

Media and Communication Workers, All Other

Labor Market Analysis: San Diego County

August 2025

Summary

NEW PROGRAM RECOMMENDATION?	EVIDENCE OF A SUPPLY GAP?	AT OR ABOVE THE LIVING WAGE?	EXPECTED LEVEL OF EDUCATION
 Do Not Proceed with New Program	 	 	<input type="checkbox"/> Doctorate Degree <input type="checkbox"/> Master's Degree <input type="checkbox"/> Bachelor's Degree <input type="checkbox"/> Associate Degree <input type="checkbox"/> Some College or Certificate <input checked="" type="checkbox"/> HS Diploma or Equivalent <input type="checkbox"/> Less Than a HS Diploma <input type="checkbox"/> Apprenticeship
SUPPORT FOR PROGRAM MODIFICATION?	NUMBER OF INSTITUTIONS THAT PROVIDE TRAINING	NUMBER OF ANNUAL JOB OPENINGS	
 	<p>MEDIUM</p> 	<p>LOW</p> 	

The San Diego & Imperial Center of Excellence (COE) developed this brief to assist the region’s community colleges with strategic planning and program development. According to available data, *Media and Communication Workers, All Other* in San Diego County have a labor market demand of 37 annual job openings (while average demand for a single occupation in San Diego County is 289 annual job openings), and six institutions supply 357 awards for this occupation. Entry-level wages are above the living wage. This brief recommends that the colleges do not proceed with developing a new program for this occupation, and supports a program modification because although 1) entry-level wages are above the living wage, 2) there is an estimated oversupply in San Diego County. Additionally, this occupation has a typical entry-level education of a high school diploma or equivalent.

Introduction

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

Media and Communication Workers, All Other (SOC 27-3099): All media and communication workers not listed separately. Sample reported job titles include:

- Graphologist
- Stage Technician
- Script Manager
- Continuity Manager
- Audio-Visual Specialist
- Train Caller
- Train Announcer
- Reader
- PA Announcer
- Audience Coordinator

Projected Occupational Demand

Between 2023 and 2028, *Media and Communication Workers, All Other* are projected to decrease by 29 net jobs or seven percent (Exhibit 1). Employers in San Diego County will need to hire 37 workers annually to fill new jobs and backfill jobs due to attrition caused by turnover and retirement, for example.

Exhibit 1: Number of Jobs for Media and Communication Workers, All Other (2023-2028)²

Occupational Title	2023 Jobs	2028 Jobs	2023 - 2028 Net Jobs Change	2023 - 2028 % Net Jobs Change	Annual Job Openings (Demand)
Media and Communication Workers, All Other	437	408	-29	-7%	37

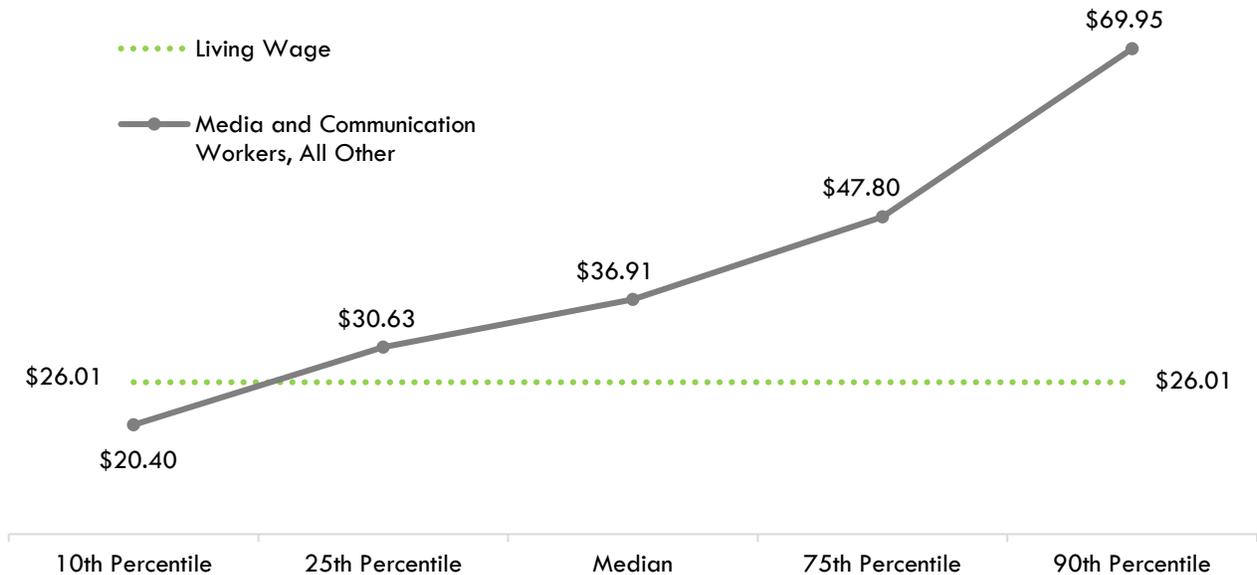
¹ The Standard Occupational Classification (SOC) system is used by federal statistical agencies to classify workers into occupational categories for the purpose of collecting, calculating or disseminating data. <https://www.bls.gov/soc/>.

