

**Labor Market Analysis for Program Recommendation**

**Journalism Occupations**

**Solano College**

## Prepared by the San Francisco Bay Center of Excellence for Labor Market Research

## February 2024

## Recommendation

Based on the data included in this report, there is a small annual “oversupply” of four (4) students in the Bay region with 159 annual openings for the Journalism occupational cluster and 163 annual (3-year average) awards from community colleges and other educational institutions. In the North Bay Sub-Region, there is a small annual “undersupply” of four (4) students, with 13 annual openings and nine (9) annual (3-year average) awards from community colleges.

## 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 colleges in the state and region, as well as to outcomes across all CTE programs at Solano College and in the region.

This report profiles Journalism Occupations in the 12 county Bay region and in the North Bay sub-region for a proposed new program at Solano College.

* **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.
  Entry-Level Educational Requirement: Bachelor’s degree
  Training Requirement: None
  Percentage of Community College Award Holders or Some Postsecondary Coursework: 12%

## Occupational Demand

**Table 1. Employment Outlook for Journalism Occupations in Bay Region**

| **Occupation** | **2021 Jobs** | **2026 Jobs** | **5-yr Change** | **5-yr % Change** | **5-yr Total Openings** | **Annual Openings** | **25% Hourly Earning** | **Median Hourly Wage** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| News Analysts, Reporters, and Journalists | 933 | 1,118 | 184 | 20% | 796 | 159 | $19 | $27 |
| **Total** | **933** | **1,118** | **184** | **20%** | **796** | **159** | **$19** | **$27** |
| Source: Lightcast 2022.3 |
| **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 Occupations in North Bay Sub-region**

| **Occupation** | **2021 Jobs** | **2026 Jobs** | **5-yr Change** | **5-yr % Change** | **5-yr Total Openings** | **Annual Openings** | **25% Hourly Earning** | **Median Hourly Wage** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| News Analysts, Reporters, and Journalists | 85 | 95 | 11 | 12% | 65 | 13 | $16 | $22 |
| **Total** | **85** | **95** | **11** | **12%** | **65** | **13** | **$16** | **$22** |
| Source: Lightcast 2022.3 |
| **North Bay Sub-Region includes:** Marin, Napa, Solano, Sonoma Counties |

### Job Postings in Bay Region and North Bay Sub-Region

**Table 3. Number of Job Postings by Occupation for latest 12 months (Jan. 2023 - Dec. 2023)**

| **Occupation** | **Bay Region** | **North Bay** |
| --- | --- | --- |
| News Analysts, Reporters, and Journalists | 337 | 43 |
| Source: Lightcast |

**Table 4a. Top Job Titles for Journalism Occupations for latest 12 months (Jan. 2023 - Dec. 2023) - Bay Region**

| **Title** | **Bay** | **Title** | **Bay** |
| --- | --- | --- | --- |
| Reporters | 55 | Lifestyle Managers | 7 |
| News Reporters | 34 | Multimedia Journalists | 7 |
| Breaking News Editors | 18 | Staff Writers | 7 |
| News Writers | 16 | Anchors/Reporters | 6 |
| Traffic Reporters | 10 | City Hall Reporters | 6 |
| Beat Reporters | 8 | Sports Reporters | 6 |
| Hearing Reporters | 8 | Cisco Engineers | 5 |
| Breaking News Reporters | 7 | Reviewers | 5 |
| General Assignment Reporters | 7 | News Anchors | 4 |
| Source: Lightcast |

**Table 4b. Top Job Titles for Journalism Occupations for latest 12 months (Jan. 2023 - Dec. 2023) - North Bay Sub-Region**

| **Title** | **North Bay** | **Title** | **North Bay** |
| --- | --- | --- | --- |
| Reporters | 14 | Sports Reporters | 2 |
| News Reporters | 5 | Traffic Reporters | 2 |
| Beat Reporters | 3 | Breaking News Reporters | 1 |
| Breaking News Editors | 3 | Newspaper Reporters | 1 |
| General Assignment Reporters | 2 | Reporters/Features Writers | 1 |
| Producers/on-Air Talents | 2 |  |  |
| Source: Lightcast |

## Industry Concentration

**Table 5. Industries hiring Journalism Workers in Bay Region**

| **Industry - 6 Digit NAICS (No. American Industry Classification) Codes** | **Jobs in Industry (2021)** | **Jobs in Industry (2026)** | **% Change (2021-26)** | **% Occupation Group in Industry (2022)** |
| --- | --- | --- | --- | --- |
| Media Streaming Distribution Services, Social Networks, and Other Media Networks and Content Providers | 1,186 | 2,063 | 74% | 68% |
| Newspaper Publishers | 220 | 239 | 9% | 12% |
| Independent Artists, Writers, and Performers | 163 | 176 | 8% | 7% |
| Television Broadcasting Stations | 51 | 76 | 48% | 3% |
| Web Search Portals and All Other Information Services | 36 | 47 | 32% | 2% |
| Radio Broadcasting Stations | 18 | 27 | 51% | 1% |
| All Other Publishers | 15 | 27 | 82% | 1% |
| Periodical Publishers | 18 | 17 | -7% | 1% |
| Book Publishers | 14 | 14 | 2% | 1% |
| Electronic Computer Manufacturing | 0 | 18 | NA% | 1% |
| Source: Lightcast 2022.3 |

**Table 6. Top Employers Posting Journalism Occupations in Bay Region and North Bay Sub-Region (Jan. 2023 - Dec. 2023)**

| **Employer** | **Bay** | **Employer** | **North Bay** |
| --- | --- | --- | --- |
| Medianews Group | 22 | Medianews Group | 8 |
| Audacy Corporation | 18 | Alpha Media | 4 |
| Digital First Media | 12 | At The Ark | 4 |
| CBS Broadcasting | 10 | Little Saint | 3 |
| Hearst Communications | 9 | Daily Journal Corp | 2 |
| Bay Area News Group | 8 | Lee Enterprises | 2 |
| Source: Lightcast |

## Educational Supply

There are 13 community colleges in the Bay Region issuing 60 awards on average annually (last 3 years ending 2021-22) on TOP 0602.00 - Journalism. In the North Bay Sub-Region, there is one (1) community college that issued nine (9) awards on average annually (last 3 years) on this TOP code.

