Labor Market Analysis for:
0621.20 Film Production
Inland Empire/Desert Center of Excellence, March 2025
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Summary

Program LMI Endorsement	All LMI Criteria Met	Some LMI Criteria Met (Proceed with Caution)	LMI Criteria NOT Met
	☐	✔	☐

Program LMI Endorsement Criteria		
Supply Gap	Yes ☐	**No** ✔
	Comments: There is *projected* to be **174 annual job openings** throughout the Inland Empire/Desert region, which is less than the **228 annual average awards conferred by educational institutions over the last 3 years.** Supply data includes both community college awards (22) and non-community college awards (206).	
Living Wage	**Yes** ✔	No ☐
	Comments: **The majority (59%) of annual job openings** for these three occupations **have entry-level hourly wages above the IE/D living wage of 20.42.**[1]	
Education	Yes ☐	**No** ✔
	Comments: **Most job postings for target occupations require a bachelor's degree (53%).** See Exhibits 8 and 9 for more details.	

The Inland Empire/ Desert (IE/D) Center of Excellence for Labor Market Research (IE/D COE) reviewed the following occupations to prepare this report:

- Above Middle-Skill (typically require a bachelor's degree)
  - Producers and Directors (27-2012)
  - Camera Operators, Television, Video, and Film (27-4031)
  - Film and Video Editors (27-4032)

Summary of findings
Demand
- The number of jobs related to the occupations is projected to increase 15% through 2028, with 174 annual job openings (new and replacement jobs).
- Hourly entry-level wages for all occupations are above living wage at the 25th percentile hourly wage ranging from $17.01 to $23.81 in IE/D.
- There were 335 online job postings from 127 employers over the past 12 months with the highest postings for videographers and production managers.
- Most job postings for target occupations require bachelor's degree (53%), high school diploma or equivalent degree (31%), associate degree (8%), or above a bachelor's degree (8%).

Supply
- On average, there were 228 annual awards conferred by educational institutions over the last 3 years in related fields: 22 from community colleges and 206 from other institutions (e.g., 4-year universities, private schools).
- IE/D community college students that exited these programs in the 2021-22 academic year earned a median annual wage of $28,704 ($13.08 per hour).
- 49% of students that exited their program in 2021-22 reported that they are now earning a living wage.

Introduction

California Community College Film Production (TOP 0621.20) programs prepare students for employment in communication of dramatic information, ideas, moods, and feelings through films and videos. Includes film technology and equipment, directing, editing, planning and management of film/video operations (Taxonomy of Programs, 2023). The knowledge, skills, and abilities trained by Film Production programs lead to employment in occupations related to film production.

Job Demand

In 2023, there were 1,455 jobs in occupations related to film production in the IE/D region. Regional employment for this occupation group is projected to increase by 15% through 2028 with 174 job openings projected annually. Exhibit 1 displays the job count, five-year projected job growth, and job openings in the region.

Exhibit 1. Five-year projections for occupations related to film production, IE/D Region, 2023-2028

Occupation	SOC	2023 Jobs	2028 Jobs	2023 - 2028 % Change	5-Yr Openings (New + Replacement Jobs)	Annual Openings (New + Replacement Jobs)
Producers and Directors	27-2012	909	1,029	13%	516	103
Camera Operators, Television, Video, and Film	27-4031	244	290	19%	159	32
Film and Video Editors	27-4032	302	356	18%	193	39
Total		**1,455**	**1,675**	**15%**	**868**	**174**

SOURCE: LIGHTCAST 2025.1

Job Postings

The following analysis for occupations related to film production using online job posting data.

Important note: The data produced in this section were generated by leveraging online job posting data sourced from Lightcast, which is the labor market analytics software tool COEs use to produce these briefs. The job posting data is collected from scraping online job boards such as LinkedIn, Indeed, Glassdoor and many others. The process Lightcast uses to assemble this data does have some limitations due to methods that recruitment professionals sometimes use (e.g., posting one job to fill multiple positions). For example, the number of jobs posted is not necessarily the same as the number of job vacancies.[2] While not perfect, Lightcast leverages machine learning and other AI technologies to enrich, deduplicate and aggregate this information to make it a meaningful dataset.

