



Labor Market Analysis for Program Recommendation Film, TV, Electronic Media Occupations East Bay Subregion

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

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Recommendation

Based on all available data, there appears to be an “oversupply” of Film, TV, Electronic Media workers compared to the demand for this cluster of occupations in the Bay Region and in the East Bay Subregion (Alameda, Contra Costa counties). There is a projected annual oversupply of 94 students in the Bay Region and 44 students in the East Bay subregion.

Introduction

This report provides student outcomes data on employment and earnings for TOP 0604.20 - Television (including combined TV/Film/Video) 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 includes middle-skill occupations that require a certificate, or an associate degree, or it may require a bachelor’s degree, but 33% or fewer of current workers in these roles hold one. This report profiles Film, TV, Electronic Media Occupations in the 12 county Bay Region and in the East Bay subregion

- Broadcast Technicians (27-4012):** Set up, operate, and maintain the electronic equipment used to acquire, edit, and transmit audio and video for radio or television programs. Control and adjust incoming and outgoing broadcast signals to regulate sound volume, signal strength, and signal clarity. Operate satellite, microwave, or other transmitter equipment to broadcast radio or television programs.
 Typical Entry-Level Educational: Associate’s degree
 Skill Level: 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: 39%

Occupational Demand

Table 1. Employment Outlook for Film, TV, Electronic 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 Wage	Median Hourly Wage
Broadcast Technicians	937	726	-211	-23%	381	76	\$25	\$36
Total	937	726	-211	-23%	381	76	\$25	\$36

Source: Lightcast 2025.3

Occupation	2023 Jobs	2028 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Wage	Median Hourly Wage
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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 Film, TV, Electronic Media Occupations in the East Bay Subregion

Occupation	2023 Jobs	2028 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Wage	Median Hourly Wage
Broadcast Technicians	109	97	-11	-11%	48	10	\$21	\$32
Total	109	97	-12	-11%	48	10	\$21	\$32

Source: Lightcast 2025.3

East Bay Subregion includes: Alameda, Contra Costa Counties

Job Postings in the Bay Region and East Bay Subregion

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

Occupation	Bay Region	East Bay
Broadcast Technicians	289	62

Source: Lightcast 2025.3; "Job Posting Analytics." Feb. 2025 - Jan. 2026

Table 4a. Top Job Titles in Job Postings for Film, TV, Electronic Media Occupations in the Bay Region

Title	Bay	Title	Bay
Radio Frequency Test Technicians	23	Smog Technicians	5
Technicians	17	Studio Technicians	5
Production Technicians	14	Validation Technicians	5
Broadcast Engineers	13	Broadcast Technicians	5
Screeners	10	Radio Frequency Engineering Managers	4
Engineering Technicians	8	Technical Engineers	4
Audio Technicians	6	Prep Technicians	4
Swing Shift Custodians	5	Piano Technicians/Tuners	4
Radio Frequency Technicians	5	Control Room Technicians	4

Source: Lightcast 2025.3; "Job Posting Analytics." Feb. 2025 - Jan. 2026

Table 4b. Top Job Titles in Job Posting for Film, TV, Electronic Media Occupations in the East Bay Subregion

Title	East Bay	Title	East Bay
Technicians	11	Broadcast Engineers	2

Title	East Bay	Title	East Bay
Production Technicians	4	Wireless Test Engineers	1
Radio Frequency Managers	3	Process Engineering Technicians	1
Audio Technicians	3	Das Technicians	1
Prep Technicians	3	Engineering Technicians	1
Resolve Application Specialists	2	Systems Design Engineers	1
Technical Interns	2	Youtube Partners	1
Smog Technicians	2	Vacuum Truck Operators	1
Information Technicians	2	NOC Specialists	1

Source: Lightcast 2025.3; "Job Posting Analytics." Feb. 2025 - Jan. 2026

Industry Concentration

Table 5. Industries Hiring for Film, TV, Electronic 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	625	452	-28%	65%
Motion Picture and Video Production	70	65	-8%	8%
Television Broadcasting Stations	43	48	12%	6%
Radio Broadcasting Stations	52	37	-30%	5%
Colleges, Universities, and Professional Schools (State Government)	12	11	-5%	2%
Teleproduction and Other Postproduction Services	18	12	-36%	1%

Source: Lightcast 2025.3

Table 6. Top Employers Posting Film, TV, Electronic Media Occupations in the Bay Region and the East Bay Subregion

