

Journalism Occupations

Labor Market Analysis: San Diego County

August 2026

Summary

NEW PROGRAM RECOMMENDATION?	EVIDENCE OF A SUPPLY GAP?	AT OR ABOVE THE LIVING WAGE?	EXPECTED LEVEL(S) OF EDUCATION
 Proceed with Caution	 	 	☐ Doctorate Degree ☐ Master's Degree ☒ Bachelor's Degree ☐ Associate degree ☐ Some College or Certificate ☐ HS Diploma or Equivalent ☐ Less Than a HS Diploma ☐ Apprenticeship
SUPPORT FOR PROGRAM MODIFICATION?	NUMBER OF INSTITUTIONS THAT PROVIDE TRAINING	NUMBER OF ANNUAL JOB OPENINGS	
 	MEDIUM 	MEDIUM 	

The San Diego & Imperial Center of Excellence (COE) developed this brief to assist the region's community colleges with strategic planning and program development. *Journalism Occupations* include "Editors," "News Analysts, Reporters, and Journalists," "Proofreaders and Copy Markers," and "Writers and Authors." According to available data, *Journalism Occupations* in San Diego County have a labor market demand of 272 annual job openings (while average demand for a single occupation in San Diego County is 289 annual job openings), and seven institutions supply 209 awards for these occupations. Entry-level wages are below the living wage. This brief recommends proceeding with caution when developing a new program and supports a program modification because 1) there is a supply gap; however, 2) these occupations' entry-level wages are below the living wage; and 3) the expected education is a bachelor's degree.

Introduction

This report provides labor market information in San Diego County for the following occupational codes in the Standard Occupational Classification (SOC) system:¹

- **Editors** (SOC 27-3041): Plan, coordinate, revise, or edit written material. May review proposals and drafts for possible publication.
- **News Analysts, Reporters, and Journalists** (SOC 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.
- **Proofreaders and Copy Markers** (SOC 43-9081): Read transcript or proof type setup to detect and mark for correction any grammatical, typographical, or compositional errors. Excludes workers whose primary duty is editing copy.
- **Writers and Authors** (SOC 27-3043): Originate and prepare written material, such as scripts, stories, advertisements, and other material.

For the purpose of this report, these occupations are referred to as *Journalism Occupations*.

¹ The Standard Occupational Classification (SOC) system is used by federal statistical agencies to classify workers into occupational categories for collecting, calculating, and disseminating data. [bls.gov/soc](https://www.bls.gov/soc)

Projected Occupational Demand

Between 2025 and 2030, businesses in San Diego County will need to hire 272 employees annually to fill new jobs and backfill positions made vacant through turnover and retirement (Exhibit 1). Writers and Authors account for the largest share of demand, with 160 annual openings. Overall employment is projected to decrease by 82 jobs, or three percent, during the five-year period.

Exhibit 1: Number of Jobs for Journalism Occupations (2025-2030)²

Occupational Title	2025 Jobs	2030 Jobs	2025-2030 Net Jobs Change	2025-2030 % Jobs Change	Annual Job Openings (Demand)
Writers and Authors	1,487	1,568	81	5%	160
Editors	959	855	-104	-11%	77
News Analysts, Reporters, and Journalists	306	248	-57	-19%	26
Proofreaders and Copy Markers	63	61	-2	-3%	10
Total	2,815	2,732	-82	-3%	272

Earnings

According to traditional labor market information (LMI), entry-level hourly earnings for Journalism Occupations range from \$13.60 to \$24.78 (Exhibit 2).³

Exhibit 2: Hourly Earnings for Journalism Occupations in San Diego County⁴

Occupational Title	Entry-Level Hourly Earnings (25th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75th Percentile)
Editors	\$24.78	\$35.74	\$48.30
News Analysts, Reporters, and Journalists	\$22.45	\$28.85	\$43.92
Writers and Authors	\$14.00	\$30.27	\$51.07
Proofreaders and Copy Markers	\$13.60	\$20.29	\$31.71

