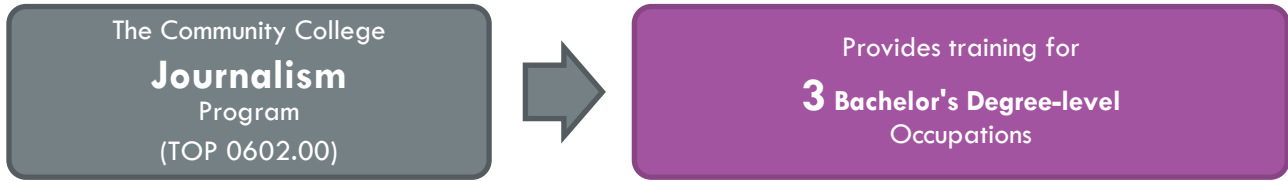


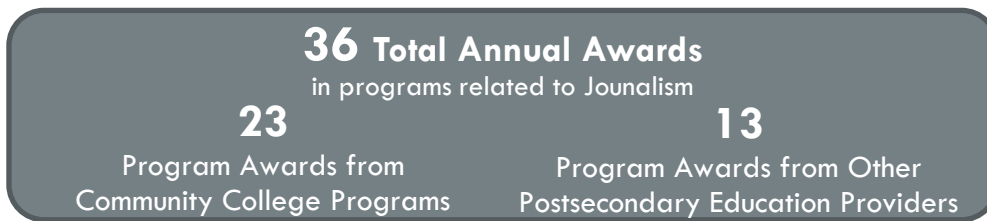
Journalism

Inland Empire/Desert Region (Riverside and San Bernardino counties)

Summary



Over the next five years (2021-2026), journalism employment is projected to




The Inland Empire/Desert Centers of Excellence
Recommends
journalism program development
to meet the need for more workers in the region

Introduction

California Community College journalism programs (TOP 1006.00) prepare students for employment through instruction related to the gathering, processing, evaluation, and dissemination of information concerning current events and issues through the mass media. These programs include practices related to the origination and preparation of materials (Taxonomy of Programs, 2012). The knowledge, skills, and abilities trained by journalism programs lead to employment in the following occupations, further referred to as the journalism occupational group:

- Editors (27-3041)
- News Analysts, Reporters, and Journalists (27-3023)
- Writers and Authors (27-3043)

The knowledge, skills, and abilities gained from journalism training programs have broad applications that are valued by many employers. Students seeking employment with employers that gather, write, or produce news content and services in print, broadcast, or media, will find jobs in the following journalism (and related) industries:

- Newspaper Publishers (NAICS 51111)
- Periodical Publishers (51112)
- Cable and Other Subscription Programming (51521)
- News Syndicates (51911)
- Independent Artists, Writers, and Performers (71151)

Job Counts and Projections

In 2021, there were 1,293 journalism jobs in the Inland Empire/Desert region. Employment for this occupational group is projected to increase by 21% through 2026, with 196 job openings expected annually. Exhibit 1 displays the job counts, projected job growth, job openings, and the share of incumbent workers aged 55 years and older in the region.

Exhibit 1: Five-year Occupational Projections, Inland Empire/Desert Region, 2021-2026

Journalism Occupations	2021 Jobs	2026 Jobs	5-Yr % Change	5-Yr Openings (New + Replacement Jobs)	Annual Openings (New + Replacement Jobs)	% of workers age 55+
Writers and Authors	804	1,062	32%	698	140	38%
Editors	349	358	3%	180	36	30%
News Analysts, Reporters, and Journalists	140	151	8%	101	20	33%
Total	1,293	1,571	21%	979	196	35%

Source: Lightcast 2022.4

Editors may be employed in various industries such as advertising, public relations, and related services and business, professional, labor, political, and similar organizations. Exhibit 2 displays the number of jobs employed in the journalism industry and the share of 2021 employment in the journalism industry. In 2021, 60% of writers and authors and news analysts, reporters, and journalists were employed in the journalism industry. The appendix contains a list of industries categorized as journalism industries in this report.

