

LABOR MARKET ANALYSIS

FOR PROGRAM RECOMMENDATION



C·O·E

CENTERS OF EXCELLENCE
FOR LABOR MARKET RESEARCH

MASS COMMUNICATIONS IN THE GREATER SACRAMENTO REGION

North (Greater Sacramento)
Center of Excellence

NOVEMBER 2023

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SUMMARY

The North (Greater Sacramento) Center of Excellence for Labor Market Research prepared this report to provide a labor market analysis of educational supply and occupational demand for middle-skilled careers in the North (Greater Sacramento) subregion. This report aims to determine if demand in the local labor market is unmet by the supply from existing community college programs and other postsecondary training providers.

This report primarily focuses on training that leads to jobs in middle-skilled occupations - jobs that typically require education beyond a high school diploma but less than a bachelor's degree - but may include higher-skilled occupations for training pathways that lead to a bachelor's degree. Lowered skilled occupations are rarely considered in this analysis due to the lessened barriers for entry-level work, such as no formal education and fewer on-the-job training requirements.

Key findings include:

- The North (Greater Sacramento) subregion held 1,190 mass communications-related jobs in 2022. These jobs are projected to increase by 5% over the next five years, adding 56 new jobs to the subregion by 2027.
- Over the next five years, mass communications-related occupations are projected to have 129 annual openings in the North (Greater Sacramento) subregion.
- Entry-level (25th percentile) wage data shows that three of the four mass communications occupations in this report earn \$18.93 to \$23.47 per hour, above the subregion's living wage of \$18.72 per hour. (See Appendix B for notes about the updated living wage). The only occupation not meeting the subregion's living wage is broadcast technician (\$16.47).
- Awards data analysis shows that only one North (Greater Sacramento) training provider (Sierra Community College) conferred one award in mass communications programs over the last three academic years.

Recommendations include:

- The North (Greater Sacramento) Center of Excellence recommends developing a new mass communications program and/or making modifications (substantial changes) to existing programs.

INTRODUCTION

The North (Greater Sacramento) Center of Excellence (COE) was asked to provide labor market information for a proposed program at a regional community college. This report focuses on the following four Standard Occupational Classification (SOC) occupations and codes:

- Producers and Directors (27-2012)
- Broadcast Technicians (27-4012)
- Camera Operators, Television, Video, and Film (27-4031)
- Film and Video Editors (27-4032)

A review of related programs revealed the following Taxonomy of Programs (TOP) title and code is appropriate for inclusion in this report:

- Mass Communications (0610.00)

The corresponding Classification of Instructional Program (CIP) title and code is:

- Mass Communication/Media Studies (09.0102)

OCCUPATIONAL DEMAND

Exhibit 1 summarizes the five-year projected job growth for the mass communications occupations in North (Greater Sacramento)¹, North/Far North, and California.