There are a three (3) other CTE educational institutions in the Bay Region issuing 103 awards on average annually (last 3 years ending 2021-22) on CIP 09.0401 – Journalism. There are no other CTE educational institutions in the North Bay Sub-Region issuing awards on average annually (last 3 years) on this CIP code.

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

| **College** | **Subregion** | **Associate Degree** | **High unit Certificate** | **Low unit Certificate** | **Total** |
| --- | --- | --- | --- | --- | --- |
| Cabrillo | SC-Monterey | 3 | 0 | 0 | 3 |
| Chabot | East Bay | 2 | 0 | 0 | 2 |
| Contra Costa | East Bay | 3 | 0 | 0 | 3 |
| De Anza | Silicon Valley | 10 | 0 | 0 | 10 |
| Diablo Valley | East Bay | 7 | 0 | 0 | 7 |
| Laney | East Bay | 3 | 0 | 0 | 3 |
| Las Positas | East Bay | 4 | 0 | 0 | 4 |
| Los Medanos | East Bay | 7 | 0 | 0 | 7 |
| Ohlone | East Bay | 1 | 0 | 0 | 1 |
| San Francisco | Mid-Peninsula | 5 | 1 | 1 | 7 |
| San Jose City | Silicon Valley | 2 | 0 | 0 | 2 |
| Santa Rosa | North Bay | 8 | 0 | 1 | 9 |
| Skyline | Mid-Peninsula | 2 | 0 | 0 | 2 |
| **Total** |  | **57** | **1** | **2** | **60** |
| Source: Data Mart |
| Note: The annual average for awards is 2019-20 to 2021-22. |

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

|  **College** | **Subregion** | **Associate Degree** | **Bachelor's degree** | **Total** |
| --- | --- | --- | --- | --- |
| Academy of Art University | Mid-Peninsula | 1 | 4 | 5 |
| San Francisco State University | Mid-Peninsula | 0 | 58 | 58 |
| San Jose State University | Silicon Valley | 0 | 40 | 40 |
| **Total** |  | **1** | **102** | **103** |

## Gap Analysis

Based on the data included in this report, there is a small annual “oversupply” of four (4) students in the Bay region with 159 annual openings for the Journalism occupational cluster and 163 annual (3-year average) awards from community colleges and other educational institutions. In the North Bay Sub-Region, there is a small annual “undersupply” of four (4) students, with 13 annual openings and nine (9) annual (3-year average) awards from community colleges.

## Student Outcomes

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

| **Metric Outcomes** | **Bay All CTE Programs** | **Solano All CTE Programs** | **State 0602.00** | **Bay 0602.00** | **North Bay 0602.00** | **Solano 0602.00** |
| --- | --- | --- | --- | --- | --- | --- |
| Students with a Job Closely Related to Their Field of Study | 74% | 68% | 52% | 64% | 100% | N/A |
| Median Annual Earnings for SWP Exiting Students | $53,090 | $36,844 | $26,013 | $29,654 | $26,731 | N/A |
| Median Change in Earnings for SWP Exiting Students | 24% | 27% | 38% | 35% | 50% | N/A |
| Exiting Students Who Attained the Living Wage | 54% | 54% | 32% | 24% | N/A | N/A |
| Source: Launchboard Strong Workforce Program Median of 2018 to 2021. |

## Skills and Education

**Table 9. Top Skills for Journalism Occupations in Bay Region (Jan. 2023 - Dec. 2023)**

| **Skill** | **Posting** | **Skill** | **Posting** |
| --- | --- | --- | --- |
| Journalism | 138 | Live Broadcast | 19 |
| Social Media | 50 | Search Engine Optimization | 19 |
| AP Stylebook | 31 | Sports Journalism | 16 |
| News Coverage | 29 | Newsletters | 15 |
| Breaking News Coverage | 27 | Storytelling | 15 |
| News Stories | 27 | Traffic Reporting | 15 |
| Content Creation | 25 | Broadcasting | 14 |
| Digital Storytelling | 21 | Feature Writing | 14 |
| News Reporting | 20 | Legal Hearings | 13 |
| Agile Methodology | 19 | Live Reporting | 12 |
| Source: Lightcast |

**Table 10. Education Requirements for Journalism Occupations in Bay Region**

| **Education Level** | **Job Postings** | **% of Total** |
| --- | --- | --- |
| High school or GED | 38 | 16% |
| Associate degree | 8 |  3% |
| Bachelor's degree & higher | 190 | 81% |
| Source: Lightcast |
| Note: 44% 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 CCCCO Data Mart and CTE Launchboard.

## Sources

O\*Net Online
Lightcast
CTE LaunchBoard www.calpassplus.org
Launchboard
Statewide CTE Outcomes Survey
Employment Development Department Unemployment Insurance Dataset
Living Insight Center for Community Economic Development
Chancellor’s Office MIS system

## Contacts

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