



Summary

Program LMI Endorsement	Endorsed: All LMI Criteria Met <input type="checkbox"/>	Endorsed: Some LMI Criteria Met <input type="checkbox"/>	Not LMI Endorsed <input type="checkbox"/>
Program LMI Endorsement Criteria			
	Yes <input type="checkbox"/>	No <input type="checkbox"/>	
Supply Gap:	<i>Comments:</i> The SCC COE does not include a labor market endorsement when considering above middle-skill occupations. Since the occupations related to this program are considered above middle-skill, no endorsement criteria are included.		
Self-Sufficiency Standard Living Wage ¹ :	Yes <input type="checkbox"/>	No <input type="checkbox"/>	
	<i>Comments:</i> See comment above.		
Education:	Yes <input type="checkbox"/>	No <input type="checkbox"/>	
	<i>Comments:</i> See comment above.		
Additional Considerations			
Emerging Occupation(s):	Yes <input type="checkbox"/>	Some <input type="checkbox"/>	No <input checked="" type="checkbox"/>
	<i>Comments:</i> N/A		

The South Central Coast Center of Excellence for Labor Market Research (SCC COE) prepared this report to determine whether there is a supply gap in the SCC regional labor market related to one above middle-skill occupation:

- *News Analysts, Reporters, and Journalists (27-3023)*

The SCC COE does not include a labor market endorsement when considering above middle-skill occupations. Exhibit 1, on the following page, lists the occupational demand, supply, typical entry-level education, and educational attainment for the occupation included in this report.

¹ The living wage endorsement criteria in this report uses the University of Washington’s Center for Women’s Welfare Self-Sufficiency Standard, which the COE refers to as a living wage; the living wage for Los Angeles, San Luis Obispo, Santa Barbara, and Ventura counties, last updated in March 2024.

Exhibit 1: Labor Market Endorsement Summary

Occupation (SOC)	Demand (Annual Openings)	Supply (CC and Non-CC)	Entry-Level Hourly Earnings (25 th Percentile)	Typical Entry-Level Education	Community College Educational Attainment
News Analysts, Reporters, and Journalists (27-3023)	15	97	Santa Barbara: \$17.64	Bachelor's degree	12%
Total	15	97	N/A	N/A	N/A

Demand:

- The number of jobs related to *News Analysts, Reporters, and Journalists (27-3023)* is projected to decline 2% through 2029 in the SCC region. There is projected to be 15 annual job openings due to retirements and replacements.
- Hourly entry-level wages for *News Analysts, Reporters, and Journalists (27-3023)* in Santa Barbara County are \$17.64, which is significantly below the Self-Sufficiency Standard living wage (\$29.80 for Santa Barbara County).
- There were 22 online job postings for *News Analysts, Reporters, and Journalists (27-3023)* over the past 12 months. The highest number of postings were for sports anchors, reporters, and news reporters.
- The typical entry-level education for *News Analysts, Reporters, and Journalists (27-3023)* is a bachelor's degree.
- Only 12% of workers in the field have completed some college or an associate degree as their highest level of education.

Supply:

- There was an average of 34 awards conferred by four community colleges in the SCC Region from 2021 to 2024.
- Non-community college institutions conferred 63 related awards from 2020 to 2023.
- SCC community college students that exited Journalism programs in the 2022-23 academic year had a median annual wage of \$37,568 (\$18.06 per hour) after exiting the program and 34% attained the regional living wage (Self-Sufficiency Standard).
- Throughout the state, 60% of Journalism students that exited their program in 2021-22 reported that they are working in a job closely related to their field of study. This data was unavailable at the regional level.

Demand

Occupational Projections:

Exhibit 2 compares historical and projected changes in employment for *News Analysts, Reporters, and Journalists (27-3023)* compared to the number of jobs in 2019. Notably, employment for this occupation declined in all areas from 2019 to 2024, except San Luis Obispo County. Employment for this occupation is projected to slightly decline or remain relatively flat from 2024 to 2029 in all SCC counties, the SCC Region overall, and California.

Exhibit 2: Historical and Projected Employment for News Analysts, Reporters, and Journalists in the SCC Region, 2019-2029

