



# Labor Market Analysis for Program Recommendation Television, Film, and Electronic Media Occupations Cabrillo College

Prepared by Bay Regions Center of Excellence for Labor Market Research

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## Recommendation

Based on all available data, there appears to be an “undersupply” of Television, Film, and Electronic Media workers compared to the demand for this cluster of occupations in the Bay region and in the SC-Monterey sub-region (Monterey, San Benito, Santa Cruz counties). There is a projected annual gap of about 1,046 students in the Bay region and 38 students in the SC-Monterey Sub-Region.

## Introduction

This report provides student outcomes data on employment and earnings for TOP 0604.20 - Television (including combined TV/Film/Video) 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 Cabrillo College and in the region.

This report profiles Television, Film, and Electronic Media Occupations in the 12 county Bay region and in the SC-Monterey sub-region for a Regional program recommendation at Cabrillo College. Labor market information (LMI) is not available for SOC 25-1122.00 - Communications Teachers, Postsecondary, which was requested by the college. The only available occupation, SOC 25-1099, Postsecondary Teachers, overstates labor market demand for Communications Teachers, Postsecondary, because it includes occupational data for all Postsecondary Teachers in all subject disciplines, and therefore is not included in this report, as it does not align with this program.

- **Producers and Directors (27-2012):** Produce or direct stage, television, radio, video, or motion picture 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.  
Entry-Level Educational Requirement: Bachelor’s degree  
Training Requirement: None  
Percentage of Community College Award Holders or Some Postsecondary Coursework: 17%
- **Broadcast Announcers and Radio Disc Jockeys (27-3011):** Speak or read from scripted materials, such as news reports or commercial messages, on radio or television. May announce artist or title of performance, identify station, or interview guests. Excludes “Broadcast News Analysts” (27-3021).  
Entry-Level Educational Requirement: Bachelor’s degree  
Training Requirement: None  
Percentage of Community College Award Holders or Some Postsecondary Coursework: 33%
- **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.  
Entry-Level Educational Requirement: Bachelor’s degree

Training Requirement: None

Percentage of Community College Award Holders or Some Postsecondary Coursework: 10%

- **Film and Video Editors (27-4032):** Edit moving images on film, video, or other media. May edit or synchronize soundtracks with images. Excludes “Sound Engineering Technicians”(27-4014).

Entry-Level Educational Requirement: Bachelor’s degree

Training Requirement: None

Percentage of Community College Award Holders or Some Postsecondary Coursework: 25%

## Occupational Demand

**Table 1. Employment Outlook for Television, Film, and Electronic Media Occupations in Bay Region**

Occupation	2022 Jobs	2027 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
Producers and Directors	7,345	7,781	436	6%	3,752	750	\$40	\$57
Broadcast Announcers and Radio Disc Jockeys	1,625	1,618	-7	-0%	990	198	\$63	\$72
News Analysts, Reporters, and Journalists	2,533	2,661	128	5%	1,713	343	\$28	\$39
Film and Video Editors	1,563	1,639	75	5%	788	158	\$24	\$40
<b>Total</b>	<b>13,067</b>	<b>13,699</b>	<b>632</b>	<b>5%</b>	<b>7,244</b>	<b>1,449</b>	<b>\$39</b>	<b>\$53</b>

Source: Lightcast 2024.1

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 Television, Film, and Electronic Media Occupations in SC-Monterey Sub-region**

Occupation	2022 Jobs	2027 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
Producers and Directors	189	198	9	5%	91	18	\$21	\$33
Broadcast Announcers and Radio Disc Jockeys	32	30	-3	-8%	17	3	\$51	\$59
News Analysts, Reporters, and Journalists	63	67	4	6%	45	9	\$19	\$27
Film and Video Editors	86	83	-3	-3%	38	8	\$30	\$41
<b>Total</b>	<b>370</b>	<b>377</b>	<b>7.7</b>	<b>2%</b>	<b>191</b>	<b>38</b>	<b>\$25</b>	<b>\$36</b>

Source: Lightcast 2024.1

SC-Monterey Sub-Region includes: Monterey, San Benito, Santa Cruz Counties

## Job Postings in Bay Region and SC-Monterey Sub-Region

**Table 3. Number of Job Postings by Occupation for latest 12 months (May. 2023 - Apr. 2024)**

Occupation	Bay Region	SC-Monterey
Producers and Directors	1,435	53

Occupation	Bay Region	SC-Monterey
News Analysts, Reporters, and Journalists	281	10
Film and Video Editors	175	8
Broadcast Announcers and Radio Disc Jockeys	27	0

Source: Lightcast

**Table 4a. Top Job Titles for Television, Film, and Electronic Media Occupations for latest 12 months (May. 2023 - Apr. 2024) Bay Region**

Title	Bay	Title	Bay
Video Editors	75	News Producers	24
Video Producers	61	Commercial Directors	21
Producers	59	Directors of Culture	19
Reporters	51	Audio Visual Managers	17
News Reporters	37	Content Producers	17
Creative Producers	36	News Editors	13
Associate Producers	30	Sports Reporters	12
Localization Producers	27	Stage Managers	12
Executive Producers	26	Directors of Paid Media	11

Source: Lightcast

**Table 4b. Top Job Titles for Television, Film, and Electronic Media Occupations for latest 12 months (May. 2023 - Apr. 2024) SC-Monterey Sub-Region**

Title	SC-Monterey	Title	SC-Monterey
News Producers	7	anchors/Producers	2
Reporters	7	Promotion Producers	2
Film and Video Editors	5	Studio Technicians	2
Multimedia Journalists	5	Audiovisual Interns	1
Producers	5	Audiovisual Technicians	1
Executive Producers	4	Contract Video Editors	1
News Directors	4	Directors of Commercial Sales	1
Executive News Producers	3	Directors of Retail	1

