

**Labor Market Analysis: 0612.20/Film Production**  
**Media Production & Film Acting (Certificate requiring 16 to <30 semester units)**  
 Los Angeles Center of Excellence, December 2022

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**Summary**

<b>Program Endorsement:</b>	<b>Endorsed: All Criteria Met</b> <input type="checkbox"/>	<b>Endorsed: Some Criteria Met</b> <input checked="" type="checkbox"/>	<b>Not Endorsed</b> <input type="checkbox"/>
<b>Program Endorsement Criteria</b>			
<b>Supply Gap:</b>	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	
<b>Living Wage: (Entry-Level, 25<sup>th</sup>)</b>	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 Center of Excellence for Labor Market Research (LA COE) prepared this report to provide regional labor market supply and demand data related to five media arts occupations:

- **Producers and Directors (27-2012)** 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.<sup>1</sup>
- **Audio and Video Technicians (27-4011)** 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.<sup>2</sup>
- **Sound Engineering Technicians (27-4014)** Assemble and operate equipment to record, synchronize, mix, edit, or reproduce sound, including music, voices, or sound effects, for theater, video, film, television, podcasts, sporting events, and other productions.<sup>3</sup>
- **Camera Operators, Television, Video and Film (27-4031)** Operate television, video, or film camera to record images or scenes for television, video, or film productions.<sup>4</sup>
- **Film and Video Editors (27-4032)** 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.<sup>5</sup>

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<sup>1</sup> [Producers and Directors \(bls.gov\)](#)

<sup>2</sup> [Audio and Video Technicians \(bls.gov\)](#)

<sup>3</sup> [Sound Engineering Technicians \(bls.gov\)](#)

<sup>4</sup> [Camera Operators, Television, Video, and Film \(bls.gov\)](#)

<sup>5</sup> [Film and Video Editors \(bls.gov\)](#)

Middle-skill occupations typically require some postsecondary education, but less than a bachelor's degree.<sup>6</sup> Although some of the occupations in this report typically require a bachelor's degree (*producers and directors; camera operators; and film and video editors*), they are considered middle-skill because approximately one-third of workers in the field have completed some college or an associate degree and/or community college programs have historically trained for these occupations. 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 for these media arts occupations in the region. While entry-level wages exceed the self-sufficiency standard wage in Los Angeles County, the majority of annual openings for the occupations in this report typically require a bachelor's degree. **Therefore, due to some of the criteria being met, the LA COE endorses this proposed program.** Detailed reasons include:

#### **Demand:**

- **Supply Gap Criteria** – Over the next five years, **9,326 jobs are projected to be available annually** in the region due to new job growth and replacements, **which is more than the three-year average of 2,540 awards conferred** by educational institutions in the region.
- **Living Wage Criteria** – Within Los Angeles County, **all of the occupations** in this report have **entry-level wages above the self-sufficiency standard hourly wage** (\$18.10/hour).<sup>7</sup>
- **Educational Criteria** – Within the greater LA/OC region, **84% of the annual job openings** for occupations related to media arts typically **require a bachelor's degree**.
  - Four of the occupations in this report count between **36% and 54% of workers in the field as having completed some college/associate degree or less education: audio and video technicians (54%), sound engineering technicians (54%), camera operators, television, video, and film (36%) and film and video editors (36%)**.

#### **Supply:**

- There are **16 community colleges** in the greater LA/OC region that issue awards related to media arts and/or motion capture/visual production, conferring an average of **768 awards annually** between 2018 and 2021.

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<sup>6</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.

<sup>7</sup> Self-Sufficiency Standard wage data was pulled from The Self-Sufficiency Standard Tool for California. For more information, visit: <http://selfsufficiencystandard.org/california>.

- Between 2017 and 2020, there was an average of **1,772 awards conferred annually** in related training programs by non-community college institutions throughout the greater LA/OC region.

## Occupational Demand

Exhibit 1 shows the five-year occupational demand projections for these media arts occupations. In the greater Los Angeles/Orange County region, the number of jobs related to these occupations is projected to increase by 10% through 2026. There will be more than 9,300 job openings per year through 2026 due to job growth and replacements.

