** Journalism Occupations**

**Labor Market Information Report**

**Laney College**

Prepared by the San Francisco Bay Center of Excellence

for Labor Market Research

June 2019

# Recommendation

Based on all available data, there appears to be an undersupply of Journalism 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 875 students in the Bay region and 201 students in the East Bay Sub-Region.

This report also provides student outcomes data on employment and earnings for programs on TOP 0602.00 - Journalism 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.

# Introduction

This report profiles Journalism Occupations in the 12 county Bay region and in the East Bay sub-region for the review of an existing program at Laney College.

|  |
| --- |
| * **Reporters and Correspondents (SOC 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% |
| * **Proofreaders and Copy Markers (SOC 43-9081):** Read transcript or proof type setup to detect and mark for correction any grammatical, typographical, or compositional errors. Excludes workers whose primary duty is editing copy. Includes proofreaders of Braille. |
| Entry-Level Educational Requirement: Bachelor's *degree* |
| Training Requirement: None |
| Percentage of Community College Award Holders or Some Postsecondary Coursework: 29*%* |
| * **Broadcast News Analysts (SOC 27-3021):** Analyze, interpret, and broadcast news received from various sources. |
| 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 (SOC 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*%* |
|  |
| * **Photographers (SOC 27-4021):** Photograph people, landscapes, merchandise, or other subjects, using digital or film cameras and equipment. May develop negatives or use computer software to produce finished images and prints. Includes scientific photographers, aerial photographers, and photojournalists. |
| Entry-Level Educational Requirement: High *school diploma or equivalent* |
| Training Requirement: Long-term *on-the-job training* |
| Percentage of Community College Award Holders or Some Postsecondary Coursework: 34*%* |

# Occupational Demand

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

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation | 2017 Jobs | 2022 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Average Annual Open-ings | 10% Hourly Wage | Median Hourly Wage |
| Reporters and Correspondents | 1,051 | 1,385 | 334 | 32% | 958 | 192 | $14.34 | $22.04 |
| Proofreaders and Copy Markers | 534 | 556 | 22 | 4% | 437 | 87 | $13.58 | $21.01 |
| Broadcast News Analysts | 219 | 244 | 26 | 12% | 137 | 27 | $15.18 | $35.05 |
| Radio and Television Announcers | 801 | 743 | (57) | (7%) | 379 | 76 | $15.53 | $24.30 |
| Photographers | 5,197 | 5,692 | 495 | 10% | 2,691 | 538 | $13.30 | $17.95 |
| **Total** | **7,801** | **8,621** | **820** | **11%** | **4,602** | **920** | **$13.74** | **$19.84** |

*Source: EMSI 2019.2*

**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 East Bay Sub-Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation | 2017 Jobs | 2022 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Average Annual Open-ings | 10% Hourly Wage | Median Hourly Wage |
| Reporters and Correspondents | 216 | 195 | (20) | (9%) | 107 | 20 | $14.36 | $20.80 |
| Proofreaders and Copy Markers | 123 | 122 | (1) | (1%) | 94 | 19 | $12.01 | $19.67 |
| Broadcast News Analysts | 43 | 47 | 4 | 10% | 28 | 6 | $31.29 | $36.06 |
| Radio and Television Announcers | 86 | 91 | 5 | 5% | 48 | 10 | $18.74 | $23.46 |
| Photographers | 1,680 | 1,776 | 97 | 6% | 852 | 166 | $13.07 | $17.83 |
| **TOTAL** | **2,147** | **2,232** | **84** | **4%** | **1,128** | **220** | **$13.74** | **$18.82** |

*Source: EMSI 2019.2*

**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 (June 2018 - May 2019)**

| Occupation | Bay Region | East Bay |
| --- | --- | --- |
| Photographers | 981 | 295 |
| Reporters and Correspondents | 432 | 59 |
| Radio and Television Announcers | 123 | 34 |
| Proofreaders and Copy Markers | 64 | 11 |
| **Total** | **1,600** | **399** |

*Source: Burning Glass*

**Table 4a. Top Job Titles for Journalism Occupations for latest 12 months (June 2018 - May 2019) Bay Region**

|  |  |  |  |
| --- | --- | --- | --- |
| Common Title | Bay | Common Title | Bay |
| Photographer | 653 | Traffic Reporter | 14 |
| Reporter | 184 | Newborn Photographer | 14 |
| School Photographer | 103 | Sales Associate | 12 |
| Proofreader | 43 | Content Coordinator | 11 |
| Staff Writer | 30 | Newborn Photography | 9 |
| Real Estate Photographer | 30 | Graphic Designer | 9 |
| Assistant, Event, Photography, Information And Technology Industry | 30 | Video Journalist | 8 |
|  |  | School Community Liaison | 8 |
| Weekend Anchor | 23 | Product Designer | 7 |
| Assistant, Photography, Information And Technology Industry | 22 | Health Medical Ethnographer | 7 |
| Wedding Photographer | 21 | Education Reporter | 7 |
| Technology Reporter | 21 | Assistant, Photography, Event, Information And Technology Industry | 7 |
| News Writer | 20 | Over - The | 6 |
| News Reporter | 20 | Movie Theatre Staff | 6 |

