



# 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 the data included in this report, there is a small annual “oversupply” of four (4) students in the Bay region with 159 annual openings for the Journalism occupational cluster and 163 annual (3-year average) awards from community colleges and other educational institutions. In the North Bay Sub-Region, there is a small annual “undersupply” of four (4) students, with 13 annual openings and nine (9) annual (3-year average) awards from community colleges.

#### 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):** 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.  
 Entry-Level Educational Requirement: Bachelor’s degree  
 Training Requirement: None  
 Percentage of Community College Award Holders or Some Postsecondary Coursework: 12%

#### Occupational Demand

**Table 1. Employment Outlook for Journalism Occupations in Bay Region**

Occupation	2021 Jobs	2026 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
News Analysts, Reporters, and Journalists	933	1,118	184	20%	796	159	\$19	\$27
<b>Total</b>	<b>933</b>	<b>1,118</b>	<b>184</b>	<b>20%</b>	<b>796</b>	<b>159</b>	<b>\$19</b>	<b>\$27</b>

Source: Lightcast 2022.3

**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	2021 Jobs	2026 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
News Analysts, Reporters, and Journalists	85	95	11	12%	65	13	\$16	\$22
<b>Total</b>	<b>85</b>	<b>95</b>	<b>11</b>	<b>12%</b>	<b>65</b>	<b>13</b>	<b>\$16</b>	<b>\$22</b>

Source: Lightcast 2022.3

**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 (Jan. 2023 - Dec. 2023)**

Occupation	Bay Region	North Bay
News Analysts, Reporters, and Journalists	337	43

Source: Lightcast

**Table 4a. Top Job Titles for Journalism Occupations for latest 12 months (Jan. 2023 - Dec. 2023) - Bay Region**

Title	Bay	Title	Bay
Reporters	55	Lifestyle Managers	7
News Reporters	34	Multimedia Journalists	7
Breaking News Editors	18	Staff Writers	7
News Writers	16	Anchors/Reporters	6
Traffic Reporters	10	City Hall Reporters	6
Beat Reporters	8	Sports Reporters	6
Hearing Reporters	8	Cisco Engineers	5
Breaking News Reporters	7	Reviewers	5
General Assignment Reporters	7	News Anchors	4

Source: Lightcast

**Table 4b. Top Job Titles for Journalism Occupations for latest 12 months (Jan. 2023 - Dec. 2023) - North Bay Sub-Region**

Title	North Bay	Title	North Bay
Reporters	14	Sports Reporters	2
News Reporters	5	Traffic Reporters	2
Beat Reporters	3	Breaking News Reporters	1
Breaking News Editors	3	Newspaper Reporters	1
General Assignment Reporters	2	Reporters/Features Writers	1
Producers/on-Air Talents	2		

Title	North Bay	Title	North Bay
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Source: Lightcast

## Industry Concentration

**Table 5. Industries hiring Journalism Workers in Bay Region**

Industry - 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2021)	Jobs in Industry (2026)	% Change (2021-26)	% Occupation Group in Industry (2022)
Media Streaming Distribution Services, Social Networks, and Other Media Networks and Content Providers	1,186	2,063	74%	68%
Newspaper Publishers	220	239	9%	12%
Independent Artists, Writers, and Performers	163	176	8%	7%
Television Broadcasting Stations	51	76	48%	3%
Web Search Portals and All Other Information Services	36	47	32%	2%
Radio Broadcasting Stations	18	27	51%	1%
All Other Publishers	15	27	82%	1%
Periodical Publishers	18	17	-7%	1%
Book Publishers	14	14	2%	1%
Electronic Computer Manufacturing	0	18	NA%	1%

Source: Lightcast 2022.3

**Table 6. Top Employers Posting Journalism Occupations in Bay Region and North Bay Sub-Region (Jan. 2023 - Dec. 2023)**

Employer	Bay	Employer	North Bay
Medianews Group	22	Medianews Group	8
Audacy Corporation	18	Alpha Media	4
Digital First Media	12	At The Ark	4
CBS Broadcasting	10	Little Saint	3
Hearst Communications	9	Daily Journal Corp	2
Bay Area News Group	8	Lee Enterprises	2

Source: Lightcast

## Educational Supply

There are 13 community colleges in the Bay Region issuing 60 awards on average annually (last 3 years ending 2021-22) on TOP 0602.00 - Journalism. In the North Bay Sub-Region, there is one (1) community college that issued nine (9) awards on average annually (last 3 years) on this TOP code.

