Radio and Television (TOP 0604.00)

September 2022

Prepared by the South Central Coast Center of Excellence for Labor Market Research

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Program Recommendation

This report was compiled by the South Central Coast[1] Center of Excellence to provide regional labor market data for the program recommendation – Radio and Television. This report can help determine whether there is demand in the local labor market that is not being met by the supply from programs of study (CCC and non-CCC) that align with this occupation group. This report covers the South Central Coast Region and all of Los Angeles County.

Key Findings

- In the South Central Coast region and Los Angeles County, **the number of jobs related to Radio and Television are expected to increase** for all four related occupations.
- Radio and Television is anticipated to experience a **low risk of automation** for Producers and Directors & Film and Video Editors, but a **medium risk** for both Camera Operators, Television, Video, and Film & Audio and Video Technicians.
- In 2020 there were 9,382 regional completions in programs related to the occupations identified as related to Radio and Television and 20,048 openings, indicating an **undersupply**.
- Typical entry-level education is a **postsecondary nondegree award** for Audio and Video Technicians and a **Bachelor's degree** for the other three related occupations.
- Completers of Radio and Television programs from the 2018-2019 academic year in Los Angeles had a **median annual wage upon completion of $23,704.**
- 42% of students are **employed within a year** after completing a program.
- 28% of students **attained a living wage** within a year of completion.
- Completers experienced an average of +24% **change in earnings after exiting**.
- 64% of students were **part-time**, 6% **skill builders**, 35% **first-generation**, and 80% **economically disadvantaged**.

[1] The South Central Coast Region consists of San Luis Obispo County, Santa Barbara County, Ventura County, and the following cities from North Los Angeles County: Canyon Country, Castaic, Lake Hughes, Lancaster, Littlerock, Llano, Newhall, Palmdale, Pearblossom, Santa Clarita, Stevenson Ranch, and Valencia.

Occupation Codes and Descriptions

There are four occupations in the standard occupational classification (SOC) system that were identified as related to Radio and Television for this analysis. The occupation titles and descriptions, as well as reported job titles, are included in Exhibit 1.

Exhibit 1 – Occupation, Description, and Sample Job Titles

SOC Code	Title	Description	Sample of Reported Job Titles
27-2012	**Producers and Directors**	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.	Artistic Director, Director, Executive Producer, Multimedia Producer, News Producer, Producer, Production Director, Radio Producer, Television News Producer (TV News Producer), Television Producer (TV Producer)
27-4011	**Audio and Video Technicians**	Set up, maintain, and dismantle audio and video equipment, such as microphones, sound speakers, connecting wires and cables, sound and mixing boards, video cameras, video monitors and servers, and related electronic equipment for live or recorded events, such as concerts, meetings, conventions, presentations, podcasts, news conferences, and sporting events.	Audio Technician, Audio Visual Specialist (AV Specialist), Audio Visual Technician (AV Technician), Media Technician, Operations Technician, Stagehand, Video Technician
27-4031	**Camera Operators, Television, Video, and Film**	Operate television, video, or film camera to record images or scenes for television, video, or film productions.	Camera Operator, Cameraman, Master Control Operator (MCO), News Videographer, Production Technician, Studio Camera Operator, Television News Photographer, Videographer
27-4032	**Film and Video Editors**	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.	Editor, Film Editor, News Editor, News Video Editor, News Videotape Editor, Non-Linear Editor, Online Editor, Tape Editor, Television News Video Editor, Video Editor

Source: O*NET Online

Current and Future Employment

In the South Central Coast region and Los Angeles County, the number of jobs related to Radio and Television are expected to increase for all four related occupations.

