








# Broadcast Journalism Occupations

## Labor Market Analysis: San Diego County

March 2022

### Summary

NEW PROGRAM RECOMMENDATION?	EVIDENCE OF A SUPPLY GAP?	AT OR ABOVE THE LIVING WAGE?	EXPECTED EDUCATION FOR MAJORITY OF OCCUPATIONS ANALYZED
 <b>Do Not Proceed with New Program</b>	 	 	<input checked="" type="checkbox"/> Bachelor's Degree+ <input type="checkbox"/> Associate Degree <input type="checkbox"/> Some College or Certificate <input type="checkbox"/> HS Diploma or Equivalent <input type="checkbox"/> Less than a HS Diploma <input type="checkbox"/> Apprenticeship
SUPPORT FOR PROGRAM MODIFICATION?	NUMBER OF INSTITUTIONS THAT PROVIDE TRAINING	NUMBER OF ANNUAL JOB OPENINGS	
<b>The COE defers to the region</b>	<div style="background-color: #4a7c9c; color: white; padding: 2px; font-weight: bold;">HIGH</div> 	<div style="background-color: #4a7c9c; color: white; padding: 2px; font-weight: bold;">HIGH</div> 	

This brief provides labor market information about *Broadcast Journalism Occupations* to assist the San Diego and Imperial Counties Community Colleges with program development and strategic planning. *Broadcast Journalism Occupations* include “Broadcast Announcers and Radio Disc Jockeys,” “Editors,” “Film and Video Editors,” “News Analysts, Reporters, and Journalists,” and “Producers and Directors.” According to available labor market information, *Broadcast Journalism Occupations* in San Diego County have a labor market demand of 285 annual job openings (while average demand for a single occupation in San Diego County is 242 annual job openings), and 14 educational institutions supply 459 awards for these occupations, suggesting that there is an oversupply in the labor market. Entry-level wages are below the living wage for these occupations, except for “Broadcast Announcers and Radio Disc Jockeys,” but median wages for these occupations are above the living wage. This brief recommends that the colleges do not proceed with developing a **new** program for these occupations and defers to the region for a program modification because 1) an oversupply exists for these occupations in the region; 2) entry-level earnings are below the living wage for most occupations; and 3) a high number of institutions train for these occupations. The colleges should also note that **employers typically require a minimum educational requirement of a bachelor’s degree for these occupations.**

## Introduction

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

- **Broadcast Announcers and Radio Disc Jockeys** (SOC 27-3011): Speak or read from scripted materials, such as news reports or commercial messages, on radio, television, or other communications media. May play and queue music, announce artist or title of performance, identify station, or interview guests.
- **Editors** (SOC 27-3041): Plan, coordinate, revise, or edit written material. May review proposals and drafts for possible publication.
- **Film and Video Editors** (SOC 27-4032): Edit moving images on film, video, or other media. May work with a producer or director to organize images for final production. May edit or synchronize soundtracks with images.
- **News Analysts, Reporters, and Journalists** (SOC 27-3023): Narrate or write news stories, reviews, or commentary for print, broadcast, or other communications media such as newspapers, magazines, radio, or television. May collect and analyze information through interview, investigation, or observation.
- **Producers and Directors** (SOC 27-2012): Produce or direct stage, television, radio, video, or film 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.

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

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<sup>1</sup> 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).

## Projected Occupational Demand

Between 2020 and 2025, *Broadcast Journalism Occupations* are projected to decrease by 159 net jobs or five percent (Exhibit 1a). Employers in San Diego County will need to hire 285 workers annually to fill new jobs and backfill jobs due to attrition caused by turnover and retirement, for example.

