

**Labor Market Assessment: 0604.20/Television (including combined TV/Film/Video)
Television and Radio – Digital Video Editing (Certificate)
Television and Radio – Video Operations (AS; Certificate)**
Los Angeles/Orange County Center of Excellence, February 2022

Summary

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, 25 th)	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 five occupations:

- *Producers and directors (27-2012);*
- *Audio and video technicians (27-4011);*
- *Broadcast technicians (27-4012);*
- *Camera operators, television, video, and film (27-4031); and*
- *Film and video editors (27-4032)*

Middle-skill occupations typically require some postsecondary education, but less than a bachelor's degree.¹ 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 for these video editing and/or operations occupations in the region. While the majority of annual openings have entry-level wages that exceed the self-sufficiency standard wage in both Los Angeles and Orange counties, the majority of annual openings for the occupations in this report typically require a bachelor's degree. **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 **5,693 jobs available annually** in the region due to new job growth and replacements, **which is more than the 2,406 awards conferred annually** by educational institutions in the region.
- **Living Wage Criteria** –Within Los Angeles County, the **majority (86%) of annual job openings** for these video editing and/or operations occupations have **entry-level wages above the self-sufficiency standard hourly wage** (\$18.10/hour).²
- **Educational Criteria** –Within the LA/OC region, **83% of the annual job openings** for occupations related to video editing and/or operations **typically require a bachelor's degree.**
 - While the national-level educational attainment data indicates between 19% and 38% of workers in the field have completed some college or an associate degree, **only two occupations have more than one-third of workers in the field who have completed some college or an associate degree: audio and video technicians and broadcast technicians.**

Supply:

- There are **18 community colleges** in the LA/OC region that issue awards related to digital video editing and/or video operations, conferring an average of **683 awards annually** between 2017 and 2020.
- Between 2016 and 2019, there was an average of **1,723 awards conferred annually** in related training programs by non-community college institutions throughout the region.

Self-Sufficiency Standard wage data was pulled from The Self-Sufficiency Standard Tool for California on 2/28/2022. For more information, visit: <http://selfsufficiencystandard.org/california>.

Occupational Demand

Exhibit 1 shows the five-year occupational demand projections for these video editing and/or operations occupations. In Los Angeles/Orange County, the number of jobs related to these occupations is projected to increase by 10% through 2025. There will be nearly 5,700 job openings per year through 2025 due to job growth and replacements.

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	47,114	52,106	4,991	11%	5,412
Orange	2,647	2,813	167	6%	282
Total	49,761	54,919	5,158	10%	5,693

Wages

The labor market endorsement in this report considers the entry-level hourly wages for these video editing and/or operations 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 (86%) of annual openings for these video editing and/or operations 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 \$30.68. Three occupations in this report have entry-level wages above the county's self-sufficiency standard wage: *producers and directors* (\$30.68), *film and video editors* (\$25.14), and *audio and video technicians* (\$20.68). Experienced workers can expect to earn wages between \$33.79 and \$78.61, which are higher than the self-sufficiency standard.

Orange County—The majority (59%) of annual openings for these video editing and/or operations occupations have entry-level wages **below** the self-sufficiency standard wage for one adult (\$20.63 in Orange County). Typical entry-level hourly wages are in a range between \$13.80 and \$25.69. Only one occupation in this report has entry-level wages above the county's

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.

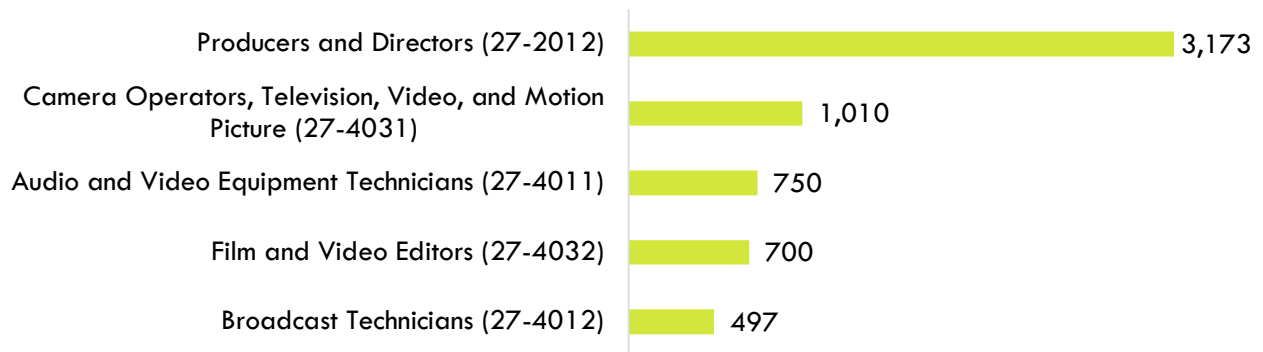
self-sufficiency standard wage: *producers and directors* (\$25.69). Experienced workers can expect to earn wages between \$31.93 and \$68.46, which are higher than the self-sufficiency standard.

Job Postings

There were 6,130 online job postings related to video editing and/or operations listed in the past 12 months. Exhibit 2 displays the number of job postings by occupation. The majority of job postings (52%) were for *producers and directors*, followed by *camera operators, television, video, and motion picture* (16%) and *audio and video equipment technicians* (12%). The highest number of job postings were for video editors, producers, videographers, associate producers, and executive producers. The top skills were social media, video editing, Adobe Photoshop, project management, and broadcast industry knowledge. The top three employers, by number of job postings, in the region were NBC, Disney, and Amazon.

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.