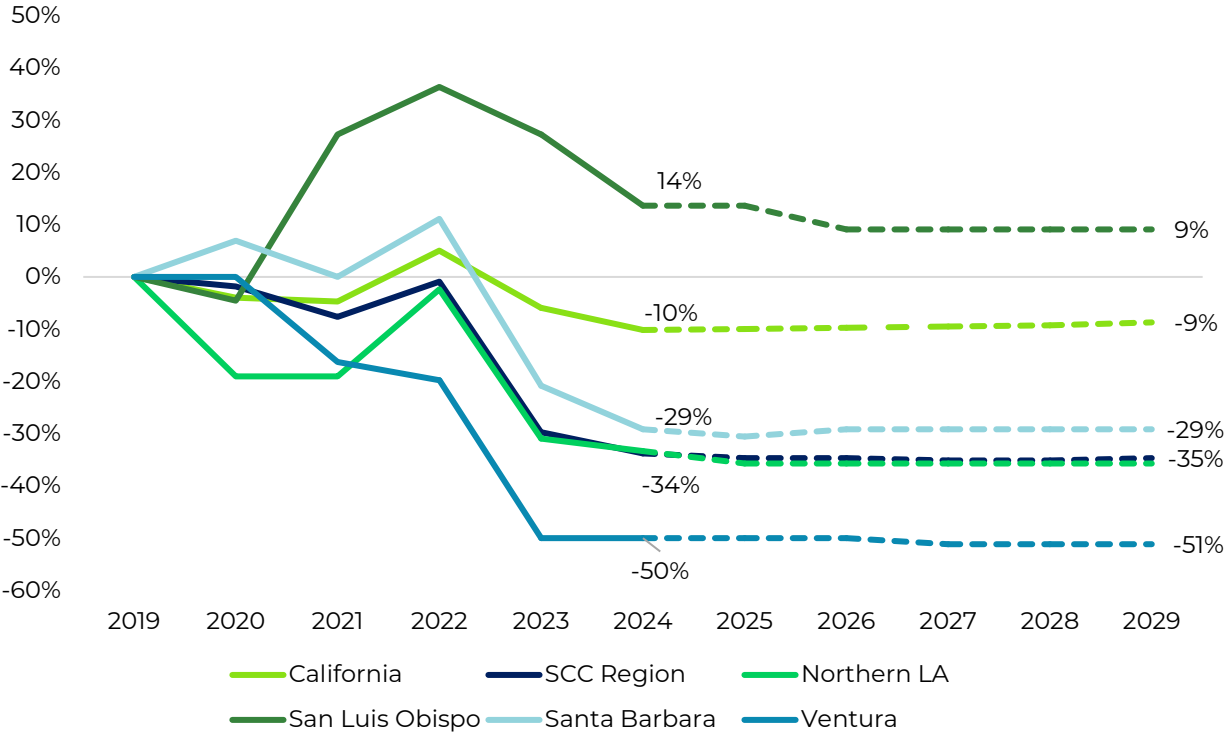


Exhibit 3 shows the five-year occupational demand projections for *News Analysts, Reporters, and Journalists (27-3023)*. In the SCC Region, the number of jobs related to this occupation is projected to decline 2% through 2029. There is projected to be 15 jobs available annually. Santa Barbara County has the highest number of jobs and annual openings.

Exhibit 3: Occupational Demand in the SCC Region²

Geography	2024 Jobs	2029 Jobs	2024-2029 Change	2024-2029 % Change	Annual Openings
Northern LA	28	27	(1)	(3%)	3
San Luis Obispo	25	24	(1)	(2%)	2
Santa Barbara	51	51	0	0%	5
Ventura	43	42	(1)	(3%)	4
SCC Region	147	145	(2)	(2%)	15

² Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

Wages:

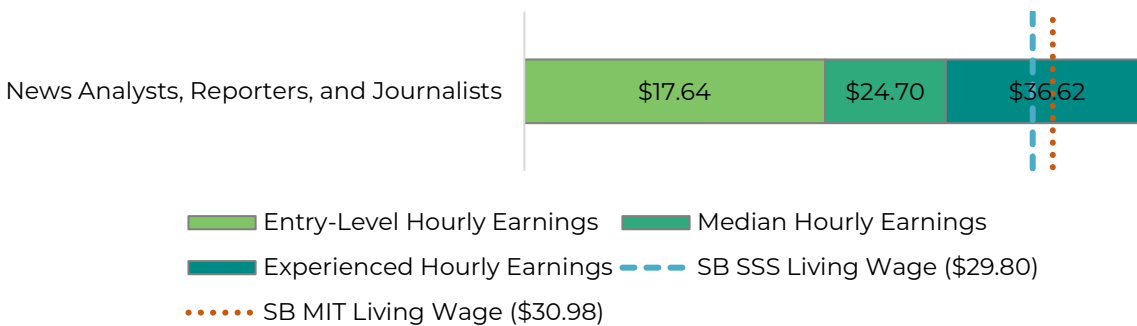
The labor market endorsement in this report considers the entry-level hourly wages for *News Analysts, Reporters, and Journalists (27-3023)* in relation to the living wage of the county where the requesting community college is located. This report was requested by Santa Barbara City College, which is in Santa Barbara County. Wages for other counties are included below to provide a complete analysis of the SCC Region.

In addition to the Self Sufficiency Standard living wage, data for the MIT Living Wage, updated on February 10, 2025, is provided as a reference. Currently, the MIT Living Wage in Santa Barbara County is \$30.98 Both figures account for geographic-specific costs of necessities such as housing, food, health care, and transportation to assess the cost of living, and are notated in the exhibits below.

Santa Barbara

Typical entry-level wages for *News Analysts, Reporters, and Journalists (27-3023)* are \$17.64, which is below the Self-Sufficiency Standard living wage for one adult (\$29.80 in Santa Barbara County). Experienced level wages are above the living wage. Exhibit 4 shows the wage range for *News Analysts, Reporters, and Journalists (27-3023)* in Santa Barbara County and how it compares to the regional living wage.

