



Journalism (TOP 0602.00)

October 2022

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

Program Recommendation

This report was compiled by the South Central Coast¹ Center of Excellence to provide regional labor market data for the program recommendation – Journalism. 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.

Key Findings

- In the South Central Coast region, **the number of jobs related to Journalism are expected to remain steady** for Technical Writers & Writers and Authors, but **decrease** for Editors & News Analysts, Reporters, and Journalists.
- Journalism is anticipated to experience a **high risk of automation** for Technical Writers, and a **low risk of automation** for Writers and Authors & Editors. No data available for News Analysts, Reporters, and Journalists.
- In 2020 there were 2,806 regional completions in programs related to the occupations identified as aligned with Journalism and 350 openings, indicating an **oversupply**.
- Typical entry-level education is a **Bachelor's degree** for all four related occupations.
- Completers of Journalism programs from the 2018-2019 academic year, in the South Central Coast region, had a **median annual wage upon completion of \$22,074**.
- 35% of students are **employed within a year** after completing a program.
- 17% of students **attained a living wage** within a year of completion.
- Completers experienced an average of **+5% change in earnings after exiting**.
- 51% of students were **part-time**, 7% **skill builders**, 21% **first-generation**, and 65% **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 Journalism 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
27-3023	News Analysts, Reporters, and Journalists	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.	Anchor, News Anchor, News Reporter, Radio News Anchor, Radio Talk Show Host, Reporter, Staff Writer, Television News Anchor (TV News Anchor), Television News Reporter, Television Reporter (TV Reporter)
27-3041	Editors	Plan, coordinate, revise, or edit written material. May review proposals and drafts for possible publication.	Acquisitions Editor, Business Editor, Editor, Features Editor, Legal Editor, News Editor, Newspaper Copy Editor, Science Editor, Sports Editor, Web Editor
27-3042	Technical Writers	Write technical materials, such as equipment manuals, appendices, or operating and maintenance instructions. May assist in layout work.	Documentation Designer, Documentation Specialist, Engineering Writer, Information Developer, Medical Writer, Narrative Writer, Requirements Analyst, Technical Communicator, Technical Writer
27-3043	Writers and Authors	Originate and prepare written material, such as scripts, stories, advertisements, and other material.	Advertisement Agency Copywriter (Ad Agency Copywriter), Advertising Associate, Advertising Copywriter, Advertising Writer, Communications Specialist, Copywriter, Freelance Copywriter, Promotion Writer, Search Engine Optimization Copywriter (SEO Copywriter), Web Content Writer

Source: O*NET Online

Current and Future Employment

In the South Central Coast region, the number of jobs related to Journalism are expected to remain steady for Technical Writers and Writers and Authors, but decrease for Editors and News Analysts, Reporters, and Journalists.

Exhibit 2 – Five-Year Projections for Journalism in the South Central Coast Region

SOC	Occupation	2021 Jobs	2026 Jobs	2021-2026 Change	2021-2026 % Change
27-3023	News Analysts, Reporters, and Journalists	232	213	-19	-8%
27-3041	Editors	639	603	-36	-6%
27-3042	Technical Writers	320	327	7	2%
27-3043	Writers and Authors	1,088	1,110	22	2%

Source: Economic Modeling Specialists International (EMSI)