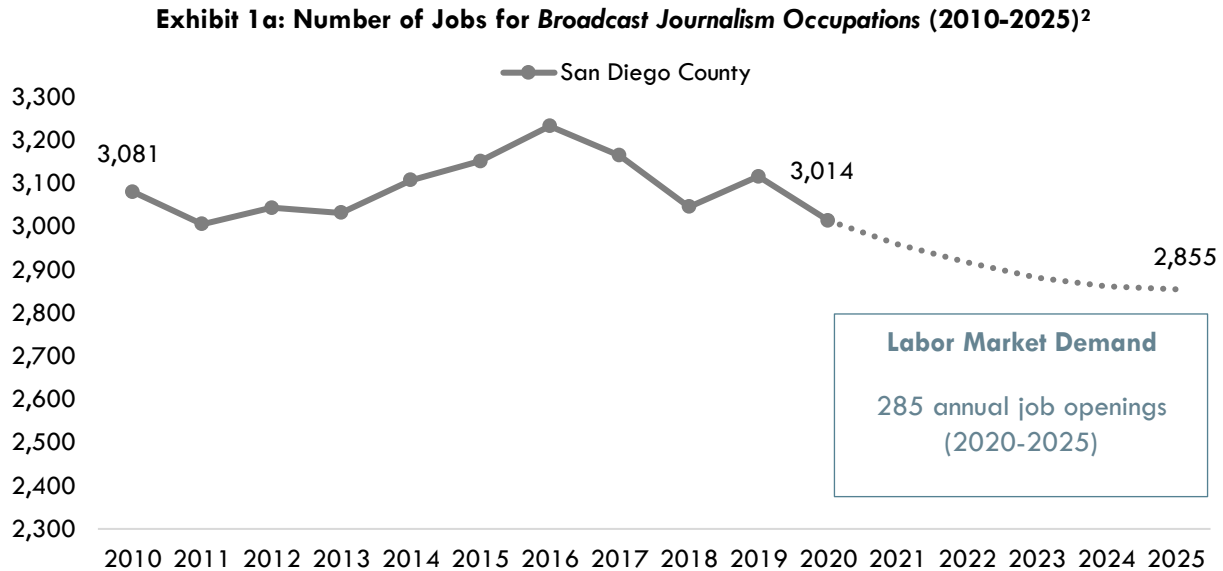


Exhibit 1b disaggregates the projected number of jobs change by occupation. “Editors” are projected to have the most labor market demand between 2020 and 2025, with 97 annual job openings.

**Exhibit 1b: Number of Jobs for Broadcast Journalism Occupations in San Diego County (2020-2025)<sup>3</sup>**

Occupational Title	2020 Jobs	2025 Jobs	2020 - 2025 Net Jobs Change	2020-2025 % Net Jobs Change	Annual Job Openings (Demand)
Editors	1,062	947	-115	-11%	97
Producers and Directors	956	956	0	0%	84
News Analysts, Reporters, and Journalists	439	406	-33	-8%	45
Film and Video Editors	286	326	40	14%	36
Broadcast Announcers and Radio Disc Jockeys	271	220	-51	-19%	23
<b>Total</b>	<b>3,014</b>	<b>2,855</b>	<b>-159</b>	<b>-5%</b>	<b>285</b>

<sup>2</sup> EMSI 2021.4; QCEW, Non-QCEW, Self-Employed.

<sup>3</sup> EMSI 2021.4; QCEW, Non-QCEW, Self-Employed.

## Earnings

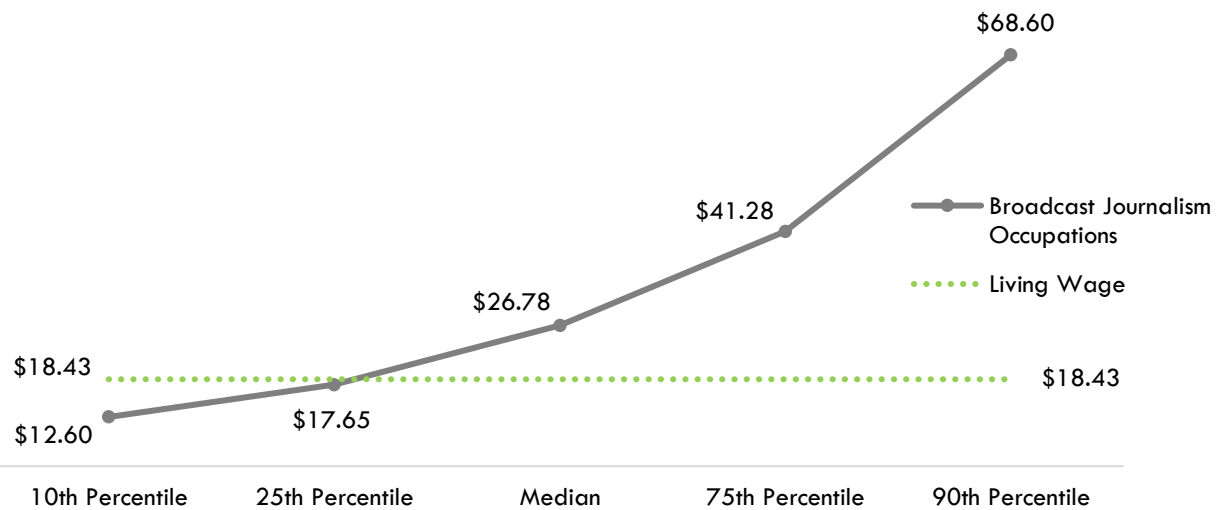
Exhibit 2a disaggregates hourly earnings by occupation. The entry-level hourly earnings for *Broadcast Journalism Occupations* range from \$15.97 to \$20.36.