Exhibit 2: Jobs in the Journalism Industry, Inland Empire/Desert Region, 2021-2026

Journalism Occupations	2021 Jobs	Journalism Industry Employment	% in Journalism Industry
Writers and Authors	804	484	60%
Editors	349	84	24%
News Analysts, Reporters, and Journalists	140	84	60%
Total	1,293	653	50%

Source: Lightcast 2022.4

An online job advertisement (ad) search for the journalism occupational group was conducted to reveal the employers seeking these workers, including the time it takes to fill positions, earnings information, education and experience requirements, and in-demand skills. The job ad search was limited to positions posted by employers in journalism industries. Over the previous 12 months, there were 21 job ads posted for the journalism occupational group in the region. During this timeframe, there were 572 job ads posted across the state for journalism positions.

Exhibit 3 shows the number of job ads posted during the last 12 months and the statewide average time to fill this job. On average, employers throughout the state spend 44 days filling online job ads for these occupations.

Exhibit 3: Job Ads and Time to Fill, California, December 2021 – November 2022

Journalism Occupations	Job Ads	Statewide Average Time to Fill (Days)
News Analysts, Reporters, and Journalists	262	50
Editors	220	39
Writers and Authors	90	36
Total	572	44

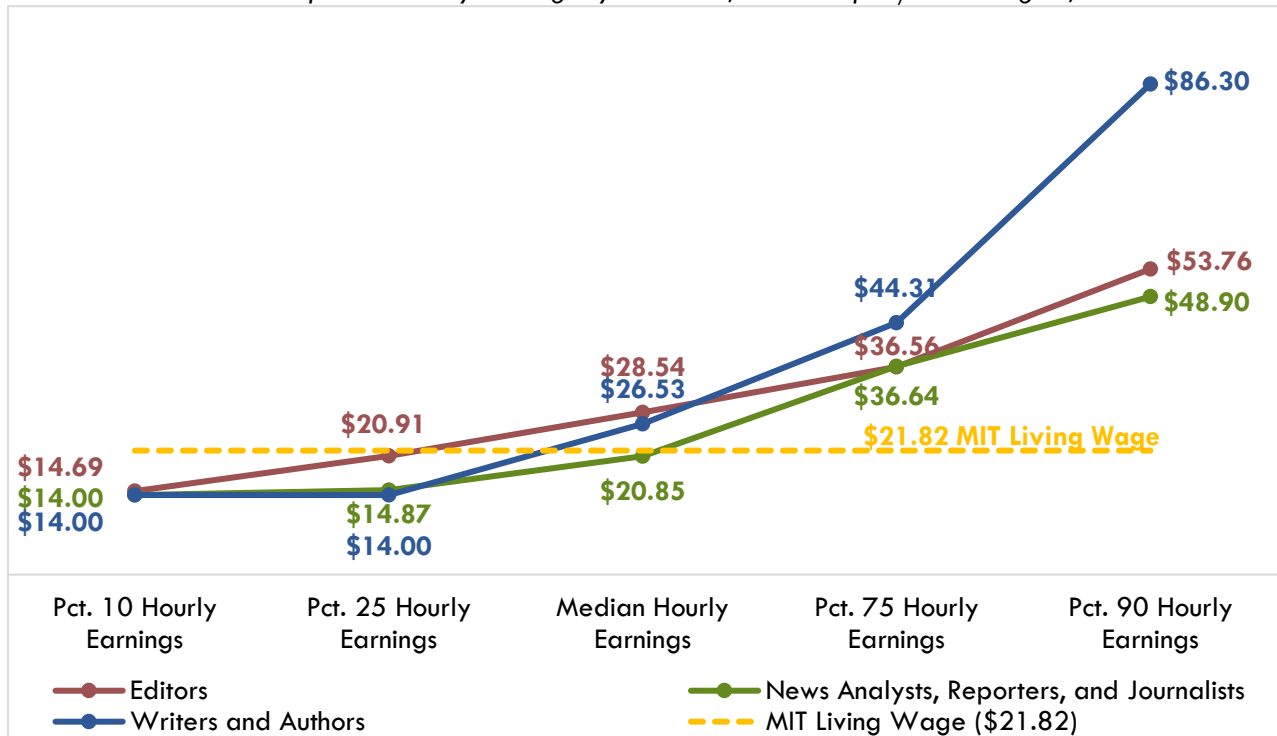
Source: Burning Glass – Labor Insights

Earnings

Community colleges should ensure their training programs lead to employment opportunities that provide a living wage. The MIT living wage calculator estimates that an individual must earn \$21.82 per hour or \$45,386 annually in California to be self-sufficient (Glasmeyer, 2022).