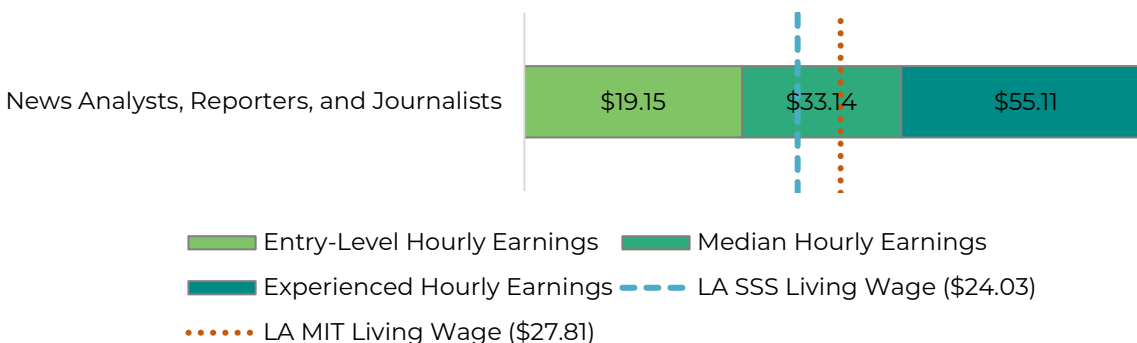
Exhibit 4: Wages by Occupation in Santa Barbara County



Northern Los Angeles

Typical entry-level wages for *News Analysts, Reporters, and Journalists (27-3023)* are \$19.15, which is below the Self-Sufficiency Standard living wage for one adult (\$24.03 in Los Angeles County). Median level wages are above the living wage. Exhibit 5 shows the wage range for *News Analysts, Reporters, and Journalists (27-3023)* in Northern Los Angeles County and how it compares to the regional living wage.

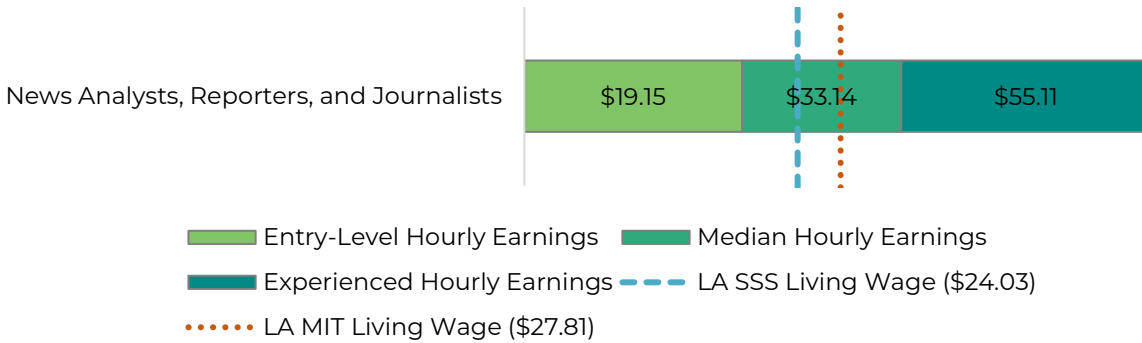
Exhibit 5: Wages by Occupation in Northern Los Angeles County



San Luis Obispo

Typical entry-level wages for *News Analysts, Reporters, and Journalists (27-3023)* are \$19.15, which is below the Self-Sufficiency Standard living wage for one adult (\$22.15 in San Luis Obispo County). Median level wages are above the living wage. Exhibit 6 shows the wage range for *News Analysts, Reporters, and Journalists (27-3023)* in San Luis Obispo County and how it compares to the regional living wage.

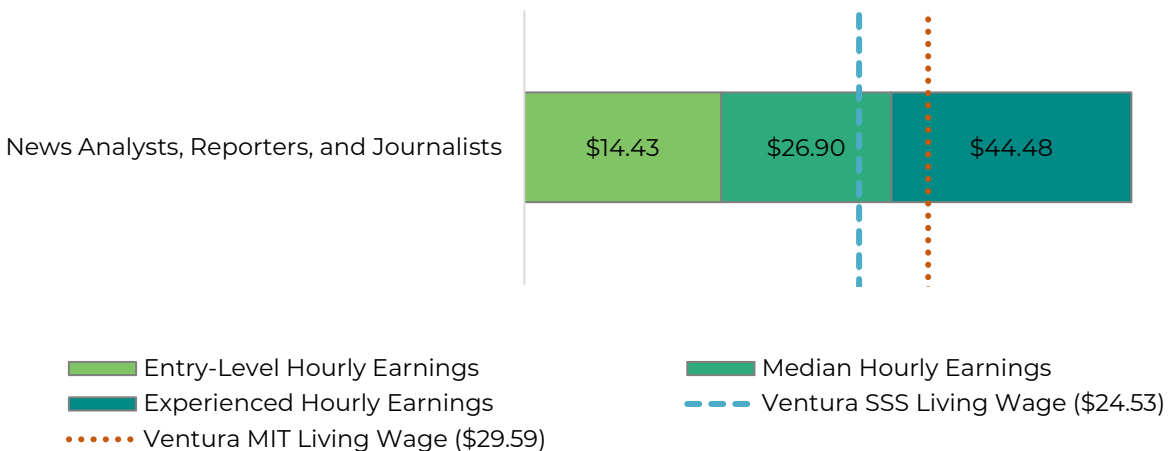
Exhibit 6: Wages by Occupation in San Luis Obispo County



Ventura

Typical entry-level wages for *News Analysts, Reporters, and Journalists (27-3023)* are \$14.43, which is below the Self-Sufficiency Standard living wage for one adult (\$24.53 in Ventura County). Median level wages are above the living wage. Exhibit 7 shows the wage range for *News Analysts, Reporters, and Journalists (27-3023)* in Ventura County and how it compares to the regional living wage.

Exhibit 7: Wages by Occupation in Ventura County



Job Postings:

Over the past 12 months, there were 22 online job postings for *News Analysts, Reporters, and Journalists (27-3023)*. Exhibit 8 shows the number of job postings by county. Approximately 52% of job postings were in Ventura County.