Exhibit 2 displays the number of job ads posted for occupations related to film production over the last 12 months and the median posting duration. Over the previous 12 months, there were 335 unique job postings for occupations related to film production in the region from 127 employers.

Exhibit 2. Job ads and posting duration, IE/D Region, Feb 2024 – Jan 2025

| Job Title	Job Ads	Median Posting Duration
Producers and Directors	216	31 days
Camera Operators, Television, Video, and Film	92	33 days
Film and Video Editors	27	31 days
Total	**335**	

SOURCE: LIGHTCAST 2025.1

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[2] *"Job Posting Analytics (JPA) Methodology." Lightcast Knowledge Base, https://kb.lightcast.io/en/articles/6957446-job-posting-analytics-jpa-methodology*

Earnings

Exhibit 3 displays the hourly earnings for occupations related to film production compares both to the UW Self-Sufficiency Standard for the IE/D of $20.42[3] and the MIT IE/D living wage of $25.73.[4]

Exhibit 3. Projected hourly earnings by percentile, IE/D Region, 2023
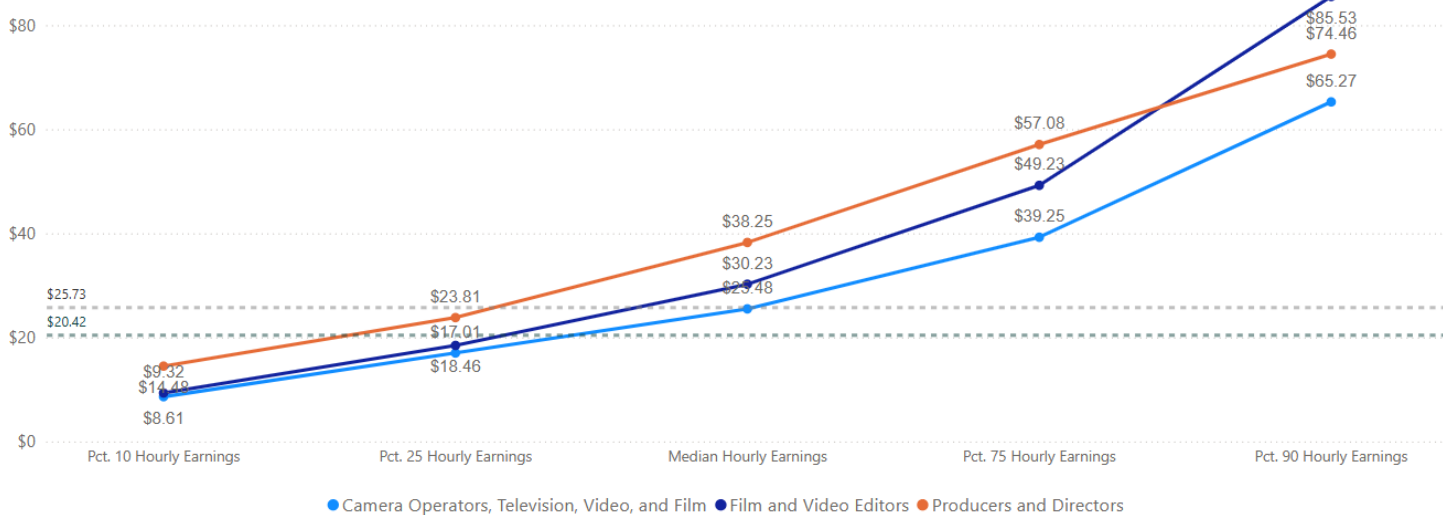
Description	Pct. 10 Hourly Earnings	Pct. 25 Hourly Earnings	Median Hourly Earnings	Pct. 75 Hourly Earnings	Pct. 90 Hourly Earnings
Camera Operators, Television, Video, and Film	$8.61	$17.01	$25.48	$39.25	$65.27
Film and Video Editors	$9.32	$18.46	$30.23	$49.23	$85.53
Producers and Directors	$14.48	$23.81	$38.25	$57.08	$74.46