**Exhibit 1: Occupational demand in Los Angeles and Orange Counties<sup>8</sup>**

Geography	2021 Jobs	2026 Jobs	2021-2026 Change	2021-2026 % Change	Annual Openings
Los Angeles	78,587	87,015	8,428	11%	9,031
Orange	2,978	3,064	86	3%	295
<b>Total</b>	<b>81,565</b>	<b>90,078</b>	<b>8,514</b>	<b>10%</b>	<b>9,326</b>

## Wages

The labor market endorsement in this report considers the entry-level hourly wages for these media arts 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 greater LA/OC region. Detailed wage information, by county, is included in Appendix A.

**Los Angeles County**— All five occupations in this report 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 \$19.44 and \$33.09. Experienced workers can expect to earn wages between \$40.63 and \$94.47.

**Exhibit 2: Hourly Earnings for Occupations in LA County**

Occupation	Entry-Level Hourly Earnings (25 <sup>th</sup> Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 <sup>th</sup> Percentile)
Producers and Directors (27-2012)	\$33.09	\$54.56	\$94.47
Audio and Video Technicians (27-4011)	\$20.60	\$28.08	\$40.63
Sound Engineering Technicians (27-4014)	\$25.81	\$30.66	\$43.82
Camera Operators, Television, Video, and Film (27-4031)	\$19.44	\$23.81	\$39.52
Film and Video Editors (27-4032)	\$21.05	\$29.94	\$50.32

<sup>8</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.

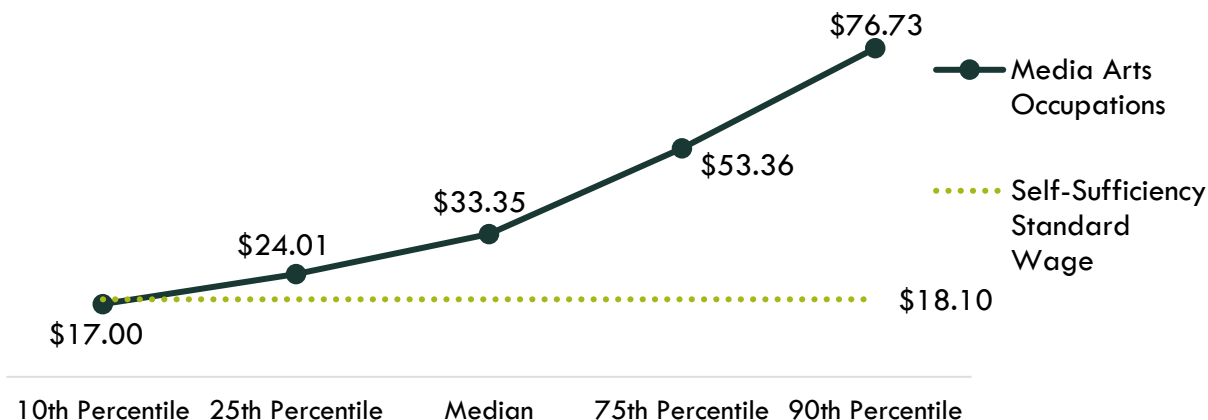
**Orange County**— The majority (56%) of annual openings for the occupations in this report have entry-level wages above the self-sufficiency standard wage for one adult (\$20.63 in Orange County). Typical entry-level hourly wages are in a range between \$19.42 and \$33.05. Two occupations in this report have entry-level wages above the county’s self-sufficiency standard wage: *producers and directors* (\$33.05) and *sound engineering technicians* (\$25.35). Experienced workers can expect to earn wages between \$35.70 and \$88.30, which are higher than the self-sufficiency standard.