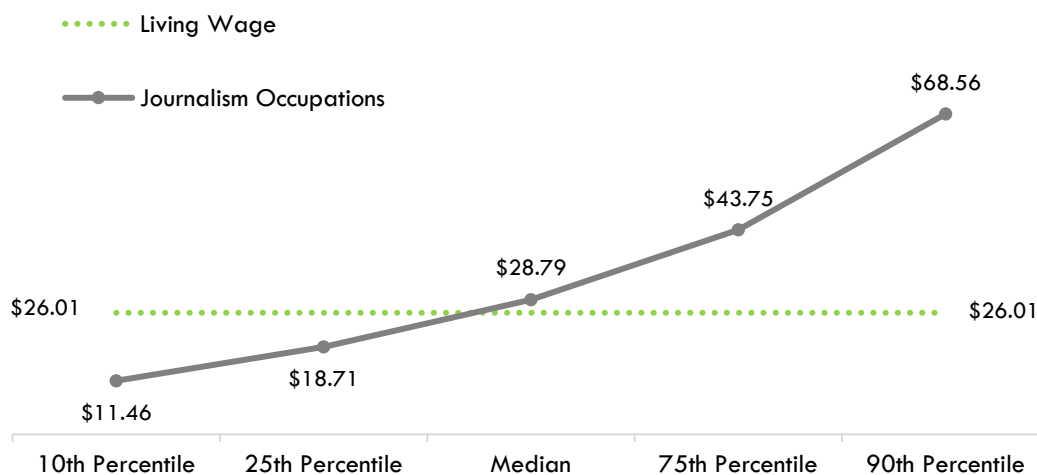
² Lightcast Q3 2026; QCEW, Non-QCEW, Self-Employed.

³ Traditional LMI is generally historical data captured by the U.S. Bureau of Labor Statistics or the California Employment Development Department. It may not reflect recent technological, economic, or legislative changes.

⁴ Lightcast Q3 2026; QCEW, Non-QCEW, Self-Employed.

On average, entry-level hourly earnings for employed *Journalism Occupations* are **\$18.71**—or approximately **\$38,907** annually. This is below the living wage of **\$26.01** per hour for a single adult in San Diego County (Exhibit 3).⁵⁶

Exhibit 3: Average Hourly Earnings for *Journalism Occupations* in San Diego County⁷⁸



⁵ Annualized salaries assume a full-time position with 2,080 work hours. Multiplying the hourly wage by 2,080 yields the annual salary.

⁶ Center for Women's Welfare, University of Washington. The Self-Sufficiency Standard for California 2024.

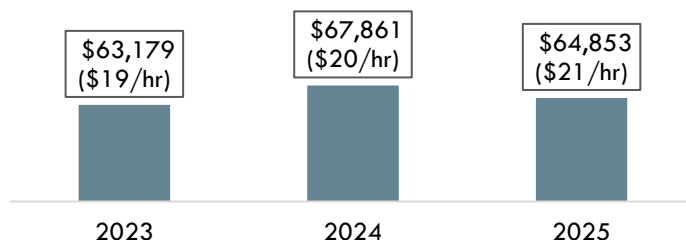
selfsufficiencystandard.org/california

⁷ The 10th and 25th percentiles may be considered entry-level wages; the 75th and 90th percentiles may be considered experienced wages.

⁸ Lightcast Q3 2026; QCEW, Non-QCEW, Self-Employed.