**Table 4b. Top Job Titles for Journalism Occupations for latest 12 months (June 2018 - May 2019)**

**East Bay Sub-Region**

|  |  |  |  |
| --- | --- | --- | --- |
| Common Title | East Bay | Common Title | East Bay |
| Photographer | 207 | News Reporter | 3 |
| School Photographer | 37 | Education Reporter | 3 |
| Reporter | 26 | Cub Foods | 3 |
|  |  | Weekend Anchor | 2 |
| Real Estate Photographer | 8 | Wedding Photographer | 2 |
| Assistant, Photography, Information And Technology Industry | 8 | Sales Associate | 2 |
| Assistant, Event, Photography, Information And Technology Industry | 8 | Photography Assistant | 2 |
| Proofreader | 6 | Permitting Specialist | 2 |
| Staff Writer | 4 | Parent Community Liaison | 2 |
| News Photographer | 4 | Page Not Found | 2 |
| Instructional Assistant | 4 | Over - The | 2 |
| Graphic Designer | 4 | News Writer | 2 |
| Technology Reporter | 3 | Movie Theatre Staff | 2 |
| School Community Liaison | 3 | Join Our Talent Network , | 2 |

*Source: Burning Glass*

# Industry Concentration

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

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Industry – 6 Digit NAICS (No. American Industry Classification) Codes | Jobs in Industry (2018) | Jobs in Industry (2022) | % Change (2018-22) | % in Industry (2018) |
| All Other Professional, Scientific, and Technical Services (541990) | 2,915 | 3,190 | 9.4% | 36.4% |
| Internet Publishing and Broadcasting and Web Search Portals (519130) | 841 | 1,249 | 48.5% | 10.5% |
| Independent Artists, Writers, and Performers (711510) | 618 | 592 | (4.2%) | 7.7% |
| Photography Studios, Portrait (541921) | 603 | 573 | (5.0%) | 7.5% |
| Commercial Photography (541922) | 355 | 363 | 2.3% | 4.4% |
| Radio Stations (515112) | 353 | 326 | (7.6%) | 4.4% |
| Newspaper Publishers (511110) | 281 | 222 | (21.0%) | 3.5% |
| Television Broadcasting (515120) | 203 | 211 | 3.9% | 2.5% |
| Translation and Interpretation Services (541930) | 203 | 227 | 11.8% | 2.5% |
| Marketing Research and Public Opinion Polling (541910) | 132 | 141 | 6.8% | 1.6% |
| Radio Networks (515111) | 111 | 87 | (21.6%) | 1.4% |
| Motion Picture and Video Production (512110) | 100 | 110 | 10.0% | 1.2% |

*Source: EMSI 2019.2*

**Table 6. Top Employers Posting Journalism Occupations in Bay Region and East Bay Sub-Region**

**(June 2018 - May 2019)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Employer | Bay | Employer | Bay | Employer | East Bay |
| Lifetouch | 118 | Kodakit | 10 | Lifetouch | 46 |
| Pro Motionpix, Llc | 93 | Jcpenney Portraits | 10 | Pro Motionpix, Llc | 43 |
| Iconic Group | 85 | IBM | 9 | Iconic Group | 19 |
| Gradimages | 42 | Costar Group | 9 | Xcite Advertising | 17 |
| Bella Baby Photography | 31 | Hearst Television | 8 | Bella Baby Photography | 14 |
| Dealervision Com | 30 | Sonoma Media Investments | 7 | Whole Foods Market, Inc. | 13 |
| Whole Foods Market, Inc. | 29 | Press Enterprise Company | 7 | Gradimages | 13 |
| Mom365 | 28 | Nationwide Studios Incorporated | 7 | Dealervision Com | 13 |
| Xcite Advertising | 23 | Entercom | 7 | Mom365 | 11 |
| NBC | 19 | Disney | 7 | US Army | 6 |
| Dow Jones & Company | 19 | Charleys Angels Newborn Photography | 7 | Teddy Bear Portraits | 5 |
| CBS Broadcasting | 17 | Alum Rock Union Elementary | 7 | Guardian News & Media | 5 |
| Entercom Communications Corporation | 15 | Vector Media | 6 | Street Delivery | 4 |
| Digital First Media | 13 | US Army | 6 | Jcpenney Portraits | 4 |
| Teddy Bear Portraits | 10 | Nexstar Broadcasting Group | 6 | Walkintour | 3 |