² Lightcast 2025.02; QCEW, Non-QCEW, Self-Employed.

Earnings

According to traditional³ labor market information (LMI), entry-level hourly earnings for *Media and Communication Workers, All Other* were \$30.63—or \$63,701.39 annual salary⁴; this is more than the living wage for a single adult in San Diego County, which is \$26.01 per hour (Exhibit 2).⁵

Exhibit 2: Hourly Earnings⁶ for *Media and Communication Workers, All Other* in San Diego County⁷



There is insufficient online job posting data available to report typical entry-level advertised wages for *Media and Communication Workers, All Other* in San Diego County between January 1, 2022 and December 30, 2024.

³ Traditional LMI is generally historical data captured by the U.S. Bureau of Labor Statistics (BLS) or the California Employment Development Department (EDD). It does not account for recent technological, economic, or legislative changes that may affect labor market demand and wages.

⁴ Annualized salaries assume a full-time position with 2,080 hours. Multiplying the hourly wage with 2,080 yields the annual salary.

⁵ Center for Women's Welfare, University of Washington. (2024). The self-sufficiency standard for California 2024. selfsufficiencystandard.org/California.

⁶ 10th and 25th percentiles could be considered entry-level wages, and 75th and 90th percentiles could be considered experienced wages for individuals who may have been in the occupation longer, received more training than others, etc.

⁷ Lightcast 2025.02; QCEW, Non-QCEW, Self-Employed.

Expected Level of Education

According to traditional LMI (data reported to EDD and BLS), *Media and Communication Workers, All Other* have a national educational attainment of a [high school diploma](#) (Exhibit 3).⁸

Exhibit 3: National Educational Attainment for *Media and Communication Workers, All Other*⁹

Occupational Title	Typical Entry-Level Education
Media and Communication Workers, All Other	High school diploma

Online job postings between January 1, 2022 and December 31, 2024 in San Diego County had a [high school diploma](#) as the most requested educational requirement for *Media and Communication Workers, All Other*. There is insufficient online job posting data available to report certifications for this occupation.¹⁰

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 is [one](#) TOP code and [three](#) CIP codes related to *Media and Communication Workers, All Other* (Exhibit 4).

Exhibit 4: Related TOP and CIP Codes for *Media and Communication Workers, All Other*¹¹

TOP or CIP Code	TOP or CIP Program Title
TOP 0614.00	Digital Media
CIP 09.0702	Digital Communication and Media/Multimedia
CIP 10.0303	Prepress/Desktop Publishing and Digital Imaging Design
CIP 50.0102	Digital Arts

⁸ Lightcast 2025.02; QCEW, Non-QCEW, Self-Employed.

⁹ Lightcast 2025.02; QCEW, Non-QCEW, Self-Employed.

¹⁰ Lightcast 2025.02; "Job Posting Analytics." 2022-2024.