**Exhibit 2a: Hourly Earnings for *Broadcast Journalism Occupations* in San Diego County<sup>4</sup>**

Occupational Title	Entry-Level Hourly Earnings (25 <sup>th</sup> Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 <sup>th</sup> Percentile)
Broadcast Announcers and Radio Disc Jockeys	\$20.36	\$27.53	\$39.64
Editors	\$17.95	\$26.13	\$37.98
News Analysts, Reporters, and Journalists	\$17.37	\$25.49	\$39.61
Film and Video Editors	\$16.60	\$28.59	\$48.39
Producers and Directors	\$15.97	\$26.14	\$40.76

On average, the entry-level hourly earnings for *Broadcast Journalism Occupations* are \$17.65; this is less than the living wage for a single adult in San Diego County, which is \$18.43 per hour (Exhibit 2b).<sup>5</sup>

**Exhibit 2b: Average Hourly Earnings<sup>6</sup> for *Broadcast Journalism Occupations* in San Diego County<sup>7</sup>**



<sup>4</sup> EMSI 2021.4; QCEW, Non-QCEW, Self-Employed.

<sup>5</sup> "Family Needs Calculator (formerly the California Family Needs Calculator)," Insight: Center for Community Economic Development, last updated 2021. [insightccd.org/family-needs-calculator/](https://insightccd.org/family-needs-calculator/).

<sup>6</sup> 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.

<sup>7</sup> EMSI 2021.4; QCEW, Non-QCEW, Self-Employed.

## 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.<sup>8</sup> There are 10 TOP codes and 10 CIP codes related to *Broadcast Journalism Occupations* (Exhibit 3).

**Exhibit 3: Related TOP and CIP Codes for *Broadcast Journalism Occupations*<sup>9</sup>**

TOP or CIP Code	TOP or CIP Program Title
TOP 0602.00	Journalism
TOP 0604.00	Radio and Television
TOP 0604.10	Radio
TOP 0604.20	Television (including combined TV/Film/Video)
TOP 0604.30	Broadcast Journalism
TOP 0607.00	Technical Communication
TOP 0610.00	Mass Communications
TOP 0612.20	Film Production
TOP 0614.40	Animation
TOP 0699.00	Other Media and Communications
CIP 09.0401	Journalism
CIP 09.0402	Broadcast Journalism
CIP 09.0701	Radio and Television
CIP 09.9999	Communication, Journalism, and Related Programs, Other
CIP 10.0105	Communications Technology/Technician
CIP 10.0202	Radio and Television Broadcasting Technology/Technician
CIP 10.0304	Animation, Interactive Technology, Video Graphics and Special Effects
CIP 23.1303	Professional, Technical, Business, and Scientific Writing
CIP 50.0602	Cinematography and Film/Video Production
CIP 50.0699	Film/Video and Photographic Arts, Other

<sup>8</sup> TOP data comes from the California Community Colleges Chancellor's Office MIS Data Mart ([datamart.cccco.edu](http://datamart.cccco.edu)) and CIP data comes from the Integrated Postsecondary Education Data System ([nces.ed.gov/ipeds/use-the-data](http://nces.ed.gov/ipeds/use-the-data)).

<sup>9</sup> This brief uses a conservative estimate of program supply and only calculates awards from the TOP codes in the Exhibit 3.

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 Mesa College, and Southwestern College. According to CIP data, eight non-community-college institutions supply the region with awards: Ashford University, John Paul the Great Catholic University, National University, Newschool of Architecture and Design, Platt College-San Diego, Point Loma Nazarene University, San Diego State University, and Southern States University (Exhibit 4).

