

## Labor Market Assessment: 0604.20 – Television (including combined TV/Film/Video) Video Engineering (Certificate)

Los Angeles/Orange County Center of Excellence, February 2022

### Summary

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

- *Audio and video technicians (27-4011);*
- *Broadcast technicians (27-4012);*
- *Sound engineering technicians (27-4014);*
- *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.<sup>1</sup> 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 occupations of interest. Although the majority of annual opening for the occupations of interest have entry-level wages that exceed the self-sufficiency standard wage in Los Angeles County, 55% of the annual openings in the LA/OC region typically require a bachelor's degree. **Due to some of the criteria being met, the COE endorses this proposed program.** Detailed reasons include:

<sup>1</sup> 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 **2,614 jobs available annually** in the region due to new job growth and replacements, **which is more than the 2,327 awards conferred annually** by educational institutions in the region.
- **Living Wage Criteria** – In Los Angeles County, the **majority of annual job openings (64%)** for the five occupations of interest have entry-level wages above the self-sufficiency standard wage (\$18.10/hour).<sup>2</sup>
- **Educational Criteria** – Within the LA/OC region, 55% of the annual job openings for the occupations of interest typically require a bachelor's degree.
  - National-level educational attainment data indicates that between 26% and 38% of incumbent workers have completed some college or an associate degree.

**Supply:**

- Between 2017 and 2020, **18 community colleges** in the LA/OC region issued awards in programs that have historically trained for the occupations of interest, conferring an average of **683 awards**.
- Between 2016 and 2019, non-community college institutions in the region conferred an average of **1,644 awards in relevant programs**.

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

## Occupational Demand

Exhibit 1 shows the five-year occupational demand projections for the five occupations of interest. In Los Angeles/Orange County, the number of jobs related to these occupations is projected to increase by 4% through 2025. There will be more than 2,600 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 Counties<sup>3</sup>**

Geography	2020 Jobs	2025 Jobs	2020-2025 Change	2020-2025 % Change	Annual Openings
Los Angeles	24,249	25,331	1,081	4%	2,442
Orange	1,645	1,727	81	5%	173
<b>Total</b>	<b>25,895</b>	<b>27,057</b>	<b>1,163</b>	<b>4%</b>	<b>2,614</b>

## Wages

The labor market endorsement in this report considers the hourly wages for the five 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 (64%) of annual openings for the occupations of interest 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 \$24.60. Two occupations in this report have entry-level wages **above** the county's self-sufficiency standard wage: *audio and video technicians* (\$20.68) and *film and video editors* (\$24.60). Experienced workers can expect to earn between \$33.79 and \$69.00 per hour.

**Orange County** – All five 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 \$13.81 and \$19.46. Experienced workers can expect to earn wages between \$31.94 and \$59.11, which are above the self-sufficiency standard wage estimate.

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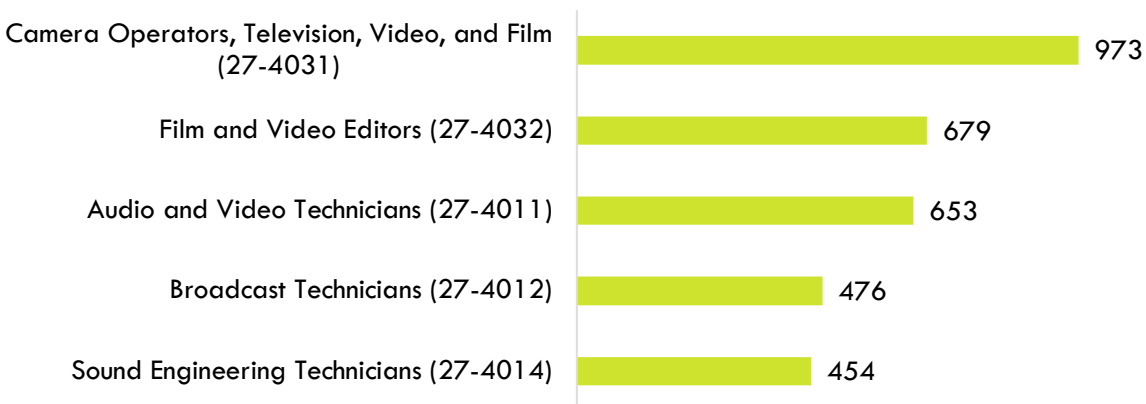
<sup>3</sup> Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