Exhibit 2 – Five-Year Projections for Radio and Television in the South Central Coast Region and LA County

SOC	Occupation	2021 Jobs	2026 Jobs	2021-2026 Change	2021-2026 % Change
27-2012	**Producers and Directors**	43,640	47,640	4,000	9%
27-4011	**Audio and Video Technicians**	6,339	7,048	709	11%
27-4031	**Camera Operators, Television, Video, and Film**	6,311	7,176	865	14%
27-4032	**Film and Video Editors**	12,826	14,624	1,798	14%

Source: Economic Modeling Specialists International (EMSI)

Earnings

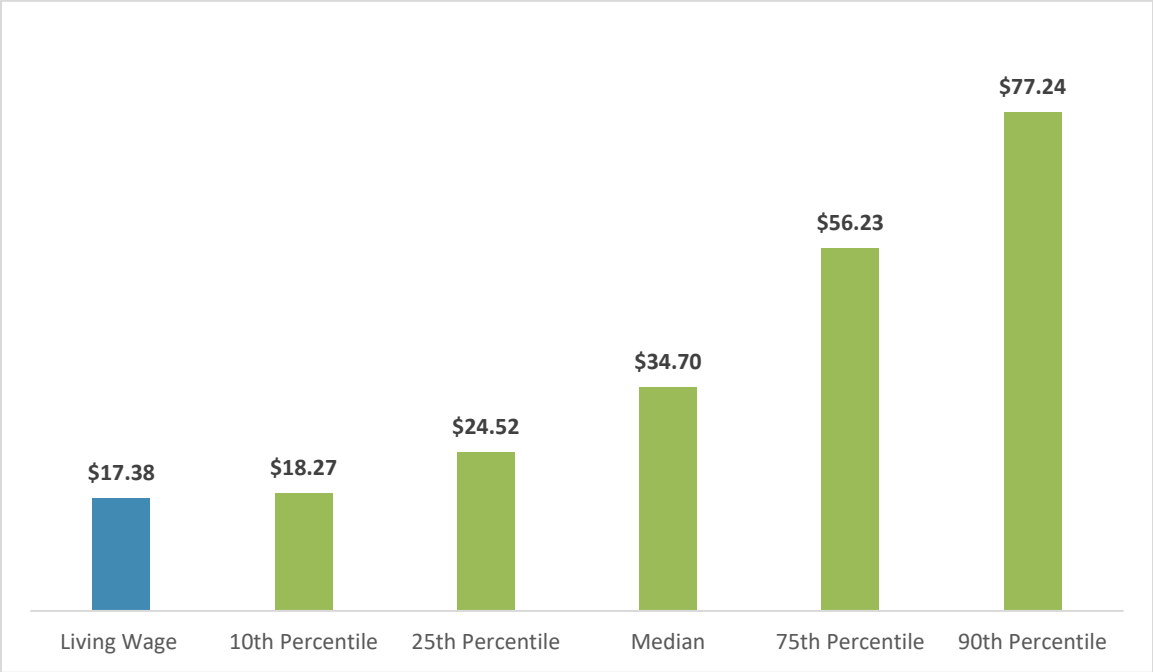
Exhibit 3 contains hourly wages and annual average earnings for these occupations. Entry-level hourly earnings are represented by the 25th percentile of wages, median hourly earnings are represented by the 50th percentile of wages, and experienced hourly earnings are represented by the 75th percentile of wages, demonstrating various levels of employment.

Exhibit 3 – Earnings for Radio and Television in the South Central Coast Region and Los Angeles County

SOC	Occupation	Entry-Level Hourly Earnings	Median Hourly Earnings	Experienced Hourly Earnings
27-2012	**Producers and Directors**	$34.35	$56.43	$95.68
27-4011	**Audio and Video Technicians**	$21.20	$28.36	$40.26
27-4031	**Camera Operators, Television, Video, and Film**	$20.96	$23.88	$38.97
27-4032	**Film and Video Editors**	$21.57	$30.13	$50.01

Source: Economic Modeling Specialists International (EMSI)

Exhibit 3b – Earnings for Radio and Television in the South Central Coast Region and Los Angeles County



Source: Family Needs Calculator (Living wage is based on Single Adult household with no children); Economic Modeling Specialists International (EMSI)

Employer Job Postings

In this research brief, real-time labor market information is used to provide a more nuanced view of the current job market, as it captures job advertisements for occupations relevant to the field of study. Employer job postings are consulted to understand who is looking for radio and television workers, and what they are looking for in potential candidates. To identify job postings related to Radio and Television the following standard occupational classifications were used:

27-2012	Producers and Directors
27-4011	Audio and Video Technicians
27-4031	Camera Operators, Television, Video, and Film
27-4032	Film and Video Editors

Top Occupations

In 2021, there were 4,854 employer postings for the occupations related to Radio and Television.