**Exhibit 3: Hourly Earnings for Occupations in Orange County**

Occupation	Entry-Level Hourly Earnings (25 <sup>th</sup> Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 <sup>th</sup> Percentile)
Producers and Directors (27-2012)	\$33.05	\$54.41	\$88.30
Audio and Video Technicians (27-4011)	\$20.59	\$26.86	\$37.03
Sound Engineering Technicians (27-4014)	\$25.93	\$27.63	\$35.70
Camera Operators, Television, Video, and Film (27-4031)	\$19.42	\$21.99	\$36.48

On average, the entry-level earnings for the occupations in this report are \$24.01; this is above the living wage for one single adult in Los Angeles County (\$18.10). Exhibit 4 shows the average wage for the occupations in this report, from entry-level to experienced workers.

**Exhibit 4: Average Hourly Earnings for Media Arts Occupations in LA/OC**

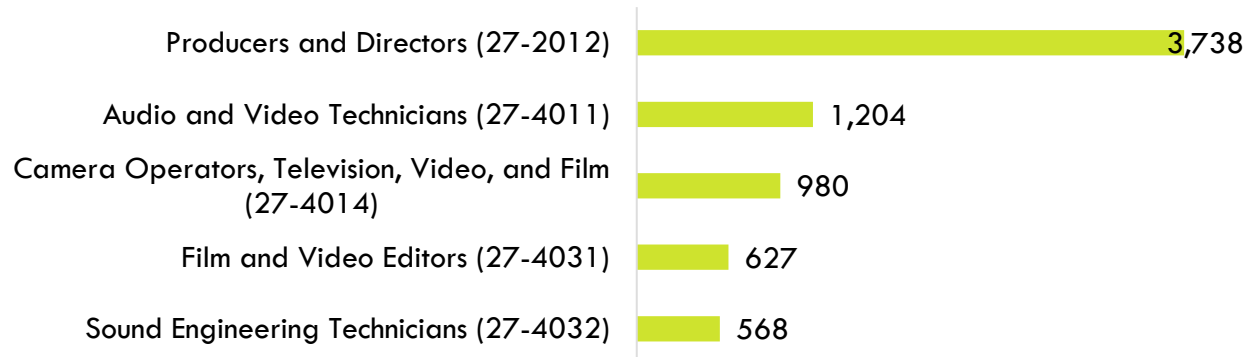


### Job Postings

There were 7,117 online job postings related to these media arts occupations listed in the past 12 months. Exhibit 5 displays the number of job postings by occupation. The majority of job postings (53%) were for *producers and directors*, followed by *audio and video technicians* (17%) and *camera operators, television, video, and film* (14%). The highest number of job postings were for audiovisual technicians, video editors, producers, videographers, and associate producers. The top skills were marketing, post-production, workflow management, Adobe Photoshop, and Adobe

Premiere Pro. The top three employers, by number of job postings, in the region were: Disney, NBC, and Amazon.

### Exhibit 5: 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:** *Producers and directors; camera operators, television, video, and film; film and video editors*
- **Postsecondary non-degree award:** *Audio and video technicians; sound engineering technicians*

In the greater LA/OC region, the majority of annual job openings (84%) typically require a bachelor's degree. National-level educational attainment data indicates that between 25% and 54% of workers in the field have completed some college/associate degree or less education. Four of the occupations in this report between 36% and 54% of workers in the field as having completed some college/associate degree or less education: *audio and video technicians (54%), sound engineering technicians (54%), camera operators, television, video, and film (36%) and film and video editors (36%)*. Of the 39% of media arts job postings listing a minimum education requirement in the greater Los Angeles/Orange County region, 27% (750) requested high school or vocational training, 7% (190) requested an associate degree, and 66% (1,804) requested a bachelor's degree.

