

**Program Endorsement Brief: 0604.10 – Radio
Radio and Podcasting (Associate Degree and Certificate)**
Los Angeles/Orange County Center of Excellence, November 2021

Summary Analysis

Program Endorsement:	Endorsed: All Criteria Met <input type="checkbox"/>	Endorsed: Some Criteria Met <input checked="" type="checkbox"/>	Not Endorsed <input type="checkbox"/>
Program Endorsement Criteria			
Supply Gap:	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	
Living Wage: (Entry-Level, 25th)	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	
Education:	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>	
Emerging Occupation(s)			
Yes <input type="checkbox"/>		No <input checked="" type="checkbox"/>	

The Los Angeles/Orange County Center of Excellence for Labor Market Research (COE) prepared this report to provide Los Angeles/Orange County regional labor market supply and demand data related to three occupations:

- *Producers and directors* (27-2012);
- *Broadcast announcers and radio disc jockeys* (27-3011); and
- *Broadcast technicians* (27-4012)

Middle-skill occupations typically require some postsecondary education, but less than a bachelor's degree.¹ Although two of the occupations in this report typically require a bachelor's degree, they are included due to the amount of community college programs training for these or pathway occupations. This report is intended to help determine whether there is demand in the local labor market that is not being met by the supply from community college programs that align with the relevant occupations.

Based on the available data, there appears to be a supply gap in the region for the three occupations of interest. Although the majority of annual job openings for the occupations in this report typically require a bachelor's degree, entry-level wages for the majority of annual job openings exceed the self-sufficiency standard wage in both Los Angeles and Orange counties. **Therefore, due to some of the criteria being met, the COE endorses this proposed program.** Detailed reasons include:

¹ The COE classifies middle-skill jobs as the following:

- All occupations that require an educational requirement of some college, associate degree or apprenticeship;
- All occupations that require a bachelor's degree, but also have more than one-third of their existing labor force with an educational attainment of some college or associate degree; or
- All occupations that require a high school diploma or equivalent or no formal education, but also require short- to long-term on-the-job training where multiple community colleges have existing programs.

Demand:

- **Supply Gap Criteria** – Over the next five years, there is projected to be **2,606 jobs available annually** in the region due to retirements and workers leaving the field, **which is more than the 1,053 awards conferred annually** by educational institutions in the region.
 - However, *producers and directors* (SOC 27-2012) spans across all industries, including television, stage, radio, video and film. Since the SOC does not solely represent radio producers and directors, **the number of annual job openings is overstated.**
- **Living Wage Criteria** – In Los Angeles County, **the majority (94%) of annual job openings** for the occupations of interest have **entry-level wages above the self-sufficiency standard wage** (\$18.10/hour).²
- **Educational Criteria** – Within the LA/OC region, **94% of the annual job openings** for the occupations of interest **typically require a bachelor's degree.**
 - National-level educational attainment data indicates between 19% and 38% of workers in the field have completed some college or an associate degree.
 - The occupation with the highest number of annual job openings (***producers and directors***) **has only 19% of workers in the field who have completed some college or an associate degree.**

Supply:

- Between 2017 and 2020, **nine community colleges** in the LA/OC region issued awards in programs that have historically trained for the occupations of interest, conferring an average of **202 awards.**
- Between 2016 and 2019, non-community college institutions in the region conferred an average of **851 awards in relevant programs.**

² Self-Sufficiency Standard wage data was pulled from The Self-Sufficiency Standard Tool for California on 11/18/2021. For more information, visit: <http://selfsufficiencystandard.org/california>.

Occupational Demand

Exhibit 1 shows the five-year occupational demand projections for the three occupations of interest. In Los Angeles/Orange County, the number of jobs related to these occupations is projected to decrease by 1% through 2025. However, there will be more than 2,600 job openings per year through 2025 due to retirements and workers leaving the field.

NOTE: *Producers and directors* (27-2012) includes producing and directing across all entertainment, informational and/or instructional fields, including stage, television, video, film, and radio. Since this SOC does not solely represent radio producers and/or directors, the data in Exhibit 1 is overstated.