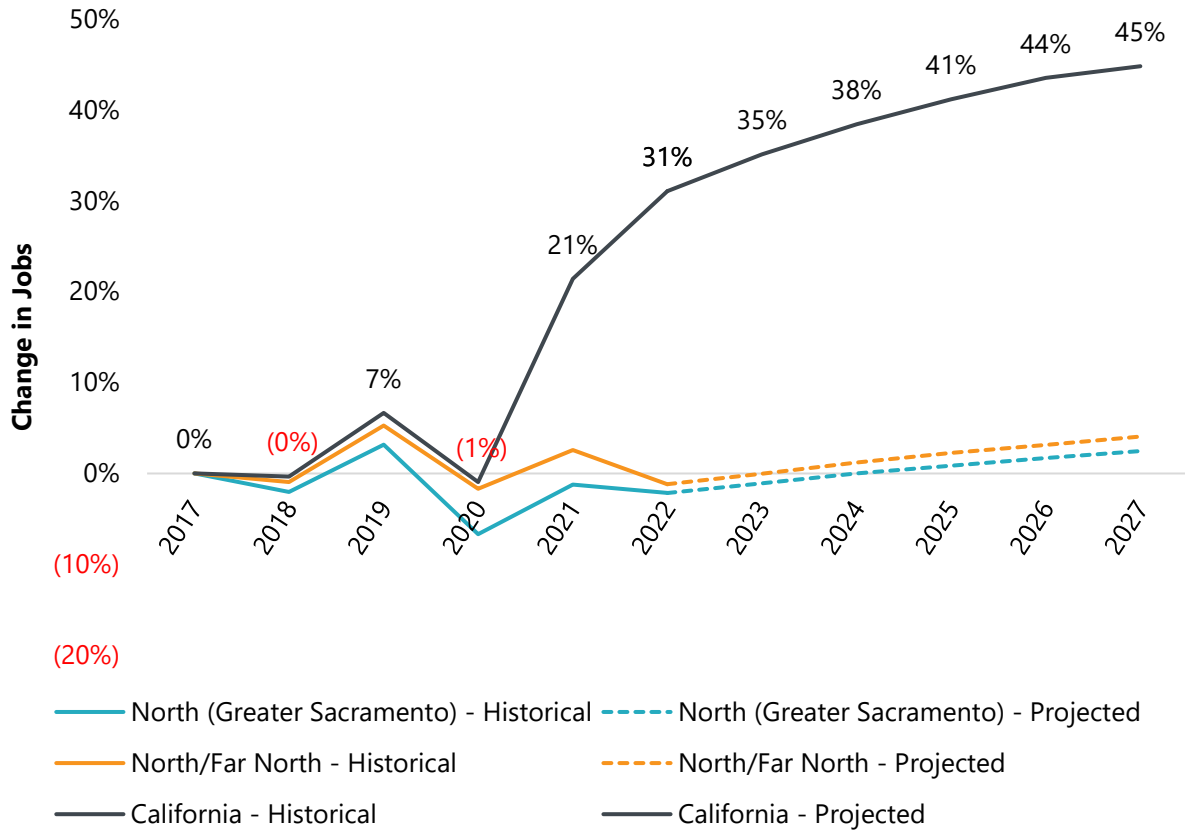
Exhibit 1. Employment and projected demand, 2022-2027

Occupation	2022 Jobs	2027 Jobs	2022-2027 Change	2022-2027 % Change	2022-2027 Annual Openings
Producers and Directors	711	745	34	5%	76
Broadcast Technicians	149	148	(1)	0%	15
Camera Operators, Television, Video, and Film	111	116	5	5%	12
Film and Video Editors	220	237	17	8%	26
North (Greater Sacramento)	1,190	1,246	56	5%	129
Producers and Directors	829	877	48	6%	91
Broadcast Technicians	175	174	(1)	0%	18
Camera Operators, Television, Video, and Film	128	134	6	4%	14
Film and Video Editors	268	289	22	8%	31
North/Far North	1,399	1,474	74	5%	154
Producers and Directors	57,043	62,766	5,723	10%	6,811
Broadcast Technicians	12,085	13,273	1,188	10%	1,461
Camera Operators, Television, Video, and Film	7,346	8,252	905	12%	942
Film and Video Editors	15,035	16,808	1,774	12%	1,906
California	91,509	101,099	9,591	10%	11,120

¹ The North (Greater Sacramento) subregion covers seven counties, including El Dorado, Nevada, Placer, Sacramento, Sutter, Yolo, and Yuba.

Exhibit 2 compares the net changes in jobs between 2017 through 2022 and the projected changes through 2027. The rate of change is indexed to the total number of jobs in 2017.

