2%
McClatchy Company	5	2%
Swift Communications	4	2%

Skills and Experience

Exhibit 7 shows the specialized skills most requested by employers for the selected occupations. One percent (n = 3) of job postings did not include certification information.

Exhibit 7. Most in-demand specialized skills

Specialized Skill	Skill Postings	Share of Skill Postings
Social Media	172	7%
Journalism	143	6%
Broadcast Industry Knowledge	111	5%
Social Media Platforms	49	2%
Content Management	44	2%
Media Production	42	2%
Copywriting	40	2%
Facebook	38	2%
Adobe Photoshop	33	1%
Breaking News Coverage	33	1%

Exhibit 8 shows the minimum level of education required by employers for job postings for the selected occupations. Twenty-eight percent (n = 70) of job postings did not include a preferred education level.

Exhibit 8. Employer-preferred minimum education levels

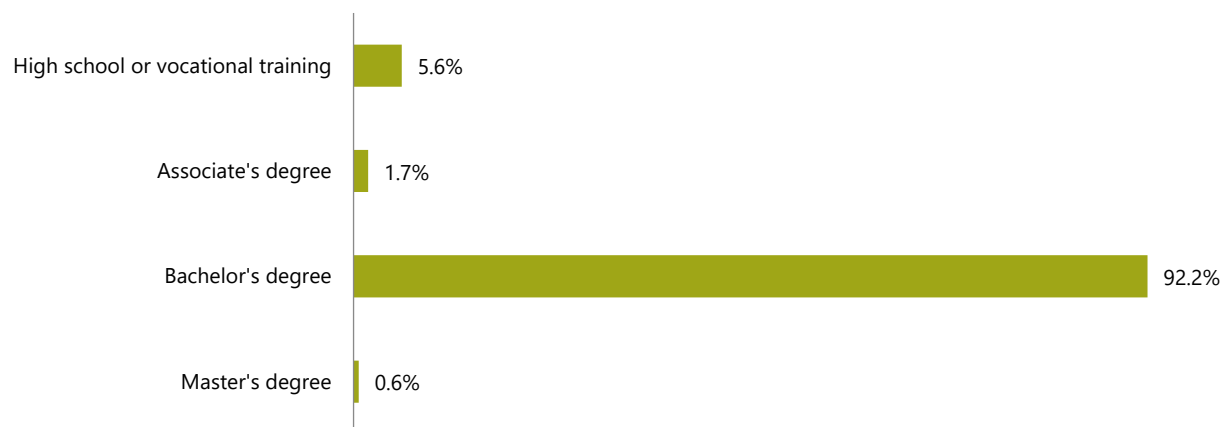
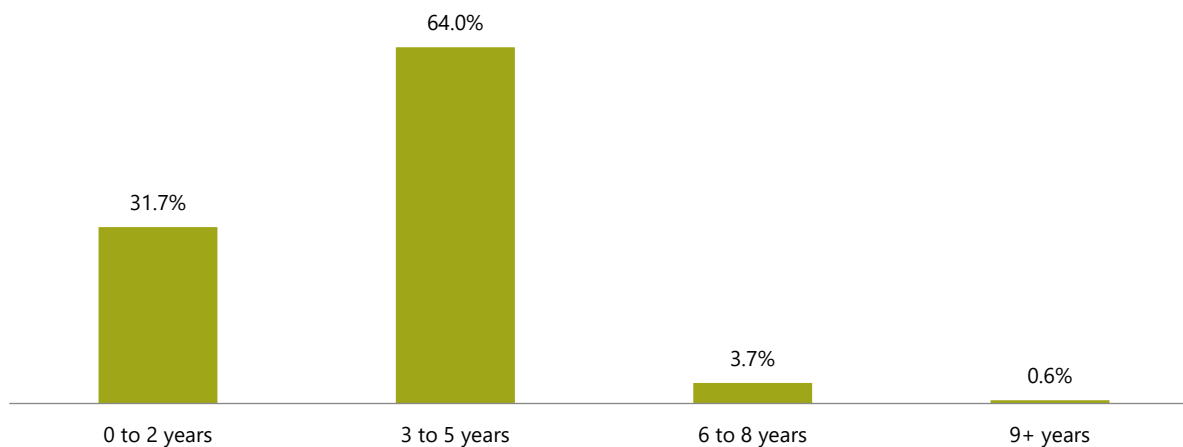


Exhibit 9 shows the experience levels required by employers for job postings for the selected occupations. Thirty-four percent (n = 86) of job postings did not include a preferred education level.

