

Journalism Occupations Labor Market Information Report Cabrillo College

Prepared by the San Francisco Bay Center of Excellence
for Labor Market Research
November 2020

Recommendation

Based on all available data, there appears to be an undersupply of Journalism workers compared to the demand for this cluster of occupations in the Bay Region and in the SC-Monterey Sub-Region (Monterey, San Benito, and Santa Cruz Counties). There is a projected annual gap of about 1,076 students in the Bay Region and 39 students in the SC-Monterey Sub-Region.

Introduction

This report provides student outcomes data on employment and earnings for TOP 0602.00-Journalism programs in the state and region. It is recommended that these data be reviewed to better understand how outcomes for students taking courses on this TOP code compare to potentially similar programs at colleges in the state and region, as well as to outcomes across all CTE programs at Cabrillo College and in the region.

This report profiles Journalism occupations in the 12 county Bay Region and in the SC-Monterey Sub-Region for a proposed new program at Cabrillo College. Broadcast News Analysts (27-3021) and Reporters and Correspondents (27-3022) have now been combined into a new SOC code: **News Analysts, Reporters, and Journalists (27-3023)**.

- **Writers and Authors (27-3043):** Originate and prepare written material, such as scripts, stories, advertisements, and other material. Excludes "Public Relations Specialists" (27-3031) and "Technical Writers" (27-3042).
 - Entry-Level Educational Requirement: Bachelor's degree
 - Training Requirement: Long-term on-the-job training
 - Percentage of Community College Award Holders or Some Postsecondary Coursework: 13%
- **News Analysts, Reporters, and Journalists (27-3023):** Collect and analyze facts about newsworthy events by interview, investigation, or observation. Report and write stories for newspaper, news magazine, radio, or television.
 - Entry-Level Educational Requirement: Bachelor's degree
 - Training Requirement: None
 - Percentage of Community College Award Holders or Some Postsecondary Coursework: 12%
- **Editors (27-3041):** Plan, coordinate, or edit content of material for publication. May review proposals and drafts for possible publication. Includes technical editors.
 - Entry-Level Educational Requirement: Bachelor's degree
 - Training Requirement: None
 - Percentage of Community College Award Holders or Some Postsecondary Coursework: 13%

Occupational Demand

Table 1. Employment Outlook for Journalism Occupations in Bay Region

Occupation	2019 Jobs	2024 Jobs	5-Yr Change	5-Yr % Change	5-Yr Openings	Average Annual Openings	25% Hourly Wage	Median Hourly Wage
Writers and Authors	2,516	2,450	-67	-3%	1,309	262	\$18.04	\$22.82
News Analysts, Reporters, and Journalists/News Analysts, Reporters, and Journalists	1,429	1,729	301	21%	1,253	251	\$17.22	\$26.12
Editors	4,687	5,389	702	15%	3,507	701	\$24.84	\$34.74
TOTAL	8,632	9,568	936	11%	6,068	1,214	\$21.59	\$29.84

Source: EMSI 2020.3

Bay Region includes Alameda, Contra Costa, Marin, Monterey, Napa, San Benito, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano and Sonoma Counties

Table 2. Employment Outlook for Journalism Occupations in SC-Monterey Sub-Region

Occupation	2019 Jobs	2024 Jobs	5-Yr Change	5-Yr % Change	5-Yr Openings	Average Annual Openings	25% Hourly Wage	Median Hourly Wage
Writers and Authors	115	126	11	9%	73	15	\$17.74	\$22.28
News Analysts, Reporters, and Journalists/News Analysts, Reporters, and Journalists	86	73	-13	-15%	46	9	\$14.33	\$21.25
Editors	164	152	-12	-7%	88	18	\$15.13	\$25.64
TOTAL	365	351	-14	-4%	207	42	\$16.20	\$24.25

Source: EMSI 2020.3

SC-Monterey Sub-Region includes Monterey, San Benito, and Santa Cruz Counties

Job Postings in Bay Region and SC-Monterey Sub-Region

Table 3. Number of Job Postings by Occupation for latest 12 months (October 2019 - September 2020)

Occupation	Bay Region	Four County Sub-Region	SC-Monterey Sub-Region
Copy Writers	2,001	571	17
Editors	1,180	306	14
Reporters and Correspondents	375	84	28
Poets, Lyricists and Creative Writers	100	36	5
Broadcast News Analysts	4	2	0
TOTAL	3,660	999	64