**Exhibit 4: Number of Awards (Certificates and Degrees) Conferred by Postsecondary Institutions  
(Program Year 2016-17 through PY2019-20 Average)**

TOP or CIP Code	TOP or CIP Program Title	3-Yr Annual Average CC Awards (PY17-18 to PY19-20)	Other Educational Institutions 3-Yr Annual Average Awards (PY16-17 to PY18-19)	3-Yr Total Average Supply (PY16-17 to PY19-20)
<b>0602.00</b>	<b>Journalism</b>	<b>41</b>	<b>0</b>	<b>41</b>
	• Grossmont	7	0	
	• Palomar	9	0	
	• San Diego City	3	0	
	• San Diego Mesa	13	0	
	• Southwestern	9	0	
<b>0604.00</b>	<b>Radio and Television</b>	<b>21</b>	<b>0</b>	<b>21</b>
	• Palomar	11	0	
	• San Diego City	4	0	
	• Southwestern	6	0	
<b>0604.10</b>	<b>Radio</b>	<b>12</b>	<b>0</b>	<b>12</b>
	• Grossmont	8	0	
	• San Diego City	4	0	
<b>0604.20</b>	<b>Television (including combined TV/Film/Video)</b>	<b>37</b>	<b>0</b>	<b>37</b>
	• Grossmont	10	0	
	• MiraCosta	2	0	
	• Palomar	4	0	
	• San Diego City	12	0	

TOP or CIP Code	TOP or CIP Program Title	3-Yr Annual Average CC Awards (PY17-18 to PY19-20)	Other Educational Institutions 3-Yr Annual Average Awards (PY16-17 to PY18-19)	3-Yr Total Average Supply (PY16-17 to PY19-20)
	• Southwestern	9	0	
0604.30	Broadcast Journalism	<b>8</b>	<b>0</b>	<b>8</b>
	• Palomar	1	0	
	• San Diego City	7	0	
0610.00	Mass Communications	<b>2</b>	<b>0</b>	<b>2</b>
	• Southwestern	2	0	
0612.20	Film Production	<b>24</b>	<b>0</b>	<b>24</b>
	• San Diego City	18	0	
	• Southwestern	6	0	
0614.40	Animation	<b>12</b>	<b>0</b>	<b>12</b>
	• Palomar	9	0	
	• San Diego Mesa	1	0	
	• Southwestern	2	0	
09.0401	Journalism	<b>0</b>	<b>165</b>	<b>165</b>
	• Ashford University	0	59	
	• Point Loma Nazarene University	0	5	
	• San Diego State University	0	101	
09.0402	Broadcast Journalism	<b>0</b>	<b>5</b>	<b>5</b>
	• Point Loma Nazarene University	0	5	
09.0701	Radio and Television	<b>0</b>	<b>82</b>	<b>82</b>
	• San Diego State University	0	82	
09.9999	Communication, Journalism, and Related Programs, Other	<b>0</b>	<b>0</b>	<b>0</b>
	• National University	0	0	

TOP or CIP Code	TOP or CIP Program Title	3-Yr Annual Average CC Awards (PY17-18 to PY19-20)	Other Educational Institutions 3-Yr Annual Average Awards (PY16-17 to PY18-19)	3-Yr Total Average Supply (PY16-17 to PY19-20)
10.0304	Animation, Interactive Technology, Video Graphics and Special Effects	0	3	3
	• Newschool of Architecture and Design	0	2	
	• Platt College-San Diego	0	1	
23.1303	Professional, Technical, Business, and Scientific Writing	0	1	1
	• San Diego State University	0	1	
50.0602	Cinematography and Film/Video Production	0	46	46
	• John Paul the Great Catholic University	0	46	
50.0699	Film/Video and Photographic Arts, Other	0	0	0
	• Southern States University	0	0	
			<b>Total</b>	<b>459</b>



## Demand vs. Supply

Comparing labor demand (annual openings) with labor supply<sup>10</sup> suggests that there is an **oversupply** for these occupations in San Diego County, with **285** annual openings and **459** awards. Comparatively, there are **8,497** annual openings in California and **7,262** awards, suggesting that there is a supply gap across the state<sup>11</sup> (Exhibit 5).

**Exhibit 5: Labor Demand (Annual Openings) Compared with Labor Supply (Average Annual Awards)**

	<b>Demand</b> (Annual Openings)	<b>Supply</b> (Total Annual Average Supply)	<b>Supply Gap or Oversupply</b>
San Diego	285	459	<b>174</b>
California	8,497	7,262	<b>1,235</b>