SOURCE: 2025.1

The projected entry-level earnings (that is, the earnings of the lowest paid 25% of employees in the IE/D) for one of the three occupations were above the UW Self-Sufficiency Standard for the IE/D, however two of three were below the standard (see Exhibit 3). The occupations listed were all below the MIT living wage for an adult with no children ($25.73) in projected entry-level earnings (see Exhibit 3).
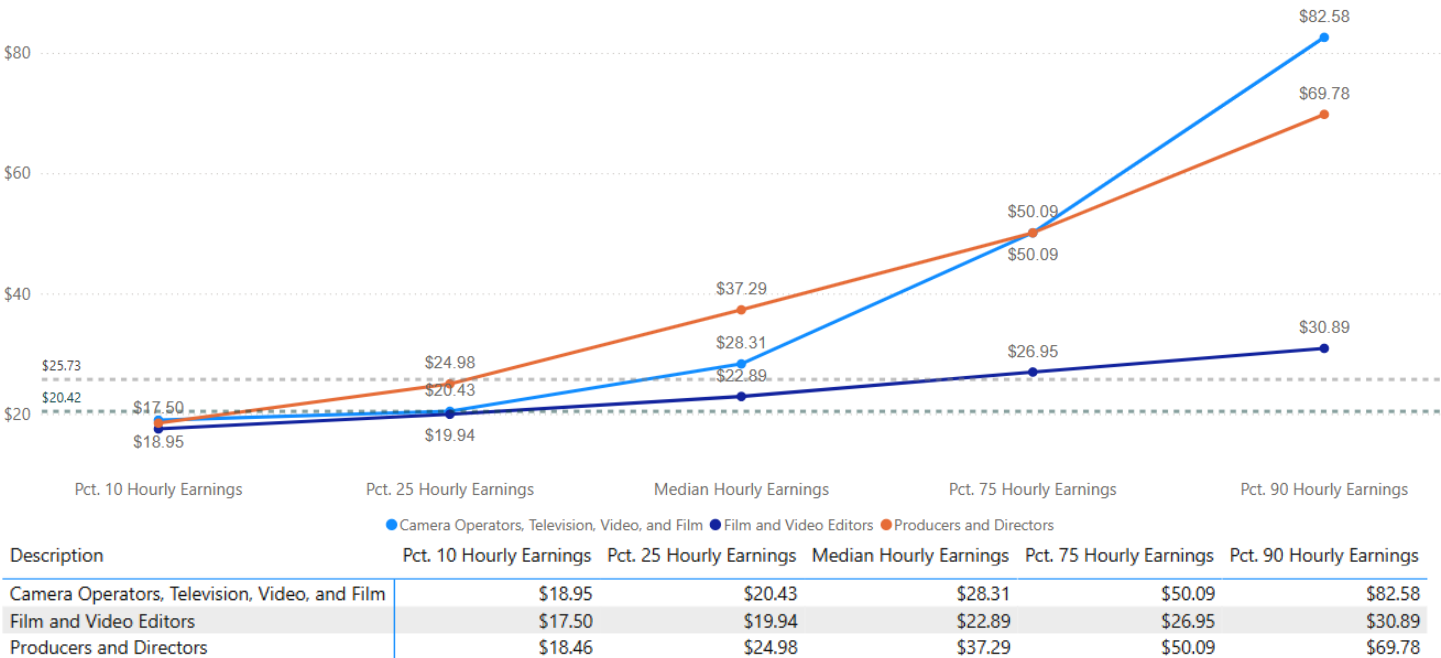
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[3] *The UW self-sufficiency standard is currently used by the CO and other COEs, the self-sufficiency standard was last updated by UW in 2024. To provide an alternative perspective, the COE will provide an alternative living wage calculation from MIT in the analysis below as an additional reference point. MIT estimates, the living wage for an adult with no kids living in 2024 is $26.30 in Riverside County and $25.17 in San Bernadino County.*