¹¹ This brief uses a conservative estimate of program supply and only calculates awards from the TOP code listed in Exhibit 4.

According to TOP data, three community colleges supply the region with awards for these occupations: MiraCosta College, Palomar College, and San Diego Continuing Education. According to CIP data, three non-community-college institution supplies the region with awards: National University, Platt College, and Point Loma Nazarene University (Exhibit 5).

**Exhibit 5: Number of Awards (Certificates and Degrees) Conferred by Postsecondary Institutions
(Program Year 2020-21 Through Program Year 2023-24 Average)**

TOP6 or CIP Code	TOP6 or CIP Program Title	3-Yr Annual Average CC Awards (PY21-22 to PY23-24)	Other Educational Institutions 3-Yr Annual Average Awards (PY20-21 to PY22-23)	Total Average Supply (PY20-21 to PY23-24)
0614.00	Digital Media	354	0	354
	MiraCosta	10	0	
	• Certificate 6 < 18 units	10	0	
	Palomar	13	0	
	• Associate degree	6	0	
	• Certificate 30 < 60 units	5	0	
	• Certificate 16 < 30 units	0	0	
	• Certificate 6 < 18 units	2	0	
	San Diego Continuing Education	331	0	
	• Noncredit 288 < 480 hours	73	0	
	• Noncredit 192 < 288 hours	66	0	
	• Noncredit 144 < 192 hours	17	0	
	• Noncredit 96 < 144 hours	175	0	
09.0702	Digital Communication and Media/Multimedia	0	3	3
	National University	0	0	
	• Bachelor's degree	0	0	
	Platt College-San Diego	0	3	
	• Associate Degree	0	3	
	Point Loma Nazarene University	0	0	0
	• Bachelor's degree	0	0	

TOP6 or CIP Code	TOP6 or CIP Program Title	3-Yr Annual Average CC Awards (PY21-22 to PY23-24)	Other Educational Institutions 3-Yr Annual Average Awards (PY20-21 to PY22-23)	Total Average Supply (PY20-21 to PY23-24)
10.0303	Prepress/Desktop Publishing and Digital Imaging Design	0	0	0
	Platt College-San Diego	0	0	
	• Certificates 1 > 2 years	0	0	
			Total	357

Demand vs. Supply

Comparing labor demand with labor supply¹² suggests that there is an **oversupply** for this occupation in San Diego County, with 37 annual openings and 357 awards. Comparatively, there are 1,443 annual openings in California and 1,394 awards, suggesting that there is a **supply gap** across the state (Exhibit 6).¹³

Exhibit 6: Labor Demand (Annual Openings) Compared with Labor Supply (Average Annual Awards)

	Demand (Annual Openings)	Supply (Annual Awards)	Supply Gap or Oversupply
San Diego	37	357	- 320
California	1,443	1,394	49

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.

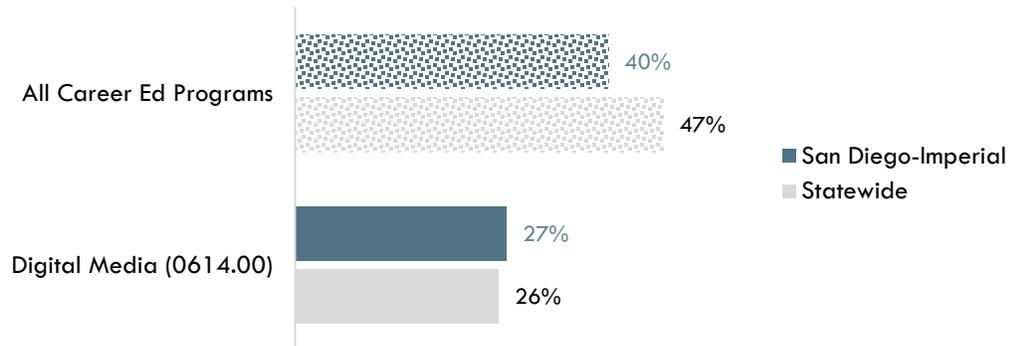
¹² Labor supply can be found from two different sources: Lightcast or the California Community Colleges Chancellor's Office MIS Data Mart. Lightcast uses CIP codes while MIS uses TOP codes. Different coding systems result in differences in the supply numbers.