**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.

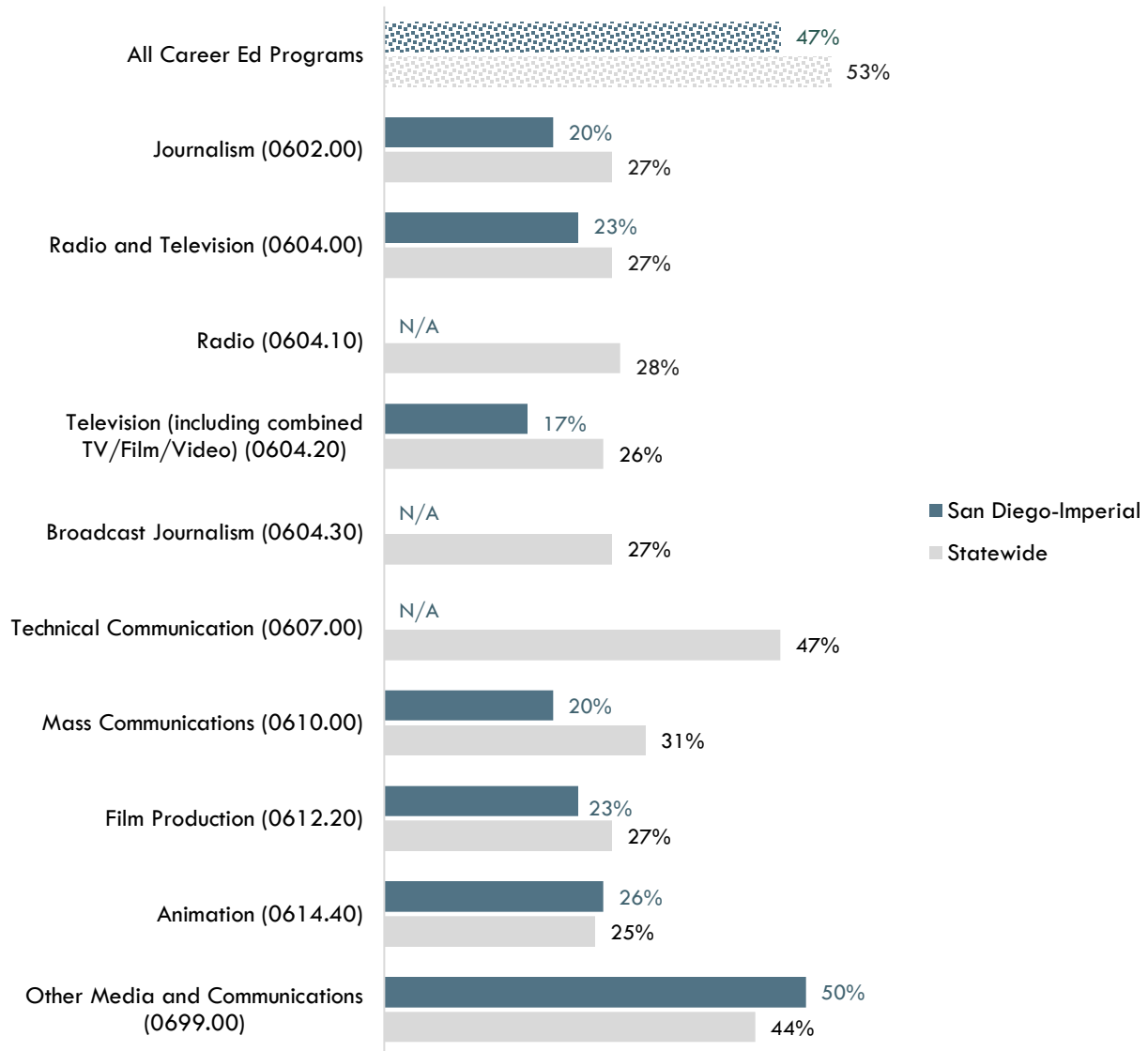
<sup>10</sup> Labor supply can be found from two different sources: EMSI or the California Community Colleges Chancellor's Office MIS Data Mart. EMSI uses CIP codes while MIS uses TOP codes. Different coding systems result in differences in the supply numbers.

<sup>11</sup> "Supply and Demand," Centers of Excellence Student Outcomes, [coecc.net/Supply-and-Demand.aspx](http://coecc.net/Supply-and-Demand.aspx).

## Student Outcomes and Regional Comparisons

According to the California Community Colleges LaunchBoard, 17 to 50 percent of students in the San Diego-Imperial region earned a living wage after completing a program related to *Broadcast Journalism Occupations*, compared to 25 to 47 percent statewide and 53 percent of students in Career Education programs in general across the state (Exhibit 6a).<sup>12</sup>

