



Labor Market Analysis for Program Recommendation

Journalism Occupations

San Francisco-Peninsula Subregion

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

Certificate Program

October 2026

Summary

Recommendation Based on Labor Market Data: ☒ Yes ☐ With Reservations ☐ No		
	Earning Wage Meets Living Wage	Meets Demand
Bay Region	Entry Level Hourly Wage- \$26 Mid-Career Hourly Wage- \$44 Mid-Career Hourly Wage at or above the Bay Living Wage (\$27)? ☒ Yes ☐ No	Demand: 987 Supply: 123 (12% of Demand is Met) Gap: 864 In-Demand? ☒ Yes ☐ No
San Francisco-Peninsula Subregion	Entry Level Hourly Wage- \$36 Mid-Career Hourly Wage- \$51 Mid-Career Hourly Wage at or above the Subregion Living Wage (\$31)? ☒ Yes ☐ No	Demand: 417 Supply: 48 (12% of Demand is Met) Gap: 369 In-Demand? ☒ Yes ☐ No

Note: An occupation is considered to provide a living wage if the mid-career wage is at or above the amount required for a single adult to be economically self-sufficient within a specified region. In this report, living wage estimates are based on the California Self-Sufficiency Standard. The Bay Region Center of Excellence is gradually transitioning to the MIT Living Wage Calculator. During this transition, we include estimates in the methodology section from both sources for reference and comparison. As a rule of thumb, an occupation will be considered **in-demand** when the supply is less than 75% of the demand and the labor market gap exceeds 40 openings (a reasonable regional threshold for starting a new program), but this approach may not apply in all cases. For definitions of demand, supply, and living wage, please scroll to the bottom of the report under **Definitions**.

Recommendation

The labor market data supports this proposed program. The occupations meet both the Bay Region and San Francisco-Peninsula subregion living wage at the mid-career level. An additional 864 students are needed in the Bay Region and 369 students in the San Francisco-Peninsula subregion to complete their program. Lastly, only 12% of labor market demand is being met in the Bay Region, and 12% of demand is being met in the San Francisco-Peninsula subregion overall. This analysis only includes above-middle-skill occupations, requiring a bachelor's degree or higher.

Introduction

This report provides student outcomes data on employment and earnings for TOP 0602.00 - 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 subregion in the state and region.

This report profiles Journalism Certificate of Achievement Occupations in the 12 county Bay Region and in the San Francisco-Peninsula subregion. This report includes occupations with one skill level, above middle-skill occupations require a bachelor's degree or higher.

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.

Typical Entry-Level Education: Bachelor's degree

Skill Level: Above Middle-Skill

Work Experience Required: None

Percentage of individuals 25+ with an associate degree, certificate, or some postsecondary coursework as their highest level of education attainment: 8%

Editors (27-3041): Plan, coordinate, revise, or edit written material. May review proposals and drafts for possible publication.

Typical Entry-Level Education: Bachelor's degree

Skill Level: Above Middle-Skill

Work Experience Required: Less than 5 years

Percentage of individuals 25+ with an associate degree, certificate, or some postsecondary coursework as their highest level of education attainment: 9%

Writers and Authors (27-3043): Originate and prepare written material, such as scripts, stories, advertisements, and other material.

Typical Entry-Level Education: Bachelor's degree

Skill Level: Above Middle-Skill

Work Experience Required: None

Percentage of individuals 25+ with an associate degree, certificate, or some postsecondary coursework as their highest level of education attainment: 12%

Proofreaders and Copy Markers (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. Includes proofreaders of braille.