¹³ "Supply and Demand," Centers of Excellence Student Outcomes, coecc.net/our-resources.

Student Outcomes and Regional Comparisons

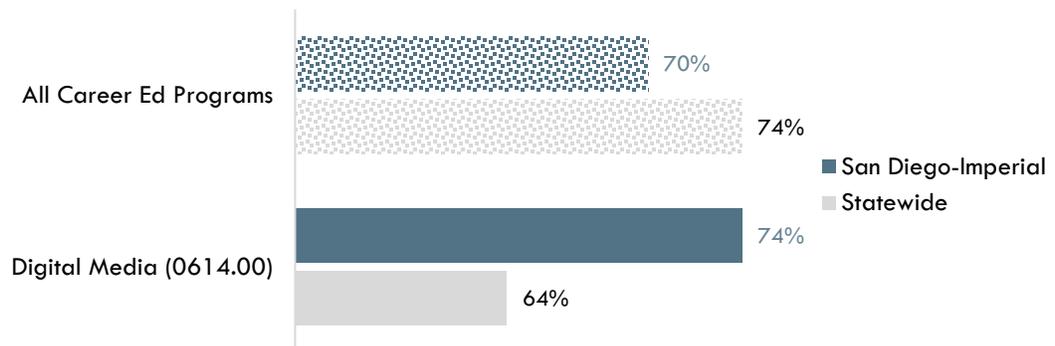
According to the California Community Colleges DataVista, 27% of students in the San Diego-Imperial region earned a living wage after completing a program related to a Digital Media (TOP 0614.00) program, compared to 26% statewide and 47% of students in Career Education programs in general across the state (Exhibit 7).¹⁴

Exhibit 7: Percentage of Students Who Earned a Living Wage After Completing a Digital Media (TOP 0614.00) Program, PY2022-23¹⁵



According to the California Community Colleges DataVista, 74% of students in the San Diego-Imperial region obtained a job closely related to their field of study after completing a Digital Media (TOP 0614.00) program, compared to 64% statewide and 74% of students in Career Education programs in general across the state (Exhibit 8).¹⁶

Exhibit 8: Percentage of Students in a Job Closely Related to Field of Study After Completing a Digital Media (TOP 0614.00) Program, PY2021-22¹⁷



¹⁴ "California Community Colleges Strong Workforce Program," California Community Colleges, calpassplus.org/LaunchBoard/SWP.aspx.

¹⁵ Most recent year with available data is Program Year 2022-23. Among completers and skills builders who exited, the percentage of students who attained a living wage.

¹⁶ "California Community Colleges Strong Workforce Program," California Community Colleges, calpassplus.org/LaunchBoard/SWP.aspx.

¹⁷ Most recent year with available data is Program Year 2021-22. Percentage of Students in a Job Closely Related to Field of Study: Among students who responded to the CTEOS, the percentage reporting employment in the same or similar field as their program of study.

Employers

There is insufficient online job posting employer data available for *Media and Communication Workers, All Other* (Exhibit 9).

Exhibit 9: Top Employers for *Media and Communication Workers, All Other* in San Diego County¹⁸

Top Employers

- N/A

Skills

There is insufficient online job posting data for the top specialized, soft, and software skills for *Media and Communication Workers, All Other* (Exhibit 10).

Exhibit 10: Top Skills for *Media and Communication Workers, All Other* in San Diego County¹⁹

Specialized Skills

- N/A

Soft Skills

- N/A

Software Skills

- N/A

¹⁸ Lightcast 2025.02; "Job Posting Analytics." 2022-2024.

¹⁹ Lightcast 2025.02; "Job Posting Analytics." 2022-2024.

Prepared by:

Tina Ngo Bartel, Executive Director (tngobartel@miracosta.edu)

Christine Timbol Larson, Associate Director (ctimbollarson@miracosta.edu)

John Edwards, Research Analyst (jedwards@miracosta.edu)

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