Exhibit 8: Number of Job Postings by County (n=22)

County	Job Postings	Percentage of Job Postings
Santa Barbara	11	50%
San Luis Obispo	5	23%
Northern Los Angeles	4	18%
Ventura	2	9%
Total Postings	22	100%

Due to the analysis focusing on one occupation, *News Analysts, Reporters, and Journalists (27-3023)*, all job postings reflected that occupation, as shown in Exhibit 9.

Exhibit 9: Number of Job Postings by Occupation (n=22)

Occupation	Job Postings	Percentage of Job Postings
News Analysts, Reporters, and Journalists	22	100%

The top employers in the region, by number of job postings, are shown in Exhibit 10.

Exhibit 10: Top Employers by Number of Job Postings (n=22)

Employer	Job Postings	Percentage of Job Postings
News-Press & Gazette Company	5	23%
Newswell	2	9%
McClatchy	2	9%
Bisnow	1	5%
The Signal	1	5%
Gannett	1	5%
The Tribune	1	5%
Santa Maria Times	1	5%
Asu Enterprise Partners	1	5%
Wisconsin State Journal	1	5%

The top specialized, soft, and computer skills listed by those most frequently mentioned in job postings (denoted in parentheses) are shown in Exhibit 11.

Exhibit 11: Top Skills by Number of Job Postings (n=22)

Top Specialized Skills	Top Soft Skills	Top Computer Skills
Journalism (18)	Writing (12)	TikTok (3)
Content Creation (6)	Ethical Standards And Conduct (9)	Adobe Photoshop (2)
Social Media (6)	Communication (5)	Adobe Premiere Pro (2)
Artificial Intelligence (5)	Energetic (5)	Facebook (1)
News Stories (4)	Multilingualism (5)	Google Trends (1)
Storytelling (4)	Curiosity (4)	Microsoft Excel (1)
Continuous Improvement Process (3)	Research (4)	Microsoft Word (1)
Digital Publishing (3)	Spanish Language (4)	Monday.com (1)
Experimentation (3)	Willingness To Learn (4)	N/A
News Coverage (3)	Editing (3)	

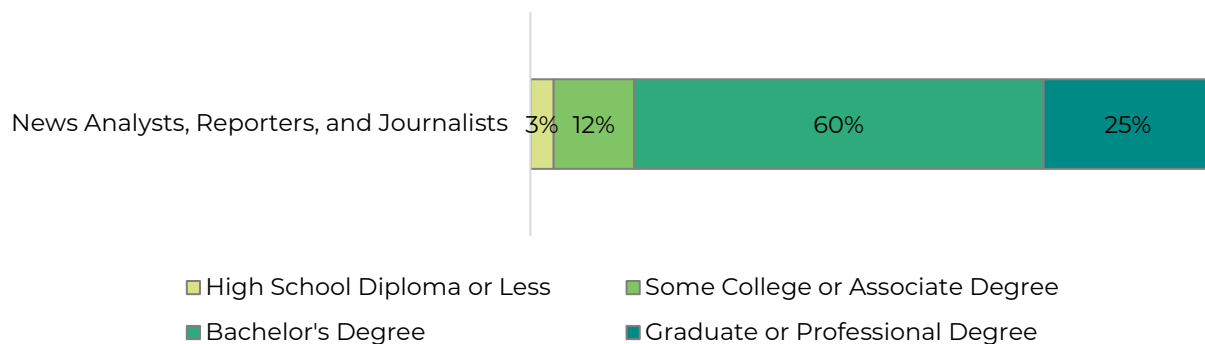
Educational Attainment:

The Bureau of Labor Statistics (BLS) lists the following as the typical entry-level education for this occupation:

- Bachelor’s Degree
 - *News Analysts, Reporters, and Journalists (27-3023)*

The national-level educational attainment data indicates 12% of workers in the field have completed some college or an associate degree as their highest level of education. Exhibit 12 shows the educational attainment for this occupation.

Exhibit 12: National-level Educational Attainment for Occupations



Of the 32% of the cumulative job postings that listed a minimum education requirement in the SCC Region, 100% (7) requested a bachelor’s degree.

Educational Supply

Community College Supply:

Exhibit 13 shows the three-year average number of awards conferred by community colleges in the related TOP code:

- Journalism (0602.00)

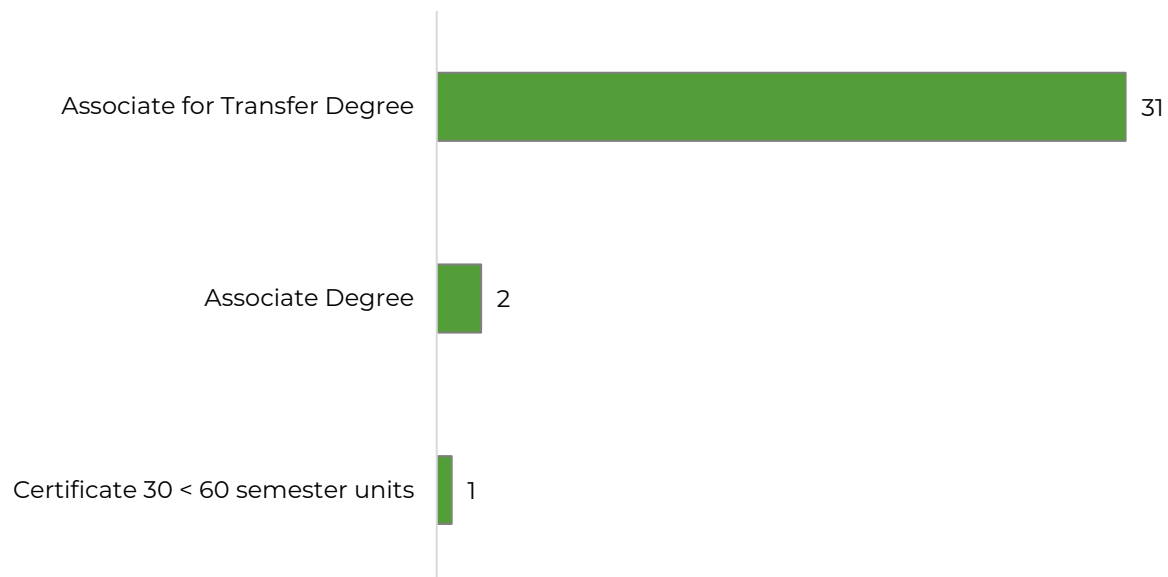
The college with the most completions is College of the Canyons (14), followed by Moorpark (10), and Santa Barbara City (6).