Typical Entry-Level Education: Bachelor's degree

Skill Level: Above Middle-Skill

Work Experience Required: None

Percentage of individuals 25+ with an associate degree, certificate, or some postsecondary coursework as their highest level of education attainment: 22%

Occupational Demand

Table 1. Employment Outlook for Journalism Certificate of Achievement Occupations in the Bay Region

Occupation	2025 Jobs	2030 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	Entry Level Hourly	Mid-Career Hourly Wage
News Analysts, Reporters, and Journalists	1,590	1,577	-12	-1%	757	151	\$32	\$49
Editors	3,399	3,324	-75	-2%	1,489	298	\$33	\$48
Writers and Authors	5,078	5,198	120	2%	2,559	512	\$19	\$41
Proofreaders and Copy Markers	167	159	-8	-5%	132	26	\$15	\$22
Total	10,234	10,258	24	0%	4,937	987	\$26	\$44

Source: Lightcast 2026.3

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 Journalism Certificate of Achievement Occupations in the San Francisco-Peninsula Subregion

Occupation	2025 Jobs	2030 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	Entry Level Hourly	Mid-Career Hourly Wage
News Analysts, Reporters, and Journalists	987	957	-30	-3%	440	88	\$40	\$54
Editors	1,687	1,703	16	1%	764	153	\$38	\$51
Writers and Authors	1,758	1,762	4	0%	837	167	\$32	\$51
Proofreaders and Copy Markers	53	53	0	-1%	43	9	\$17	\$24
Total	4,485	4,475	-10	-0%	2,084	417	\$36	\$51

Source: Lightcast 2026.3

San Francisco-Peninsula Subregion includes: San Francisco, San Mateo Counties

Job Postings in the Bay Region and San Francisco-Peninsula Subregion

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

Occupation	Bay Region	San Francisco-Peninsula
Writers and Authors	1,040	466
Editors	428	216
News Analysts, Reporters, and Journalists	344	213
Proofreaders and Copy Markers	268	183

Source: Lightcast 2026.3; "Job Posting Analytics." Oct. 2025 - Sep. 2026

Table 4a. Top Job Titles in Job Postings for Journalism Certificate of Achievement Occupations in the Bay Region

Title	Bay	Title	Bay
Social Media Content Creators	135	Content Creation Interns	20
Copywriters	123	Bilingual Copywriters	20
Reporters	63	Instructional Writers	19
Proofreaders	62	Social Media Managers/Content Creators	18
Content Creators	61	Reporting Interns	18
Digital Content Creators	39	Writers/Editors	17
Content Writers	34	Summer Interns	16
User Acquisition Managers	29	Copy Editors	16
Editors	24	Writers	16

Source: Lightcast 2026.3; "Job Posting Analytics." Oct. 2025 - Sep. 2026

Table 4b. Top Job Titles in Job Postings for Journalism Certificate of Achievement Occupations in the San Francisco-Peninsula Subregion

Title	Subregion	Title	Subregion
Copywriters	76	Summer Interns	16
Proofreaders	49	Digital Content Creators	11
Social Media Content Creators	45	Bilingual Copywriters	11
Reporters	29	User Acquisition Managers	8
Content Creators	26	Lead Reporters	8
Content Writers	20	Content Managers	8
Instructional Writers	19	Sports Reporting Interns	8
Reporting Interns	18	Anchors/Reporters	8
Editors	17	Marketing Copywriters	7

Source: Lightcast 2026.3; "Job Posting Analytics." Oct. 2025 - Sep. 2026

Industry Concentration

Table 5. Industries Hiring for Journalism Certificate of Achievement Occupations in the Bay Region

Industry - 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2025)	Jobs in Industry (2030)	% Change (2025-30)	% Occupation Group in Industry (2025)
Independent Artists, Writers, and Performers	2,478	2,663	7%	24%
Media Streaming Distribution Services, Social Networks, and Other Media Networks and Content Providers	2,055	2,075	1%	20%
Newspaper Publishers	704	597	-15%	7%

Web Search Portals and All Other Information Services	350	359	2%	3%
All Other Publishers	277	236	-15%	3%
Custom Computer Programming Services	270	290	7%	3%
Book Publishers	246	220	-11%	2%
Periodical Publishers	230	172	-26%	2%
Motion Picture and Video Production	172	183	7%	2%
Administrative Management and General Management Consulting Services	166	171	3%	2%