In online job postings, employers also advertised between \$30 to \$33 per hour between January 1, 2023 and December 31, 2025 for *Journalism Occupations* in San Diego County (Exhibit 4). This suggests that employer-advertised wages in online job postings were above the entry-level wages reported in traditional labor market information and fluctuated during the period analyzed.⁹

Exhibit 4: Entry-Level Advertised Salaries in Online Job Postings for *Journalism Occupations* in San Diego County (2023-2025)



Expected Level of Education

According to traditional LMI reported to the California Employment Development Department and U.S. Bureau of Labor Statistics, *Journalism Occupations* typically require a [bachelor's degree](#) for entry-level employment (Exhibit 5).¹⁰

Exhibit 5: National Educational Attainment for *Journalism Occupations*¹¹

Occupational Title	Typical Entry-Level Education
Editors	Bachelor's degree
News Analysts, Reporters, and Journalists	Bachelor's degree
Proofreaders and Copy Markers	Bachelor's degree
Writers and Authors	Bachelor's degree

⁹ Lightcast Q3 2026; Job Posting Analytics, January 2023 through December 2025.

¹⁰ Lightcast Q3 2026; QCEW, Non-QCEW, Self-Employed.

¹¹ Lightcast Q3 2026; QCEW, Non-QCEW, Self-Employed.

Similarly, a [bachelor's degree](#) was the most requested listed educational requirement in online job postings for *Journalism Occupations* in San Diego County between January 1, 2023 and December 31, 2025. Employers also requested the certifications shown in Exhibit 6.¹²

Exhibit 6: Top Certifications for *Journalism Occupations* in San Diego County in Online Job Postings (2023-2025)¹³

- | | |
|---|---|
| 1. Secret Clearance | 5. Neonatal Resuscitation Program Certification |
| 2. Security Clearance | 6. Architecture License |
| 3. Advanced Cardiovascular Life Support Certification | 7. TS/SCI Clearance |
| 4. Basic Life Support Certification | 8. LEED Accredited Professional |

Educational Supply

Educational supply for an occupation can be estimated by analyzing the number of awards in related Taxonomy of Programs (TOP) or Classification of Instructional Programs (CIP) codes. There are [three](#) TOP codes and [three](#) CIP codes related to *Journalism Occupations* (Exhibit 7).

Exhibit 7: Related TOP and CIP Codes for *Journalism Occupations*¹⁴

TOP or CIP Code	TOP or CIP Program Title
TOP 0602.00	Journalism
TOP 0607.00	Technical Communication
TOP 0610.00	Mass Communications
CIP 09.0401	Journalism
CIP 09.1001	Publishing
CIP 23.1303	Professional, Technical, Business, and Scientific Writing

¹² Lightcast Q3 2026; Job Posting Analytics, January 2023 through December 2025.

¹³ Lightcast Q3 2026; Job Posting Analytics, January 2023 through December 2025.

¹⁴ This brief uses a conservative estimate of program supply based on the three TOP and three CIP codes listed in Exhibit 7.

According to TOP data, **five** community colleges supply the region with awards for these occupations: Grossmont College, Palomar College, San Diego City College, San Diego Mesa College, and Southwestern College. According to CIP data, **two** non-community-college institutions supply the region with awards for these occupations: Ashford University and San Diego State University. Combined, the **seven** institutions confer an average of **209** awards annually (Exhibit 8). Displayed subgroup totals may differ by one due to rounding.

**Exhibit 8: Number of Awards (Certificates and Degrees) Conferred by Postsecondary Institutions
(Program Year 2021-22 Through Program Year 2024-25 Average)**

TOP or CIP Code	TOP or CIP Program Title	3-Yr Annual Average CC Awards (PY22-23 to PY24-25)	Other Institutions 3-Yr Average Awards (PY21-22 to PY23-24)	Total Average Supply (PY21-22 to PY24-25)
0602.00	Journalism	27	0	27
	Grossmont	6	0	
	• Associate degree	5	0	
	• Certificate 30 < 60 units	0	0	
	Palomar	6	0	
	• Associate degree	6	0	
	• Certificate 16 < 30 units	0	0	
	San Diego City	3	0	
	• Associate degree	3	0	
	San Diego Mesa	7	0	
	• Associate degree	7	0	
	Southwestern	6	0	
	• Associate degree	6	0	
0607.00	Technical Communication	0	0	0
0610.00	Mass Communications	0	0	0
09.0401	Journalism	0	181	181
	Ashford University	0	38	
	• Bachelor's degree	0	38	
	San Diego State University	0	143	
	• Bachelor's degree	0	143	

