



Labor Market Analysis for Program Recommendation Broadcast Journalism Occupations San Jose City College

Prepared by the Bay Region Center of Excellence for Labor Market Research

November 2024

Recommendation

Based on all available data, there appears to be an “undersupply” of Broadcast Journalism workers compared to the demand for this cluster of occupations in the Bay Region and in the Silicon Valley Sub-Region (Santa Clara County). There is a projected annual gap of about 100 students in the Bay Region and 30 students in the Silicon Valley Sub-Region.

Introduction

This report provides student outcomes data on employment and earnings for TOP 0604.30 - Broadcast 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 San Jose City College and in the region.

This report profiles Broadcast Journalism Occupations in the 12 county Bay Region and in the Silicon Valley Sub-Region for Program Recommendation at San Jose City College.

- **Broadcast Announcers and Radio Disc Jockeys (27-3011):** Speak or read from scripted materials, such as news reports or commercial messages, on radio, television, or other communications media. May play and queue music, announce artist or title of performance, identify station, or interview guests.
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. 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: 10%

Occupational Demand

Table 1. Employment Outlook for Broadcast Journalism Occupations in the Bay Region

Occupation	2023 Jobs	2028 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
Broadcast Announcers and Radio Disc Jockeys	652	656	4	1%	414	83	\$28	\$36
News Analysts, Reporters, and Journalists	1,878	2,018	140	7%	1,311	262	\$31	\$41
Total	2,530	2,674	144	6%	1,725	345	\$30	\$40

Source: Lightcast 2024.3

The 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 Broadcast Journalism Occupations in the Silicon Valley Sub-Region

Occupation	2023 Jobs	2028 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
Broadcast Announcers and Radio Disc Jockeys	94	67	-26	-28%	41	8	\$22	\$33
News Analysts, Reporters, and Journalists	215	175	-39	-18%	110	22	\$23	\$36
Total	309	242	-67	-22%	151	30	\$23	\$35

Source: Lightcast 2024.3

Silicon Valley Sub-Region includes: Santa Clara County

Job Postings in the Bay Region and Silicon Valley Sub-Region

Table 3. Number of Job Postings by Occupation for the latest 12 months

Occupation	Bay Region	Silicon Valley
News Analysts, Reporters, and Journalists	251	51
Broadcast Announcers and Radio Disc Jockeys	28	7

Source: Lightcast 2024.4; "Job Posting Analytics." Nov. 2023 - Oct. 2024

Table 4a. Top Job Titles in Job Postings for Broadcast Journalism Occupations in the Bay Region

Title	Bay	Title	Bay
Reporters	42	Business Managers	5
News Reporters	25	Correspondents	5
Multimedia Journalists	18	Hearing Reporters	5
Sports Reporters	15	Beat Reporters	4
Anchors/Reporters	11	Data Reporters	4
Anchors	6	Education Reporters	4

Title	Bay	Title	Bay
News Anchors	6	News Anchors/Reporters	4
Podcasters	6	City Hall Reporters	3
Breaking News Reporters	5	Data Journalists	3

Source: Lightcast 2024.4; "Job Posting Analytics." Nov. 2023 - Oct. 2024

Table 4b. Top Job Titles in Job Posting for Broadcast Journalism Occupations in the Silicon Valley Sub-Region

Title	Silicon Valley	Title	Silicon Valley
Anchors	5	Acrobats	2
Business Managers	4	Commercial Real Estate Managers	2
Reporters	4	Community News Editors	2
Breaking News Reporters	3	Data Reporters	2
City Hall Reporters	3	Enterprise Reporters	2
Education Reporters	3	Actors	1
News Reporters	3	Anchors/Reporters	1
Sports Reporters	3	Auto Body Technicians	1
Transporters	3	Connectivity Specialists	1

Source: Lightcast 2024.4; "Job Posting Analytics." Nov. 2023 - Oct. 2024

Industry Concentration

Table 5. Industries Hiring for Broadcast Journalism Occupations in the Bay Region