**Exhibit 6a: Percentage of Students Who Earned a Living Wage by Program, PY2018-19<sup>13</sup>**



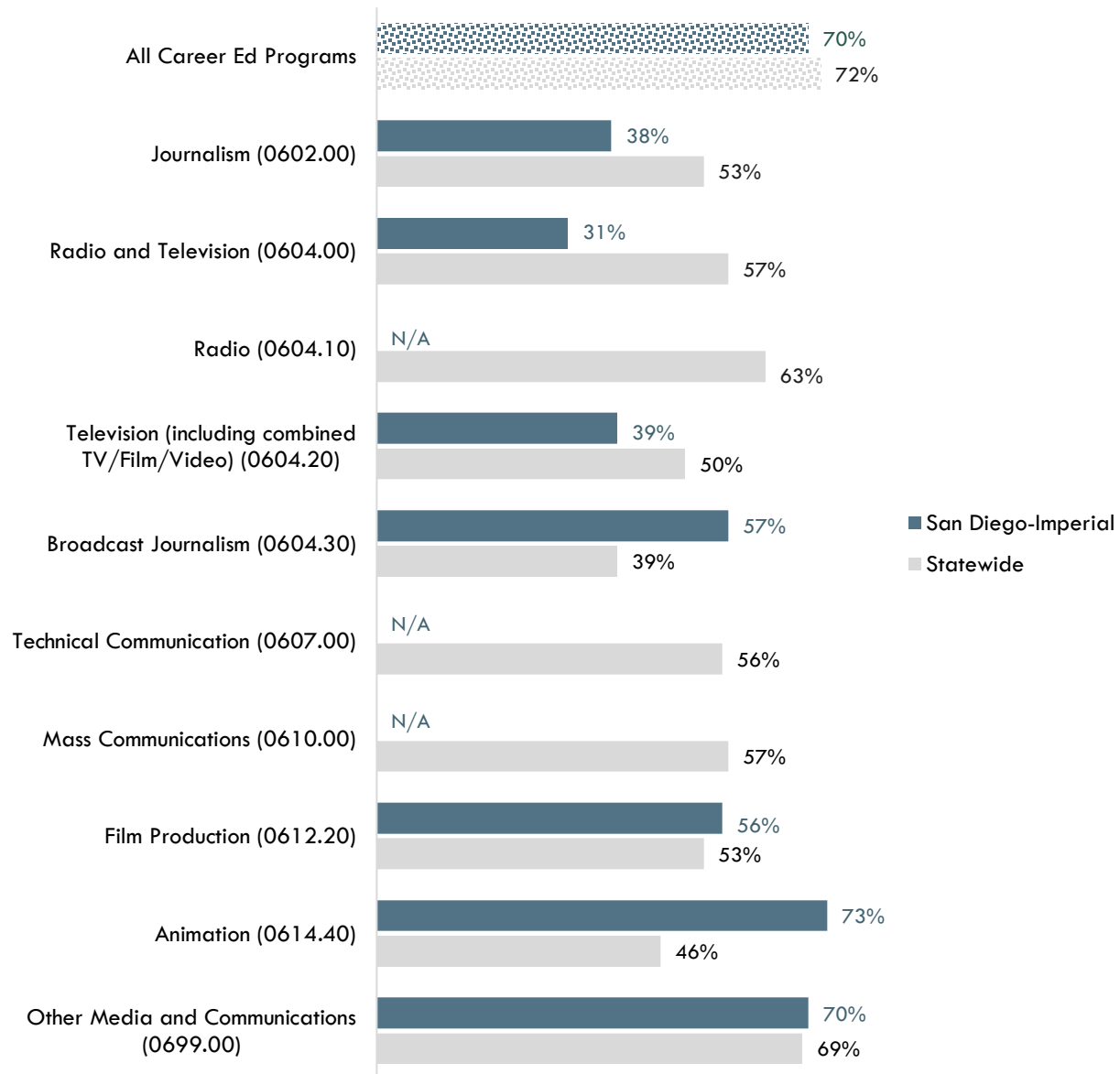
"N/A" indicates insufficient data

<sup>12</sup> "California Community Colleges Strong Workforce Program," California Community Colleges, [calpassplus.org/LaunchBoard/SWP.aspx](http://calpassplus.org/LaunchBoard/SWP.aspx).

<sup>13</sup> Among completers and skills builders who exited, the proportion of students who attained a living wage.