TOP or CIP Code	TOP or CIP Program Title	3-Yr Annual Average CC Awards (PY22-23 to PY24-25)	Other Institutions 3-Yr Average Awards (PY21-22 to PY23-24)	Total Average Supply (PY21-22 to PY24-25)
09.1001	Publishing	0	0	0
23.1303	Professional, Technical, Business, and Scientific Writing	0	1	1
	San Diego State University	0	1	
	• Postbaccalaureate certificate	0	1	
Total				209

Demand vs. Supply

Comparing labor demand with labor supply suggests that there is a supply gap for these occupations in San Diego County, with 272 annual openings and 209 awards. Comparatively, there are 4,786 annual openings in California and 1,305 awards, suggesting that there is a supply gap across the state (Exhibit 9).¹⁵¹⁶

Exhibit 9: Labor Demand (Annual Openings) Compared with Labor Supply (Average Annual Awards)

	Demand (Annual Openings)	Supply (Average Annual Awards)	Supply Gap or Oversupply
San Diego	272	209	63
California	4,786	1,305	3,481

Please note: This is a basic analysis of supply and demand of labor. The data does not include workers currently in the labor force who could fill these positions or workers who are not captured by publicly available data. This data should be used to discuss the potential gaps or oversupply of workers; however, it should not be the only basis for determining whether or not a program should be developed.

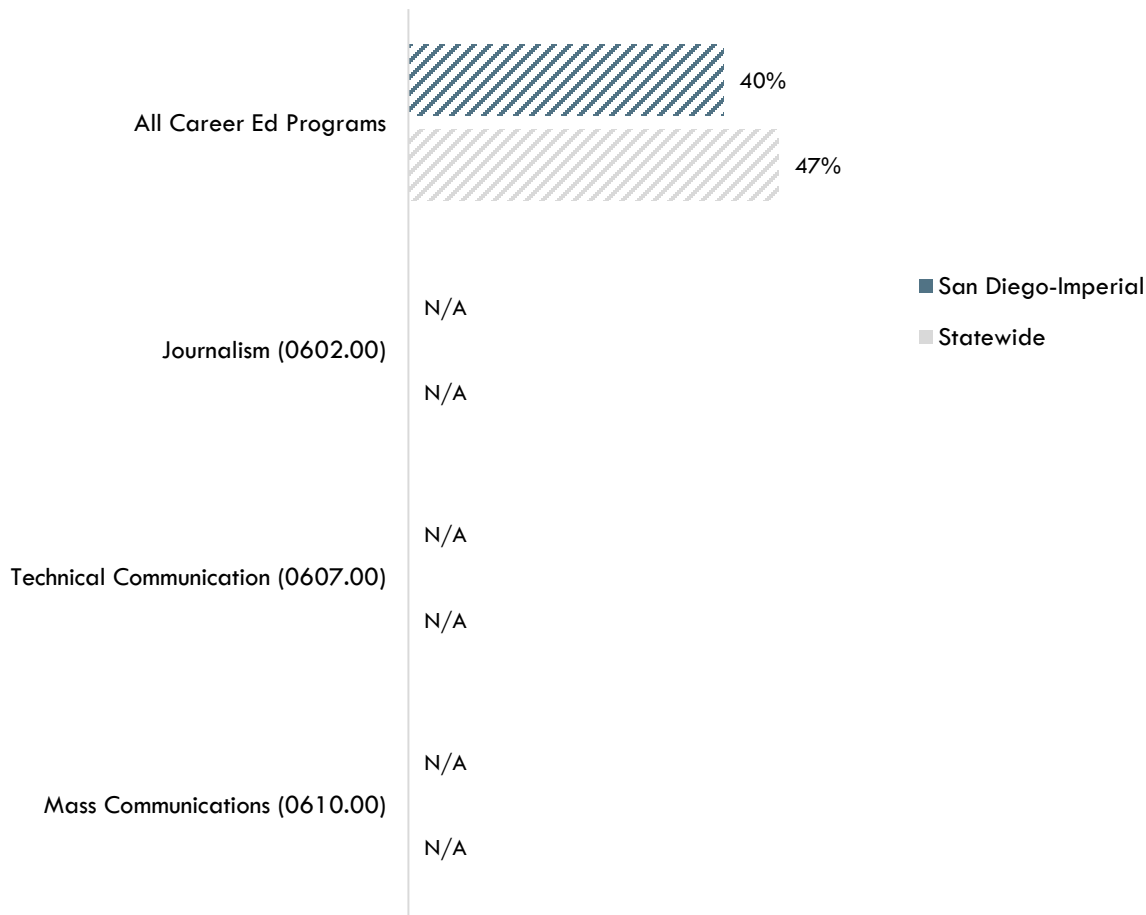
¹⁵ San Diego County and California demand data are from Lightcast Q3 2026 projections for 2025–2030. Community college award data are from the California Community Colleges Chancellor's Office MIS Data Mart; other postsecondary award data are from the Integrated Postsecondary Education Data System.