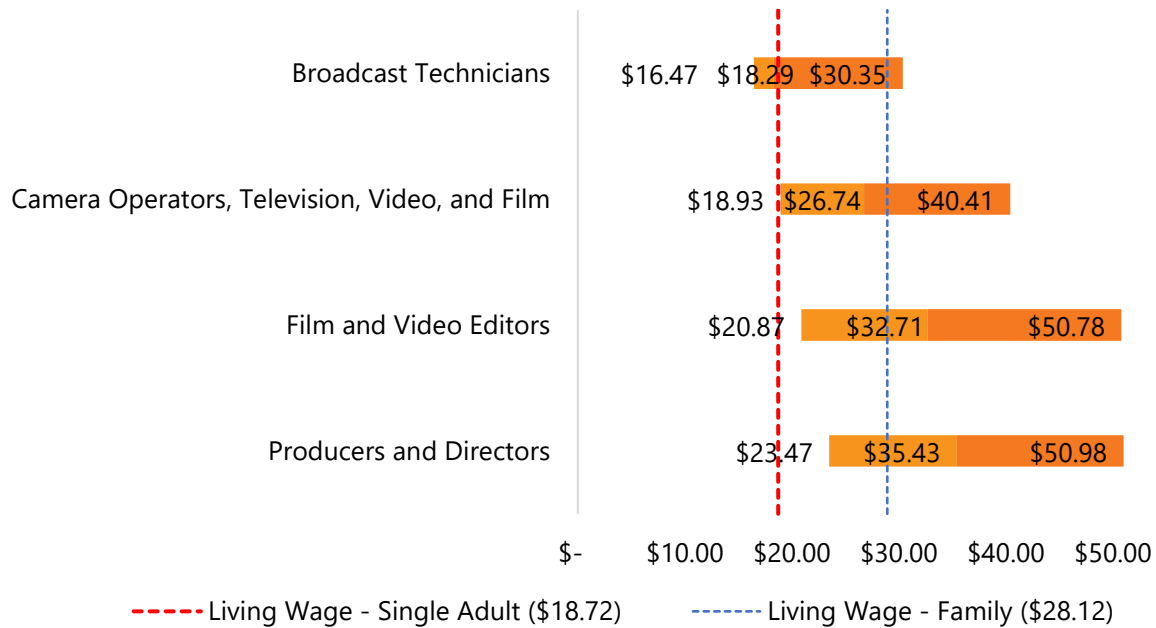
Exhibit 2. Changes in employment, 2017-2027



WAGES

Exhibit 3 compares the 25th percentile, median, and 75th percentile hourly wages for mass communications occupations to the Greater Sacramento living wage for one working adult (\$18.72 per hour) and a small family (\$28.91 per hour).^{2,3} The 25th and 75th percentile hourly wages are used to estimate entry-level and experienced worker wages.

Exhibit 3. Hourly wages by occupation, 2022



² Living wage is defined as the level of income one working adult with no children must earn to meet basic needs, including food, housing, transportation, healthcare, taxes, and other miscellaneous basic needs. Please note that the 25th-percentile and 75th-percentile hourly wages are used as proxy for entry-level and experienced-level wages.

³ A small family is defined as one working adult and one school aged child (between the ages of 5 and 12 years).

JOB POSTINGS

About Job Postings Analysis

This section analyzes recent data from online job postings. Online job postings may provide additional insight into recent changes in the labor market that are not captured by historical trends. However, job postings differ from labor market demand; demand is based on projected annual openings. Job postings should be used to inform community college curriculum development and identify potential employers for targeted experiential learning opportunities.

Please note several limitations to analyzing and interpreting online job postings. Employers may post a position multiple times to increase the number of job applicants. Job postings may remain online after a business chooses not to fill a role. Employers may advertise one posting to fill multiple vacancies. And not all jobs are posted online.

The North COE identified 220 online job postings for the selected occupations in the seven-county Greater Sacramento subregion. Job posting data comes from Lightcast (formerly Emsi Burning Glass) and represents unique advertisements newly posted online during the last 12 months, from November 2022 through October 2023.

Top Employers and Job Titles

Exhibit 4 details the number of online job postings for the selected occupations.