Title	SC-Monterey	Title	SC-Monterey
Newscast Directors	3	Executive Directors	1

Source: Lightcast

## Industry Concentration

**Table 5. Industries hiring Television, Film, and Electronic Media Workers in Bay Region**

Industry - 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2022)	Jobs in Industry (2027)	% Change (2022-27)	% Occupation Group in Industry (2023)
Media Streaming Distribution Services, Social Networks, and Other Media Networks and Content Providers	6,904	7,363	7%	52%
Motion Picture and Video Production	1,610	1,600	-1%	13%
Independent Artists, Writers, and Performers	449	502	12%	4%
Teleproduction and Other Postproduction Services	394	412	4%	3%
Radio Broadcasting Stations	376	302	-20%	3%
Newspaper Publishers	319	255	-20%	2%
Television Broadcasting Stations	285	338	19%	2%
Web Search Portals and All Other Information Services	315	327	4%	2%
Theater Companies and Dinner Theaters	186	226	22%	2%
Software Publishers	166	186	12%	1%

Source: Lightcast 2024.1

**Table 6. Top Employers Posting Television, Film, and Electronic Media Occupations in Bay Region and SC-Monterey Sub-Region (May. 2023 - Apr. 2024)**

Employer	Bay	Employer	SC-Monterey
University of California	52	First Databank (Fdb)	8
Gilead Sciences	35	Hearst Communications	7
Meta	31	University of California	7
Medianews Group	26	Hearst Media Services	6
Stanford University	25	News-Press & Gazette Company	4
Audacy Corporation	24	Hearst Television	3

Source: Lightcast

## Educational Supply

There are fifteen (15) community colleges in the Bay Region issuing 152 awards on average annually (last 3 years ending 2021-23) on TOP 0604.20 - Television (including combined TV/Film/Video). In the SC-Monterey Sub-Region, there are no community colleges that issued awards on average annually (last 3 years) on this TOP code.

There are two (2) four-year institutions in the Bay Region issuing 240 Bachelor's degrees on average annually (last 3 years ending 2020-22) on CIP 09.0701- Radio and Television. But there are no four-year institutions in the SC-Monterey Sub-Region issuing Bachelor's degrees on this CIP code.

**Table 7a. Community College Awards on TOP 0604.20 - Television (including combined TV/Film/Video) in Bay Region**

College	Subregion	Associate Degree	High unit Certificate	Low unit Certificate	Total
Berkeley City	East Bay	8	0	0	8
Chabot	East Bay	1	0	0	1
Deanza	Silicon Valley	33	0	4	37
Diablo Valley	East Bay	31	0	0	31
Foothill	Silicon Valley	8	0	0	8
Gavilan	Silicon Valley	4	0	0	4
Laney	East Bay	3	2	1	6
Marin	North Bay	0	0	0	0
Napa	North Bay	0	0	0	0
Ohlone	East Bay	5	0	0	5
San Francisco	Mid-Peninsula	11	0	12	23
San Mateo	Mid-Peninsula	18	0	0	18
Santa Rosa	North Bay	1	0	0	1
Solano	North Bay	6	0	0	6
West Valley	Silicon Valley	4	0	0	4
<b>Total</b>	<b>-</b>	<b>133</b>	<b>2</b>	<b>17</b>	<b>152</b>

Source: Data Mart

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

**Table 7b. Bachelor's Degree Awards on CIP 09.0701- Radio and Television. in Bay Region**

College	Subregion	Bachelor's degree	Master's degree	Postbaccalaureate certificate
San Francisco State University	Mid-Peninsula	174	6	5
San Jose State University	Silicon Valley	66	0	0
<b>Total</b>	<b>-</b>	<b>240</b>	<b>6</b>	<b>5</b>

## Gap Analysis

Based on the data included in this report, there is a labor market gap in the Bay region with 1,449 annual openings for the Television, Film, and Electronic Media occupational cluster and 392 annual (3-year average) awards for an annual undersupply of 1,046 students. In the SC-Monterey Sub-Region, there is also a gap with 38 annual openings and no annual (3-year average) awards for an annual undersupply of 38 students.

## Student Outcomes

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 0604.20 - Television (including combined TV/Film/Video)**

Metric Outcomes	Bay All CTE Program	Cabrillo College All CTE Program	State 0604.20	Bay 0604.20	SC-Monterey 0604.20	Cabrillo College 0604.20
Students with a Job Closely Related to Their Field of Study	74%	80%	41%	40%	NA	NA
Median Annual Earnings for SWP Exiting Students	\$53,090	\$46,381	\$25,504	\$36,786	NA	NA
Median Change in Earnings for SWP Exiting Students	24%	23%	40%	30%	NA	NA
Exiting Students Who Attained the Living Wage	54%	44%	27%	32%	NA	NA

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

## Skills, Certifications and Education

**Table 9. Top Skills for Television, Film, and Electronic Media Occupations in Bay Region (May. 2023 - Apr. 2024)**

Skill	Posting	Skill	Posting
Marketing	399	Adobe Photoshop	117
Project Management	376	Storytelling	107
Journalism	256	Finance	103
Workflow Management	224	Video Editing	100
Social Media	179	Motion Graphics	97
Post-Production	168	Animations	82
Video Production	160	Data Analysis	80
Adobe Premiere Pro	150	Production Process	80
Content Creation	145	Photography	74
Adobe After Effects	132	Business Development	73

Source: Lightcast

**Table 10. Education Requirements for Television, Film, and Electronic Media Occupations in Bay Region**

Education Level	Job Postings	% of Total
High school or GED	107	7%
Associate degree	31	2%
Bachelor's degree & higher	1,304	90%

Source: Lightcast

Note: 47% 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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