Exhibit 13: Regional Community College Awards (Certificates and Degrees), 2021-2024

TOP Code	Program	College	2021-2022 Awards	2022-2023 Awards	2023-2024 Awards	3-Year Award Average
0602.00	Journalism	Canyons	19	12	12	14
		Cuesta	0	5	3	3
		Moorpark	17	9	5	10
		Santa Barbara	7	5	7	6
Supply Total/Average			43	31	27	34

Exhibit 14 shows the annual average community college awards by type from 2021-22 to 2023-24. Notably, nearly all awards are for Associate for Transfer Degrees.

Exhibit 14: Annual Average Community College Awards by Type, 2021-2024



Community College Student Outcomes:

Exhibit 15 shows the Strong Workforce Program (SWP) metrics for Journalism (0602.00) programs at Santa Barbara City College (SBCC), the SCC Region, and California. Of the 469 Journalism (0602.00) students throughout the region in the 2023-24 academic year, 24% (112) attended SBCC. However, several metrics are unavailable at the district level.

SCC Region students that exited Journalism (0602.00) programs in the 2022-23 academic year had higher median annual earnings (37,568 or \$18.06 per hour) compared to all Journalism (0602.00) students throughout the state (\$30,464 or \$14.65 per hour). A higher percentage of SCC Region Journalism (0602.00) students attained the living wage (34%) when compared to Journalism (0602.00) students across the state (23%).

Exhibit 15: Journalism (0602.00) Strong Workforce Program Metrics, 2023-24³⁴

SWP Metric	SBCC	SCC Region	California
SWP Students	112	469	6,658
SWP Students Who Earned 9 or More Career Education Units in the District in a Single Year	23%	26%	22%
SWP Students Who Completed a Noncredit CTE or Workforce Preparation Course	Data unavailable	Data unavailable	76%
SWP Students Who Earned a Degree or Certificate or Attained Apprenticeship Journey Status	Data unavailable	6%	5%
SWP Students Who Transferred to a Four-Year Postsecondary Institution (2022-23)	Data unavailable	12%	11%
SWP Students with a Job Closely Related to Their Field of Study (2021-22)	Data unavailable	Data unavailable	60%
Median Annual Earnings for SWP Exiting Students (2022-23)	Data unavailable	\$37,568 (\$18.06)	\$30,464 (\$14.65)
Median Change in Earnings for SWP Exiting Students (2022-23)	Data unavailable	40%	39%
SWP Exiting Students Who Attained the Living Wage (2022-23)	Data unavailable	34%	23%

³ All SWP metrics are for 2023-24 unless otherwise noted. Metrics data is sourced from DataVista.

⁴ Data that is not available in DataVista is denoted in Exhibit 16 as “data unavailable.” Data may not be available for various reasons, including cases where data is masked to protect personally identifiable information.

Non-Community College Supply:

To comprehensively analyze the regional supply, it is crucial to include data from other institutions offering journalism programs. Over the past three years (2020-2023), there were 63 awards conferred by one non-community college institution under the related Classification of Instructional Programs (CIP) code:

- Journalism (09.0401)

Exhibit 16 shows the number of awards conferred by non-community college institutions.

Exhibit 16: Regional Non-Community College Awards, 2020-2023

CIP Code	Program	College	2020-2021 Awards	2021-2022 Awards	2022-2023 Awards	3-Year Award Average
31.0504	Journalism	California Polytechnic State University-San Luis Obispo	79	58	51	63
Supply Total/Average			79	58	51	63