Exhibit 4 displays the hourly earnings for the journalism occupational group. The median hourly earnings for editors and writers and authors are above the regional living wage standard. The 75th percentile hourly earnings for news analysts, reporters, and journalists surpass the living wage standard, indicating that at least the top 25% of workers earn a living wage.

Exhibit 4: Journalism Occupations Hourly Earnings by Percentile, Inland Empire/Desert Region, 2021



Source: Lightcast 2022.4

Advertised Salary from Online Job Ads

Exhibit 5 displays online job ad salary data for the journalism occupational group over the last 12 months. Online job ad salary information reveals employers willing to pay the journalism occupational group an average annual salary of \$63,000, above the region's \$45,386 annual (\$21.82 hourly) MIT living wage standard. Consider the salary information with caution since only 25% (142 out of 572) of online job ads for these occupations provided salary information.

Exhibit 5: Advertised salary information, California, December 2021 – November 2022



Source: Burning Glass – Labor Insights

Job Titles, Employers, Skills, Education, and Work Experience

Exhibit 6 displays the job titles most frequently requested by employers seeking journalism workers in California over the last 12 months. The most commonly requested job title for this occupational group was a writer.

Exhibit 6: Most Frequently Used Job Titles in Employer Job Ads, California, December 2021 – November 2022

Job Titles	Job Ads
Writer	57
Editor	45
Multimedia Journalist	27
Reporter	27
Editorial Assistant	27
Copywriter	26
News Reporter	17
TV News Journalist	11
Broadcast Journalist	9
All other job titles	326
Total	572

Source: Burning Glass – Labor Insights

Exhibit 7 displays the employers that posted the most job ads for the journalism occupational group in California over the last 12 months. Showing employer names provides insight into where students may find employment after completing a program. Media News Group, a media company comprised of local newspapers, including The Sun, Redlands Daily Facts, Inland Valley Daily Bulletin, and The Orange County Register, posted the most job ads for the journalism occupational group over the previous 12 months.

Exhibit 7: Employers Posting the Most Job Ads for the Journalism Occupational Group Over the Last 12 months, California, December 2021 – November 2022

Top Employers	Job Ads
Media News Group	80
Charter Communications	54
The McClatchy Company	51
Tribune Media Company	48
Gannett Company Incorporated	31
Thomson Reuters	24
Facebook	22

Top Employers	Job Ads
Dow Jones & Company	21
Nexstar Media Group	15
Google	13
News Press Gazette Company	12
All other employers	201
Total	572

Source: Burning Glass – Labor Insights

Exhibit 8 lists a sample of specialized and employability skills employers' seek when looking for workers to fill journalism positions. Specialized skills are occupation-specific skills that employers request for industry or job competency. Employability skills are foundational skills that transcend industries and occupations; this category is often referred to as "soft skills." The skills requested in job ads may be utilized to guide curriculum development.

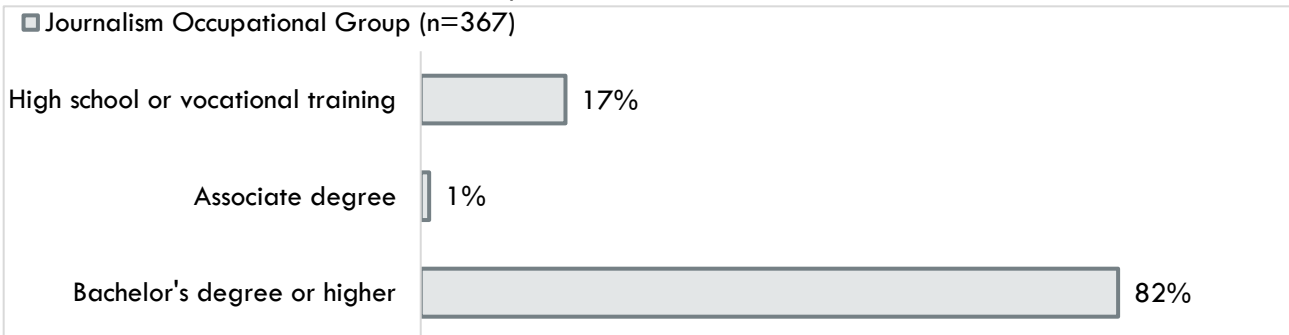
Exhibit 8: Sample of In-demand Skills from Employer Job Ads, California, December 2021 – November 2022