Exhibit 4. Job postings by occupation

Occupation	Unique Job Postings	Share of Job Postings
Producers and Directors	110	50%
Broadcast Technicians	57	26%
Camera Operators, Television, Video, and Film	42	19%
Film and Video Editors	11	5%
Total Job Postings	220	100%

Exhibit 5 shows the top 5 relevant job titles with the most job postings.

Exhibit 5. Top jobs titles

Job Title	Number of Job Postings
Videographers	33
Producers	29
Operations Technicians	9
Video Editors	8
Broadcast Technicians	6

Exhibit 6 shows the top relevant employers with the most job postings for the selected occupations.

Exhibit 6. Top Employers

Employer	Number of Job Postings
CBS Broadcasting	17
Hearst Media Services/Communications	12
KXTV	9
Bonneville International	7
Nexstar Media Group	6
Paramount Pictures	5

Top Skills and Qualifications

Exhibit 7 shows the top skills across three categories for mass communications occupations: specialized, essential, and software skills.⁴

Exhibit 7. Most in-demand skills

Specialized Skills	Common Skills	Software Skills
Journalism	Communications	Microsoft Office
Social Media	Writing	Adobe Premiere Pro
Marketing	Editing	Adobe Photoshop
Booking (Sales)	Detail Oriented	Microsoft Excel
Office Equipment	Research	Adobe After Effects
Content Creation	Multitasking	Electronic News Production Systems
Post-Production	Operations	Instagram
Broadcast News	Problem-Solving	Microsoft PowerPoint
Digital Content	Coordinating	Adobe Illustrator
Videography	Leadership	iNEWS (software)

⁴ Specialized skills are those primarily required to perform specific tasks in an occupation. Essential skills are typically related to employability. These are skills that are prevalent across many occupations, and include both interpersonal attributes and learned skills (aka "soft skills"). Software skills are specific to any software tool or programming component used to support a job.

Exhibit 8 shows the minimum education level preferred by employers for mass communications-related job postings in the Greater Sacramento subregion.⁵

Exhibit 8. Employer-preferred education

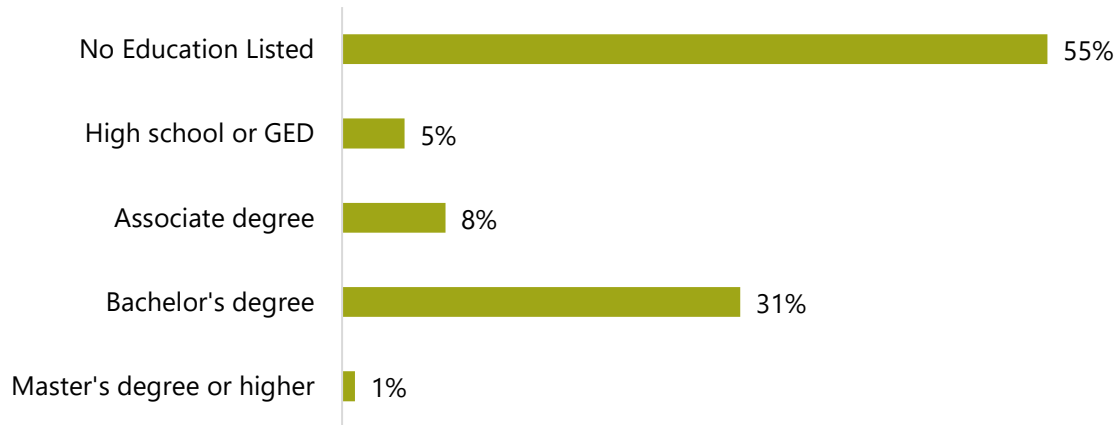
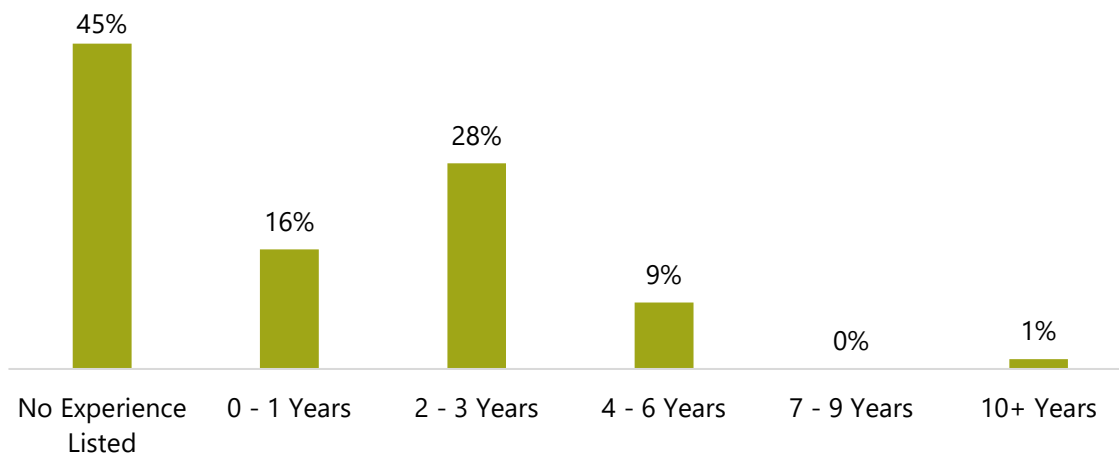