Regional Demographics

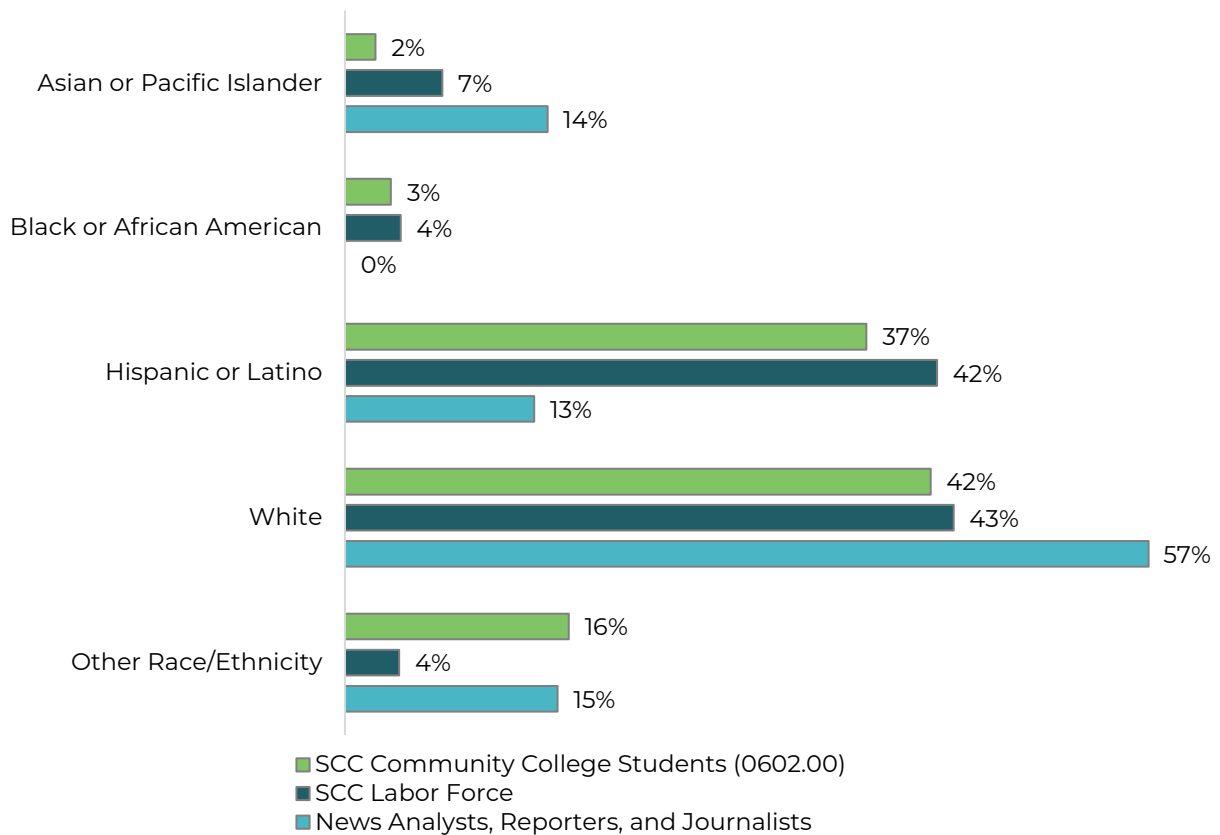
This section examines demographic data for SCC community college students in Journalism (0602.00) programs compared to the SCC labor force, along with occupational data, to identify potential diversity and equity issues addressable by community college programs.

Ethnicity:

Exhibit 17 compares the ethnicity of SCC community college students enrolled in Journalism (0602.00) programs, the overall SCC labor force, and occupation-specific data for *News Analysts, Reporters, and Journalists (27-3023)*.

Notably, 57% of *News Analysts, Reporters, and Journalists (27-3023)* are white, which is higher than the labor force (43%) and community college Journalism (0602.00) students (42%). Conversely, only 13% of *News Analysts, Reporters, and Journalists (27-3023)* are Hispanic or Latino, which is significantly lower than the SCC labor force (42%) and community college Journalism (0602.00) students (37%).