Specialized skills (n=554)	Employability skills
<ul style="list-style-type: none"> Journalism Social Media Breaking News Coverage Broadcast Industry Knowledge Multimedia Content Management 	<ul style="list-style-type: none"> Editing Writing Communication Skills Teamwork/Collaboration Creativity Meeting Deadlines

Source: Burning Glass – Labor Insights

Exhibit 9 displays the minimum advertised education requirements for the journalism occupational group. Most employer job ads (82%) for the journalism occupational group sought candidates with a bachelor's degree or higher.

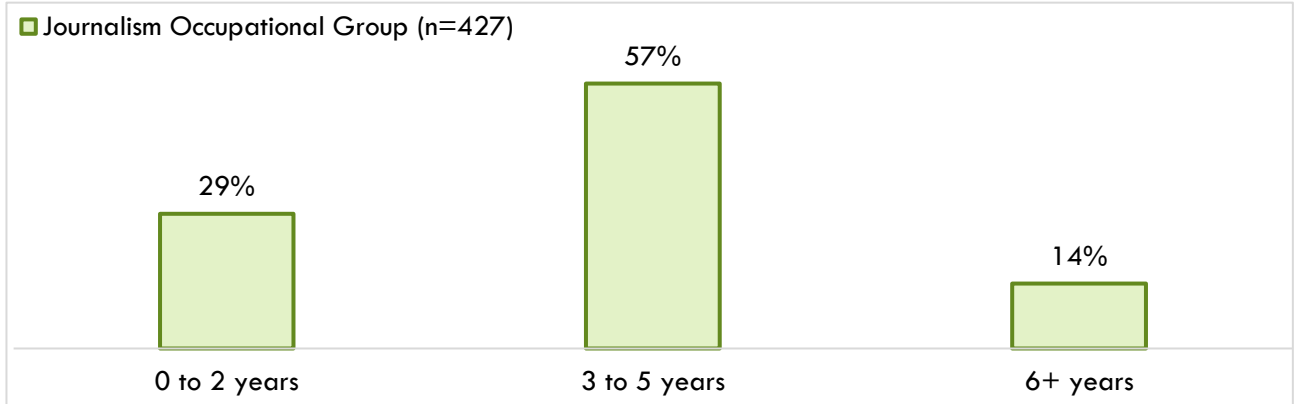
Exhibit 9: Minimum Advertised Education Requirements, California, December 2021 – November 2022



Source: Burning Glass – Labor Insights

Exhibit 10 displays the real-time work experience requirements from employer job ads for the journalism occupational group. More than half of employers sought candidates with three to five years of work experience (57%), indicating that employers value journalism workers with previous work experience.

Exhibit 10: Real-time Work Experience Requirements, California, December 2021 – November 2022



Source: Burning Glass – Labor Insights

Student Completions and Programs Outcomes

Exhibit 11 displays student completions for journalism (TOP 1006.00) programs over the last three academic years, 2019-2022. Regional community colleges have issued 23 awards annually in journalism programs over the previous three academic years. Program completion and student outcome methodologies can be found in the appendix.

Exhibit 11: Annual Average Community College Awards for Journalism Programs, Inland Empire/Desert Region, Academic Years 2019-2022

TOP 1006.00 – Journalism (Local Program Title)	Academic Year 2019-20	Academic Year 2020-21	Academic Year 2021-22	Total CC Annual Average Awards, Academic Years 2019-22
Chaffey (Journalism)				9
Associate Degree-Transfer	6	9	9	8
Certificate 16 < 30-semester units	2	2	0	1
College of the Desert (Journalism)				8
Associate Degree-Transfer	10	6	7	8
Moreno Valley (Journalism)				0
Associate Degree-Transfer	0	0	0	0
Mt. San Jacinto				0
Associate Degree-Transfer	0	0	1	0
Riverside City (Journalism for Transfer)				6
Associate Degree-Transfer	4	4	9	6
Total	22	21	26	23

Source: MIS Data Mart, COCI

California program outcome data may provide useful insight into the likelihood of success for the proposed program. Community college student outcome information based on the selected TOP code and region is provided in Exhibit 12.