[4] *ibid.*

Advertised Salary from Online Job Ads

Exhibit 4 displays the regional online advertised salaries for the occupations related to film production over the last 12 months. The salary information of online job ad data suggests employers advertise entry level hourly wages between $19.94 and $24.68 (estimated to be equal to an annual salary between $41,475 and $51,334).

Exhibit 4. Hourly earnings of job postings by percentile, IE/D Region, Feb 2024 – Jan 2025

Description	Pct. 10 Hourly Earnings	Pct. 25 Hourly Earnings	Median Hourly Earnings	Pct. 75 Hourly Earnings	Pct. 90 Hourly Earnings
Camera Operators, Television, Video, and Film	$18.95	$20.43	$28.31	$50.09	$82.58
Film and Video Editors	$17.50	$19.94	$22.89	$26.95	$30.89
Producers and Directors	$18.46	$24.98	$37.29	$50.09	$69.78

SOURCE: LIGHTCAST 2025.1

Online Job Advertisements: top job titles, skills, education & work experience.

Exhibit 5 displays the job titles most frequently used in job postings for the occupations related to film production over the last 12 months. Assessing the top advertised job titles may provide insight into the types of positions sought by employers.
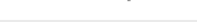
Exhibit 5. Job titles most frequently used in job ads, IE/D Region, Feb 2024 – Jan 2025

Job Title	Unique Postings
Videographers	42
Production Managers	33
Video Editors	15
Wireless Sales Representatives	10
Videographers/Editors	9
Audio Visual Managers	7
News Producers	7
Creative Directors	6
Music Video Directors	6
Studio Directors	6

SOURCE: LIGHTCAST 2025.1

Exhibit 6 displays the employers posting the most job ads for this occupational group during the last 12 months. Showing employer names can provide insight into where students may find employment after completing a program and may inform job development and other employer engagement targets for faculty and staff involved in related programs. "Premium Retail Services" and "News-Press & Gazette Company" had the highest unique job posts for this occupational group in the last 12 months. Posting intensity is the ratio of total job posts to unique job posts which are deduplicated. A higher posting intensity can represent the level of effort and activity the organization is putting into hiring for that position. The following report comes directly from Lightcast's Job Posting Analytics dashboard.

Exhibit 6. Employers posting the most job ads, IE/D Region, Feb 2024 – Jan 2025

Company	Total/Unique (Feb 2024 - Jan 2025)	Posting Intensity	Median Posting Duration
Premium Retail Services	34 / 10	3 : 1	30 days
News-Press & Gazette Company	8 / 8	1 : 1	18 days
Torchstar Corp	14 / 6	2 : 1	28 days
Directive Consulting	12 / 5	2 : 1	22 days
Entravision Communications	5 / 5	1 : 1	45 days
California Baptist University	12 / 5	2 : 1	n/a
University of California-Riverside	12 / 4	3 : 1	n/a
Oak View Group	9 / 4	2 : 1	46 days
Monster Beverage	10 / 4	3 : 1	n/a
Ignite Now Media	7 / 4	2 : 1	34 days

SOURCE: LIGHTCAST 2025.1

Exhibit 7 displays the top common, specialized and computer skills that were included in the job postings over the last 12 months. Today's demand is an important indicator of which skills employers are looking for in the current market. Analyzing skills from a historical perspective as well as projecting the future needs of employers may provide insight into how the job posting skills demand compares to the market as a whole. Rapidly growing skills are those that are increasing in demand at a faster rate than the market as a whole. [5]

Exhibit 7. Top 10 in-demand skills from employer job ads, IE/D Region, Feb 2024 – Jan 2025