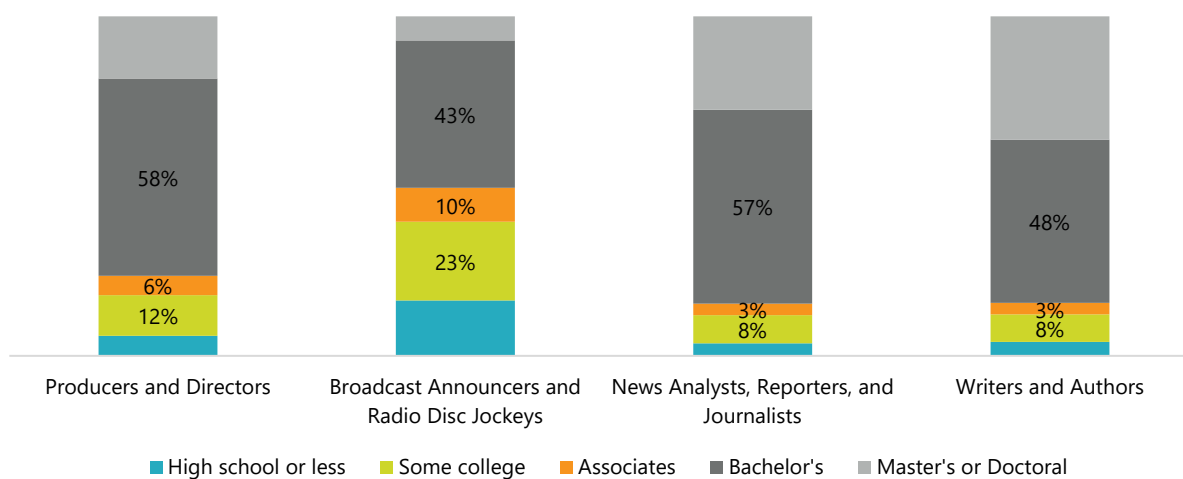
Exhibit 9. Employer-preferred experience levels



EDUCATION AND TRAINING

The U.S. Census Bureau and Bureau of Labor Statistics collected data on education achieved by workers employed in occupations. Exhibit 10 shows the national-level educational attainment of the current workforce in the selected occupations.

Exhibit 10. National worker educational attainment for selected occupations, 2019



The Bureau of Labor Statistics (BLS) uses a system to assign categories for entry-level education, work experience in a related occupation, and typical on-the-job training to each occupation for which the BLS publishes projections data. Exhibit 11 shows the skill level and entry-level job requirements for the selected occupations.

Exhibit 11. Typical education, work experience, and on-the-job training requirements

Occupation	Typical Entry-level Education	Work Experience Required	On-the-job Training Required
Producers and Directors	Bachelor's degree	Less than 5 years	None
Broadcast Announcers and Radio Disc Jockeys	Bachelor's degree	None	None
News Analysts, Reporters, and Journalists	Bachelor's degree	None	None
Writers and Authors	Bachelor's degree	None	Long-term on-the-job training

EDUCATIONAL SUPPLY

Educational supply for an occupation can be estimated by analyzing the number of awards issued in related Taxonomy of Programs (TOP) or Classification of Instructional Programs (CIP) codes. Exhibit 12 shows the TOP and CIP codes for educational programs related to the selected occupations.

Exhibit 12. TOP and CIP codes for training programs related to the selected occupations

TOP Programs and Codes	Aligned CIP Programs and Codes
Media and Communications, General (0601.00)*	Mass Communications/Media Studies (09.0102)*
Journalism (0602.00)	Journalism (09.0401)
Broadcast Journalism (0604.30)	Broadcast Journalism (09.0402)*

*There were no Community Colleges in the North region that offered a Media and Communications, General program. There were no other Post-Secondary Institutions that offered Mass Communications/Media Studies of Broadcast Journalism programs in the North region.