Exhibit 4 – Top Occupations by Job Postings

SOC Code	Occupation	Job Postings, Full Year 2021
27-2012	**Producers and Directors**	2,813
27-4031	**Camera Operators, Television, Video, and Film**	830
27-4032	**Film and Video Editors**	618
27-4011	**Audio and Video Technicians**	593

Source: Labor Insight/Jobs (Burning Glass)

Exhibit 4b – Top Occupations and Risk of Automation

SOC Code	Occupation	Risk of Automation
27-2012	**Producers and Directors**	Low
27-4031	**Camera Operators, Television, Video, and Film**	Medium
27-4032	**Film and Video Editors**	Low
27-4011	**Audio and Video Technicians**	Medium

Source: Labor Insight/Jobs (Burning Glass)

Top Titles

The top job titles for employers posting ads for jobs related to Radio and Television are listed in Exhibit 5. Video Editor is mentioned as the job title in 6% of all relevant job postings (270 postings).

Exhibit 5 – Job Titles

Title	Job Postings, Full Year 2021
Video Editor	270
Producer	194
Associate Producer	127
Videographer	89
Executive Producer	69

Source: Labor Insight/Jobs (Burning Glass)

Top Employers

Exhibit 6 lists the major employers hiring professionals in the Radio and Television field. The top employer posting job ads was Amazon. The top worksite cities for these occupations were Los Angeles, Burbank, Culver City, Santa Monica, and El Segundo.

Exhibit 6 – Top Employers (n=2,524)

Employer	Job Postings, Full Year 2021
Amazon	81
Disney	75
NBC	71
Buzzfeed Inc	48
Charter Communications	41

Source: Labor Insight/Jobs (Burning Glass)

Skills

The tables in Exhibit 7 list employers' most commonly requested skills in job postings related to Radio and Television. Budgeting is the most sought-after specialized skill for employers, followed by Social Media and Video Editing. Creativity, Editing, and Communication Skills were the most requested baseline skills. Adobe Photoshop, Adobe Premiere, and Adobe Aftereffects were the most commonly requested software and programming skills.

Exhibit 7 – Specialized Skills (n= 30,338)

Skills	Job Postings, Full Year 2021
Budgeting	1,123
Social Media	985
Video Editing	946
Scheduling	945
Adobe Photoshop	913
Project Management	754
Music	674
Adobe Premiere	662
Video Production	634
Broadcast Industry Knowledge	616
Adobe Aftereffects	601
Videography	589
Youtube	577
Adobe Indesign	526
Adobe Acrobat	505

Source: Labor Insight/Jobs (Burning Glass)

Exhibit 7b – Baseline Skills (n= 20,725)

Skills	Job Postings, Full Year 2021
Creativity	2,483
Editing	1,945
Communication Skills	1,715
Teamwork/Collaboration	1,527
Organizational Skills	1,313
Detail-Oriented	1,175
Writing	898
Multi-Tasking	666
Meeting Deadlines	651
Problem Solving	619

Source: Labor Insight/Jobs (Burning Glass)

Exhibit 7c – Software and Programming Skills (n= 9,315)

Skills	Job Postings, Full Year 2021
Adobe Photoshop	913
Adobe Premiere	662
Adobe Aftereffects	601
Youtube	577
Adobe Indesign	526
Microsoft Excel	525
Adobe Acrobat	505
Adobe Creative Suite	496
Adobe Illustrator	417
Microsoft Office	412

Source: Labor Insight/Jobs (Burning Glass)

The table below lists the skill clusters most in demand for Radio and Television occupations.