Common skills	Total Postings	Skill Growth Relative to Market
Communication	125	Lagging
Management	86	Stable
Leadership	84	Stable
Operations	74	Stable
Detail Oriented	71	Stable
Editing	69	Rapidly Growing
Planning	58	Growing
Organizational Skills	51	Growing
Problem Solving	44	Growing
Sales	38	Stable

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[5] "What are Lightcast Skill Projects", Lightcast Knowledge base, https://kb.lightcast.io/en/articles/8496296-what-are-lightcast-skill-projections

Specialized skills	Total Postings	Skill Growth Relative to Market
Marketing	68	Rapidly Growing
Production Management	61	Growing
Videography	49	Stable
Adobe Premiere Pro	48	Growing
Social Media	39	Growing
Photography	36	Rapidly Growing
Adobe Photoshop	34	Growing
Video Production	34	Growing
Adobe After Effects	30	Lagging
Project Management	28	Rapidly Growing

Computer Skills	Total Postings	Skill Growth Relative to Market
Adobe Premiere Pro	48	Growing
Adobe Photoshop	34	Growing
Adobe After Effects	30	Lagging
Adobe Creative Suite	27	Growing
Final Cut Pro	23	Lagging
Microsoft Office	23	Growing
Microsoft Excel	22	Growing
Microsoft PowerPoint	18	Rapidly Growing
Adobe Illustrator	17	Growing
Video Editing Software	15	Growing

SOURCE: LIGHTCAST 2025.1

Exhibit 8 includes the minimum educational requirements from job postings for this occupational group with bachelor's degree (53%) significantly greater than high school diploma or equivalent degree (31%), associate degree (8%), or above a bachelor's degree (8%).

Exhibit 8 Minimum educational requirements in job postings for this occupational group, IE/D Region, Feb 2024 – Jan 2025
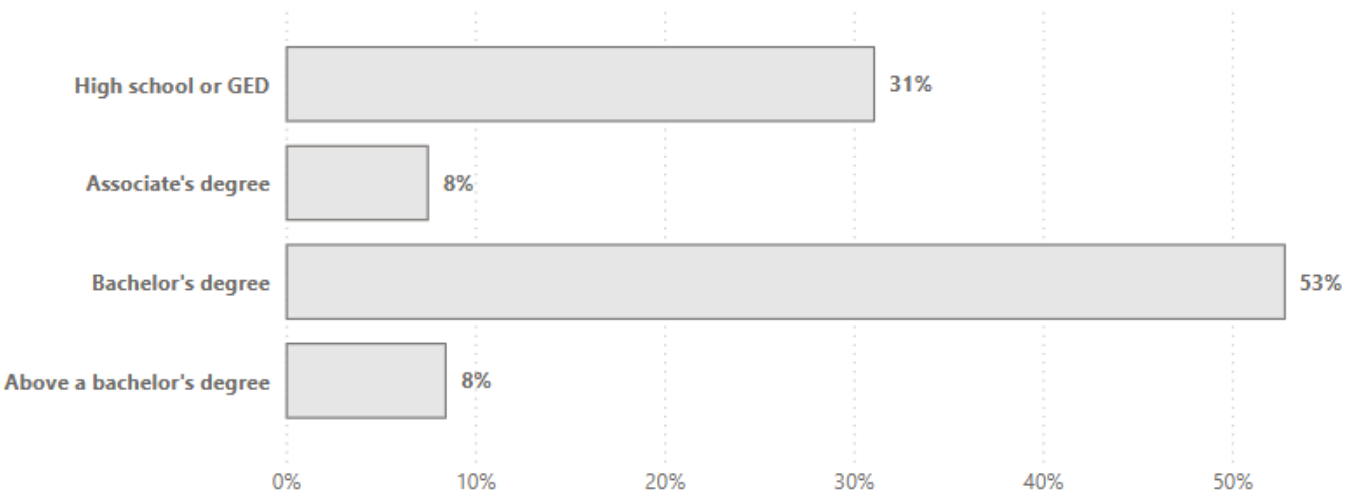
SOURCE: LIGHTCAST 2025.1

For the middle-skill occupations, the Bureau of Labor Statistics (BLS) education attainment data in Exhibit 9 for current professionals in the occupations of interest indicates that between 17% and 25% of workers have completed some college or an associate degree as their highest level of education.