According to the California Community Colleges LaunchBoard, 31 to 73 percent of students in the San Diego-Imperial region obtained a job closely related to their field of study after completing a program related to *Broadcast Journalism Occupations*, compared to 39 to 69 percent statewide and 72 percent of students in Career Education programs in general across the state (Exhibit 6b).<sup>14</sup>

**Exhibit 6b: Percentage of Students in a Job Closely Related to Field of Study by Program, PY2017-18<sup>15</sup>**



"N/A" indicates insufficient data

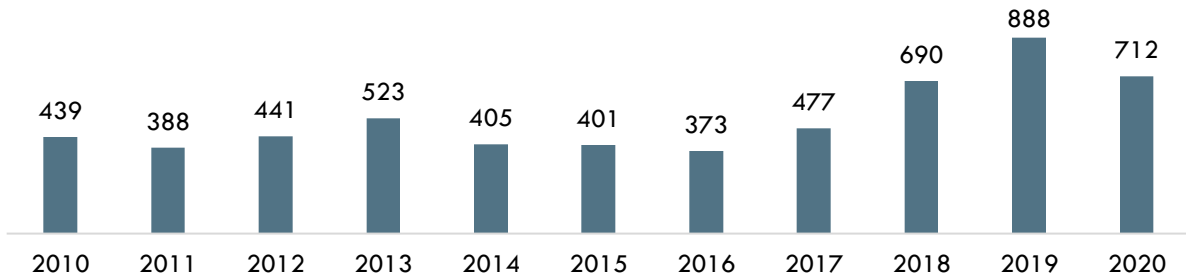
<sup>14</sup> "California Community Colleges Strong Workforce Program," California Community Colleges, [calpassplus.org/LaunchBoard/SWP.aspx](http://calpassplus.org/LaunchBoard/SWP.aspx).

<sup>15</sup> Most recent year with available data is Program Year 2017-18. Percentage of Students in a Job Closely Related to Field of Study: Among students who responded to the CTEOS, the percentage reporting employment in the same or similar field as their program of study.

## Online Job Postings

This report analyzes not only historical and projected (traditional LMI) data, but also recent data from online job postings (real-time LMI). Online job postings may provide additional insight about recent changes in the labor market that are not captured by historical data. Between 2010 and 2020, there was an average of 522 online job postings per year for *Broadcast Journalism Occupations* in San Diego County (Exhibit 7). Please note that online job postings do **not** equal labor market demand; demand is represented by annual job openings (see Exhibit 1 b). Employers may post a position multiple times for various reasons, such as increasing the pool of applicants, for example.

**Exhibit 7: Number of Online Job Postings for Broadcast Journalism Occupations in San Diego County (2010-2020)<sup>16</sup>**



## Top Employers

Between January 1, 2018 and December 31, 2020, the top five employers in San Diego County for *Broadcast Journalism Occupations* were [NBC](#), [Tribune Company](#), [University of California San Diego](#), [KUSI](#), and [SDSU Research Foundation](#) based on online job postings (Exhibit 8).

**Exhibit 8: Top Employers for Broadcast Journalism Occupations in San Diego County<sup>17</sup>**

Top Employers	
<ul style="list-style-type: none"><li>• NBC</li><li>• Tribune Company</li><li>• University of California San Diego</li><li>• KUSI</li><li>• SDSU Research Foundation</li></ul>	<ul style="list-style-type: none"><li>• Tegna</li><li>• E.W. Scripps Company</li><li>• KFMB-TV Station</li><li>• Cognella, Inc.</li><li>• One America News Network</li></ul>

<sup>16</sup> Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2010-2020.

<sup>17</sup> Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2018-2020.

## Education, Skills, and Certifications

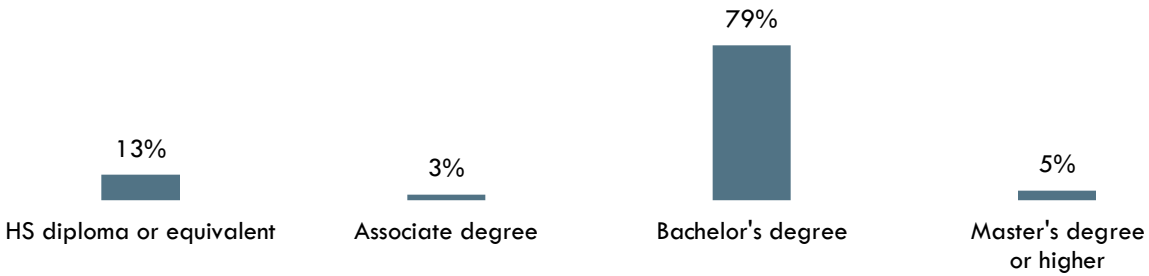
*Broadcast Journalism Occupations* have a national educational attainment of a **bachelor's degree** (Exhibit 9a).