Earnings

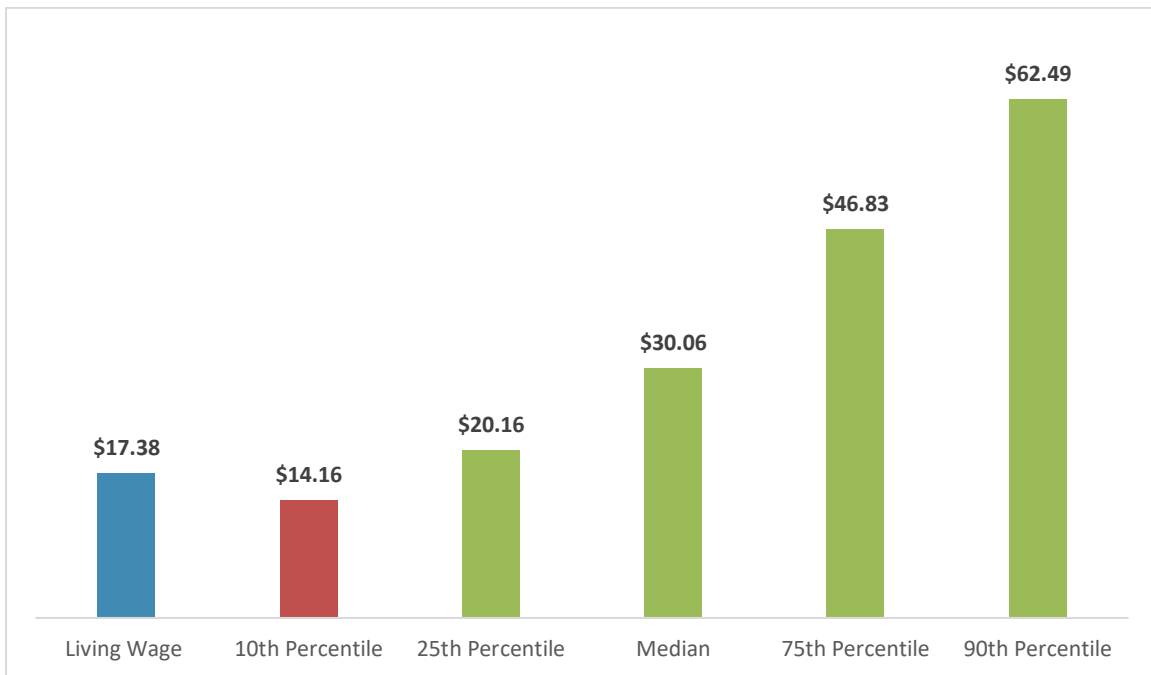
Exhibit 3 contains hourly wages and annual average earnings for these occupations. Entry-level hourly earnings are represented by the 25th percentile of wages, median hourly earnings are represented by the 50th percentile of wages, and experienced hourly earnings are represented by the 75th percentile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

Exhibit 3 – Earnings for Journalism in the South Central Coast Region

SOC	Occupation	Entry-Level Hourly Earnings	Median Hourly Earnings	Experienced Hourly Earnings
27-3023	News Analysts, Reporters, and Journalists	\$15.89	\$19.81	\$33.03
27-3041	Editors	\$20.85	\$29.88	\$40.00
27-3042	Technical Writers	\$31.30	\$41.28	\$58.80
27-3043	Writers and Authors	\$12.58	\$29.29	\$55.49

Source: Economic Modeling Specialists International (EMSI)

Exhibit 3b – Earnings for Journalism in the South Central Coast Region



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 journalists, and what they are looking for in potential candidates. To identify job postings related to Journalism the following standard occupational classifications were used:

27-3021	Broadcast News Analysts
27-3041	Editors
27-3042	Technical Writers
27-3043	Writers and Authors

Top Occupations

In 2021, there were 474 employer postings in the South Central Coast region for the occupations related to Journalism.

Exhibit 4 – Top Occupations by Job Postings

SOC Code	Occupation	Job Postings, Full Year 2021
27-3042	Technical Writers	208
27-3043	Writers and Authors	144
27-3041	Editors	122
27-3021	Broadcast News Analysts	0

Source: Labor Insight/Jobs (Burning Glass)

Exhibit 4b – Top Occupations and Risk of Automation

SOC Code	Occupation	Risk of Automation
27-3042	Technical Writers	High
27-3043	Writers and Authors	Low
27-3041	Editors	Low
27-3021	Broadcast News Analysts	N/A

Source: Labor Insight/Jobs (Burning Glass)

Top Titles

The top job titles for employers posting ads for jobs related to Journalism are listed in Exhibit 5. Technical Writer is mentioned as the job title in 12% of all relevant job postings (59 postings).

Exhibit 5 – Job Titles

Title	Job Postings, Full Year 2021
Technical Writer	59
Freelance Writer	22
Technical Writer – Scientific	14
Senior Technical Writer	8
Editor	7

Source: Labor Insight/Jobs (Burning Glass)

Top Employers

Exhibit 6 lists the major employers hiring professionals in the Journalism field. The top employer posting job ads was Northrop Grumman. The top worksite cities in the region for these occupations were Thousand Oaks, Santa Barbara, Port Hueneme, Ventura, and Palmdale.

Exhibit 6 – Top Employers (n=310)

Employer	Job Postings, Full Year 2021
Northrop Grumman	24
Apple Inc	12
Sage Publications Inc	10
Vsolvit LLC	7
JSL Technologies Inc	7

Source: Labor Insight/Jobs (Burning Glass)

Skills

The tables in Exhibit 7 list employers' most commonly requested skills in job postings related to Journalism. Technical Writing/Editing is the most sought-after specialized skill for employers, followed by Adobe Acrobat and Scheduling. Writing, Editing, and Microsoft Office were the most requested baseline skills. Microsoft Office, Microsoft Excel, and Microsoft Word were the most commonly requested software and programming skills.