Employer	Bay	Employer	East Bay
Actalent	9	Actalent	5
System One	9	Fox News Network	4
Apple	9	UL Solutions	3
ATR International	8	Fox	3
MindSource Technology Talent	7	UI Solutions Limited	3

Employer	Bay	Employer	East Bay
CBS Broadcasting	7	Bayer	3

Source: Lightcast 2025.3; "Job Posting Analytics." Feb. 2025 - Jan. 2026

Educational Supply

There are fifteen community colleges in the Bay Region issuing 170 awards on average annually (last 3 years ending 2023-24) on TOP 0604.20 - Television (including combined TV/Film/Video). In the East Bay subregion, there are five community colleges that issued 54 awards on average annually (last 3 years) on this TOP code.

There are no other CTE educational institutions in the Bay Region issuing awards on average annually (last 3 years ending 2022-23) on CIP 10.0202- Radio and Television.

Table 7. Community College Awards on TOP 0604.20 - Television (including combined TV/Film/Video) in the Bay Region

College	Subregion	Associate Degree	High unit Certificate	Low unit Certificate	Total
Berkeley City	East Bay	7	0	0	7
Chabot	East Bay	3	0	0	3
Deanza	Silicon Valley	37	0	5	42
Diablo Valley	East Bay	29	0	0	29
Foothill	Silicon Valley	8	0	0	8
Gavilan	Silicon Valley	5	0	0	5
Hartnell	SC-Monterey	7	0	0	7
Laney	East Bay	2	1	2	5
Marin	North Bay	1	0	0	1
Ohlone	East Bay	10	0	0	10
San Francisco	Mid-Peninsula	11	0	10	21
San Mateo	Mid-Peninsula	19	0	0	19
Santa Rosa	North Bay	5	0	0	5
Solano	North Bay	2	0	0	2
West Valley	Silicon Valley	6	0	0	6
Total	-	152	1	17	170

Source: Data Mart

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 76 annual openings for the Film, TV, Electronic Media occupational cluster and 170 annual (3-year average) awards for an annual oversupply of 94 students. In the East Bay subregion, there is also a gap with 10 annual openings and 54 annual (3-year average) awards for an annual oversupply of 44 students.

Student Outcomes

Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 0604.20 - Television (including combined TV/Film/Video)

Metric Outcomes	Bay All CTE Program	State 0604.20	Bay 0604.20	East Bay 0604.20
Students with a Job Closely Related to Their Field of Study	74%	41%	40%	50%

Metric Outcomes	Bay All CTE Program	State 0604.20	Bay 0604.20	East Bay 0604.20
Median Annual Earnings for SWP Exiting Students	\$53,090	\$25,504	\$36,786	\$31,664
Median Change in Earnings for SWP Exiting Students	24%	40%	30%	8%
Exiting Students Who Attained the Living Wage	54%	27%	32%	37%

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

Skills, Certifications and Education

Table 9. Top Skills in Job Postings for Film, TV, Electronic Media Occupations in the Bay Region

Skill	Posting	Skill	Posting
Workflow Management	57	Broadcast Engineering	26
Radio Frequency	50	Laboratory Equipment	26
Test Equipment	50	Automation	25
Video Production	37	Industry Standards	24
Microwaves	34	Network Routing	23
Signal Generators	34	Technical Issues	23
Lifting Ability	33	Operating Systems	21
Electronics	29	ISO 9000 Series	19
Oscilloscope	29	Control Systems	18
Test Data	29	Spectrum Analyzer	18

Source: Lightcast 2025.3; "Job Posting Analytics." Feb. 2025 - Jan. 2026

Table 10. Certifications in Job Postings for Film, TV, Electronic Media Occupations in the Bay Region

Certification	Posting	Certification	Posting
Valid Driver's License	22	CDL Class C License	2
Project Management Professional Certification	5	Commercial Driver's License (CDL)	1

Source: Lightcast 2025.3; "Job Posting Analytics." Feb. 2025 - Jan. 2026

Table 11. Education Requirements for Film, TV, Electronic Media Occupations in the Bay Region

Education Level	Job Postings	% of Total
High school or GED	31	20%
Associate degree	66	42%
Bachelor's degree & higher	61	39%

Source: Lightcast 2025.3; "Job Posting Analytics." Feb. 2025 - Jan. 2026

Note: 55% 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.

Sources

O*Net Online

Lightcast

CTE LaunchBoard www.calpassplus.org

Statewide CTE Outcomes Survey

Employment Development Department Unemployment Insurance Dataset

CCCCO Data Mart

Contacts

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