Industry - 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2023)	Jobs in Industry (2028)	% Change (2023-28)	% Occupation Group in Industry (2023)
Media Streaming Distribution Services, Social Networks, and Other Media Networks and Content Providers	1,507	1,620	7%	59%
Newspaper Publishers	256	209	-18%	10%
Independent Artists, Writers, and Performers	250	281	12%	10%
Radio Broadcasting Stations	152	125	-17%	6%
Television Broadcasting Stations	89	101	14%	4%
Web Search Portals and All Other Information Services	65	70	8%	3%
All Other Publishers	21	23	10%	1%
Periodical Publishers	19	13	-30%	1%
Motion Picture and Video Production	19	20	4%	1%

Industry - 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2023)	Jobs in Industry (2028)	% Change (2023-28)	% Occupation Group in Industry (2023)
Book Publishers	15	11	-25%	1%

Source: Lightcast 2024.4

Table 6. Top Employers Posting Broadcast Journalism Occupations in the Bay Region and the Silicon Valley Sub-Region

Employer	Bay	Employer	Silicon Valley
Medianews Group	25	Medianews Group	9
Digital First Media	13	Digital First Media	7
CBS Broadcasting	7	Bay Area News Group	4
Hearst Communications	7	NBC	3
Audacy Corporation	6	Telemundo	3
Hearst Media Services	6	Tidal Management Corp.	3

Source: Lightcast 2024.4; "Job Posting Analytics." Nov. 2023 - Oct. 2024

Educational Supply

There are no community colleges in the Bay Region issuing awards on average annually (last 3 years ending 2021-23) on TOP 0604.30 - Broadcast Journalism or CIP 09.4042- Broadcast Journalism.

Gap Analysis

Based on the data included in this report, there is a labor market gap in the Bay Region with 345 annual openings for the Broadcast Journalism occupational cluster and no annual (3-year average) awards for an annual undersupply of 345 students. In the Silicon Valley Sub-Region, there is also a gap with 30 annual openings and no annual (3-year average) awards for an annual undersupply of 30 students.

Student Outcomes

Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 0604.30 - Broadcast Journalism

Metric Outcomes	Bay All CTE Program	San Jose City College All CTE Program	State 0604.30	Bay 0604.30	Silicon Valley 0604.30	San Jose City College 0604.30
Students with a Job Closely Related to Their Field of Study	74%	74%	50%	NA	NA	NA
Median Annual Earnings for SWP Exiting Students	\$53,090	\$50,262	\$24,578	\$17,431	\$17,431	\$17,431
Median Change in Earnings for SWP Exiting Students	24%	26%	31%	NA	NA	NA

Metric Outcomes	Bay All CTE Program	San Jose City College All CTE Program	State 0604.30	Bay 0604.30	Silicon Valley 0604.30	San Jose City College 0604.30
Exiting Students Who Attained the Living Wage	54%	42%	31%	NA	NA	NA

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

Skills and Education

Table 9. Top Skills in Job Postings for Broadcast Journalism Occupations in the Bay Region

Skill	Posting	Skill	Posting
Journalism	159	Data Visualization	18
Social Media	56	Broadcasting	17
News Stories	51	Photography	17
News Coverage	44	Sports Journalism	16
Storytelling	34	Digital Cameras	15
AP Stylebook	31	Marketing	15
Live Reporting	30	Podcasting	14
Content Creation	24	Breaking News Coverage	13
Data Analysis	19	Zoom (Video Conferencing Tool)	13
Newsletters	19	Feature Writing	12

Source: Lightcast 2024.4; "Job Posting Analytics." Nov. 2023 - Oct. 2024

Table 10. Education Requirements for Broadcast Journalism Occupations in the Bay Region

Education Level	Job Postings	% of Total
High school or GED	16	9%
Associate degree	3	2%
Bachelor's degree & higher	156	89%

Source: Lightcast 2024.4; "Job Posting Analytics." Nov. 2023 - Oct. 2024

Note: 45% 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

Launchboard

Statewide CTE Outcomes Survey

Employment Development Department Unemployment Insurance Dataset

Living Insight Center for Community Economic Development

Chancellor's Office MIS system

Contacts

For more information, please contact:

- Yumi Huang, Research Analyst, Bay Region Center of Excellence, yuhuang@cabrillo.edu or (831) 275-0043
- Marcela Reyes, Director, Research and Center of Excellence, mareyes@cabrillo.edu or (831) 219-8875