¹⁶ California Community Colleges Centers of Excellence. Supply and Demand Tables. coeccc.net/our-resources

Student Outcomes and Regional Comparisons

According to the California Community Colleges DataVista, program-specific living-wage outcomes were insufficient for the related programs shown. For all Career Education programs, 40% of students in the San Diego-Imperial region earned a living wage, compared with 47% statewide (Exhibit 10).¹⁷

Exhibit 10: Percentage of Students Who Earned a Living Wage by Program, PY2023-24¹⁸



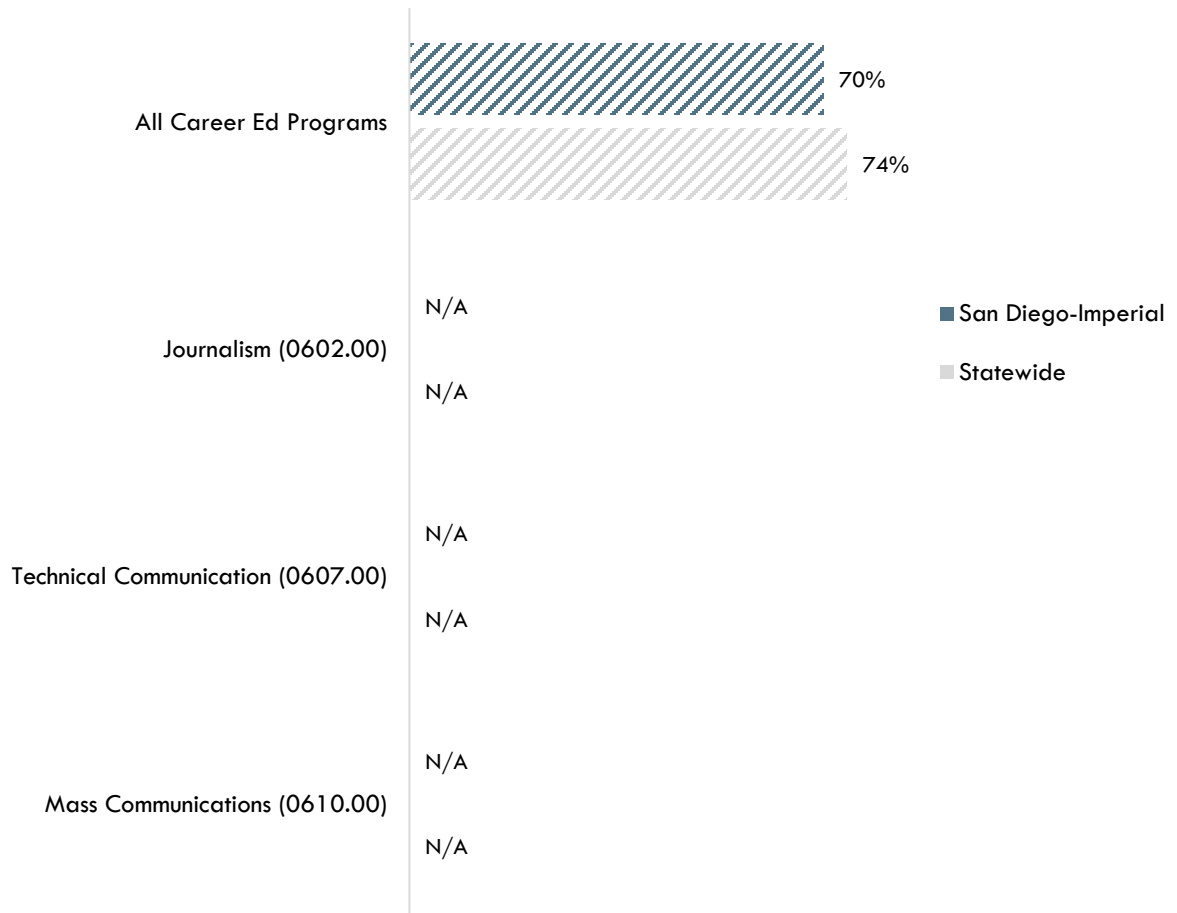
"N/A" indicates insufficient data.

