**Digital** **Newsgathering Occupations**

**Labor Market Information Report**

**Laney College**

Prepared by the San Francisco Bay Center of Excellence

for Labor Market Research

October 2020

# Recommendation

Based on all available data, there appears to be an undersupply of Digital Newsgathering workers compared to the demand for this cluster of occupations in the Bay region and in the East Bay sub-region (Alameda and Contra Costa Counties). There is a projected annual gap of about 2,920 students in the Bay region and 448 students in the East Bay Sub-Region.

**Introduction**

This report also 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 Laney College and in the region.

This report profiles Digital Newsgathering Occupations in the 12 county Bay region and in the East Bay sub-region for a proposed new program at Laney College. Labor market information (LMI) is not available at the eight-digit SOC Code level for Producers (27-2012.01), therefore, the data shown in Tables 1 and 2 is for Producers and Directors (at the six digit SOC level) and likely overstates demand for Producers. Tables 3, 4, 6, 9, and 10 use job postings data from Burning Glass at the eight-digit SOC Code level for Producers (27-2012.01).

|  |
| --- |
| * **News Analysts, Reporters, and Journalists/News Analysts, Reporters, and Journalists (27-3023/27-3022):** Collect and analyze facts about newsworthy events by interview, investigation, or observation. Report and write stories for newspaper, news magazine, radio, or television. Excludes "Broadcast News Analysts" (27-3021).
 |
| Entry-Level Educational Requirement: Bachelor's degree |
| Training Requirement: None |
| Percentage of Community College Award Holders or Some Postsecondary Coursework: 12% |
|  |
| * **Radio and Television Announcers / Broadcast Announcers and Radio Disc Jockeys (27-3011):** Speak or read from scripted materials, such as news reports or commercial messages, on radio or television. May announce artist or title of performance, identify station, or interview guests. Excludes “Broadcast News Analysts” (27-3021).
 |
| Entry-Level Educational Requirement: Bachelor's degree |
| Training Requirement: None |
| Percentage of Community College Award Holders or Some Postsecondary Coursework: 34% |
|  |
| * **Editors (27-3041):** Plan, coordinate, or edit content of material for publication. May review proposals and drafts for possible publication. Includes technical editors.
 |
| Entry-Level Educational Requirement: Bachelor's degree |
| Training Requirement: None |
| Percentage of Community College Award Holders or Some Postsecondary Coursework: 13% |
|  |
| * **Web Developers / Web Developers and Digital Interface Designers (15-1134 / 15-1257):** Design, create, and modify Web sites. Analyze user needs to implement Web site content, graphics, performance, and capacity. May integrate Web sites with other computer applications. May convert written, graphic, audio, and video components to compatible Web formats by using software designed to facilitate the creation of Web and multimedia content. Excludes “Multimedia Artists and Animators” (27-1014).
 |
| Entry-Level Educational Requirement: Associate's degree |
| Training Requirement: None |
| Percentage of Community College Award Holders or Some Postsecondary Coursework: 25% |
|  |
| * **Producers and Directors (27-2012):** Produce or direct stage, television, radio, video, or motion picture productions for entertainment, information, or instruction. Responsible for creative decisions, such as interpretation of script, choice of actors or guests, set design, sound, special effects, and choreography.
 |
| Entry-Level Educational Requirement: Bachelor's degree |
| Training Requirement: None |
| Percentage of Community College Award Holders or Some Postsecondary Coursework: 18% |