Exhibit 7d – Skill Clusters in Demand (n=23,537)

Skill Cluster	Job Postings, Full Year 2021
Media and Writing: Visual Design Production	2,000
Marketing and Public Relations: Social Media	1,409
Design: Graphic and Visual Design Software	1,335
Finance: Budget Management	1,126
Administration: Scheduling	945
Business: Project Management	872
Media and Writing: Media Production	823
Media and Writing: Audio Production	763
Media and Writing: Music	688
Information Technology: Microsoft Office and Productivity Tools	630

Source: Labor Insight/Jobs (Burning Glass)

Industry Concentration

Exhibit 8 shows the industries with the most Radio and Television postings in the South Central Coast region and Los Angeles County. Note: 53% of records have been excluded because they do not include an industry. As a result, the chart below may not be representative of the full sample.

Exhibit 8 – Industries Employing the Most in the Radio and Television Field, 2021

Industry	Occupation Group Jobs in Industry	% of Occupation Group in Industry
Information	1,023	45%
Professional, Scientific, and Technical Services	237	11%
Arts, Entertainment, and Recreation	190	8%
Retail Trade	145	6%
Public Administration	94	4%

Certifications

Exhibit 9 lists the most in-demand certifications in the Radio and Television field. The top requested certification in job postings was Driver's License.

Exhibit 9 – Certifications (n= 425)

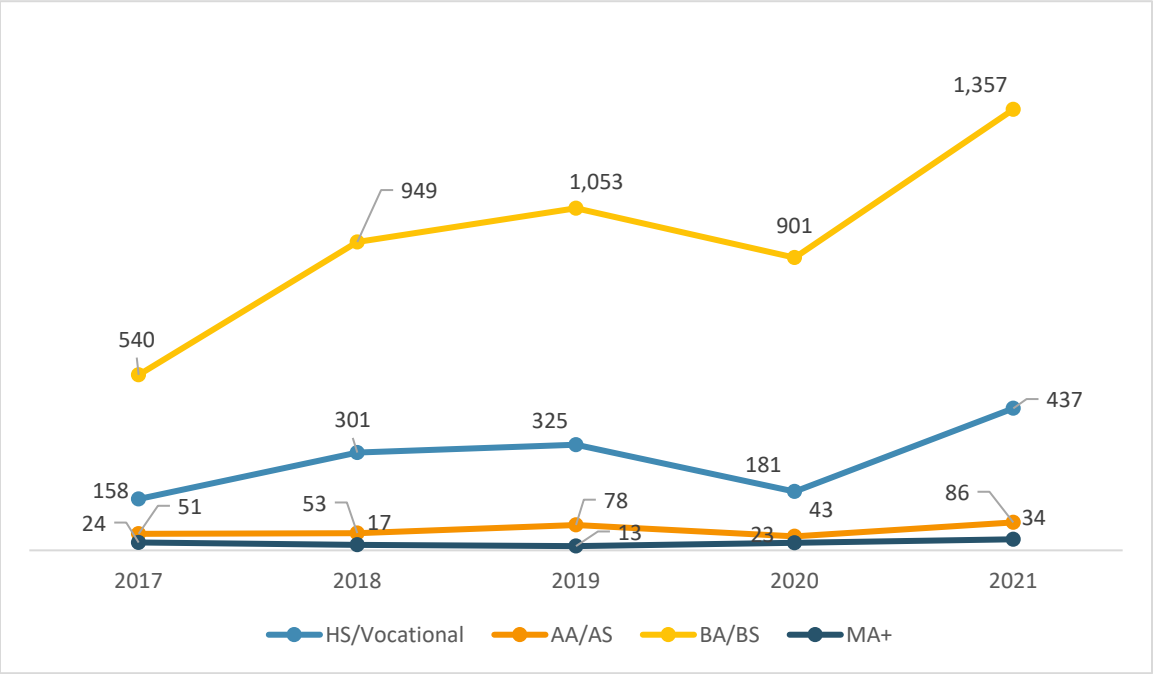
Certifications	Job Postings, Full Year 2021
Driver's License	265
Project Management Certification	27
Project Management Professional (PMP)	14
American Institute of Certified Planners	12
CompTIA Security+	9

Source: Labor Insight/Jobs (Burning Glass)

Job Postings - Minimum Educational Attainment Over Time

Exhibit 10 displays the change in job advertisements over the last five years for Radio and Television, according to the minimum advertised education. In 2021, there were 1,914 total job ads posted with a minimum advertised education, with 1,357 of them requiring a bachelor's degree.