Exhibit 9 shows the minimum level of experience employers prefer for mass communications-related job postings in the Greater Sacramento subregion.⁶

Exhibit 9. Employer-preferred job experience



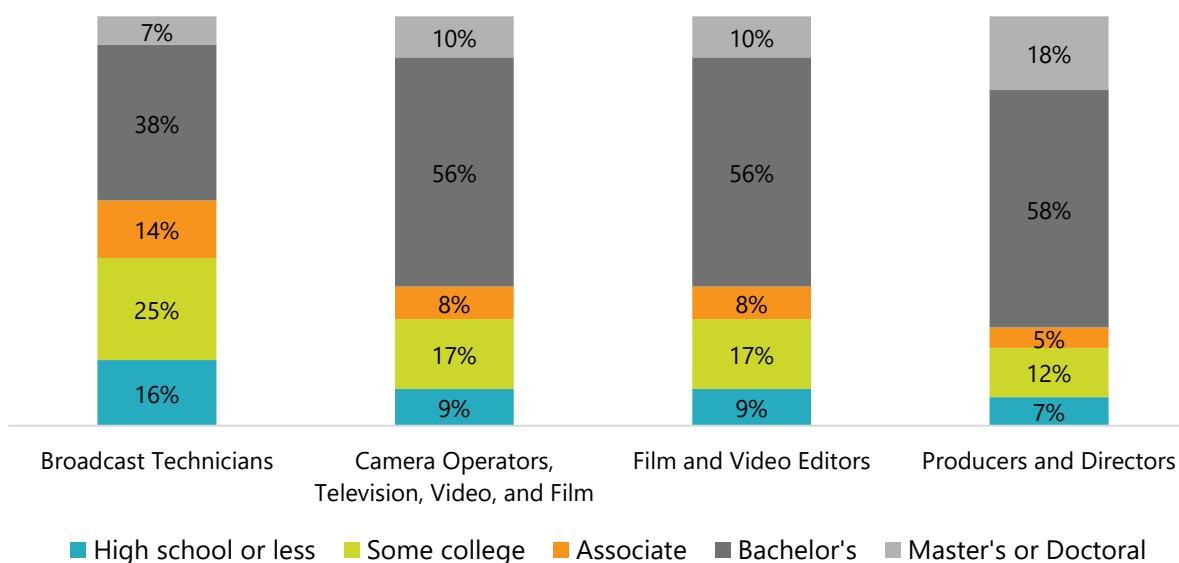
⁵ Employers may include more than one level of education as a hiring requirement in a job posting. As a result, the values in exhibit 8 may sum to greater than 100%.