Exhibit 9 National-level Education Attainment for Occupations
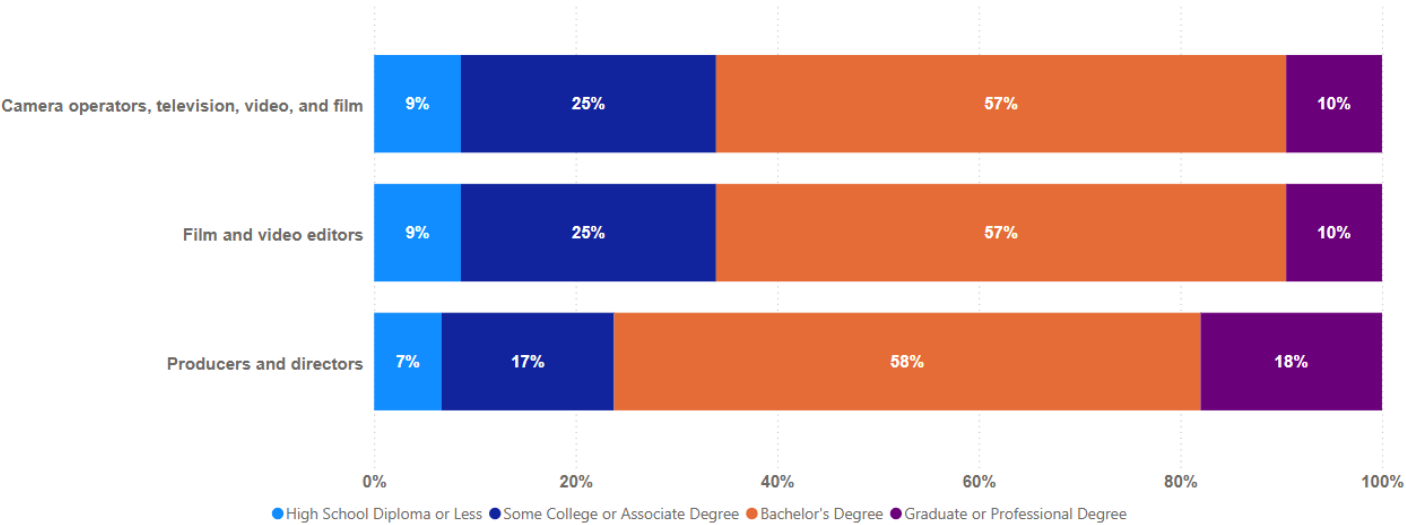
SOURCE: BLS 2021

Exhibit 10 displays the work experience typically required from employer job ads for this occupational group. The majority (64%) of employers listing minimum experience requirements sought candidates with 3 or less years of previous work experience.