## Educational Supply

**Community College Supply**—Exhibit 6 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, and LA Valley.

**Exhibit 6: Regional community college awards (certificates and degrees), 2018-2021**

TOP	Program	College	2018-19 Awards	2019-20 Awards	2020-21 Awards	3-Year Average
0604.00	Radio and Television	LA Valley	16	17	12	15
		Long Beach	4	2	2	3
		Mt San Antonio	2	-	-	1
		Santa Monica	8	29	16	18
		<b>LA Subtotal</b>	<b>30</b>	<b>48</b>	<b>30</b>	<b>36</b>
		Fullerton	3	-	2	2
		Saddleback	206	136	98	147
		Santa Ana	5	-	-	2
		<b>OC Subtotal</b>	<b>214</b>	<b>136</b>	<b>100</b>	<b>150</b>
<b>Supply Subtotal/Average</b>			<b>244</b>	<b>184</b>	<b>130</b>	<b>186</b>
0604.20	Television (including combined TV/Film/Video)	Cerritos	-	-	5	2
		El Camino	20	22	27	23
		Glendale	8	14	17	13
		LA City	39	34	45	39
		LA Pierce	11	26	29	22
		LA Valley	29	31	42	34
		Long Beach	39	35	42	39
		Mt San Antonio	48	54	34	45
		Pasadena	25	45	65	45
		<b>LA Subtotal</b>	<b>219</b>	<b>261</b>	<b>306</b>	<b>262</b>
		Cypress	3	15	16	11
		Fullerton	56	48	52	52
		Orange Coast	19	40	22	27
		Saddleback	2	2	-	1
		Santa Ana	14	17	6	12
		<b>OC Subtotal</b>	<b>94</b>	<b>122</b>	<b>96</b>	<b>104</b>
<b>Supply Subtotal/Average</b>			<b>313</b>	<b>383</b>	<b>402</b>	<b>366</b>
0612.20	Film Production	Cerritos	10	8	11	10
		LA City	61	62	45	56

TOP	Program	College	2018-19 Awards	2019-20 Awards	2020-21 Awards	3-Year Average
		LA Valley	42	31	35	36
		Long Beach	3	-	-	1
		Santa Monica	40	59	41	47
		West LA	33	7	28	23
		<b>LA Subtotal</b>	<b>189</b>	<b>167</b>	<b>160</b>	<b>172</b>
		Orange Coast	49	48	26	41
		Saddleback	7	3	-	3
		<b>OC Subtotal</b>	<b>56</b>	<b>51</b>	<b>26</b>	<b>44</b>
		<b>Supply Subtotal/Average</b>	<b>245</b>	<b>218</b>	<b>186</b>	<b>216</b>
		<b>Supply Total/Average</b>	<b>802</b>	<b>785</b>	<b>718</b>	<b>768</b>

**Non-Community College Supply**—For a comprehensive regional supply analysis, it is important to consider the supply from other institutions in the region that provide training programs for these media arts occupations. Exhibit 7 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 2017 to 2020. Between 2017 and 2020, non-community college institutions in the region conferred an average of 1,772 awards.

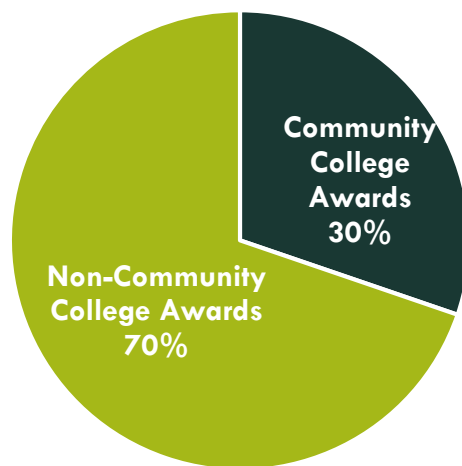
**Exhibit 7: Regional non-community college awards, 2017-2020**

CIP	Program	Institution	2017-18 Awards	2018-19 Awards	2019-20 Awards	3-Year Average
09.0701	Radio and Television	CSU-Fullerton	174	205	189	189
		CSU-Long Beach	-	1	-	0
		CSU-Los Angeles	174	158	154	162
		CSU-Northridge	414	399	396	403
		Pepperdine University	26	25	20	24
		University of La Verne	11	22	7	13
10.0202	Radio and Television Broadcasting Technology/Technician	East San Gabriel Valley ROP	18	1	-	6
		Hollywood Cultural College	-	-	20	7
50.0602	Cinematography and Film/Video Production	Art Center College of Design	28	18	18	21
		Biola University	42	62	56	53
		California Institute of the Arts	10	11	14	12
		Chapman University	160	174	146	160