⁶ Employers may include more than one level of experience as a hiring requirement in a job posting. As a result, the values in exhibit 9 may sum to greater than 100%.

EDUCATION AND TRAINING REQUIREMENTS

The U.S. Census Bureau collects data on the highest education level achieved by workers across all occupations. Exhibit 10 shows California's educational attainment of the current workforce in the selected occupations.

Exhibit 10. California educational attainment for mass communications occupations, 2019



The U.S. Bureau of Labor Statistics (BLS) uses a categorical system to assign typical entry-level education and job requirements to each occupation for which the BLS publishes projection data. These categories include entry-level education, work experience in a related occupation, and on-the-job training. Exhibit 11 shows the typical entry-level job requirements for each occupation contained in this report.

Exhibit 11. Typical entry-level job requirements

Occupation	Entry-level Education Requirements	Work Experience Requirements	On-The-Job Training Requirements
Producers and Directors	Bachelor's degree	Less than five years	None
Broadcast Technicians	Associate degree	None	Short-term on-the-job training
Camera Operators, Television, Video, and Film	Bachelor's degree	None	None
Film and Video Editors	Bachelor's degree	None	None

EDUCATIONAL SUPPLY

Educational supply for an occupation can be estimated by analyzing the number of awards issued in related Taxonomy of Programs (TOP) or Classification of Instructional Programs (CIP) codes. Exhibit 12 shows the TOP and CIP codes for educational programs related to mass communications.

Exhibit 12. TOP and CIP codes for training programs related to mass communications

TOP Programs and Codes	Aligned CIP Programs and Codes
Mass Communications (0610.00)	Mass Communication/Media Studies (09.0102)

Community College Supply

Exhibit 13 shows the average number of certificates and degrees from the selected Greater Sacramento community college program over the last three academic years. Sierra College awarded one associate degree in the 2019-20 academic year.

Exhibit 13. Annual average community college awards by program

Program - TOP Code	College	Annual Awards 2019-20	Annual Awards 2020-21	Annual Awards 2021-22	3-Yr Annual Awards Average
Mass Communications (0610.00)	Sierra	1	-	-	1
	Subtotal	1	-	-	1
	Grand Total	1	-	-	1

Other Postsecondary Supply

No other postsecondary institutions offer programs under the CIP code Mass Communication/Media Studies (09.0102).

FINDINGS

This report focuses on four occupations in the mass communications career pathway: Producers and Directors (27-2012); Broadcast Technicians (27-4012); Camera Operators, Television, Video, and Film (27-4031); and Film and Video Editors (27-4032).

Occupational Demand

- The Greater Sacramento subregion held 1,190 jobs for the four mass communications occupations in 2022. These jobs are projected to increase by 5% over the next five years, adding 56 new jobs to the subregion by 2027.
- Jobs for the occupations included in this report are projected to grow slower in the Greater Sacramento subregion (5%) than in California (10%).
- Over the next five years, mass communications occupations are projected to have 129 annual job openings in the Greater Sacramento subregion.

Wages

- Entry-level (25th percentile) wage data shows that three of the four mass communications occupations in this report earn \$18.93 to \$23.47 per hour, above the subregion's living wage of \$18.72 per hour. (See Appendix B for notes about the updated living wage).
- The only occupation that does not meet the subregion's living wage is broadcast technician (\$16.47), which is at least \$2 lower than the living wage.

Job Postings

- From the last 12 months, 220 online job postings for the four mass communications occupations were included in this report.
- CBS Broadcasting is the employer with the highest percentage of job postings (8%).

Education and Training Requirements

- At least one-fourth (25%) of incumbent workers in three of the four occupations (Broadcast Technicians; Camera Operators, Television, Video, and Film; and Film and Video Editors) have educational attainment levels consistent with community college offerings (some college or associate degrees). Approximately 17% of Producers and Directors have some college or an associate degree.