**Occupational Demand**

**Table 1. Employment Outlook for Digital Newsgathering Occupations in Bay Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation  | 2019 Jobs | 2024 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Average Annual Open-ings | 25% Hourly Wage | Median Hourly Wage |
| News Analysts, Reporters, and Journalists/News Analysts, Reporters, and Journalists |  1,429  |  1,729  | 301 | 21% |  1,253  |  251  | $17.22 | $26.12 |
| Radio and Television Announcers / Broadcast Announcers and Radio Disc Jockeys |  1,201  |  1,119  | -83 | -7% |  683  |  137  | $14.31 | $25.33 |
| Editors |  4,687  |  5,389  | 702 | 15% |  3,507  |  701  | $24.84 | $34.74 |
| Web Developers / Web Developers and Digital Interface Designers |  11,305  |  13,309  | 2,004 | 18% |  6,679  |  1,336  | $29.02 | $45.01 |
| Producers and Directors |  5,576  |  5,876  | 300 | 5% |  3,166  |  633  | $28.49 | $40.82 |
| **TOTAL** |  **24,198**  |  **27,423**  | **3,224** | **13%** |  **15,288**  |  **3,058**  | **$26.66** | **$39.96** |

*Source: EMSI 2020.3*

**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 Digital** **Newsgathering Occupations in East** **Bay Sub-Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation  | 2019 Jobs | 2024 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Average Annual Open-ings | 25% Hourly Wage | Median Hourly Wage |
| News Analysts, Reporters, and Journalists/News Analysts, Reporters, and Journalists |  189  |  171  | -18 | -10% |  104  |  21  | $15.22 | $23.35 |
| Radio and Television Announcers / Broadcast Announcers and Radio Disc Jockeys |  191  |  185  | -7 | -3% |  110  |  22  | $17.58 | $30.41 |
| Editors |  846  |  852  | 5 | 1% |  477  |  95  | $21.24 | $31.05 |
| Web Developers / Web Developers and Digital Interface Designers |  2,197  |  2,363  | 165 | 8% |  1,031  |  206  | $23.65 | $39.97 |
| Producers and Directors |  1,338  |  1,381  | 43 | 3% |  721  |  144  | $25.76 | $37.70 |
| **TOTAL** |  **4,762**  |  **4,951**  | **189** | **4%** |  **2,444**  |  **489**  | **$23.24** | **$36.71** |

*Source: EMSI 2020.3*

**East Bay Sub-Region includes:** Alameda and Contra Costa Counties

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

**Table 3. Number of Job Postings by Occupation for latest 12 months (October 2019 - September 2020)**

| Occupation | Bay Region | East Bay Sub-Region |
| --- | --- | --- |
| Web Developers | 24,265 | 3,403 |
| Editors | 1,241 | 193 |
| Producers | 1,065 | 103 |
| Reporters and Correspondents | 380 | 64 |
| Radio and Television Announcers | 109 | 22 |
| Directors- Stage, Motion Pictures, Television, and Radio | 36 | 5 |
| Program Directors | 18 | 2 |
| Talent Directors | 12 | 4 |
| Technical Directors/Managers | 5 |   |
|  **TOTAL** | **27,131** | **3,796** |

*Source: Burning Glass*

**Table 4a. Top Job Titles for Digital Newsgathering Occupations for latest 12 months (October 2019 - September 2020) Bay Region**

|  |  |  |  |
| --- | --- | --- | --- |
| Common Title | Bay | Common Title | Bay |
| Front End Engineer | 1,024 | Senior Front End Developer | 178 |
| Senior Front End Engineer | 994 | Hired Front End Engineer | 172 |
| Senior Backend Engineer | 967 | Hired Backend Engineer | 172 |
| Backend Engineer | 942 | Frontend Engineer | 158 |
| Ux Designer | 615 | Php Developer | 148 |
| Front End Developer | 594 | Ruby On Rails Developer | 134 |
| Ui Developer | 553 | User Experience Designer | 133 |
| Web Developer | 436 | Front End Developer Entry Level | 125 |
| Senior Ux Designer | 320 | Senior Ui Engineer | 122 |
| Ux Researcher | 309 | Frontend Developer | 120 |
| Ux/Ui Designer | 224 | Node Js Developer | 117 |
| Ui/Ux Designer | 219 | Ui Designer | 113 |
| Senior Frontend Engineer | 199 | Senior Ux Researcher | 113 |
| Senior Ui Developer | 198 | Producer | 111 |