Exhibit 12: 1006.00 – Journalism strong workforce program outcomes, Inland Empire/Desert Region, Academic Year 2019-2020 (Unless Noted)

Strong Workforce Program Metrics: 1006.00 – Journalism Academic Year 2019-20, unless noted otherwise	Inland Empire/Desert Region	California
Unduplicated count of enrolled students (2020-21)	216	3,054
Completed 9+ career education units in one year (2020-21)	13%	17%
Students who attained a noncredit workforce milestone in a year (2020-21)	-	79%
Students who earned a degree, certificate, or attained apprenticeship (2020-21)	-	74
Transferred to a four-year institution (transfers)	41	406
Job closely related to the field of study (2018-19)	-	59%
Median annual earnings (all exiters)	\$19,802	\$21,924
Median change in earnings (all exiters)	27%	39%
Attained a living wage (completers and skills-builders)	22%	21%

Sources: LaunchBoard Community College Pipeline and Strong Workforce Program Metrics

Exhibit 13 displays awards for other postsecondary education providers reported in journalism (CIP 09.0401) programs. Completion data is compiled from the Integrated Postsecondary Education Data System (IPEDS) for the most recent three years. One other regional postsecondary education provider issued 13 awards annually over the last three academic years.

Exhibit 13. Other educational providers web page, digital/multimedia and information resources design programs, three-year annual average credentials, Inland Empire/Desert Region, Academic Years 2017-2020

09.0401 - Journalism	Academic Year 2017-18	Academic Year 2018-19	Academic Year 2019-20	Other Educational Providers Annual Average Credentials, 2017-2020
California Baptist University				13
Bachelor's degree	12	14	12	13
Total	12	14	12	13

Source: IPEDS

Summary of Findings

Employment for the journalism occupational group is expected to increase by 21% through 2026, with 196 job openings projected annually. The median hourly earnings for editors and writers and authors are above the regional living wage standard. The 75th percentile hourly earnings for news analysts, reporters, and journalists surpass the living wage standard, indicating that at least the top 25% of workers earn a living wage.

Five community colleges in the region currently offer programs related to journalism (TOP 0602.00). Combined, regional community college programs related to journalism have issued 23 awards annually over the last three academic years, 2019-2022. Other regional postsecondary educational institutions issued 13 awards annually in journalism programs (CIP 09.0401). Combined, regional education providers in the region issued 36 awards annually in journalism programs.

The Centers of Excellence recommends expanding occupational training for journalism occupations. Most journalism occupations typically require a bachelor's degree to enter employment. Colleges considering this program should partner with local four-year universities to develop direct transfer programs for their students.

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Appendix: Journalism Industry Definition

Industry (NAICS5)	Definition
Newspaper Publishers (NAICS 51111)	This industry comprises establishments known as newspaper publishers. Establishments in this industry carry out operations necessary for producing and distributing newspapers, including gathering news; writing news columns, feature stories, and editorials; and selling and preparing advertisements. These establishments may publish newspapers in print or electronic form.
Periodical Publishers (51112)	This industry comprises establishments known either as magazine publishers or periodical publishers. These establishments carry out the operations necessary for producing and distributing magazines and other periodicals, such as gathering, writing, and editing articles, and selling and preparing advertisements. These establishments may publish magazines and other periodicals in print or electronic form.
Cable and Other Subscription Programming (51521)	This industry comprises establishments primarily engaged in operating studios and facilities for the broadcasting of programs on a subscription or fee basis. The broadcast programming is typically narrowcast in nature (e.g., limited format, such as news, sports, education, or youth-oriented). These establishments produce programming in their own facilities or acquire programming from external sources. The programming material is usually delivered to a third party, such as cable systems or direct-to-home satellite systems, for transmission to viewers.
News Syndicates (51911)	This industry comprises establishments primarily engaged in supplying information, such as news reports, articles, pictures, and features, to the news media.
Independent Artists, Writers, and Performers (71151)	This industry comprises independent (i.e., freelance) individuals primarily engaged in performing in artistic productions, in creating artistic and cultural works or productions, or in providing technical expertise necessary for these productions. This industry also includes athletes and other celebrities exclusively engaged in endorsing products and making speeches or public appearances for which they receive a fee.