Source: Lightcast 2026.3

Table 6. Top Employers Posting Journalism Certificate of Achievement Occupations in the Bay Region and the San Francisco-Peninsula Subregion

Employer	Bay	Employer	San Francisco-Peninsula
Robert Half	68	Robert Half	53
Apple	31	Aquent	19
Vanguard Properties	30	Ixl Learning	18
Metrics Recruitment	29	Hearst Bay Area	18
Skill	23	Mercor S.A.	16
Aquent	22	County Of San Mateo	16

Source: Lightcast 2026.3; "Job Posting Analytics." Oct. 2025 - Sep. 2026

Educational Supply

There are 12 community colleges in the Bay Region issuing 52 awards on average annually (last 3 years ending 2024-25) on TOP 0602.00 - Journalism. In the San Francisco-Peninsula subregion, there are two community colleges that issued 7 awards on average annually (last 3 years) on this TOP code.

There is one other CTE educational institution in the Bay Region issuing 4 awards on average annually (last 3 years ending 2023-24) on CIP 09.0401- Journalism. There is one other CTE educational institution in the San Francisco-Peninsula subregion issuing 4 awards on average annually (last 3 years) on this CIP code.

There are two four-year institutions in the Bay Region issuing 67 bachelor's degrees on average annually (last 3 years ending 2023-24) on CIP 09.0401- Journalism. There is one four-year institution in the San Francisco-Peninsula subregion issuing 37 bachelor's degrees on this CIP code.

Table 7a. Community College Awards on TOP 0602.00 - Journalism in the Bay Region

College	Subregion	Associate Degree	Low unit Certificate	Total
Cabrillo	SC-Monterey	5	0	5
Chabot Hayward	East Bay	2	0	2
Contra Costa	East Bay	1	0	1
Deanza	Silicon Valley	6	0	6
Diablo Valley	East Bay	6	0	6
Laney	East Bay	4	0	4
Las Positas	East Bay	10	0	10
Los Medanos	East Bay	5	0	5
San Francisco	San Francisco-Peninsula	4	1	5

San Jose City	Silicon Valley	1	0	1
Santa Rosa	North Bay	4	1	5
Skyline	San Francisco-Peninsula	2	0	2
Total		50	2	52

Source: CCCCCO DataMart

Note: The annual average for awards is 2022-23 to 2024-25.

Table 7b. Other CTE Institutions Awards on CIP 09.0401- Journalism in the Bay Region

College	Subregion	Associate degree	Bachelor's degree	Total
Academy of Art University	San Francisco-Peninsula	1	3	4
Total		1	3	4

Source: IPEDS

Note: The annual average for awards is 2021-22 to 2023-24.

Table 7c. Bachelor's Degree Awards on CIP 09.0401- Journalism in the Bay Region

College	Subregion	Bachelor's degree	Total
San Francisco State University	San Francisco-Peninsula	37	37
San Jose State University	Silicon Valley	30	30
Total		67	67

Source: IPEDS

Note: The annual average for awards is 2021-22 to 2023-24.

Gap Analysis

Based on the data included in this report, there is a labor market gap in the Bay Region with 987 annual openings for the Journalism Certificate of Achievement occupational cluster and 123 annual (3-year average) awards for an annual undersupply of 864 students. In the San Francisco-Peninsula subregion, there is also a gap with 417 annual openings and 48 annual (3-year average) awards for an annual undersupply of 369 students.

Student Outcomes

Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 0602.00 - Journalism

Metric Outcomes	Bay All CTE Program	State 0602.00	Bay 0602.00	San Francisco-Peninsula 0602.00
Students with a Job Closely Related to Their Field of Study	75%	58%	66%	NA
Median Annual Earnings for SWP Exiting Students	\$59,448	\$31,600	\$35,006	\$43,124
Median Change in Earnings for SWP Exiting Students	30%	41%	31%	13%
Exiting Students Who Attained the Living Wage	50%	26%	26%	42%

Source: DataVista Program Median of 2021 to 2023.