*Source: Burning Glass*

# Educational Supply

There are 11 community colleges in the Bay Region issuing 43 awards on average annually (last 3 years) on TOP 0602.00 – Journalism. There are 6 colleges in the East Bay Sub-Region issuing 19 awards on average annually (last 3 years) on this TOP code. There is one other postsecondary institution in the Bay Region issuing two degrees on average annually on CIP 09.0401- Journalism.

**Table 7. Awards on TOP 0602.00 – Journalism** **in the Bay Region**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| College | Sub-Region | Associates | Certificates | Total |
| Cabrillo College | Santa Cruz - Monterey | 2 |  | 2 |
| Chabot College | East Bay | 1 |  | 1 |
| City College of San Francisco | Mid-Peninsula | 1 | 3 | 4 |
| Contra Costa College | East Bay | 3 | 1 | 4 |
| De Anza College | Silicon Valley | 6 |  | 6 |
| Diablo Valley College | East Bay | 5 |  | 5 |
| Laney College | East Bay | 1 |  | 1 |
| Los Medanos College | East Bay | 7 |  | 7 |
| Ohlone College | East Bay | 1 |  | 1 |
| Santa Rosa Junior College | North Bay | 9 | 1 | 10 |
| Skyline College | Mid-Peninsula | 2 |  | 2 |
| **Total Bay Region** | | **38** | **5** | **43** |
| **Total East Bay Sub-Region** | | **18** | **1** | **19** |

# *Source: IPEDS, Data Mart and Launchboard*

NOTE: Headcount of students who took one or more courses is for 2016-17. The annual average for awards is 2014-17 unless there are only awards in 2016-17. The annual average for other postsecondary is for 2013-16.

# Gap Analysis

Based on the data included in this report, there is a labor market gap in the Bay region with 920 annual openings for the Journalism occupational cluster and 45 annual (3-year average) awards (both community college and other postsecondary institutions) for an annual undersupply of 875 students. In the East Bay Sub-Region, there is also a gap with 220 annual openings and 19 annual (3-year average) awards for an annual undersupply of 201 students.

# Student Outcomes

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

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 2015-16 | 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% | 74% | 67% | 71% | 65% | n/a |
| Median Quarterly Earnings Two Quarters After Exit | $10,550 | $10,550 | $5,476 | $7,476 | $6,691 | n/a |
| Median % Change in Earnings | 46% | 46% | 84% | 66% | n/a | n/a |
| % of Students Earning a Living Wage | 63% | 63% | 20% | 26% | n/a | n/a |

*Source: Launchboard Pipeline (version available on 6/14/19)*

# Skills and Education

**Table 9. Top Skills for Journalism Occupations in Bay Region (June 2018 - May 2019)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Skill | Postings | Skill | Postings | Skill | Postings |
| Photography | 907 | Breaking News Coverage | 48 | Project Management | 27 |
| Journalism | 266 | Adobe Acrobat | 45 | Photo Shoots | 27 |
| Lifting Ability | 257 | Multimedia | 44 | Photojournalism | 26 |
| Customer Service | 233 | Facebook | 44 | Graphic Design | 26 |
| Social Media | 215 | Instagram | 42 | Associated Press Style | 26 |
| Adobe Photoshop | 161 | E-Commerce | 41 | AP style | 26 |
| Sales | 146 | Digital Photography | 40 | Retail Industry Knowledge | 24 |
| Scheduling | 119 | Adobe Creative Suite | 39 | Packaging | 23 |
| Broadcast Industry Knowledge | 103 | Photo Editing | 38 | Music | 23 |
| Automotive Industry Knowledge | 94 | Adobe Illustrator | 37 | Copy Editing | 23 |
| Product Sales | 66 | Newsletters | 35 | Budgeting | 23 |
| Videography | 58 | Content Management | 34 | Real Estate Experience | 22 |
| Client Base Retention | 57 | Social Media Platforms | 32 | Customer Contact | 22 |
| Proofreading | 53 | Computer-Assisted Auditing Technology (CAAT) services | 30 | Appointment Setting | 22 |
| Adobe Indesign | 53 | Video Editing | 29 | Adobe Premiere | 21 |

*Source: Burning Glass*

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

Note: 62% 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 | 318 | 52% |
| Associate Degree | 16 | 3% |
| Bachelor’s Degree or Higher | 260 | 45% |

*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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