**Exhibit 10 Work experience requirements,
IE/D Region, Feb 2024 – Jan 2025**
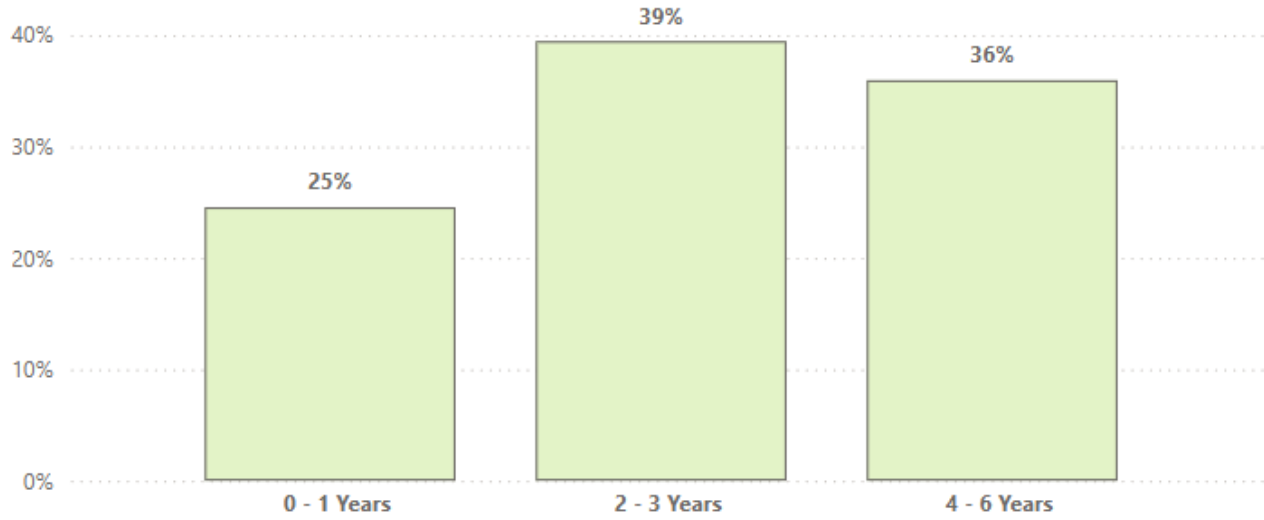
SOURCE: LIGHTCAST 2025.1

Student Completions and Program Outcomes

Exhibit 11 displays student completions for the Film Production (TOP 0621.20) programs over the last three academic years (2020-2023). In the previous three academic years, three regional community colleges issued an average of 22 awards in relevant programs.

Exhibit 11 Annual average community college awards for Film Production (TOP 0621.20), IE/D, 2020-2023

Top Code	Program	College	2020-2021 Awards	2021-2022 Awards	2022-2023 Awards	3-Year Award Average
0612.20	Film Production	Chaffey	13	14	10	12
0612.20	Film Production	College of the Desert	3	3	8	5
0612.20	Film Production	San Bernardino	6	3	5	5
Total			**22**	**20**	**23**	**22**

SOURCE: MIS DATA MART

Non-Community College Supply

Exhibit 12 displays award completion data available for these IE/D non-community college programs: Film/Cinema/Media Studies (CIP 50.0601), Cinematography and Film/Video Production (CIP 50.0602).

In the previous three academic years, four regional non-community college institutions issued an average of 206 awards in relevant programs.

Exhibit 12 Annual average non-community college awards for film production programs, IE/D, 2019-2022

CIP	Program	College	2019-2020 Awards	2020-2021 Awards	2021-2022 Awards	3-Year Award Average
50.0601	Film/Cinema/Media Studies	California Baptist University	10	20	16	15
50.0601	Film/Cinema/Media Studies	University of California-Riverside	109	102	91	101
50.0602	Cinematography and Film/Video Production	La Sierra University	9	4	1	5
50.0602	Cinematography and Film/Video Production	University of California-Riverside	68	86	102	85
Total			**196**	**212**	**210**	**206**

SOURCE: IPEDS

Strong Workforce Program Outcomes

California SWP program outcome data may provide useful insight into the likelihood of success for the proposed program. Community college student outcome information based on the selected TOP code and region is provided in Exhibit 13.