Skills, Certifications and Education

Table 9. Top Skills in Job Postings for Journalism Certificate of Achievement Occupations in the Bay Region

Skill	Posting	Skill	Posting
Marketing	617	Project Management	199
Social Media	458	Artificial Intelligence	183
Journalism	438	Content Strategy	178
Content Creation	419	Search Engine Optimization	166
Storytelling	337	Content Editing	161
Copywriting	335	Photography	140
TikTok	318	Adobe Creative Suite	134
Workflow Management	284	Advertisement	127
Proofreading	268	Canva (Software)	127
Social Media Content	209	Video Editing	127

Source: Lightcast 2026.3; "Job Posting Analytics." Oct. 2025 - Sep. 2026

Table 10. Certifications in Job Postings for Journalism Certificate of Achievement Occupations in the Bay Region

Certification	Posting	Certification	Posting
Architecture License	8	Automotive Service Excellence (ASE) Certification	2
Internet And Computing Core Certification	2	Google Analytics Certification	2

Source: Lightcast 2026.3; "Job Posting Analytics." Oct. 2025 - Sep. 2026

Table 11. Education Requirements for Journalism Certificate of Achievement Occupations in the Bay Region

Education Level	Job Postings	% of Total
High school or GED	56	7%
Associate degree	41	5%
Bachelor's degree & higher	745	88%

Source: Lightcast 2026.3; "Job Posting Analytics." Oct. 2025 - Sep. 2026

Note: 67% 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 CCCC Data Mart and CTE Launchboard.

This report uses living wage estimates from the California Self-Sufficiency Standard. The Bay Region Center of Excellence is gradually transitioning to the Massachusetts Institute of Technology (MIT) Living Wage Calculator, which will become the primary living wage benchmark used in future reports. During this transition, we include both estimates to provide context and allow readers to understand how the selected benchmark affects wage comparisons. Because the California Self-Sufficiency Standard and the MIT Living Wage Calculator use different methodologies, their estimates are not directly interchangeable. The MIT Living Wage Calculator generally produces higher living wage thresholds; therefore, future reports may identify fewer occupations as providing a living wage, even when the underlying occupational wage data has not changed. For comparison, the MIT living wage is \$33 per

hour for the Bay Region and \$35 per hour for the San Francisco-Peninsula subregion. Under the California Self-Sufficiency Standard, the living wage is \$27 per hour for the Bay Region and \$31 per hour for the San Francisco-Peninsula subregion.

Definitions

Demand refers to average annual openings which includes a combination of both new jobs and replacement jobs between 2025 to 2030. New jobs represent the total number of additional workers required in an occupation, calculated as the difference between the current number of workers and the projected number of unfilled positions. Replacements are jobs that will need to be filled by new hires due to existing workers leaving the occupation. The average annual openings figure is derived by dividing total openings (2025 to 2030) by five years.

Supply refers to the average number of graduates between academic years 2021–2022 and 2023–2024. Graduates include students from community colleges, other two-year private and public institutions, as well as four-year institutions.

Living wage refers to the amount of income required for working families to meet basic needs at a minimally adequate level, considering family composition, ages of children, and geographic differences in costs based on the Self-Sufficiency Standard methodology.

Entry-level wages are the hourly earnings paid to workers who are newly entering an occupation.

Mid-career wages are the hourly earnings paid to workers who have accumulated several years of experience in an occupation, reflecting increased productivity, skill proficiency, and responsibility beyond entry-level roles but short of late-career or senior positions.

Sources

O*Net Online

Lightcast

CTE LaunchBoard www.calpassplus.org

Statewide CTE Outcomes Survey

Employment Development Department Unemployment Insurance Dataset

CCCCO Data Mart

Contacts

For more information, please contact:

- Yumi Huang, Research Analyst, Bay Region Center of Excellence, yumi@baccc.net or (831) 275-0043
- Marcela Reyes, Director, Research and Center of Excellence, marcela@baccc.net or (831) 219-8875