Source: Burning Glass

Table 4a. Top Job Titles for Journalism Occupations for latest 12 months (October 2019 - September 2020)

Bay Region

Common Title	Bay	Common Title	Bay
Copywriter	277	Managing Editor	24
Content Writer	135	Copy Editor	19
UX Writer	107	Editorial Assistant	18
Senior Copywriter	85	Content Reviewer	18
Freelance Copywriter	43	UX Writer III	17
Writer	38	Blog Content Writer	16
Marketing Copywriter	36	Web UI And Marketing Copywriter	15
Content Editor	35	Technical Editor	15
Freelance Copy Editor	33	Staff Writer	15
Editor	33	Brand Copywriter	15
Remote Editor For Travel Noire	32	UX Writer I	14

News Reporter	31		Senior Medical Editor	14
Senior UX Writer	30		Resume Writer	14
Reporter	26		Freelance Writer	14

Table 4b. Top Job Titles for Journalism Occupations for latest 12 months (October 2019 - September 2020)
Four-County Sub-Region (Monterey, San Benito, Santa Cruz and Santa Clara Counties)

Common Title	Four County Sub-Region	Common Title	Four County Sub-Region
UX Writer	59	Senior UX Writer	8
Content Writer	51	Remote Editor For Travel Noire	8
Copywriter	45	Freelance Copywriter	8
Senior Copywriter	20	Editor	8
Content Editor	20	Writer/Editor	7
UX Writer III	17	UX Writer II	7
UX Writer I	14	Copywriter IV	7
Marketing Copywriter	13	UX Copywriter	6
Content Reviewer	13	Freelance Copy Editor	6
Blog Content Writer	12	Creative	6
Writer	11	Copywriter/Editor	6
Marketing Writer	11	Technical Editor	5
Reporter	9	Resume Writer	5
Copy Editor	9	Web Content Editor	4

Source: Burning Glass

Table 4c. Top Job Titles for Journalism Occupations for latest 12 months (October 2019 - September 2020)
SC-Monterey Sub-Region

Common Title	SC-Monterey	Common Title	SC-Monterey
Reporter	7	Blog Content Writer	2
News Director	3	Writer	1
Food Correspondent	3	Sme Cybersecurity Policy Planner And Writer	1
Copywriter	3	Reporter/Correspondent	1
Remote Editor For Travel Noire	2	Reporter At Digital First Media	1
Multimedia Journalist	2	Reporter - Breaking News And General Assignments	1
Marketing Copywriter	2	Nephrology - Dignity Health Medical Group - Dominican	1
Freelance Copywriter	2	Meteorologist/Reporter	1
Freelance Copy Editor	2	Mathematics Test Editor - Mar	1
Executive Editor	2	Managing Editor	1
Creative	2	Local News Editor Content Coach Government	1
Correspondent	2	Local News Editor Content Coach	1
Copywriter - Contract	2	Internet Content Publisher	1
Content Writer	2	Grant Writer/Consultant	1

Source: Burning Glass

Industry Concentration

Table 5. Industries hiring Journalism Workers in Bay Region

Industry – 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2019)	Jobs in Industry (2024)	% Change (2019-24)	% Occupation Group in Industry (2019)
Internet Publishing and Broadcasting and Web Search Portals	2,772	3,620	31%	11%
Sports and Recreation Instruction	2,638	2,971	13%	10%
Exam Preparation and Tutoring	2,434	2,758	13%	9%
Fine Arts Schools	2,001	2,288	14%	8%
Independent Artists, Writers, and Performers	1,908	2,047	7%	7%
All Other Miscellaneous Schools and Instruction	1,641	2,058	25%	6%
Religious Organizations	980	1,016	4%	4%
Educational Support Services	956	1,045	9%	4%
Language Schools	537	570	6%	2%
Musical Groups and Artists	448	440	-2%	2%
Other Spectator Sports	416	406	-2%	2%
Periodical Publishers	399	355	-11%	1%
Book Publishers	379	335	-12%	1%
Fitness and Recreational Sports Centers	330	364	10%	1%
Newspaper Publishers	323	238	-26%	1%
Civic and Social Organizations	309	336	9%	1%

Source: EMSI 2020.3

Table 6. Top Employers Posting Journalism Occupations in Bay Region and SC-Monterey Sub-Region (October 2019 - September 2020)