Postsecondary Supply

- Only one community college in the Greater Sacramento subregion conferred awards in mass communications programs over the last three academic years (2019-20 through 2021-22). Sierra College conferred one associate degree in the 2019-20 academic year.
- Between 2019-20 and 2020-21, no non-community college training providers conferred any awards in Mass Communication/Media Studies programs. Please note that non-community college awards data often lags by one year.

RECOMMENDATIONS

- A comparison of annual openings to average annual awards in the Greater Sacramento subregion shows an undersupply between educational supply and occupational demand.
 - Only one community college (Sierra) in the Greater Sacramento subregion issued one (1) award over the last three years.
 - Of the 116 community colleges in California, only five (5) have conferred awards in the last three years: Chabot Hayward, Marin, Palomar, San Joaquin Delta, and Sierra.
 - There are 129 projected annual openings for the four mass communications occupations included in this report.
- The North (Greater Sacramento) Center of Excellence recommends developing a new mass communications program and/or making modifications (substantial changes) to existing programs.

New Program Recommendation		
Move forward with the new program	Proceed with caution	A new program is not recommended
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Program Modification	
Move forward with program modifications	Program modifications are not recommended
<input checked="" type="checkbox"/>	<input type="checkbox"/>

APPENDIX A. METHODOLOGY AND SOURCES

This report identified Occupations using the Center of Excellence TOP-to-CIP-to-SOC crosswalk and O*Net OnLine. This report's findings were determined using labor market data from the Bureau of Labor Statistics (BLS), U.S. Census Bureau data from Emsi, and jobs posting data from Burning Glass.

"The Chancellor's Office Curriculum Inventory System (COCI)." California Community Colleges Curriculum Inventory (COCI), 2023. <https://coci2.ccctechcenter.org/>.

Glasmeier, Amy K. "Living Wage Calculator." Living Wage Calculator, 2023. <https://livingwage.mit.edu/>.

Integrated Postsecondary Education Data System (IPEDS). National Center for Education Statistics. U.S. Department of Education. <https://nces.ed.gov/ipeds/>.

Labor Market Information Division. California Employment Development Department. <https://labormarketinfo.edd.ca.gov/>.

Lightcast (Formerly EMSI/Burning Glass) 2023.3; QCEW Employees, Non-QCEW Employees, and Self-Employed. <https://www.economicmodeling.com/>. (Note: EMSI occupational employment data are based on final EMSI industry data and final EMSI staffing patterns. Wage estimates are based on Occupational Employment Statistics (QCEW and Non-QCEW Employees classes of worker) and the American Community Survey (Self-Employed and Extended Proprietors)).

Management Information Systems (MIS) Data Mart. California Community Colleges Chancellor's Office. <https://datamart.cccco.edu/>.

O*NET OnLine. U.S. Department of Labor/Employment and Training Administration (DOL ETA). <https://www.onetonline.org/>.

Self-Sufficiency Standard Tool for California. The University of Washington. <http://www.selfsufficiencystandard.org/>

"Taxonomy of Programs." California Community Colleges Chancellor's Office. June 2012, 6th Edition. <https://www.cccco.edu/-/media/CCCCO-Website/About-Us/Divisions/Educational-Services-and-Support/Academic-Affairs/What-we-do/Curriculum-and-Instruction-Unit/Files/TOPmanual6200909corrected12513pdf.ashx>

"TOP-CIP-SOC Crosswalk." Centers of Excellence for Labor Market Research. June 2021 Edition. <http://coecc.net/>