Source: North American Industry Classification System (NAICS)

Appendix: Occupation definitions, sample job titles, five-year projections, and earnings for journalism occupations

Occupation Definitions (SOC code), Education and Training Requirements, Community College Education Attainment

News Analysts, Reporters, and Journalists (27-3023)

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.

Sample job titles: 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)

Entry-Level Educational Requirement: Bachelor's degree

Work Experience Required: None

Training Requirement: None

Incumbent workers with a Community College Award or Some Postsecondary Coursework: 12%

Editors (27-3041)

Plan, coordinate, revise, or edit written material. May review proposals and drafts for possible publication.

Sample job titles: Acquisitions Editor, Business Editor, Editor, Features Editor, Legal Editor, News Editor, Newspaper Copy Editor, Science Editor, Sports Editor, Web Editor

Entry-Level Educational Requirement: Bachelor's degree

Work Experience Required: Less than five years

Training Requirement: None

Incumbent workers with a Community College Award or Some Postsecondary Coursework: 13%

Writers and Authors (27-3043)

Originate and prepare written material, such as scripts, stories, advertisements, and other material.

Sample job titles: 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

Entry-Level Educational Requirement: Bachelor's degree

Work Experience Required: More than twelve months of on-the-job training

Training Requirement: None

Incumbent workers with a Community College Award or Some Postsecondary Coursework: 12%

Appendix: Methodology

Exhibit 11 displays the average annual California Community College (CCC) awards conferred during the three academic years between 2019 and 2022 from the California Community Colleges Chancellor's Office Management Information Systems (MIS) Data Mart. Awards are the combined total of associate degrees and certificates issued during the timeframe, divided by three in this case to calculate an annual average. This is done to minimize the effect of atypical variations that might be present in a single year.

Community college student outcome information is from LaunchBoard and based on the selected TOP code and region. These metrics are based on records submitted to the California Community Colleges Chancellor's Office Management Information Systems (MIS) by community colleges, which come from self-reported student information from CCC Apply and the National Student Clearinghouse. Employment and earnings metrics are sourced from California's Employment Development Department's Unemployment Insurance database records. When available, outcomes for completers are reported to demonstrate the impact that earning a degree or certificate can have on employment and earnings. For more information on the types of students included for each metric, please see the web link for LaunchBoard's Strong Workforce Program Metrics Data Element Dictionary in the References section (LaunchBoard, 2022a). Finally, employment in a job closely related to the field of study comes from self-reported student responses on the CTE Employment Outcomes Survey (CTEOS), administered by Santa Rosa Junior College (LaunchBoard, 2022a).

Job ad data is limited to the information provided by employers and the ability of artificial intelligence search engines to identify this information. Additionally, preliminary calculations by Georgetown Center on Education and the Workforce found that "just 30 to 40 percent of openings for candidates with some college or an associate degree, and only 40 to 60 percent of openings for high school diploma holders appear online" (Carnevale et al., 2014). Online job ads often do not reveal employers' hiring intentions; it is unknown if employers plan to hire one or multiple workers from a single online job ad or collect resumes for future hiring needs. A closed job ad may not be the result of a hired worker.

Table 1. 2021 to 2026 job growth, wages, entry-level education, training, and work experience required for the journalism occupational group in the Inland Empire/Desert Region (Riverside and San Bernardino counties combined)

Occupation (SOC)	2021 Jobs	5-Year Change	5-Year % Change	Annual Openings (New + Replacement Jobs)	Entry-Experienced Hourly Wage (10 th to 90 th percentile)	Median Hourly Wage (50 th percentile)	Average Annual Earnings	Entry-Level Education & On-The-Job-Training	Work Experience Required
Writers and Authors (27-3043)	804	258	32%	140	\$14.00 to \$86.30	\$26.53	\$84,500	Bachelor's degree & More than 12 months	None
Editors (27-3041)	349	9	3%	36	\$14.69 to \$53.76	\$28.54	\$68,500	Bachelor's degree & None	Less than five years
News Analysts, Reporters, and Journalists (27-3023)	140	11	8%	20	\$14.00 to \$48.90	\$20.85	\$58,600	Bachelor's degree & None	None
Total	1,293	278	21%	196	-	-	-	-	-

Source: Lightcast 2022.4