Exhibit 10 – Educational Demand, Minimum Advertised



Source: Labor Insight / Jobs (Burning Glass)

Job Postings – Proportion of Job Postings by Minimum Educational Attainment Required

To gauge employer preference for candidates with particular education levels, the proportion of job postings by minimum advertised education appears in Exhibit 11. Employers posting job ads for Radio and Television have frequently sought candidates with a bachelor's degree.

Exhibit 11 – Occupational Demand by Education, Minimum Advertised

Minimum Education Requirement	2017	2018	2019	2020	2021
HS Diploma / Vocational Training	20%	23%	22%	16%	23%
Associate Degree	7%	4%	5%	4%	5%
Bachelor's Degree	70%	72%	72%	79%	71%
Graduate Degree	3%	1%	1%	2%	2%

Source: Labor Insight/Jobs (Burning Glass)

Education and Training

Exhibit 12 shows the typical entry-level education requirement for the occupations of interest, along with the typical on-the-job training needed to attain competency in the occupation.

Exhibit 12 – Education and Training Requirements

SOC	Occupation	Typical entry-level education	Typical on-the-job training
27-2012	**Producers and Directors**	Bachelor's degree	None
27-4011	**Audio and Video Technicians**	Postsecondary Nondegree Award	Short-term on-the-job training
27-4031	**Camera Operators, Television, Video, and Film**	Bachelor's degree	None
27-4032	**Film and Video Editors**	Bachelor's degree	None

Source: Bureau of Labor Statistics Employment Projections (Educational Attainment)

Regional Completions and Openings

There were 9,382 regional completions (2020) and 20,048 regional openings (2020) in the South Central Coast region and Los Angeles County in programs related to the occupations in this report.

Exhibit 13 – Completions and Openings

105 Regional Institutions had Related Programs (2020)	**9,382** Regional Completions (2020)	**20,048** Annual Openings (2020)

Source: Economic Modeling Specialists International (EMSI)

Related Programs

CIP Code	Program	Completions (2020)
50.0602	Cinematography and Film/Video Production	1,370
09.0701	Radio and Television	1,038
50.0601	Film/Cinema/Media Studies	1,004
50.0501	Drama and Dramatics/Theatre Arts, General	797
09.0401	Journalism	765
50.0901	Music, General	656
09.0100	Communication, General	646
50.0913	Music Technology	505
50.0506	Acting	430
50.0101	Visual and Performing Arts, General	414
10.0203	Recording Arts Technology/Technician	294
09.0199	Communication and Media Studies, Other	272
50.0504	Playwriting and Screenwriting	200
50.0401	Design and Visual Communications, General	173
10.0201	Photographic and Film/Video Technology/Technician	166
50.0502	Technical Theatre/Theatre Design and Technology	152
09.0702	Digital Communication and Media/Multimedia	111
10.0301	Graphic Communications, General	101
09.0102	Mass Communication/Media Studies	68
10.0303	Prepress/Desktop Publishing and Digital Imaging Design	45
50.0599	Dramatic/Theatre Arts and Stagecraft, Other	31
10.9999	Communications Technologies/Technicians, and Support Services, Other	27

CIP Code	Program	Completions (2020)
01.0802	Agricultural Communication/Journalism	24
50.0509	Musical Theatre	24
10.0202	Radio and Television Broadcasting Technology/Technician	20
50.0607	Documentary Production	19
09.0402	Broadcast Journalism	10
09.0799	Radio, Television, and Digital Communication, Other	9
50.1004	Theatre/Theatre Arts Management	8
50.0507	Directing and Theatrical Production	3

Source: Economic Modeling Specialists International (EMSI)

CCC and Non-CCC Awards

Exhibit 14 lists the number of completers from programs related to Radio and Television in the South Central Coast region and Los Angeles County.