APPENDIX B. GLOSSARY

Key Terms	Definition
Occupation	<p>Occupation refers to a category of jobs, careers, or professions that are similar regarding the work performed and the skills the workers possess. Workers who perform essentially the same tasks are in the same occupation, whether in the same industry. Some occupations are concentrated in a few industries, while others are found in many industries.</p> <p>Occupations differ from jobs in that jobs show the number of positions held in each occupation.</p>
Jobs	<p>A job is a specific instance of employment and includes any position where a worker provides labor for monetary compensation.</p> <p>Job numbers include employees (those who work for businesses) and proprietors (those who work for themselves). Full- and part-time jobs are included and counted equally (i.e., not adjusted to full-time equivalents). Data for jobs, or employment, are annual averages.</p>
Employment	<p>Employment refers to filled jobs, whether full- or part-time, temporary or permanent. The scope of "who" is counted as employed is noted in Appendix A. Methodology and Sources.</p>
Job Change	<p>Job change is the net increase or decrease of jobs over a given timeframe.</p>
Job Opening	<p>Job openings are the projected number of positions available for workers entering an occupation.</p> <p>Openings include growth and replacement job counts. Growth job counts are the positive change in the total number of workers employed. Replacement job counts are the estimates of new workers needed to replace workers permanently leaving the occupation.</p>
Percentile Wage (or wages)	<p>A percentile wage is the value of a wage at which a certain percentage of workers falls below. For example, a 25th percentile hourly wage of \$15.00 indicates that 25% of workers earn less than \$15.00, while 75% earn more. Percentile wages are specific to the geography shown in the report.</p> <p>The 25th-percentile and 75th-percentile hourly wages are used as a proxy for entry-level and experienced-level wages.</p>
Living Wage	<p>The living wage is the level of income a single, working adult with no children must earn to meet basic needs. The living wage is calculated using basic allowances for food, housing, transportation, healthcare, taxes, and other miscellaneous basic needs, and assumes full-time employment (40 hours per week, 52 weeks a year).</p>

Key Terms	Definition
	Beginning in 2023-24, NFN COE adopted the MIT calculations for a living wage better aligned to the economic conditions following the pandemic. For additional information, please visit https://livingwage.mit.edu/ .
Educational Attainment	Educational attainment is the highest level of education achieved by workers in an occupation. The data include workers aged 25 years and older.
Typical Entry-level Education	<p>The education level most workers need to gain employment in an occupation. Categories range from "no formal educational credential" and "high school diploma or equivalent" to "doctoral or professional degree." The types most relevant to community training are "some college, no degree," "postsecondary nondegree award," and "associate degree."</p> <p>The typical entry-level education may differ from the actual educational levels attained by workers employed in an occupation.</p>
Typical Work Experience	The relevant prior experience a worker needs to gain employment in an occupation. Categories include "5 years or more", "less than five years," and "none."
Typical On-The-Job (OTJ) Training	The level of on-the-job training a worker needs to obtain for competency in the skills required for an occupation. Categories include "none," "short-term (1 month or less)," "moderate-term (more than one month but less than 12 months)," "long-term (more than 12 months)," "apprenticeship," and "internship/residency."
Awards	Awards are the number of certificates and degrees conferred for a specific course of study each year. Awards count "papers" and, as a result, may be greater than the number of students who complete a program.

Funding Acknowledgement: This report was made available with Strong Workforce Program funding from the North Far North Regional Consortium.

COVID-19 Statement: This report includes employment projection data produced by Lightcast (formerly EMSI). Employment projections are developed using models based on historical data, which in this set of projections covers the period through 2021. Most input data, therefore, precedes the pandemic. Employment projections are long-term projections intended to capture structural changes in the economy, not cyclical fluctuations. As such, projections data are not intended to capture the impacts of the recession that began in February 2020. Cyclical fluctuations, like recessions, impact projections when they become part of the historical data set.

Important Disclaimer: All representations included in this report have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. Efforts have been made to qualify and validate the accuracy of the data and the reported findings; however, neither the Centers of Excellence, COE host District, nor California Community Colleges Chancellor's Office are responsible for applications or decisions made by recipient community colleges, or their representatives based upon components or recommendations contained in this study.

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Centers of Excellence for Labor Market Research, Economic and
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