



Labor Market Analysis for Program Recommendation

Mass Media 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 Mass Media 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 533 students in the Bay Region and 54 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 Mass Media Occupations in the 12 county Bay Region and in the Silicon Valley Sub-Region for program recommendation at San Jose City College.

- **Disc Jockeys, Except Radio (27-2091):** Play prerecorded music for live audiences at venues or events such as clubs, parties, or wedding receptions. May use techniques such as mixing, cutting, or sampling to manipulate recordings. May also perform as emcee (master of ceremonies).
Entry-Level Educational Requirement: No formal educational credential
Training Requirement: Short-term on-the-job training
Percentage of Community College Award Holders or Some Postsecondary Coursework: 40%
- **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%
- **Media and Communication Workers, All Other (27-3099):** All media and communication workers not listed separately.
Entry-Level Educational Requirement: High school diploma or equivalent

Training Requirement: Short-term on-the-job training

Percentage of Community College Award Holders or Some Postsecondary Coursework: 19%

Occupational Demand

Table 1. Employment Outlook for Mass Media 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 |
|---|--------------|--------------|-------------|---------------|---------------------|-----------------|--------------------|--------------------|
| Disc Jockeys, Except Radio | 670 | 731 | 62 | 9% | 339 | 68 | \$20 | \$27 |
| 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 |
| Media and Communication Workers, All Other | 1,293 | 1,346 | 53 | 4% | 601 | 120 | \$32 | \$45 |
| Total | 4,493 | 4,751 | 258 | 6% | 2,665 | 533 | \$29 | \$39 |

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 Mass Media 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 |
|---|------------|------------|-------------|---------------|---------------------|-----------------|--------------------|--------------------|
| Disc Jockeys, Except Radio | 58 | 63 | 5 | 9% | 29 | 6 | \$15 | \$22 |
| 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 |
| Media and Communication Workers, All Other | 213 | 214 | 1 | 0% | 90 | 18 | \$29 | \$44 |
| Total | 580 | 519 | -61 | -11% | 270 | 54 | \$24 | \$37 |

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 |
| Disc Jockeys, Except Radio | 47 | 10 |
| Broadcast Announcers and Radio Disc Jockeys | 28 | 7 |

| Occupation | Bay Region | Silicon Valley |
|------------|------------|----------------|
|------------|------------|----------------|

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

Table 4a. Top Job Titles in Job Postings for Mass Media Occupations in the Bay Region

| Title | Bay | Title | Bay |
|-------------------------|-----|------------------------|-----|
| Reporters | 42 | Business Managers | 5 |
| News Reporters | 25 | Correspondents | 5 |
| Multimedia Journalists | 18 | Disc Jockeys | 5 |
| Sports Reporters | 15 | Hearing Reporters | 5 |
| Anchors/Reporters | 11 | Wedding Managers | 5 |
| Anchors | 6 | Beat Reporters | 4 |
| News Anchors | 6 | Data Reporters | 4 |
| Podcasters | 6 | Education Reporters | 4 |
| Breaking News Reporters | 5 | News Anchors/Reporters | 4 |

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

Table 4b. Top Job Titles in Job Posting for Mass Media 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 | Disc Jockeys | 2 |
| Education Reporters | 3 | Enterprise Reporters | 2 |
| News Reporters | 3 | Actors | 1 |
| Sports Reporters | 3 | Anchors/Reporters | 1 |
| Transporters | 3 | Auto Body Technicians | 1 |

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

Industry Concentration

Table 5. Industries Hiring for Mass Media 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 | 1,814 | 1,941 | 7% | 40% |
| Independent Artists, Writers, and Performers | 676 | 757 | 12% | 15% |
| Newspaper Publishers | 267 | 217 | -19% | 6% |
| Radio Broadcasting Stations | 172 | 140 | -18% | 4% |
| Television Broadcasting Stations | 122 | 136 | 11% | 3% |
| Motion Picture and Video Production | 110 | 116 | 5% | 2% |
| Web Search Portals and All Other Information Services | 101 | 108 | 7% | 2% |
| Drinking Places (Alcoholic Beverages) | 95 | 104 | 10% | 2% |
| Colleges, Universities, and Professional Schools (State Government) | 84 | 85 | 0% | 2% |
| Offices of Certified Public Accountants | 71 | 73 | 2% | 2% |

Source: Lightcast 2024.4

Table 6. Top Employers Posting Mass Media 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 |
| Geeks Who Drink | 10 | Bay Area News Group | 4 |
| Hearst Communications | 8 | NBC | 3 |
| CBS Broadcasting | 7 | Telemundo | 3 |
| Audacy Corporation | 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. There are also no other CTE educational institution or four-year institution in the Bay Region issuing awards on average annually (last 3 years ending 2020-22) on 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 533 annual openings for the Mass Media occupational cluster and no annual (3-year average) awards for an annual undersupply of 533

students. In the Silicon Valley Sub-Region, there is also a gap with 54 annual openings and no annual (3-year average) awards for an annual undersupply of 54 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 |
| Exiting Students Who Attained the Living Wage | 54% | 42% | 31% | NA | NA | NA |

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

Skills, Certifications and Education

Table 9. Top Skills in Job Postings for Mass Media Occupations in the Bay Region

| Skill | Posting | Skill | Posting |
|------------------|---------|--------------------------------|---------|
| Journalism | 159 | Data Visualization | 18 |
| Social Media | 56 | Broadcasting | 17 |
| News Stories | 50 | Marketing | 17 |
| News Coverage | 44 | Photography | 17 |
| Storytelling | 34 | Sports Journalism | 16 |
| AP Stylebook | 31 | Digital Cameras | 15 |
| Live Reporting | 31 | 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. Certifications in Job Postings for Mass Media Occupations in the Bay Region

| Certification | Posting |
|-------------------------------------|---------|
| Drone Pilot Certificate | 6 |
| Certified Shorthand Reporter (CSR) | 5 |
| Certified Court Reporter (CCR) | 1 |
| Certified Electronic Recorder (CER) | 1 |

Table 11. Education Requirements for Mass Media Occupations in the Bay Region

| Education Level | Job Postings | % of Total |
|----------------------------|--------------|------------|
| High school or GED | 26 | 14% |
| Associate degree | 3 | 2% |
| Bachelor's degree & higher | 155 | 84% |

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

Note: 51% 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

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