



Labor Market Analysis for Program Recommendation

Journalism Occupations

Solano College

Prepared by the San Francisco Bay Center of Excellence for Labor Market Research
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Recommendation

Based on all available data, there appears to be an “undersupply” of Journalism workers compared to the demand for this cluster of occupations in the Bay region and in the North Bay sub-region (Marin, Napa, Solano, Sonoma counties). There is a projected annual gap of about 935 students in the Bay region and 45 students in the North Bay Sub-Region.

Introduction

This report provides student outcomes data on employment and earnings for TOP 0602.00 Journalism programs in the state and region. It is recommended that these data be reviewed to better understand how outcomes for students taking courses on this TOP code compare to potentially similar programs at colleges in the state and region, as well as to outcomes across all CTE programs at Solano College and in the region.

This report profiles Journalism Occupations in the 12 county Bay region and in the North Bay sub-region for a proposed new program at Solano College.

- **News Analysts, Reporters, and Journalists (27-3023):** NA
Entry-Level Educational Requirement: Bachelor’s degree
Training Requirement: None
Percentage of Community College Award Holders or Some Postsecondary Coursework: 12%
- **Editors (27-3041):** Plan, coordinate, or edit content of material for publication. May review proposals and drafts for possible publication. Includes technical editors.
Entry-Level Educational Requirement: Bachelor’s degree
Training Requirement: None
Percentage of Community College Award Holders or Some Postsecondary Coursework: 13%
- **Media and Communication Workers, All Other (27-3099):** All media and communication workers not listed separately.
Entry-Level Educational Requirement: High school diploma or equivalent
Training Requirement: Short-term on-the-job training
Percentage of Community College Award Holders or Some Postsecondary Coursework: 30%

Occupational Demand

Table 1. Employment Outlook for Journalism Occupations in Bay Region

Occupation	2020 Jobs	2025 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
News Analysts, Reporters, and Journalists	1,440	1,754	314	22%	1,171	234	\$19	\$29
Editors	5,526	6,141	615	11%	3,595	719	\$25	\$35
Media and Communication Workers, All Other	1,641	1,630	-11	-1%	796	159	\$18	\$28
Total	8,607	9,524	917	11%	5,561	1,112		

Source: EMSI 2022.1

Bay Region includes: Alameda, Contra Costa, Marin, Monterey, Napa, San Benito, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano and Sonoma Counties

Table 2. Employment Outlook for Journalism Occupations in North Bay Sub-region

Occupation	2020 Jobs	2025 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
News Analysts, Reporters, and Journalists	116	132	15	13%	84	17	\$17	\$25
Editors	360	328	-33	-9%	174	35	\$20	\$31
Media and Communication Workers, All Other	67	70	3	5%	36	7	\$16	\$27
Total	544	530	-14	-3%	294	59		

Source: EMSI 2022.1

North Bay Sub-Region includes: Marin, Napa, Solano, Sonoma Counties

Job Postings in Bay Region and North Bay Sub-Region

Table 3. Number of Job Postings by Occupation for latest 12 months

Occupation	Bay Region	North Bay
Editors	1,486	60
Reporters and Correspondents	542	56
Broadcast News Analysts	2	1

Source: Burning Glass

Table 4a. Top Job Titles for Journalism Occupations for latest 12 months - Bay Region

Title	Bay	Title	Bay
Editor	51	Writer/Editor	19
Reporter	47	Technical Editor	16
Copy Editor	39	Editorial Assistant	15
Content Editor	34	Assistant Video Editor	14
Managing Editor	33	Multimedia Journalist	14
Assistant Editor	29	Staff Writer	14
Writer Editor	26	Hearing Reporter	13
Associate Editor	20	Senior Editor	12
Content Reviewer	19	Assignment Editor	10

Source: Burning Glass

Table 4b. Top Job Titles for Journalism Occupations for latest 12 months - North Bay Sub-Region

Title	North Bay
Reporter	9
Editor	7
Education Reporter	6
Breaking News Reporter	6
Copy Editor/Designer	3
Associate Managing Editor	3
Local News Editor	2
Senior Medical Editor	2
Digital Associate Editor	2

Industry Concentration

Table 5. Industries hiring Journalism Workers in Bay Region

Industry - 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2020)	Jobs in Industry (2025)	% Change (2020-25)	% Occupation Group in Industry (2020)
Internet Publishing and Broadcasting and Web Search Portals	3,312	3,406	3%	37%
Newspaper Publishers	414	480	16%	7%
Book Publishers	256	223	-13%	4%
Periodical Publishers	282	213	-24%	4%
Motion Picture and Video Production	306	240	-22%	3%
Independent Artists, Writers, and Performers	228	217	-5%	3%
Television Broadcasting	217	153	-29%	2%
Colleges, Universities, and Professional Schools (State Government)	160	140	-13%	2%
Software Publishers	158	146	-7%	2%

Source: EMSI 2022.1

Table 6. Top Employers Posting Journalism Occupations in Bay Region and North Bay Sub-Region

Employer	Bay	Employer	North Bay
Media News Group	45	Sonoma Media Investments	13
Hearst Media Services	34	Media News Group	5
Apple Inc.	32	Lee Enterprises	4
NBC	27	Moss Adams Llp	3
Stanford University	26	General Dynamics	3
Dow Jones & Company	23	Roanoke Times	2
Russell Tobin & Associates	19	Insight Editions	2
CBS Broadcasting	19	Forest Service	2
Internet Brands	18	Elko Daily Free Press	2
University Of California Agriculture and Natural Resources	17	Tribune Company	1

Source: Burning Glass

Educational Supply

There are 14 community colleges in the Bay Region issuing 79 awards on average annually (last 3 years ending 2018-19) on TOP 0602.00 Journalism. In the North Bay Sub-Region, there are two (2) community colleges that issued 14 awards on average annually (last 3 years) on this TOP code.