**Exhibit 9a: National Educational Attainment for *Broadcast Journalism Occupations*<sup>18</sup>**

Occupational Title	Typical Entry-Level Education
Broadcast Announcers and Radio Disc Jockeys	Bachelor's degree
Editors	Bachelor's degree
Film and Video Editors	Bachelor's degree
News Analysts, Reporters, and Journalists	Bachelor's degree
Producers and Directors	Bachelor's degree

Based on online job postings between January 1, 2018 and December 31, 2020 in San Diego County, employers posted a **bachelor's degree** as the educational requirement for *Broadcast Journalism Occupations* (Exhibit 9b).<sup>19</sup>

**Exhibit 9b: Educational Requirements for *Broadcast Journalism Occupations* in San Diego County<sup>20</sup>**



<sup>18</sup> EMSI 2021.4; QCEW, Non-QCEW, Self-Employed.

<sup>19</sup> Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2018-2020.

<sup>20</sup> "Educational Attainment for Workers 25 Years and Older by Detailed Occupation," Bureau of Labor Statistics, last modified April 9, 2021. [bls.gov/emp/tables/educational-attainment.htm](https://bls.gov/emp/tables/educational-attainment.htm).

Exhibit 10 lists the top specialized, soft, and software skills that appeared in online job postings between January 1, 2018 and December 31, 2020.

**Exhibit 10: Top Skills for *Broadcast Journalism Occupations* in San Diego County<sup>21</sup>**

Specialized Skills	Soft Skills	Software Skills
<ul style="list-style-type: none"> <li>• Journalism</li> <li>• Social Media</li> <li>• Broadcast Industry Knowledge</li> <li>• Budgeting</li> <li>• Video Editing</li> <li>• Scheduling</li> <li>• Project Management</li> <li>• Copy Editing</li> <li>• Video Production</li> <li>• Proofreading</li> <li>• Content Management</li> <li>• Technical Writing / Editing</li> <li>• Photography</li> <li>• Customer Service</li> <li>• Quality Assurance and Control</li> </ul>	<ul style="list-style-type: none"> <li>• Editing</li> <li>• Writing</li> <li>• Communication Skills</li> <li>• Creativity</li> <li>• Organizational Skills</li> <li>• Detail-Oriented</li> <li>• Research</li> <li>• Teamwork / Collaboration</li> <li>• Meeting Deadlines</li> <li>• Multi-Tasking</li> <li>• English</li> <li>• Planning</li> <li>• Written Communication</li> <li>• Problem Solving</li> <li>• Time Management</li> </ul>	<ul style="list-style-type: none"> <li>• Adobe Photoshop</li> <li>• Microsoft Excel</li> <li>• Adobe Acrobat</li> <li>• Adobe InDesign</li> <li>• Adobe Creative Suite</li> <li>• Facebook</li> <li>• Microsoft PowerPoint</li> <li>• Adobe Premiere</li> <li>• Adobe Aftereffects</li> <li>• Adobe Illustrator</li> <li>• Microsoft Word</li> <li>• Social Media Platforms</li> <li>• Google Analytics</li> <li>• Extensible Markup Language</li> <li>• Final Cut Pro</li> </ul>

<sup>21</sup> Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2018-2020.

Exhibit 11 lists the top certification that appeared in online job postings between January 1, 2018 and December 31, 2020.

**Exhibit 11: Top Certification for *Broadcast Journalism Occupations* in San Diego County<sup>22</sup>**

Top Certification in Online Job Postings

1. Security Clearance
  2. Automotive Service Excellence (ASE) Certification
  3. Google AdWords Training
  4. Project Management Certification
  5. Certified Employee Benefit Specialist (CEBS)
  6. Chartered Property Casualty Underwriter (CPCU)
  7. Property and Casualty License
  8. Project Management Professional (PMP)
  9. Registered Health Information Administrator
  10. Registered Health Information Technician
  11. Certified ScrumMaster (CSM)
  12. CDL Class A
  13. PMI Agile Certified Practitioner (PMI-ACP)
  14. Associate in Risk Management
  15. Senior Professional in Human Resources
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<sup>22</sup> Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2018-2020.

Prepared by:

Tina Ngo Bartel, Director ([tngobartel@miracosta.edu](mailto:tngobartel@miracosta.edu))

John Edwards, Research Analyst ([jedwards@miracosta.edu](mailto:jedwards@miracosta.edu))

San Diego-Imperial Center of Excellence for Labor Market Research



### 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.

This workforce demand report uses state and federal job projection data that was developed before the economic impact of COVID-19. The COE is monitoring the situation and will provide more information as it becomes available. Please consult with local employers to understand their current employment needs.