¹⁷ California Community Colleges DataVista. datavista.cccco.edu

¹⁸ Most recent year with available data is Program Year 2023–24. The measure reports the percentage of completers and skills builders who exited and attained a living wage.

According to DataVista, program-specific outcomes for employment in a job closely related to the field of study were insufficient for the related programs shown. For all Career Education programs, the comparable rate was 70% in the San Diego-Imperial region and 74% statewide (Exhibit 11).¹⁹

Exhibit 11: Percentage of Students in a Job Closely Related to Field of Study by Program, PY2022-23²⁰



"N/A" indicates insufficient data.

¹⁹ California Community Colleges DataVista. datavista.cccco.edu

²⁰ Most recent year with available data is Program Year 2022–23. The measure reports the percentage of CTE Outcomes Survey respondents employed in the same or a similar field as their program of study.

Employers

Top employers in San Diego County for Journalism Occupations from 2023 through 2025 included San Diego State University, San Diego State University-Research Foundation, NBC, Nexstar Media Group, and E.W. Scripps (Exhibit 12).

Exhibit 12: Top Employers for Journalism Occupations in San Diego County²¹

Top Employers	
• San Diego State University • Circle - Data Annotation • San Diego State University-Research Foundation • NBC • Sma	• Nexstar Media Group • Santee School District • E.W. Scripps • University of California-San Diego • Upper Deck International

Skills

Exhibit 13 lists the top skills in online job postings from 2023 through 2025.

Exhibit 13: Top Skills for Journalism Occupations in San Diego County²²

Specialized Skills	Soft Skills	Software Skills
• Marketing • Journalism • Social Media • Content Creation • Proofreading • Copywriting • Search Engine Optimization • Project Management	• Communication • Writing • Editing • Detail Oriented • Research • English Language • Grammar • Ability To Meet Deadlines • Organizational Skills • Management	• Microsoft Office • Microsoft Excel

²¹ Lightcast Q3 2026; Job Posting Analytics, January 2023 through December 2025.

²² Lightcast Q3 2026; Job Posting Analytics, January 2023 through December 2025. Skills must populate in at least 10% of job postings to be listed.

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Important Disclaimers

All representations included in this report have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. This study examines the most recent data available at the time of the analysis; however, data sets are updated regularly and may not be consistent with previous reports. Efforts have been made to qualify and validate the accuracy of the data and the report findings; however, neither the California Community Colleges Centers of Excellence (COE), COE host district, nor California Community Colleges Chancellor's Office are responsible for the applications or decisions made by individuals and/or organizations based on this study or its recommendations.