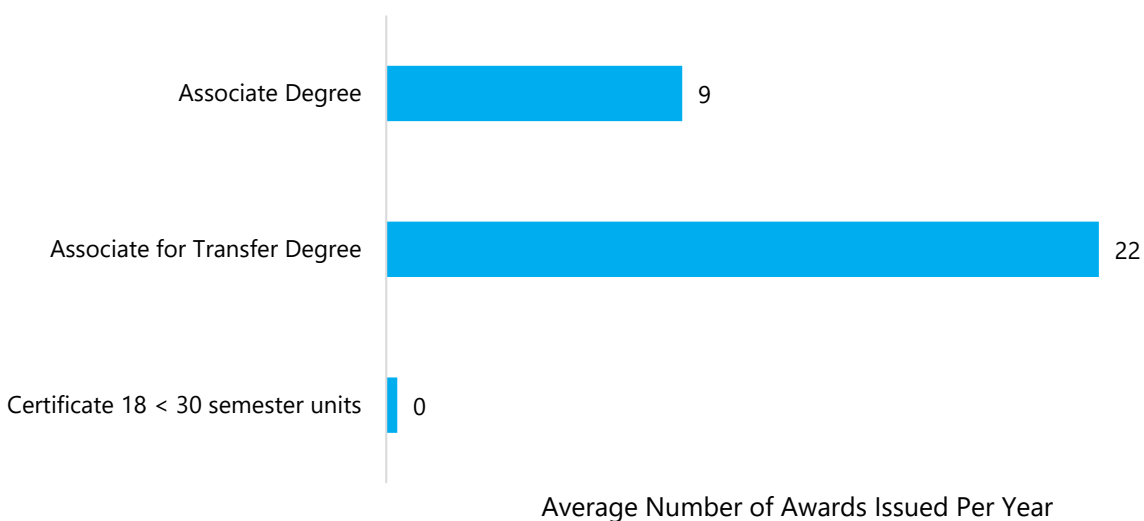
Community College Supply

Exhibits 13 and 14 compare the average number of certificates and degrees conferred in selected community college programs over the last three academic years.

Exhibit 13. Annual average community college awards by program, 2018-19 through 2020-21

Program - TOP Code	College	Annual Awards 2018-19	Annual Awards 2019-20	Annual Awards 2020-21	3-Yr Annual Awards Average
Journalism (0602.00)	American River	5	7	5	6
	Cosumnes River	3	6	8	6
	Sacramento City	10	10	11	10
	Sierra	9	5	12	9
	Subtotal	27	28	36	30
Broadcast Journalism (0604.30)	Cosumnes River	0	1	1	1
	Subtotal	0	1	1	1
	Grand Total	27	29	37	31

Exhibit 14. Annual average community college awards by type, 2018-19 through 2020-21



Other Postsecondary Supply

Exhibit 15 compares the average number of degrees conferred by non-community college

training providers in the North over the last three academic years. Please note that non-community college data lags by two years.

Exhibit 15. Other postsecondary awards by program, 2016-17 through 2018-19

Program - CIP Code	College	Annual Awards 2016-17	Annual Awards 2017-18	Annual Awards 2018-19	3-Yr Annual Awards Average
Journalism (09.0401)	California State University-Sacramento (Bachelor's)	35	33	25	31
	Subtotal	35	33	25	31
	Grand Total	35	33	25	31

FINDINGS

This report focuses on four occupations in multimedia storytelling, including broadcast announcers and radio disc jockeys, news analysts, reporters, and journalists, writers and authors and producers and directors.

- The North subregion held 2,227 multimedia storytelling jobs in 2020. Multimedia storytelling jobs are projected to increase by 1% over the next five years, adding 33 new jobs to the subregion by 2025.
 - Growth is concentrated in production and broadcasting occupations, which are projected to grow by 7% during the five year period adding 67 new jobs.
 - News Analysts, Reporters and Journalists occupation are expected to have significant declines of 11% during the five year period losing 38 jobs.
- Over the next five years, multimedia storytelling occupations are projected to have 272 annual openings in the North subregion, the majority of which are for Writers/Authors and Producers/Directors.
- Wage data shows that multimedia storytelling occupations earn between \$2 below to \$34 above the subregion's living wage of \$13.18 per hour. This wide spread is within the Writers and Authors occupation and appears to be highly dependent on skill level. The other studied occupations had similar wages ranging from \$16.22 to \$42.96 per hour.
- According to real-time labor market information, there were about 250 online job postings for multimedia storytelling occupations between December 1, 2020, and November 30, 2021. Job posting for producers/directors, writer/authors and news analysts/reporters/journalists were evenly split encompassing 30% each of postings.
- More than half of incumbent workers in all studied occupations hold a baccalaureate degree or greater education (i.e., a bachelor's degree or beyond). Only the Broadcast Announcer occupation had a significant share of incumbent workers (33%) with an education level consistent with community college offering.
- Four North community colleges offer degrees and certificates in programs related to multimedia storytelling. Together, these programs conferred an average of 31 awards (certificates and associate degrees) in multimedia storytelling related programs over the last three academic years (2018-19 through 2020-21).
- Local non-community college postsecondary training providers also offer training related to the studied occupations. Between 2016-17 and 2018-19, non-community college training providers conferred an average of 31 awards in journalism programs over the last three years. Please note that non-community college awards data lags by two years.