**Table 4b. Top Job Titles for Digital** **Newsgathering Occupations for latest 12 months (October 2019 - September 2020) East** **Bay Sub-Region**

|  |  |  |  |
| --- | --- | --- | --- |
| Common Title | East Bay | Common Title | East Bay |
| Senior Front End Engineer | 250 | Senior Ui Developer | 28 |
| Front End Engineer | 246 | Ux Researcher | 25 |
| Senior Backend Engineer | 230 | Front End Web Developer | 20 |
| Backend Engineer | 175 | Senior Ui/Ux Designer | 19 |
| Web Developer | 92 | Senior Ui/Ux Designer | 19 |
| Ui Developer | 83 | Frontend Engineer | 19 |
| Front End Developer | 78 | Hired Senior Backend Engineer | 19 |
| Ux Designer | 52 | Full Stack Developer | 18 |
| Senior Ux Designer | 42 | Php Developer | 17 |
| Hired Backend Engineer | 40 | Web Producer | 17 |
| Hired Front End Engineer | 34 | Front End Ui Developer  | 16 |
| Ui/Ux Designer | 30 | Node Js Developer | 16 |
| Senior Frontend Engineer | 30 |  |  |

*Source: Burning Glass*

# Industry Concentration

**Table 5. Industries hiring Digital** **Newsgathering Workers in Bay Region**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Industry – 6 Digit NAICS (No. American Industry Classification) Codes | Jobs in Industry (2019) | Jobs in Industry (2024) | % Change (2019-24) | % Occupation Group in Industry (2019) |
| Internet Publishing and Broadcasting and Web Search Portals (519130) | 5,904 | 7,813 | 32% | 24% |
| Custom Computer Programming Services (541511) | 2,404 | 2,826 | 18% | 10% |
| Software Publishers (511210) | 1,550 | 1,980 | 28% | 6% |
| Motion Picture and Video Production (512110) | 1,477 | 1,520 | 3% | 6% |
| Computer Systems Design Services (541512) | 1,320 | 1,487 | 13% | 5% |
| Television Broadcasting (515120) | 911 | 917 | 1% | 4% |
| Data Processing, Hosting, and Related Services (518210) | 499 | 692 | 39% | 2% |
| Radio Stations (515112) | 525 | 493 | -6% | 2% |
| Other Computer Related Services (541519) | 384 | 457 | 19% | 2% |
| Independent Artists, Writers, and Performers (711510) | 455 | 428 | -6% | 2% |
| Cable and Other Subscription Programming (515210) | 444 | 416 | -6% | 2% |
| Newspaper Publishers (511110) | 494 | 379 | -23% | 2% |
| Advertising Agencies (541810) | 307 | 335 | 9% | 1% |
| Periodical Publishers (511120) | 324 | 320 | -1% | 1% |
| Corporate, Subsidiary, and Regional Managing Offices (551114) | 302 | 311 | 3% | 1% |
| Book Publishers (511130) | 329 | 299 | -9% | 1% |

*Source: EMSI 2020.3*

**Table 6. Top Employers Posting Digital** **Newsgathering Occupations in Bay Region and East Bay Sub-Region (October 2019 - September 2020)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Employer | Bay | Employer | Bay | Employer | East Bay |
| Amazon | 333 | IBM | 51 | Wells Fargo | 61 |
| Apple Inc. | 240 | Anthem Blue Cross | 49 | Amazon | 58 |
| Facebook | 146 | eBay | 47 | Tesla | 34 |
| Wells Fargo | 142 | Oracle | 46 | University Of California Berkeley | 30 |
| Paypal | 104 | Tranzeal, Inc | 45 | Tesla Motors | 23 |
| Infobahn Softworld Incorporated | 99 | Intelliswift Software | 45 | Workday, Inc | 19 |
| Cisco Systems Incorporated | 94 | Stanford University | 44 | Talent Space | 16 |
| Google Inc. | 81 | Systems Integration Solutions | 43 | Major Hospital | 16 |
| Xoriant Incorporated | 74 | Jefferson Frank | 43 | Albertsons | 16 |
| Osi Engineering | 73 | Triplebyte | 42 | University Of California Office Of The President | 13 |
| The Mom Project | 68 | Osi Engineering, Inc | 42 | Sathya Sai Corporation | 13 |
| NTT Data | 67 | Ascent Technology Services | 42 | NTT Data | 13 |
| Bayone Solutions | 67 | Adobe Systems | 42 | Red Oak Technologies | 11 |
| Vmware Incorporated | 53 | Infoobjects Inc | 41 | Lucid Motors Inc | 11 |
| Salesforce | 53 | Tech Firefly | 40 | Anthem Blue Cross | 11 |
| Splunk | 51 | Tesla | 39 | Scrumlink, Inc | 10 |
| Intuit | 51 | CBS Broadcasting | 39 | Nucamp | 10 |