Exhibit 7 – Specialized Skills (n=3,436)

Skills	Job Postings, Full Year 2021
Technical Writing/Editing	207
Adobe Acrobat	61
Scheduling	51
Journalism	50
Adobe Photoshop	50
Social Media	48
Extensible Markup Language (XML)	46
Configuration Management	45
Adobe Indesign	45
Project Management	43
Framemaker	43
S1000D	39
Copywriting	37
Engineering Drawings	35
Blog Posts	32

Source: Labor Insight/Jobs (Burning Glass)

Exhibit 7b – Baseline Skills (n=2,257)

Skills	Job Postings, Full Year 2021
Writing	252
Editing	232
Microsoft Office	145
Communication Skills	123
Teamwork/Collaboration	113
Creativity	107
Detail-Oriented	105
Microsoft Excel	100
Organizational Skills	98
Microsoft Word	97

Source: Labor Insight/Jobs (Burning Glass)

Exhibit 7c – Software and Programming Skills (n=1,333)

Skills	Job Postings, Full Year 2021
Microsoft Office	145
Microsoft Excel	100
Microsoft Word	97
Microsoft Powerpoint	76
Adobe Acrobat	61
Adobe Photoshop	50
Extensible Markup Language (XML)	46
Adobe Indesign	45
Framemaker	43
S1000D	39

Source: Labor Insight/Jobs (Burning Glass)

The table below lists the skill clusters most in demand for Journalism occupations.

Exhibit 7d – Skill Clusters in Demand (n=2,774)

Skill Cluster	Job Postings, Full Year 2021
Media and Writing: Writing	284
Information Technology: Microsoft Office and Productivity Tools	198
Design: Graphic and Visual Design Software	103
Marketing and Public Relations: Social Media	85
Media and Writing: Content Development and Management	77
Information Technology: System Design and Implementation	61
Supply Chain and Logistics: Procurement	51
Media and Writing: Journalism	51
Engineering: Drafting and Engineering Design	51
Administration: Scheduling	51

Source: Labor Insight/Jobs (Burning Glass)

Industry Concentration

Exhibit 8 shows the industries with the most Journalism postings in the South Central Coast. Note: 52% 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 Journalism Field, 2021

Industry	Occupation Group Jobs in Industry	% of Occupation Group in Industry
Professional, Scientific, and Technical Services	80	35%
Manufacturing	54	24%
Information	30	13%
Public Administration	21	9%
Finance and Insurance	11	5%

Source: Labor Insight/Jobs (Burning Glass)

Certifications

Exhibit 9 lists the most in-demand certifications in the Journalism field. The top requested certification in job postings was Security Clearance.

Exhibit 9 – Certifications (n=136)

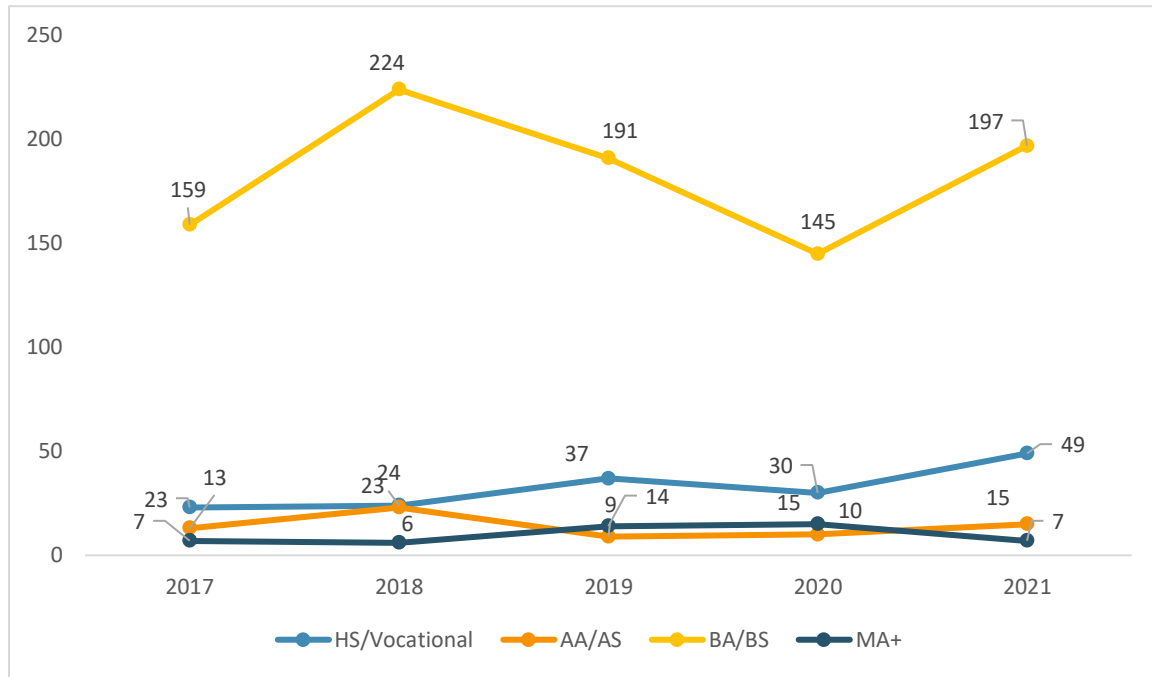
Certifications	Job Postings, Full Year 2021
Security Clearance	93
Driver’s License	27
Systems Security Certified Practitioner (SSCP)	2
Project Management Certification	2
ISTQB Certified	2