RECOMMENDATIONS

- Based on a three-year average of annual awards in the North region multimedia storytelling training programs and projected yearly openings, the supply gap analysis shows that the region seems to have room for additional training.
 - Together, community colleges and other postsecondary training providers issued an average of 62 awards over the last three years.
 - There are 272 projected annual openings for multimedia storytelling occupations.
- The North/Far North Center of Excellence recommends that community colleges develop flexible multimedia storytelling curricula so that students have training consistent with the rapidly evolving and diverse industry.
- The North/Far North Center of Excellence recommends moving forward with the program.

COE Recommendation		
Move forward with the program	Proceed with caution	Program is not recommended
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APPENDIX A. METHODOLOGY AND SOURCES

Occupations in this report were identified using the Center of Excellence TOP-to-CIP-to-SOC crosswalk and O*Net OnLine. This report's findings were determined using labor market data from the Bureau of Labor Statistics (BLS), U.S. Census Bureau data from Emsi, and jobs posting data from Burning Glass.

Cal-PASS Plus LaunchBoard. California Community Colleges Chancellor's Office.

<https://www.calpassplus.org/LaunchBoard/Home.aspx>.

Emsi. <https://www.economicmodeling.com/>. EMSI occupational employment data are based on final EMSI industry data and final EMSI staffing patterns. Wage estimates are based on Occupational Employment Statistics (QCEW and Non-QCEW Employees classes of worker) and the American Community Survey (Self-Employed and Extended Proprietors).

Educational Attainment for Workers 25 Years and Older by Detailed Occupation, 2016-2017.

Bureau of Labor Statistics. <https://www.bls.gov/emp/tables/educational-attainment.htm#>.

Integrated Postsecondary Education Data System (IPEDS). National Center for Education Statistics. U.S. Department of Education. <https://nces.ed.gov/ipeds/>.

"Labor Insight Real-Time Labor Market Information Tool." Burning Glass Technologies. <http://www.burning-glass.com>.

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"Taxonomy of Programs." California Community Colleges Chancellor's Office. June 2012, 6th Edition. <https://www.cccco.edu/-/media/CCCCO-Website/About-Us/Divisions/Educational-Services-and-Support/Academic-Affairs/What-we-do/Curriculum-and-Instruction-Unit/Files/TOPmanual6200909corrected12513pdf.ashx>

"TOP-CIP-SOC Crosswalk." Centers of Excellence for Labor Market Research. November 2015 Edition. <http://coecc.net/>

COVID-19 Statement: This report includes employment projection data by EMSI. EMSI's projections are modeled on recorded (historical) employment figures and incorporate several underlying assumptions, including the assumption that the economy during the projection period will be at approximately full employment or potential output. To the extent that a recession or labor shock, such as the economic effects of COVID-19, can cause long-term structural change, they may impact the projections. At this time, it is not possible to quantify the impact of COVID-19 on projections of industry and occupational employment. Other measures such as unemployment rates and monthly industry employment estimates will reflect the most recent information on employment and jobs in the state and, in combination with input from local employers, may help validate current and future employment needs as depicted here.

Important Disclaimer: 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. Efforts have been made to qualify and validate the accuracy of the data and the reported findings; however, neither the Centers of Excellence, COE host District, nor California Community Colleges Chancellor's Office are responsible for applications or decisions made by recipient community colleges or their representatives based upon components or recommendations contained in this study.

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Centers of Excellence for Labor Market Research, Economic and
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