*Source: Burning Glass*

# Educational Supply

There are 12 community colleges in the Bay Region issuing 73 awards on average annually (last 3 years ending 2018-19) on TOP 0602.00-Journalism. There are seven (7) colleges in the East Bay Sub-Region issuing 39 awards on average annually (last 3 years ending 2018-19) on this TOP code.

There is one (1) Other Educational Institutions in the Bay Region issuing two (2) awards on average annually (last 3 years ending 2016-17) on TOP 0602.00-Journalism. There are no Other Educational Institutions in the East Bay Sub-Region issuing awards on average annually (last 3 years) on this TOP code.

There are five (5) Institutions in the Bay Region issuing 63 Bachelor’s Degrees on average annually (last 3 years ending 2018-19) on TOP 0602.00-Journalism. There are two (2) Institutions in the East Bay Sub-Region issuing two Bachelor’s Degrees on average annually (last 3 years ending 2018-19) on this TOP code.

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

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **College** | **Sub-Region** | **Associates** | **Certificate Low Unit** | **Total** |
| Cabrillo | SC - Monterey | 3 |  | 3 |
| Chabot  | East Bay | 1 |  | 1 |
| Contra Costa | East Bay | 7 | 3 | 10 |
| De Anza | Silicon Valley | 11 |  | 11 |
| Diablo Valley | East Bay | 10 |  | 10 |
| Laney | East Bay | 2 |  | 2 |
| Las Positas | East Bay | 4 |  | 4 |
| Los Medanos | East Bay | 8 |  | 8 |
| Ohlone | East Bay | 3 | 1 | 4 |
| San Francisco | Mid-Peninsula | 3 | 4 | 7 |
| Santa Rosa | North Bay | 9 | 2 | 11 |
| Skyline | Mid-Peninsula | 1 | 1 | 2 |
| **Total Bay Region** | **62** | **11** | **73** |
| **Total East** **Bay Sub-Region** | **35** | **4** | **39** |

# Source: Data Mart

Note: The annual average for awards is 2016-17 to 2018-19.

**Table 7b. Other Educational Institutions Awards on TOP 0602.00-Journalism in Bay Region**

|  |  |  |  |
| --- | --- | --- | --- |
| College | Sub-Region | Associates | Total |
| Academy of Art University | Mid-Peninsula | 2 | 2 |
| **Total Bay Region** | **2** | **2** |
| **Total East Bay Sub-Region** | **0** | **0** |

# Source: Data Mart

Note: The annual average for awards is 2014-15 to 2016-17.

**Table 7c. Bachelor’s Degree Awards on TOP 0602.00-Journalism in Bay Region**

|  |  |  |
| --- | --- | --- |
| **College** | **Sub-Region** | **Bachelor’s Degree** |
| Academy of Art University | Mid-Peninsula | 7 |
| Dominican University of California | North Bay | 19 |
| John F. Kennedy University | East Bay | 1 |
| Saint Mary's College of California | East Bay | 1 |
| San Jose State University | Silicon Valley | 35 |
| **Total Bay Region** | **63** |
| **Total East** **Bay Sub-Region** | **2** |

# Source: Data Mart

Note: The annual average for awards is 2014-15 to 2016-17.