There are a two (2) other CTE educational institutions in the Bay Region issuing 98 awards on average annually (last 3 years ending 2019-20) on TOP 0602.00 Journalism. There are no other CTE educational institutions in the North Bay Sub-Region issuing awards on average annually (last 3 years) on this TOP code.

Table 7a. Community College Awards on TOP 0602.00 - Journalism and CIP 09.0401 in Bay Region

College	Subregion	Associate Degree	Award < 1 academic yr	Total
Cabrillo College	SC-Monterey	3	0	3
Chabot College	East Bay	1	0	1
City College of San Francisco	Mid-Peninsula	3	4	7
Contra Costa College	East Bay	6	3	9
De Anza College	Silicon Valley	11	0	11
Diablo Valley College	East Bay	10	0	10
Laney College	East Bay	2	0	2
Las Positas College	East Bay	3	0	3
Los Medanos College	East Bay	10	0	10
Ohlone College	East Bay	3	1	4
San Jose City College	Silicon Valley	1	0	1
Santa Rosa Junior College	North Bay	11	2	13
Skyline College	Mid-Peninsula	3	1	4
Solano Community College	North Bay	1	0	1
Total		68	11	79

Note: The annual average for awards is 2017-18 to 2019-20.

Table 7b. Other CTE Institution Awards on TOP 0602.00 - Journalism and CIP 09.0401 in Bay Region

College	Subregion	Bachelor's degree	Total
San Francisco State University	Mid-Peninsula	64	64
San Jose State University	Silicon Valley	34	34
Total		98	98

Note: The annual average for awards is 2017-18 to 2019-20.

Gap Analysis

Based on the data included in this report, there is a large labor market gap in the Bay region with 1,112 annual openings for the Journalism occupational cluster and 177 annual (3-year average) awards for an annual undersupply of 935 students. In the North Bay Sub-Region, there is also a gap with 59 annual openings and 14 annual (3-year average) awards for an annual undersupply of 45 students.

Student Outcomes

Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 0602.00 Journalism

Metric Outcomes	Bay All CTE Programs	Solano All CTE Programs	State 0602.00	Bay 0602.00	North Bay 0602.00	Solano 0602.00
Students with a Job Closely Related to Their Field of Study	74%	63%	57%	77%	N/A	N/A
Median Annual Earnings for SWP Exiting Students	\$47,419	\$32,967	\$23,040	\$25,993	\$21,674	N/A
Median Change in Earnings for SWP Exiting Students	23%	27%	40%	55%	44%	N/A
Exiting Students Who Attained the Living Wage	52%	51%	27%	24%	N/A	N/A

Source: Launchboard Strong Workforce Program Median of 2017 to 2020.

Skills and Education

Table 9. Top Skills for Journalism Occupations in Bay Region

Skill	Posting	Skill	Posting
Journalism	783	AP style	139
Social Media	573	Associated Press Style	139
Copy Editing	375	Technical Writing / Editing	135
Project Management	250	Budgeting	134
Adobe Photoshop	237	Multimedia	132
Proofreading	237	Vaccination	131
Content Management	234	Breaking News Coverage	125
Newsletters	204	Adobe Creative Suite	116
Scheduling	191	Social Media Platforms	116
Adobe Indesign	171	Copywriting	110
Content Development	165	Adobe Illustrator	106
Adobe Acrobat	153	Quality Assurance and Control	104
Content Management Systems (CMS)	148	Fact Checking	102
Broadcast Industry Knowledge	146	Facebook	95

Source: Burning Glass

Table 10. Education Requirements for Journalism Occupations in Bay Region

Education (minimum advertised)	Latest 12 Mos. Postings	Percent 12 Mos. Postings
High school or vocational training	138	13%
Associate's degree	32	3%
Bachelor's degree and higher	793	84%

Source: Burning Glass

Note: 49% of records have been excluded because they do not include a degree level. As a result, the chart above may not be representative of the full sample.

Methodology

Occupations for this report were identified by use of skills listed in O*Net descriptions and job descriptions in Burning Glass. Labor demand data is sourced from Economic Modeling Specialists International (EMSI) occupation data and Burning Glass job postings data. Educational supply and student outcomes data is retrieved from multiple sources, including CTE Launchboard and CCCCO Data Mart.

Sources

O*Net Online

Labor Insight/Jobs (Burning Glass)

Economic Modeling Specialists International (EMSI)

CTE LaunchBoard www.calpassplus.org/Launchboard/

Statewide CTE Outcomes Survey

Employment Development Department Unemployment Insurance Dataset

Living Insight Center for Community Economic Development

Chancellor's Office MIS system

Contacts

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