Exhibit 14 – CCC and Non-CCC Awards the South Central Coast and Los Angeles County, 2020

CCC Programs	Completers
Los Angeles City College	284
Moorpark College	226
Santa Monica College	293
Citrus College	194
Mt San Antonio College	165
Pasadena City College	156
Los Angeles Valley College	147
Long Beach City College	104
College of the Canyons	87
El Camino Community College	78
East Los Angeles College	71
Los Angeles Pierce College	69
Allan Hancock College	68
Santa Barbara City College	60
Antelope Valley College	58
Cuesta College	51
Glendale Community College	47
Rio Hondo College	33
Cerritos College	26
Oxnard College	24
Ventura College	17
Los Angeles Trade Technical College	11
Los Angeles Harbor College	8
Los Angeles Mission College	8
West Los Angeles College	8
Los Angeles Southwest College	2
Non-CCC Programs	**Completers**
USC	1,079
UC Santa Barbara	773

New York Film Academy	748
Los Angeles Film School	719
CSU Northridge	654
CSU Long Beach	385
Loyola Marymount University	282
UCLA	266
CSU Los Angeles	222
Cal Poly San Luis Obispo	214
Columbia College Hollywood	177
California Institute of the Arts	139
Azusa Pacific University	123
CSU Dominguez Hills	118
American Film Institute Conservatory	109
FIDM-Fashion Institute of Design & Merchandising-Los Angeles	102
Biola University	90
Pepperdine University	84
Cal Poly Pomona	78
Musicians Institute	73
Hussian College-Los Angeles	64
The Master's University and Seminary	58
Occidental College	44
Otis College of Art and Design	36
Art Center College of Design	33
Pomona College	33
California Lutheran University	32
Associated Technical College – Los Angeles	27
Mount Saint Mary's University	26
American Academy of Dramatic Arts – Los Angeles	25
Woodbury University	25
Los Angeles College of Music	21
Pitzer College	21
University of La Verne	21
Hollywood Cultural College	20

Gnomon	19
Scripps College	19
Theatre of Arts	17
Whittier College	14
Los Angeles Pacific College	13
Westmont College	13
CSU Channel Islands	12
Claremont McKenna College	12
Marymount California University	10
Life Pacific University	7
Claremont Graduate University	6
Ventura Adult and Continuing Education	6
Harvey Mudd College	3
University of Antelope Valley	3
World Mission University	3
American Jewish University	2
Fremont College	1

Source: Economic Modeling Specialists International (EMSI)

Student Outcomes

The CTE LaunchBoard provides student outcome data on the effectiveness of CTE programs. The following student outcome information was collected from exiters of the Radio and Television Programs (TOP: 0604.00). Because the occupations described in this report are heavily concentrated in Los Angeles, regional data for the Los Angeles area is provided.

- Completers of Radio and Television programs from the 2018-2019 academic year in Los Angeles had a **median annual wage upon completion of $23,704.**
- 42% of students are **employed within a year** after completing a program.
- 28% of students **attained a living wage** within a year of completion.
- Completers experienced an average of +24% **change in earnings after exiting**.
- 64% of students were **part-time,** 6% **skill builders,** 35% **first-generation,** and 80% **economically disadvantaged.**

Sources

O*Net Online, Labor Insight/Jobs (Burning Glass), Economic Modeling Specialists International (EMSI), MIT Living Wage Calculator, Bureau of Labor Statistics (BLS) Education Attainment, California Community Colleges Chancellor's Office Management Information Systems (MIS) Data Mart, CTE LaunchBoard, Statewide CTE Outcomes Survey, Employment Development Department Unemployment Insurance Dataset

Notes

Data included in this analysis represent the labor market demand for relevant positions most closely related to Radio and Television. Traditional labor market information was used to show current and projected employment based on data trends, as well as annual average awards granted by regional community colleges. Real-time labor market information captures job post advertisements for occupations relevant to the field of study and can signal demand and show what employers are looking for in potential employees, but is not a perfect measure of the quantity of open positions. All representations have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. The most recent data available at the time of the analysis was examined; 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 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.