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 Journalism, according to the minimum advertised education. In 2021, there were 268 total job ads posted with a minimum advertised education, with 197 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 Journalism 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	11%	9%	15%	15%	18%
Associate Degree	6%	8%	4%	5%	6%
Bachelor’s Degree	79%	81%	76%	73%	74%
Graduate Degree	4%	2%	6%	8%	3%

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
27-3023	News Analysts, Reporters, and Journalists	Bachelor's degree	None
27-3041	Editors	Bachelor's degree	None
27-3042	Technical Writers	Bachelor's degree	Short-term on-the-job training
27-3043	Writers and Authors	Bachelor's degree	Long-term on-the-job training

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

Regional Completions and Openings

There were 2,806 regional completions (2020) and 350 regional openings (2020) in the South Central Coast region in programs related to the occupations identified as aligned with Journalism.

Exhibit 13 – Completions and Openings

20 Regional Institutions had Related Programs (2020)	2,806 Regional Completions (2020)	350 Annual Openings (2020)
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Source: Economic Modeling Specialists International (EMSI)

Related Programs

CIP Code	Program	Completions (2020)
09.0101	Speech Communication and Rhetoric	766
23.0101	English Language and Literature, General	557
09.0100	Communication, General	555
30.2001	International/Globalization Studies	375
50.0501	Drama and Dramatics/Theatre Arts, General	188
09.0701	Radio and Television	140
09.0401	Journalism	117
09.9999	Communication, Journalism, and Related Programs, Other	43
01.0802	Agricultural Communication, Journalism	24
23.1302	Creative Writing	24
09.0799	Radio, Television, and Digital Communication, Other	9
09.1001	Publishing	8
23.1303	Professional, Technical, Business, and Scientific Writing	0

Source: Economic Modeling Specialists International (EMSI)

CCC and Non-CCC Awards

Exhibit 14 lists the number of completers from programs related to Journalism in the South Central Coast Region.

Exhibit 14 – CCC and Non-CCC Awards the South Central Coast Region, 2020

CCC Programs	Completers
Moorpark College	270
Santa Barbara City College	220
College of the Canyons	185
Antelope Valley College	73
Cuesta College	72
Ventura College	60
Allan Hancock College	59
Oxnard College	52
Non-CCC Programs	Completers
UC Santa Barbara	1,139
Cal Poly San Luis Obispo	233
CSU Channel Islands	192
California Lutheran University	120
The Master's University and Seminary	53
Westmont College	50
California Institute of the Arts	17
Antioch University – Santa Barbara	7
University of Antelope Valley	3
Ventura Adult and Continuing Education	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 regional exiters of the Journalism Programs (TOP: 0602.00) in the South Central Coast region for the 2018-19 academic year.

- Completers of Journalism programs from the 2018-2019 academic year, in the South Central Coast region, had a **median annual wage upon completion of \$22,074**.
- 35% of students are **employed within a year** after completing a program.
- 17% of students **attained a living wage** within a year of completion.
- Completers experienced an average of +5% **change in earnings after exiting**.
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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 Journalism. 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 recommendation.