This report includes employment projection data by Emsi which uses EDD information. 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. To the extent that a recession or labor shock, such as the economic effects of COVID-19, can cause long-term structural change, it may impact the projections. At this time, it is not possible to quantify the full impact of COVID-19 on projections of industry and occupational employment. Therefore, the projections included in this report do not take the full impacts of COVID-19 into account.

Exhibit 1: Occupational demand in Los Angeles and Orange Counties³

Geography	2020 Jobs	2025 Jobs	2020-2025 Change	2020-2025 % Change	Annual Openings
Los Angeles	29,340	29,082	(258)	(1%)	2,477
Orange	1,526	1,482	(44)	(3%)	129
Total	30,866	30,563	(303)	(1%)	2,606

Wages

The labor market endorsement in this report considers the hourly wages for the three occupations in Los Angeles County, as they relate to the county's self-sufficiency standard wage. Orange County wages are included below in order to provide a complete analysis of the LA/OC region. Detailed wage information, by county, is included in Appendix A.

Los Angeles County — The majority (94%) of annual openings for these occupations have entry-level wages above the self-sufficiency standard wage for one adult (\$18.10 in Los Angeles County). Typical entry-level hourly wages are in a range between \$15.03 and \$30.67. Experienced workers can expect to earn wages between \$33.79 and \$78.61, which are above the self-sufficiency standard wage estimate.

³ Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

Orange County— The majority (81%) of annual openings for these occupations have entry-level wages above the self-sufficiency standard wage for one adult (\$20.63 in Orange County). Typical entry-level hourly wages are in a range between \$13.81 and \$25.74. Experienced workers can expect to earn wages between \$31.94 and \$68.50, which are above the self-sufficiency standard wage estimate.

Job Postings

Over the past 12 months, there have been 590 online job postings related to the occupations of interest. The highest number of job postings were for producer, associate producer, podcast producer, executive producer, social media manager, and host. The top skills were broadcast industry knowledge, podcasting, social media, budgeting, scheduling, and journalism. The top employers, by number of job postings, in the region were Charter Communications, Entercom Communications Corporation, Audacity, Spotify, Apple, BuzzFeed, and American Public Media.

It is important to note that the job postings data included in this section reflects online job postings listed in the past 12 months and does not yet demonstrate the full impact of COVID-19. While employers have generally posted fewer online job postings since the beginning of the pandemic, the long-term effects are currently unknown.

Educational Attainment

The Bureau of Labor Statistics (BLS) lists a bachelor's degree as the typical entry-level education for *producers and directors (27-2012)*, and *broadcast announcers and radio disc jockeys (27-3011)*, and an associate degree for *broadcast technicians (27-4012)*. In the LA/OC region, the majority of annual job openings (94%) typically require a bachelor's degree.

National-level educational attainment data indicates that between 19% and 38% of workers in the field have completed some college or an associate degree – the occupation with the highest number of annual job openings (producers and directors) has only 19% of workers in the field who have completed some college or an associate degree.

Of the 54% of job postings listing a minimum education requirement in Los Angeles/Orange County, 15% (48) requested high school or vocational training, 7% (23) requested an associate degree, and 78% (249) requested a bachelor's degree.

Educational Supply

Community College Supply — Exhibit 2 shows the annual and three-year average number of awards conferred by community colleges in Radio and Television (TOP 0604.00), and Radio (TOP 0604.10). The community college with the most completions in the region is Saddleback. Over the past 12 months, there were no other related program recommendation requests from regional community colleges.