CIP	Program	Institution	2017-18 Awards	2018-19 Awards	2019-20 Awards	3-Year Average
		Fashion Institute of Design & Merchandising-LA	13	14	12	13
		Los Angeles Film School	145	220	245	203
		Loyola Marymount University	71	69	79	73
		Mount Saint Mary's University	7	11	14	11
		New York Film Academy	230	205	215	217
		University of Southern California	100	104	114	106
		Woodbury University	16	13	15	15
50.0699	Film/Video and Photographic Arts, Other	California Institute of the Arts	45	41	-	29
		Los Angeles Film School	30	34	49	38
		Woodbury University	18	24	10	17
<b>Supply Total/Average</b>			<b>1,732</b>	<b>1,811</b>	<b>1,773</b>	<b>1,772</b>

Exhibit 8 shows the proportion of community college awards conferred in LA/OC compared to the number of non-community college awards for the programs in this report. Seven out of ten awards conferred in these programs are awarded by non-community colleges in the LA/OC region.

**Exhibit 8: Community College Awards Compared to Non-Community College Awards in LA/OC Region, 3-Year Average**





Appendix A: Occupational demand and wage data by county

Exhibit 9. Los Angeles County

Occupation (SOC)	2021 Jobs	2026 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)
Producers and Directors (27-2012)	45,881	50,104	4,223	9%	4,889	\$33.09	\$54.56	\$94.47
Audio and Video Technicians (27-4011)	6,802	7,565	763	11%	857	\$20.60	\$28.08	\$40.63
Sound Engineering Technicians (27-4014)	4,652	5,131	479	10%	577	\$25.81	\$30.66	\$43.82
Camera Operators, Television, Video, and Film (27-4031)	7,103	8,079	976	14%	902	\$19.44	\$23.81	\$39.52
Film and Video Editors (27-4032)	14,149	16,136	1,987	14%	1,806	\$21.05	\$29.94	\$50.32
<b>Total</b>	<b>78,587</b>	<b>87,015</b>	<b>8,428</b>	<b>11%</b>	<b>9,031</b>	-	-	-

Exhibit 10. Orange County

Occupation (SOC)	2021 Jobs	2026 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)
Producers and Directors (27-2012)	1,618	1,624	7	0%	143	\$33.05	\$54.41	\$88.30
Audio and Video Technicians (27-4011)	593	621	28	5%	65	\$20.59	\$26.86	\$37.03
Sound Engineering Technicians (27-4014)	219	218	(1)	(0%)	22	\$25.93	\$27.63	\$35.70
Camera Operators, Television, Video, and Film (27-4031)	268	294	26	10%	32	\$19.42	\$21.99	\$36.48
Film and Video Editors (27-4032)	280	306	26	9%	33	\$20.01	\$27.97	\$46.88
<b>Total</b>	<b>2,978</b>	<b>3,064</b>	<b>86</b>	<b>3%</b>	<b>295</b>	-	-	-

**Exhibit 11. Los Angeles and Orange Counties**

<b>Occupation (SOC)</b>	<b>2021 Jobs</b>	<b>2026 Jobs</b>	<b>5-Yr Change</b>	<b>5-Yr % Change</b>	<b>Annual Openings</b>	<b>Typical Entry-Level Education</b>
Producers and Directors (27-2012)	47,499	51,729	4,230	9%	5,033	Bachelor's degree
Audio and Video Technicians (27-4011)	7,395	8,186	791	11%	922	Postsecondary non-degree award
Sound Engineering Technicians (27-4014)	4,871	5,349	478	10%	599	Postsecondary non-degree award
Camera Operators, Television, Video, and Film (27-4031)	7,371	8,373	1,002	14%	933	Bachelor's degree
Film and Video Editors (27-4032)	14,429	16,442	2,013	14%	1,839	Bachelor's degree
<b>Total</b>	<b>81,565</b>	<b>90,078</b>	<b>8,514</b>	<b>10%</b>	<b>9,326</b>	<b>-</b>

**Appendix B: Sources**

- O\*NET Online
- Labor Insight (Burning Glass Technologies)
- Lightcast (formerly 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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