There are a three (3) other CTE educational institutions in the Bay Region issuing 103 awards on average annually (last 3 years ending 2021-22) on CIP 09.0401 – Journalism. There are no other CTE educational institutions in the North Bay Sub-Region issuing awards on average annually (last 3 years) on this CIP code.

**Table 7a. Community College Awards on TOP 0602.00 - Journalism in Bay Region**

College	Subregion	Associate Degree	High unit Certificate	Low unit Certificate	Total
Cabrillo	SC-Monterey	3	0	0	3
Chabot	East Bay	2	0	0	2
Contra Costa	East Bay	3	0	0	3
De Anza	Silicon Valley	10	0	0	10
Diablo Valley	East Bay	7	0	0	7
Laney	East Bay	3	0	0	3
Las Positas	East Bay	4	0	0	4
Los Medanos	East Bay	7	0	0	7
Ohlone	East Bay	1	0	0	1
San Francisco	Mid-Peninsula	5	1	1	7
San Jose City	Silicon Valley	2	0	0	2
Santa Rosa	North Bay	8	0	1	9
Skyline	Mid-Peninsula	2	0	0	2
<b>Total</b>		<b>57</b>	<b>1</b>	<b>2</b>	<b>60</b>

Source: Data Mart

Note: The annual average for awards is 2019-20 to 2021-22.

**Table 7b. Other CTE Institutions Awards on CIP 09.0401 - Journalism in Bay Region**

College	Subregion	Associate Degree	Bachelor's degree	Total
Academy of Art University	Mid-Peninsula	1	4	5
San Francisco State University	Mid-Peninsula	0	58	58
San Jose State University	Silicon Valley	0	40	40
<b>Total</b>		<b>1</b>	<b>102</b>	<b>103</b>

## Gap Analysis

Based on the data included in this report, there is a small annual “oversupply” of four (4) students in the Bay region with 159 annual openings for the Journalism occupational cluster and 163 annual (3-year average) awards from community colleges and other educational institutions. In the North Bay Sub-Region, there is a small annual “undersupply” of four (4) students, with 13 annual openings and nine (9) annual (3-year average) awards from community colleges.

## 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%	68%	52%	64%	100%	N/A
Median Annual Earnings for SWP Exiting Students	\$53,090	\$36,844	\$26,013	\$29,654	\$26,731	N/A
Median Change in Earnings for SWP Exiting Students	24%	27%	38%	35%	50%	N/A

Metric Outcomes	Bay All CTE Programs	Solano All CTE Programs	State 0602.00	Bay 0602.00	North Bay 0602.00	Solano 0602.00
Exiting Students Who Attained the Living Wage	54%	54%	32%	24%	N/A	N/A

Source: Launchboard Strong Workforce Program Median of 2018 to 2021.

## Skills and Education

**Table 9. Top Skills for Journalism Occupations in Bay Region (Jan. 2023 - Dec. 2023)**

Skill	Posting	Skill	Posting
Journalism	138	Live Broadcast	19
Social Media	50	Search Engine Optimization	19
AP Stylebook	31	Sports Journalism	16
News Coverage	29	Newsletters	15
Breaking News Coverage	27	Storytelling	15
News Stories	27	Traffic Reporting	15
Content Creation	25	Broadcasting	14
Digital Storytelling	21	Feature Writing	14
News Reporting	20	Legal Hearings	13
Agile Methodology	19	Live Reporting	12

Source: Lightcast

**Table 10. Education Requirements for Journalism Occupations in Bay Region**

Education Level	Job Postings	% of Total
High school or GED	38	16%
Associate degree	8	3%
Bachelor's degree & higher	190	81%

Source: Lightcast

Note: 44% 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 job descriptions and skills listed in O\*Net. Labor demand data is sourced from Lightcast occupation and job postings data. Educational supply and student outcomes data is retrieved from multiple sources, including CCCCO Data Mart and CTE Launchboard.

## Sources

O\*Net Online

Lightcast

CTE LaunchBoard [www.calpassplus.org](http://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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