Exhibit 2: Job postings by occupation (last 12 months)



Educational Attainment

The Bureau of Labor Statistics (BLS) lists the following typical entry-level education level for occupations in this report:

- **Bachelor's degree:** *Producers and directors; camera operators, television, video, and film; and film and video editors*
- **Associate degree:** *Broadcast technicians*
- **Postsecondary non-degree award:** *audio and video technicians*

In the LA/OC region, the majority of annual job openings (83%) typically require a bachelor's degree. While the national-level educational attainment data indicates between 19% and 38% of workers in the field have completed some college or an associate degree, only two occupations have more than one-third of workers in the field who have completed some college or an associate degree: *audio and video technicians* and *broadcast technicians*.

Educational Supply

Community College Supply—Exhibit 3 shows the three-year average number of awards conferred by community colleges in programs that have historically trained for the occupations of interest. The colleges with the most completions in the region are Saddleback, LA City, LA Valley, and Orange Coast.

Exhibit 3: 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
0604.20	Television (including combined TV/Film/Video)	Compton	2	-	-	1
		El Camino	20	20	22	21
		Glendale	2	8	14	8
		LA City	56	39	34	43
		LA Pierce	5	11	26	14

TOP Code	Program	College	2017-18 Awards	2018-19 Awards	2019-20 Awards	3-Year Average
		LA Valley	20	29	31	27
		Long Beach	9	39	35	28
		Mt San Antonio	21	48	54	41
		Pasadena	9	25	45	26
		LA Subtotal	144	219	261	208
		Cypress	-	3	15	6
		Fullerton	27	56	48	44
		Orange Coast	5	19	40	21
		Saddleback	6	2	2	3
		Santa Ana	11	14	17	14
		OC Subtotal	49	94	122	88
		Supply Subtotal/Average	193	313	383	296
0612.20	Film Production	Cerritos	6	10	8	8
		LA City	34	61	62	52
		LA Valley	10	42	31	28
		Long Beach	4	3	-	2
		Santa Monica	27	40	59	42
		West LA	37	33	7	26
		LA Subtotal	118	189	167	158
		Orange Coast	48	49	48	48
		Saddleback	9	7	3	6
		OC Subtotal	57	56	51	55
		Supply Subtotal/Average	175	245	218	213
		Supply Total/Average	463	802	785	683

Non-Community College Supply—For a comprehensive regional supply analysis, it is important to consider the supply from other institutions in the region that provide training programs for video editing and/or operations. Exhibit 4 shows the annual and three-year average number of awards conferred by these institutions in relevant programs. 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 1,723 awards annually in related training programs.

Exhibit 4: 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
50.0602	Cinematography and Film/Video Production	Art Center College of Design	32	28	18	26
		Biola University	49	42	62	51
		California Institute of the Arts	17	10	11	13
		Chapman University	162	160	174	165
		Fashion Institute of Design & Merchandising-LA	14	13	14	14
		Los Angeles Film School	77	145	220	147
		Loyola Marymount Univ.	82	71	71	75
		Mount Saint Mary's Univ.	16	8	12	12
		New York Film Academy	94	230	205	176
		University of La Verne	1	-	-	0
		University of Southern California	96	101	105	101
Woodbury University	8	16	13	12		
50.0699	Film/Video and Photographic Arts, Other	California Institute of the Arts	38	45	41	41
		Los Angeles Film School	-	30	34	21
		Woodbury University	9	18	24	17
Supply Total/Average			1,548	1,770	1,852	1,723

Appendix A: Occupational demand and wage data by county

Exhibit 5. 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)	25,878	28,058	2,180	8%	2,709	\$30.68	\$49.03	\$78.61
Audio and Video Technicians (27-4011)	5,787	6,445	658	11%	729	\$20.68	\$30.83	\$44.15
Broadcast Technicians (27-4012)	1,513	1,645	132	9%	181	\$15.03	\$24.45	\$33.79
Camera Operators, Television, Video, and Film (27-4031)	4,316	4,951	635	15%	557	\$18.03	\$28.93	\$49.06
Film and Video Editors (27-4032)	9,621	11,007	1,386	14%	1,235	\$25.14	\$40.44	\$70.73
Total	47,114	52,106	4,991	11%	5,412	-	-	-

Exhibit 6. 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)	1,238	1,282	44	4%	116	\$25.69	\$41.94	\$68.46
Audio and Video Technicians (27-4011)	652	682	30	5%	72	\$19.29	\$28.73	\$41.37
Broadcast Technicians (27-4012)	94	93	(1)	(1%)	9	\$13.80	\$22.23	\$31.93
Camera Operators, Television, Video, and Film (27-4031)	247	277	30	12%	31	\$14.71	\$24.94	\$43.83
Film and Video Editors (27-4032)	416	479	63	15%	54	\$19.66	\$33.26	\$59.75
Total	2,647	2,813	167	6%	282	-	-	-

Exhibit 7. 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)	27,116	29,340	2,224	8%	2,825	Bachelor's degree
Audio and Video Technicians (27-4011)	6,438	7,127	688	11%	801	Postsecondary non-degree award
Broadcast Technicians (27-4012)	1,607	1,738	131	8%	191	Associate degree
Camera Operators, Television, Video, and Film (27-4031)	4,563	5,228	665	15%	588	Bachelor's degree
Film and Video Editors (27-4032)	10,037	11,486	1,449	14%	1,289	Bachelor's degree
Total	49,761	54,919	5,158	10%	5,693	-

Appendix B: Sources

- O*NET Online
- Labor Insight/Jobs (Burning Glass)
- Economic Modeling Specialists, International (Emsi)
- Bureau of Labor Statistics (BLS)
- California Employment Development Department, Labor Market Information Division, OES
- California Community Colleges Chancellor's Office Management Information Systems (MIS)
- Self-Sufficiency Standard at the Center for Women's Welfare, University of Washington
- Chancellor's Office Curriculum Inventory (COCI 2.0)

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