Exhibit 13 Film Production strong workforce program outcomes, IE/D & California, most recent academic year

Program Metric Title	Inland Empire	Statewide
Students	283	8,533
Earned 9+ Career Education Units	29%	27%
Completed Noncredit Workforce Preparation Milestone		68%
Earned an Award: Degree or Cert or Attained Appren. Journey Level Status	5%	3%
Transferred to a Four-Year Institution: Four-Year Postsecondary Institution	5%	8%
Median Annual Earnings	$28,704	$31,246
Median Change in Earnings	94%	40%
Attained Living Wage	49%	37%

SOURCE: LAUNCHBOARD

Appendix: Methodology

Exhibit 13 displays the average annual California Community College (CCC) awards conferred during the three academic years between 2020 and 2023 from the California Community Colleges Chancellor's Office Management Information Systems (MIS) Data Mart. Awards are the combined total during the timeframe, divided by three in this case to calculate an annual average. This is done to minimize the effect of atypical variations that might be present in a single year.

Community college student outcome information is from LaunchBoard and based on the selected TOP code and region. These metrics are based on records submitted to the California Community Colleges Chancellor's Office Management Information Systems (MIS) by community colleges, which come from self-reported student information from CCC Apply and the National Student Clearinghouse. Employment and earnings metrics are sourced from California's Employment Development Department's Unemployment Insurance database. When available, outcomes for completers are reported to demonstrate the impact that earning a degree or certificate can have on employment and earnings. For more information on the types of students included for each metric, please see the web link for LaunchBoard's Strong Workforce Program Metrics Data Element Dictionary in the References section (LaunchBoard, 2023a). Finally, employment in a job closely related to the field of study comes from self-reported student responses on the CTE Employment Outcomes Survey (CTEOS) administered by Santa Rosa Junior College (LaunchBoard, 2023a).

Appendix: References

Type of Data	Source
Occupational Projections, Wages, and Job Postings	Traditional labor market information data is sourced from Lightcast, a labor market analytics firm. Lightcast occupational employment data are based on final Lightcast industry data and final Lightcast staffing patterns. Wage estimates are based on Occupational Employment. https://lightcast.io/
Living Wage (UW)	Center for Women's Welfare, University of Washington. (2024). The self-sufficiency standard for California 2024. http://www.selfsufficiencystandard.org/. This calculation measures the income necessary for an individual of family to afford basic expenses. The data assesses the cost of housing, food, childcare, health care, transportation, and taxes. The living wage for one adult in San Bernardino County is $20.07 per hour ($42,392 annually). The living wage for one adult in Riverside County is $20.76 per hour ($43,854 annually). The average living wage to represent Inland Empire/Desert is $20.42 per hour ($43,123 annually).
Living Wage (MIT)	The living wage is derived from MITs Living Wage Calculator, which measures the income necessary for an individual of family to afford basic expenses. The data assesses the cost of housing, food, childcare, health care, transportation, and taxes. For more information, see: https://livingwage.mit.edu/pages/methodology The living wage for one adult in San Bernardino County is $25.17 per hour ($52,353.60 annually). The living wage for one adult in Riverside County is $26.30 per hour ($54,704 annually). The average living wage to represent Inland Empire/Desert is $25.74 per hour (53,539.20 annually)
Typical Education and Training Requirements, and Educational Attainment	The Bureau of Labor Statistics (BLS) provides information about education and training requirements for hundreds of occupations. BLS uses a system to assign categories for entry-level education, work experience in a related occupation, and typical on-the-job training to each occupation for which BLS publishes projections data. For more information, see https://www.bls.gov/emp/documentation/education/tech.htm
Educational Supply	The CCCCO Data Mart provides information about students, courses, student services, outcomes and faculty and staff. For more information, see: https://datamart.cccco.edu The National Center for Education Statistics (NCES) Integrated Postsecondary Integrated Data System (IPEDS) collects data on the number of postsecondary awards earned (completions). For more information, see https://nces.ed.gov/ipeds/use-the-data/survey-components/7/completions

Student Metrics and Demographics	LaunchBoard, a statewide data system supported by the California Community Colleges Chancellor's Office and hosted by Cal-PASS Plus, provides data on progress, success, employment, and earnings outcomes for California community college students. For more information, see: https://www.calpassplus.org/LaunchBoard/Home.aspx