Employer	Bay	Employer	Four County Sub-Region	Employer	SC-Monterey
Apple Inc.	74	Apple Inc.	62	Lookout Local Inc.	6
Whole Foods Market Inc.	69	Tech Firefly	32	Kalo	4
Kalo	54	Whole Foods Market Inc.	18	Gannett Company Incorporated	4
Tech Firefly	33	Stanford University	16	Digital First Media	3
SHS Incorporated	28	Kalo	14	USA Today	2
Travel Noire	26	ServiceNow Inc.	11	Travel Noire	2
Red Ventures	24	NBC	11	Lookout Local	2
The Mom Project	23	Digital First Media	11	CBS Broadcasting	2
Facebook	23	Akorbi	11	Bpm LLC	2
Mediabistro Inc.	21	Medianews Group Incorporated	10	Apple Inc.	2
Digital First Media	19	ServiceNow	9	West Marine	1
Stanford University	18	Russell Tobin & Associates	9	University Of California Santa Cruz	1
Russell Tobin & Associates	18	Travel Noire	8	University of California	1
NBC	18	Intellipro Incorporated	8	Thrillist	1
KQED	16	CK 12 Foundation	8	Santa Cruz Seaside Company	1
Hearst Communications Inc.	16	Anzu Global	8	Sail Community Capital	1
Masterclass	15	United States Technical Solutions	7	Pebble Beach Resorts	1

Source: Burning Glass

Educational Supply

There are 12 community colleges in the Bay Region issuing 73 awards on average annually (last 3 years ending 2018-19) on TOP 0602.00-Journalism. In the SC-Monterey Sub-Region there is one (1) community college (Cabrillo) that issued three (3) awards on average annually (last 3 years) on this TOP code.

There is one (1) other CTE Educational Institution in the Bay Region issuing two (2) awards on average annually (last 3 years ending 2016-17) on TOP 0602.00-Journalism. In the SC-Monterey Sub-Region there are no other CTE Educational Institutions that issued awards on average annually (last 3 years) on this TOP code.

There are five (5) other institutions in the Bay Region issuing 63 Bachelor's degrees on average annually (last 3 years ending 2018-19) on TOP 0602.00-Journalism. In the SC-Monterey Sub-Region there are no institutions that issued Bachelor's degrees on average annually (last 3 years) on this TOP code.

Table 7a. Community College Awards on TOP 0602.00-Journalism in Bay Region

College	Sub-Region	Associates	Certificate Low Unit	Total
Cabrillo	SC - Monterey	3		3
Chabot	East Bay	1		1
Contra Costa	East Bay	7	3	10
De Anza	Silicon Valley	11		11
Diablo Valley	East Bay	10		10
Laney	East Bay	2		2
Las Positas	East Bay	4		4
Los Medanos	East Bay	8		8
Ohlone	East Bay	3	1	4
San Francisco	Mid-Peninsula	3	4	7
Santa Rosa	North Bay	9	2	11
Skyline	Mid-Peninsula	1	1	2
Total Bay Region		62	11	73
Total SC-Monterey Sub-Region		3	0	3

Source: Data Mart

Note: The annual average for awards is 2016-17 to 2018-19.

Table 7b. Other CTE Institution Awards on TOP 0602.00-Journalism in Bay Region

College	Sub-Region	Associates
Academy of Art University	Mid-Peninsula	2
Total Bay Region		2
Total SC-Monterey Sub-Region		0

Source: Data Mart

Note: The annual average for awards is 2014-15 to 2016-17.

Table 7c. Bachelor's Degree Awards on TOP 0602.00-Journalism in Bay Region

College	Sub-Region	Bachelor's Degree
Academy of Art University	Mid-Peninsula	7
Dominican University of California	North Bay	19
John F. Kennedy University	East Bay	1
Saint Mary's College of California	East Bay	1
San Jose State University	Silicon Valley	35
Total Bay Region		63
Total SC-Monterey Sub-Region		0

Source: Data Mart

Note: The annual average for awards is 2014-15 to 2016-17.

Gap Analysis

Based on the data included in this report, there is a labor market gap in the Bay Region with 1,214 annual openings for the Journalism occupational cluster and 138 annual (3-year average) awards from community colleges and other institutions for an annual undersupply of 1,076 students. In the SC-Monterey Sub-Region, there is also a gap with 42 annual openings and three (3) annual (3-year average) awards from community colleges for an annual undersupply of 39 students.