Exhibit 17: Program and County Demographics by Ethnicity

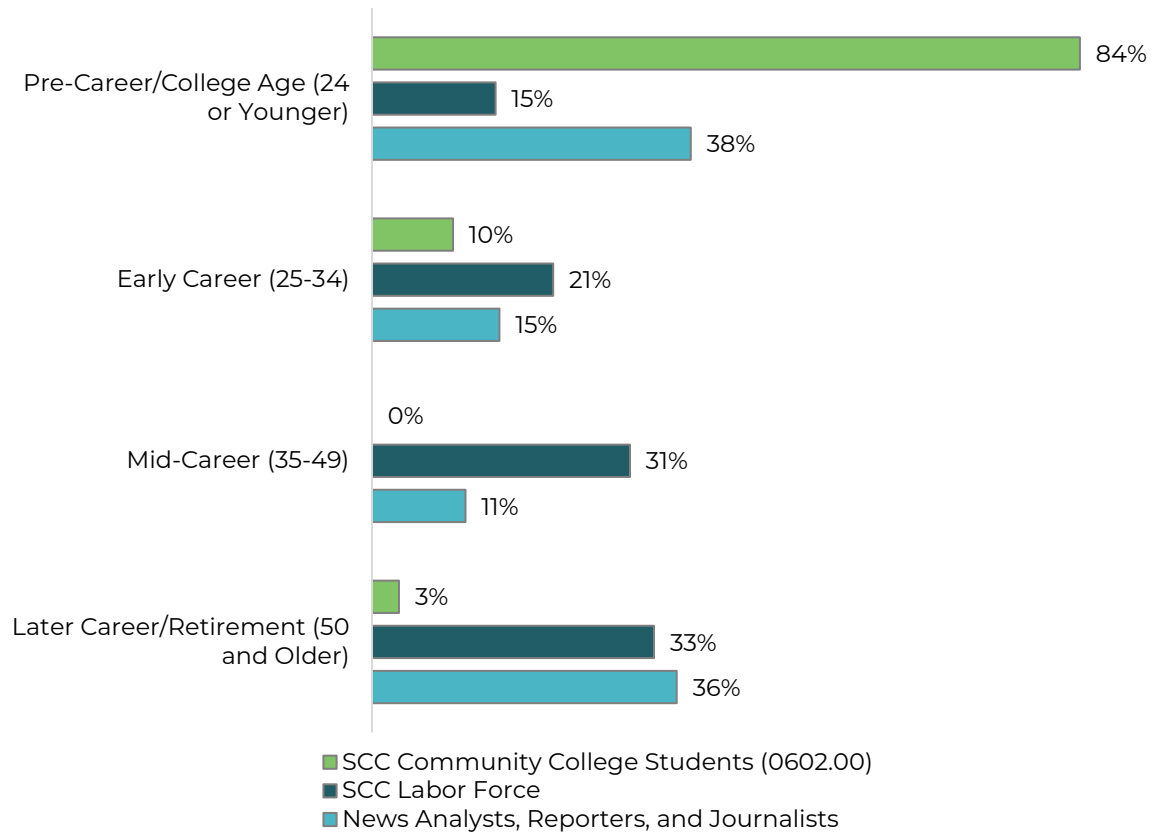


Age:

Exhibit 18 compares the age of SCC community college students enrolled in Journalism (0602.00) programs, the overall SCC labor force, and occupation-specific data for *News Analysts, Reporters, and Journalists (27-3023)*.

The majority (84%) of community college Journalism (0602.00) students are Pre-Career/College Age (24 or Younger), which is significantly higher than the labor force (15%) and *News Analysts, Reporters, and Journalists (27-3023)* (38%).

Exhibit 18: Program and County Demographics by Age

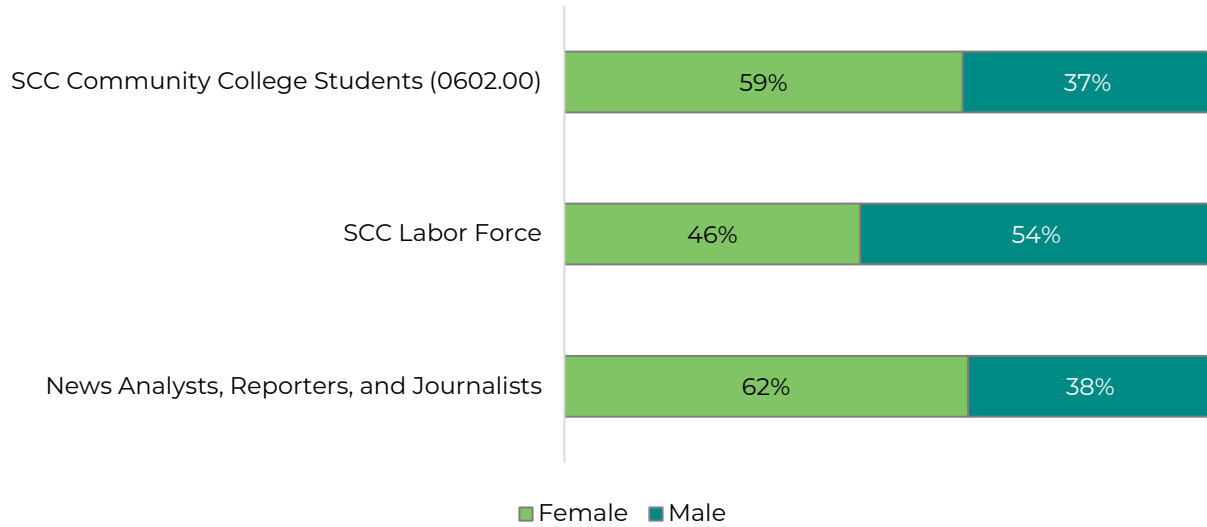


Sex:

Exhibit 19 compares the sex of SCC community college students enrolled in Journalism (0602.00) programs, the overall SCC labor force, and occupation-specific data for *News Analysts, Reporters, and Journalists (27-3023)*.

There is a significant majority of female *News Analysts, Reporters, and Journalists (27-3023)* (62%), which is similar to community college Journalism (0602.00) students (59%). Both figures are significantly higher than the labor force (46% female).

Exhibit 19: Program and County Demographics by Sex



Appendix A: Methodology

Traditional Labor Market Data

The SCC COE prepared this report by analyzing data from occupations and education programs. Occupational data is derived from Lightcast, a labor market analytics firm that consolidates data from the California Employment Development Department (EDD), U.S. Bureau of Labor Statistics (BLS) and other government agencies.

Data included in this analysis represents the labor market demand for relevant positions most closely related to the proposed program as expressed by the requesting college in consultation with the SCC COE. Traditional labor market information was used to show current and projected employment based on data trends, as well as annual average awards granted by regional community colleges.

Program supply data is drawn from two systems: Taxonomy of Programs (TOP) and Classification of Instructional Programs (CIP).

Using a TOP-SOC crosswalk, the SCC COE identified middle-skill jobs for which programs within these TOP codes train. Middle-skill jobs include:

- All occupations that require an educational requirement of some college, associate degree or apprenticeship;
- All occupations that require a bachelor's degree, but also have more than one-third of their existing labor force with an educational attainment of some college or associate degree; or
- All occupations that require a high school diploma or equivalent or no formal education, but also require short- to long-term on-the-job training where multiple community colleges have existing programs.

The SCC COE determined labor market supply for an occupation or SOC code by analyzing the number of program completers or awards in a related TOP or CIP code. The COE developed a "supply table" with this information, which is the source of the program supply data for this report. TOP code data comes from the California Community Colleges Chancellor's Office MIS Data Mart (datamart.cccco.edu) and CIP code data comes from the Integrated Postsecondary Education Data System (nces.ed.gov/ipeds/use-the-data), also known as IPEDS.