## Job Postings

Over the past 12 months, there have been 3,235 online job postings for the five occupations of interest. Exhibit 2 displays the number of job postings by occupation. The majority of job postings were for *camera operators, television, video, and film* (30%), followed by *film and video editors* (21%), and *audio and video technicians* (20%). The highest number of job postings were for video editors, videographers, audio-visual technicians, freelance videographers, and audio engineers. The top skills were video editing, videography, Adobe Photoshop, Adobe Premiere, and Adobe After Effects. The top employers, by number of job postings, in the region were: Encore Global, NBC, and Charter Communications.

*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 levels for the occupations in this report:

- **Bachelor's degree:** *Camera operators, televisions, video, and film* (27-4031); and *Film and video editors* (27-4032)
- **Associate degree:** *Broadcast technicians* (27-4012)
- **Postsecondary non-degree award:** *Audio and video technicians* (27-4011); and *Sound engineering technicians* (27-4014)

In the LA/OC region, the majority of annual openings (55%) typically require a bachelor's degree. National-level educational attainment data indicates that between 26% and 38% of incumbent workers have completed some college or an associate degree.

## Educational Supply

**Community College Supply** – Exhibit 3 shows the annual and 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
		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

TOP Code	Program	College	2017-18 Awards	2018-19 Awards	2019-20 Awards	3-Year Average
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 may provide training programs for the occupations of interest. 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 1,644 awards.

**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
		CA 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
		USC	96	101	105	101
		Woodbury University	8	16	13	12
Supply Total/Average			1,501	1,677	1,753	1,644

## 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 <sup>th</sup> Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 <sup>th</sup> Percentile)
Audio and Video Technicians (27-4011)	5,775	5,923	148	3%	606	\$20.68	\$30.83	\$44.16
Broadcast Technicians (27-4012)	1,505	1,524	19	1%	154	\$15.03	\$24.45	\$33.79
Sound Engineering Technicians (27-4014)	3,050	3,078	29	1%	312	\$17.16	\$30.25	\$51.32
Camera Operators, Television, Video, and Film (27-4031)	4,309	4,590	280	7%	425	\$18.02	\$28.93	\$49.06
Film and Video Editors (27-4032)	9,610	10,215	605	6%	945	\$24.60	\$39.49	\$69.00
<b>Total</b>	<b>24,249</b>	<b>25,331</b>	<b>1,081</b>	<b>4%</b>	<b>2,442</b>	<b>-</b>	<b>-</b>	<b>-</b>

### Exhibit 6. Orange County

Occupation (SOC)	2020 Jobs	2025 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25 <sup>th</sup> Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 <sup>th</sup> Percentile)
Audio and Video Technicians (27-4011)	659	662	4	1%	66	\$19.30	\$28.73	\$41.35
Broadcast Technicians (27-4012)	94	91	(2)	(3%)	9	\$13.81	\$22.23	\$31.94
Sound Engineering Technicians (27-4014)	227	229	2	1%	24	\$15.80	\$28.43	\$48.75
Camera Operators, Television, Video, and Film (27-4031)	248	272	24	10%	26	\$14.74	\$24.97	\$43.86
Film and Video Editors (27-4032)	419	472	54	13%	47	\$19.46	\$32.88	\$59.11
<b>Total</b>	<b>1,645</b>	<b>1,727</b>	<b>81</b>	<b>5%</b>	<b>173</b>	<b>-</b>	<b>-</b>	<b>-</b>



### 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
Audio and Video Technicians (27-4011)	6,434	6,585	152	2%	673	Postsecondary non-degree award
Broadcast Technicians (27-4012)	1,599	1,616	16	1%	163	Associate degree
Sound Engineering Technicians (27-4014)	3,276	3,307	31	1%	336	Postsecondary non-degree award
Camera Operators, Television, Video, and Film (27-4031)	4,557	4,862	305	7%	451	Bachelor's degree
Film and Video Editors (27-4032)	10,028	10,687	659	7%	992	Bachelor's degree
<b>Total</b>	<b>25,895</b>	<b>27,057</b>	<b>1,163</b>	<b>4%</b>	<b>2,614</b>	<b>-</b>

### 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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