Student Outcomes

Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 0602.00-Journalism

2017-18	Bay All CTE Programs	Cabrillo College All CTE Programs	State 0602.00	Bay 0602.00	SC- Monterey 0602.00	Cabrillo College 0602.00
% Employed Four Quarters After Exit	67%	71%	62%	60%	52%	n/a
Median Quarterly Earnings Two Quarters After Exit	\$11,466	\$11,134	\$5,810	\$6,399	\$10,704	n/a
Median % Change in Earnings	31%	29%	52%	57%	8%	n/a
% of Students Earning a Living Wage	53%	61%	33%	23%	28%	n/a

Source: Launchboard Pipeline (version available on August 2020)

Skills, Certifications and Education

Table 9. Top Skills for Journalism Occupations in Bay Region (October 2019 - September 2020)

Skill	Postings	Skill	Postings	Skill	Postings
Copywriting	1,129	Newsletters	221	Adobe InDesign	163
Journalism	1,117	Product Marketing	217	AP style	154
Social Media	777	Adobe Photoshop	212	Associated Press Style	154
Content Management	440	Customer Service	212	Quality Assurance and Control	150
Project Management	433	Scheduling	193	Broadcast Industry Knowledge	148
Proofreading	425	Multimedia	187	Contract Preparation	148
Copy Editing	393	Adobe Acrobat	174	E-Commerce	148
Technical Writing / Editing	312	Blog Posts	170	Product Management	145
Content Development	308	Budgeting	168	Customer Contact	138
Business-to-Business	299	Facebook	168	Digital Marketing	135
Content Management Systems (CMS)	224	Retail Industry Knowledge	166	Creative Writing	134
Marketing	224	Content Marketing	164	Marketing Materials	134
Copywriting	1,129	Newsletters	221		
Journalism	1,117	Product Marketing	217		
Social Media	777	Adobe Photoshop	212		

Source: Burning Glass

Table 10. Certifications for Journalism Occupations in Bay Region (October 2019 - September 2020)

Note: 98% of records have been excluded because they do not include a certification. As a result, the chart below may not be representative of the full sample.

Certification	Postings	Certification	Postings
Driver's License	41	Project Management Certification	1
Security Clearance	11	Personal Fitness Trainer Certification	1
Real Estate Certification	4	Organizational Systems	1
Certified Teacher	4	Microsoft Certified Professional (MCP)	1
Information Technology Certification	3	MBE Certified	1
Workplace Hazardous Materials Information System	2	IPMA Certified Project Management Associate	1
Teachers of English To Speakers of Other Languages (TESOL)	2	Google AdWords Training	1
Licensed Attorney	2	GIAC Security Leadership (GSLC)	1
Certified Health Education Specialist	2	Food Handler Certification	1
CDL Class A	2	Fire Inspector I	1
American Speech - Language Hearing Association (ASHA) Certification	2	Financial Risk Manager (FRM)	1
SANS/GIAC Certification	1	CompTIA Security+	1

Source: Burning Glass

Table 11. Education Requirements for Journalism Occupations in Bay Region

Note: 53% of records have been excluded because they do not include a degree level. As a result, the chart below may not be representative of the full sample.

Education (minimum advertised)	Latest 12 Mos. Postings	Percent 12 Mos. Postings
High school or vocational training	69	4%
Associate Degree	30	2%
Bachelor's Degree or Higher	1,710	94%

Source: Burning Glass

Methodology

Occupations for this report were identified by use of skills listed in O*Net descriptions and job descriptions in Burning Glass. Labor demand data is sourced from Economic Modeling Specialists International (EMSI) occupation data and Burning Glass job postings data. Educational supply and student outcomes data is retrieved from multiple sources, including CTE Launchboard and CCCCCO Data Mart.

Sources

O*Net Online
 Labor Insight/Jobs (Burning Glass)
 Economic Modeling Specialists International (EMSI)
 CTE LaunchBoard www.calpassplus.org/Launchboard/
 Statewide CTE Outcomes Survey
 Employment Development Department Unemployment Insurance Dataset
 Living Insight Center for Community Economic Development
 Chancellor's Office MIS system

Contacts

For more information, please contact:

- Doreen O'Donovan, Research Analyst, for Bay Area Community College Consortium (BACCC) and Centers of Excellence (CoE), doreen@baccc.net or (831) 479-6481
- John Carrese, Director, San Francisco Bay Center of Excellence for Labor Market Research, jcarrese@ccsf.edu or (415) 267-6544