TOP is a system of numerical codes used at the state level to collect and report information on California community college programs and courses throughout the state that have similar outcomes. CIP codes are a taxonomy of academic disciplines at institutions of higher education in the United States and Canada. Institutions outside of the California Community College system do not use TOP codes in their reporting systems.

Online Job Postings Data

Online job postings data, also known as real-time labor market information, captures job post advertisements for occupations relevant to the field of study which can signal demand and show what employers are looking for in potential employees but is not a perfect measure of the quantity of open positions. Online job postings data is sourced from Lightcast, a labor market analytics firm that scrapes, collects, and organizes data from online job boards such as LinkedIn, Indeed, Glassdoor, Monster, GovernmentJobs.com, and thousands more.

There are several limitations when analyzing job postings. A single job posting may not represent a single job opening, as employers may be creating a pool of candidates for future openings or hiring for multiple positions with a single posting. Additionally, not all jobs are posted online, and jobs may be filled through other methods such as internal promotion, word-of-mouth advertising, physical job boards, or a variety of other channels.

Additionally, Lightcast uses natural language processing (NLP) to determine the related company, industry, occupation, and other information for each job posting. However, NLP has limitations that include understanding contextual words of phrases; determining differences in words that can be used as nouns, verbs, and/or adjectives; and misspellings or grammatical errors.⁵ For these reasons, job postings could be assigned to the wrong employer, industry, or occupation within Lightcast’s database.

Geography

The South Central Coast region encompasses San Luis Obispo, Santa Barbara, and Ventura counties, as well as parts of Northern Los Angeles County. Exhibit 20 shows the 34 ZIP codes used to define Northern Los Angeles County.

Exhibit 20: Northern Los Angeles ZIP Codes

ZIP Code	Primary City	ZIP Code	Primary City
91310	Castaic	93532	Lake Hughes
91321	Newhall	93534	Lancaster
91322	Newhall	93535	Lancaster
91350	Santa Clarita	93536	Lancaster
91351	Canyon Country	93539	Lancaster
91354	Valencia	93543	Littlerock
91355	Valencia	93544	Llano
91380	Santa Clarita	93550	Palmdale
91381	Stevenson Ranch	93551	Palmdale
91382	Santa Clarita	93552	Palmdale
91383	Santa Clarita	93553	Pearblossom
91384	Castaic	93563	Valyermo
91385	Valencia	93584	Lancaster
91386	Canyon Country	93586	Lancaster
91387	Canyon Country	93590	Palmdale
91390	Santa Clarita	93591	Palmdale
93510	Acton	93599	Palmdale

Though traditional labor market information is available at the ZIP code level, it does not always add up to data reported at the county level for multiple reasons:

- ZIP codes are not official geographically bounded areas, unlike states and counties.
- ZIP codes may cross county lines, such as ZIP code 93461, which is primarily in San Luis Obispo County, but also crosses into Kern County.

⁵ K. R. Chowdhary, *Fundamentals of Artificial Intelligence* (Basingstoke: Springer Nature, 2020), <https://link.springer.com/book/10.1007/978-81-322-3972-7>.

For these reasons, the number of jobs and average annual openings for each county may not add up to the total for the SCC Region. However, considering jobseekers may cross county lines for opportunities, the traditional labor market data is reflective of opportunities available to jobseekers in the SCC Region.

Additionally, job postings data is available only at the city or county level. To analyze job postings for the entire SCC region, the SCC COE developed a list of cities available in Lightcast for analysis. Additionally, demographic data is not available at the ZIP code level but is available at the Census Bureau’s Public Use Microdata Area (PUMA) level. Demographic data was sourced via IPUMS and analyzed by the SCC COE.

Appendix B: Data Sources

Data Type	Source
Occupational Projections, Wages, and Job Postings	Traditional and real-time labor market information are captured using data from Lightcast , a labor market analytics firm.
Living Wage	Per the CCCCCO, this report’s endorsement criteria uses the University of Washington’s Center for Women’s Welfare Self-Sufficiency Standard last updated in March 2024. The MIT Living Wage , updated on February 10, 2025, is a nationally recognized living wage metric and is provided for reference.
Typical Education and Training Requirements, and Educational Attainment	The Bureau of Labor Statistics (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.
Emerging Occupation Descriptions, Additional Education Requirements, and Employer Preferences	The O*NET database includes information on skills, abilities, knowledges, work activities, and interests associated with occupations.
Educational Supply	The CCCCCO Data Mart provides information about students, courses, student services, outcomes and faculty and staff. The National Center for Education Statistics (NCES) Integrated Postsecondary Integrated Data System (IPEDS) collects data on the number of postsecondary awards earned (completions).
Student Metrics and Demographics	Data Vista , a statewide data system supported by the California Community Colleges Chancellor’s Office provides data on progress, success, employment, and earnings outcomes for California community college students.
Population and Occupation Demographics	The Census Bureau’s American Community Survey (ACS) is the premier source for detailed population and housing information. Data is sourced from IPUMS USA , a database providing access to ACS and other Census Bureau data products.

All representations have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. The most recent data available at the time of the analysis was examined; 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 findings; however, neither the Centers of Excellence for Labor Market Research (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.

For more information, please contact the South Central Coast Center of Excellence:

Jacob Poore, Director

jacob.poore@canyons.edu

Ashley Kernan, Research Manager

ashley.kernan@canyons.edu

Janneth Najera, Research Manager

janneth.najera@canyons.edu

March 2026