**Gap Analysis**

Based on the data included in this report, there is a large labor market gap in the Bay region with 3,058 annual openings for the Newswriting and Reporting occupational cluster and 138 annual (3-year average) awards for an annual undersupply of 2,920 students. In the East Bay Sub-Region, there is also a gap with 489 annual openings and 41 annual (3-year average) awards for an annual undersupply of 448 students.

**Student Outcomes**

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

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **2017-18** | **Bay** All CTE Programs | **Laney College** All CTE Programs | **State** 0602.00 | **Bay** 0602.00 | **East Bay** 0602.00 | **Laney College** 0602.00 |
| % Employed Four Quarters After Exit | 74% | 63% | 62% | 60% | 61% | 62% |
| Median Quarterly Earnings Two Quarters After Exit | $10,550 | $9,825 | $5,810 | $6,399 | $6,141 | $8,424 |
| Median % Change in Earnings | 46% | 28% | 52% | 57% | 63% | n/a |
| % of Students Earning a Living Wage | 63% | 47% | 33% | 23% | 19% | n/a |

*Source: Launchboard Pipeline (version available on (10/2/20)*

# Skills and Education

**Table 9. Top Skills for Digital Newsgathering Occupations in Bay Region (October 2019 - September 2020)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Skill** | **Postings** | **Skill** | **Postings** | **Skill** | **Postings** |
| JavaScript | 11,307 | Software Development | 3,128 | Drupal | 2,218 |
| React Javascript | 6,035 | Unit Testing | 3,050 | UX Wireframes | 2,209 |
| Java | 6,003 | MySQL | 3,029 | Google Analytics | 2,146 |
| Front-end Development | 5,738 | Adobe Indesign | 3,000 | Version Control | 2,106 |
| Software Engineering | 5,626 | Adobe Illustrator | 2,924 | User Research | 2,066 |
| Web Development | 4,902 | Adobe Acrobat | 2,853 | Node.js | 2,006 |
| Adobe Photoshop | 3,968 | Cross-browser | 2,853 | Product Management | 1,967 |
| SQL | 3,884 | Scalability Design | 2,812 | jQuery | 1,965 |
| Python | 3,862 | Adobe Creative Suite | 2,810 | Microsoft C# | 1,950 |
| Ruby | 3,823 | Hypertext Preprocessor (PHP) | 2,712 | Docker Software | 1,935 |
| Ruby on Rails | 3,811 | PostgreSQL | 2,610 | Django | 1,863 |
| AngularJS | 3,807 | ECMAScript 2015 (ES2015 / ES6) | 2,469 | Prototyping | 1,804 |
| Git | 3,726 | CSS | 2,460 | Project Management | 1,775 |
| Web Application Development | 3,588 | Content Management Systems (CMS) | 2,425 | AWS Redshift | 1,758 |
| HTML5 | 3,474 | User Interface (UI) Design | 2,246 | Web Site Design | 1,716 |

*Source: Burning Glass*

**Table 10. Education Requirements for Digital Newsgathering Occupations in Bay Region**

Note: 47% of records have been excluded because they do not include a degree level. As a result, the chart below may not be representative of the full sample.

|  |  |  |
| --- | --- | --- |
| **Education (minimum advertised)** | **Latest 12 Mos. Postings** | **Percent 12 Mos. Postings** |
| High school or vocational training | 248 | 2% |
| Associate Degree | 116 | 1% |
| Bachelor’s Degree or Higher | 13,111 | 97% |

*Source: Burning Glass*

# Methodology

Occupations for this report were identified by use of skills listed in O\*Net descriptions and job descriptions in Burning Glass. Labor demand data is sourced from Economic Modeling Specialists International (EMSI) occupation data and Burning Glass job postings data. Educational supply and student outcomes data is retrieved from multiple sources, including CTE Launchboard and CCCCO Data Mart.

# Sources

O\*Net Online

Labor Insight/Jobs (Burning Glass)

Economic Modeling Specialists International (EMSI)

CTE LaunchBoard [www.calpassplus.org/Launchboard/](http://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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