Exhibit 2: Regional community college awards (certificates and degrees), 2017-2020

TOP Code	Program	College	2017-18 Awards	2018-19 Awards	2019-20 Awards	3-Year Average
0604.00	Radio and Television	LA Valley	14	16	17	16
		Long Beach	10	4	2	5
		Mt San Antonio	-	2	-	1
		Santa Monica	27	8	29	21
		LA Subtotal	51	30	48	43
		Fullerton	2	3	-	2
		Saddleback	40	206	136	127
		Santa Ana	-	5	-	2
		Santiago Canyon	2	-	-	1
		OC Subtotal	44	214	136	131
Supply Subtotal/Average			95	244	184	174
0604.10	Radio	LA Valley	5	7	5	6
		Mt San Antonio	11	6	9	9
		Pasadena	9	9	3	7
		LA Subtotal	25	22	17	21
		Fullerton	9	6	4	6
		Saddleback	1	-	-	0
		OC Subtotal	10	6	4	7
Supply Subtotal/Average			35	28	21	28
Supply Total/Average			130	272	205	202

Non-Community College Supply — For a comprehensive regional supply analysis, it is important to consider the supply from other institutions in the region that may provide the necessary training. Exhibit 3 shows the annual and three-year average number of awards conferred in programs crosswalked to the TOP in Exhibit 2. Due to different data collection periods, the most recent three-year period of available data is from 2016 to 2019. Between 2016 and 2019, non-community college institutions in the region conferred an average of 851 awards.

Exhibit 3: Regional non-community college awards, 2016-2019

CIP Code	Program	Institution	2016-17 Awards	2017-18 Awards	2018-19 Awards	3-Year Average
09.0701	Radio and Television	CSU-Fullerton	191	174	205	190
		CSU-Long Beach	-	-	1	0
		CSU-Los Angeles	152	174	158	161
		CSU-Northridge	448	414	399	420
		Pepperdine University	26	26	25	26
		The Academy of Radio and TV Broadcasting	11	23	34	23
		University of La Verne	9	11	22	14
10.0202	Radio and Television Broadcasting Technology/ Technician	East San Gabriel Valley ROP	13	18	1	11
		The Academy of Radio and TV Broadcasting	3	13	3	6
Supply Total/Average			853	853	848	851

Appendix A: Occupational demand and wage data by county

Exhibit 4. Los Angeles County

Occupation (SOC)	2020 Jobs	2025 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)
Producers and Directors (27-2012)	25,827	25,731	(96)	0%	2,133	\$30.67	\$49.02	\$78.61
Broadcast Announcers and Radio Disc Jockeys (27-3011)	2,008	1,826	(182)	(9%)	190	\$19.70	\$27.64	\$44.50
Broadcast Technicians (27-4012)	1,505	1,524	19	1%	154	\$15.03	\$24.45	\$33.79
Total	29,340	29,082	(258)	(1%)	2,477			

Exhibit 5. Orange County

Occupation (SOC)	2020 Jobs	2025 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)
Producers and Directors (27-2012)	1,248	1,243	(5)	0%	104	\$25.74	\$41.99	\$68.50
Broadcast Announcers and Radio Disc Jockeys (27-3011)	184	147	(37)	(20%)	16	\$16.91	\$24.75	\$42.11
Broadcast Technicians (27-4012)	94	91	(3)	(3%)	9	\$13.81	\$22.23	\$31.94
Total	1,526	1,482	(44)	(3%)	129			

Exhibit 6. Los Angeles and Orange Counties

Occupation (SOC)	2020 Jobs	2025 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Typical Entry-Level Education
Producers and Directors (27-2012)	27,075	26,974	(101)	0%	2,237	Bachelor's degree
Broadcast Announcers and Radio Disc Jockeys (27-3011)	2,191	1,974	(217)	(10%)	206	Bachelor's degree
Broadcast Technicians (27-4012)	1,599	1,616	17	1%	163	Associate degree
Total	30,866	30,563	(303)	(1%)	2,606	

Appendix B: Sources

- O*NET Online
- Labor Insight/Jobs (Burning Glass)
- Economic Modeling Specialists, International (Emsi)
- Bureau of Labor Statistics (BLS)
- Employment Development Department, Labor Market Information Division, OES
- California Community Colleges Chancellor's Office Management Information Systems (MIS)
- California Family Needs Calculator, Insight Center for Community Economic Development
- Chancellor's Office Curriculum Inventory (COCI 2.0)

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