








Radio and Television Occupations

Labor Market Analysis: San Diego County

March 2022

Summary

NEW PROGRAM RECOMMENDATION?	EVIDENCE OF A SUPPLY GAP?	AT OR ABOVE THE LIVING WAGE?	EXPECTED EDUCATION FOR MAJORITY OF OCCUPATIONS ANALYZED
 <p>Do Not Proceed with New Program</p>	 	 	<input checked="" type="checkbox"/> Bachelor's Degree+ <input type="checkbox"/> Associate Degree <input type="checkbox"/> Some College or Certificate <input type="checkbox"/> HS Diploma or Equivalent <input type="checkbox"/> Less than a HS Diploma <input type="checkbox"/> Apprenticeship
SUPPORT FOR PROGRAM MODIFICATION?	NUMBER OF INSTITUTIONS THAT PROVIDE TRAINING	NUMBER OF ANNUAL JOB OPENINGS	
<p>The COE defers to the region</p>	<p>HIGH</p> 	<p>LOW</p> 	

This brief provides labor market information about *Radio and Television Occupations* to assist the San Diego and Imperial Counties Community Colleges with program development and strategic planning. *Radio and Television Occupations* include “Broadcast Announcers and Radio Disc Jockeys,” “Film and Video Editors,” “Producers and Directors,” and “Special Effects Artists and Animators.” According to available labor market information, *Radio and Television Occupations* in San Diego County have a labor market demand of 201 annual job openings (while average demand for a single occupation in San Diego County is 242 annual job openings). Sixteen institutions supply 418 awards for these occupations, suggesting that an oversupply exists in the labor market. On average, entry-level wages are below the living wage and median wages are above the living wage. This brief recommends that the colleges do not proceed with developing a new program for these occupations but defers to the region for a program modification because 1) on average, these occupations’ entry-level wages are below the living wage; 2) a low number of annual job openings exist for these occupations; and 3) there is an oversupply in San Diego County. Colleges should note that **the percentage of students who complete a related program and earn a living wage is lower than students who complete Career Education programs in general.**

Introduction

This report provides labor market information in San Diego County for the following occupational codes in the Standard Occupational Classification (SOC)¹ system:

- **Broadcast Announcers and Radio Disc Jockeys** (SOC 27-3011): Speak or read from scripted materials, such as news reports or commercial messages, on radio, television, or other communications media. May play and queue music, announce artist or title of performance, identify station, or interview guests.
- **Film and Video Editors** (SOC 27-4032): Edit moving images on film, video, or other media. May work with a producer or director to organize images for final production. May edit or synchronize soundtracks with images.
- **Producers and Directors** (SOC 27-2012): Produce or direct stage, television, radio, video, or film 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.
- **Special Effects Artists and Animators** (SOC 27-1014): Create special effects or animations using film, video, computers, or other electronic tools and media for use in products, such as computer games, movies, music videos, and commercials.

For the purpose of this report, these occupations are referred to as *Radio and Television Occupations*.

¹ The Standard Occupational Classification (SOC) system is used by federal statistical agencies to classify workers into occupational categories for the purpose of collecting, calculating or disseminating data. [bls.gov/soc](https://www.bls.gov/soc).

Projected Occupational Demand

Between 2020 and 2025, *Radio and Television Occupations* are projected to decrease by 13 net jobs or one percent (Exhibit 1 a). Employers in San Diego County will need to hire 201 workers annually to fill new jobs and backfill jobs due to attrition caused by turnover and retirement, for example.

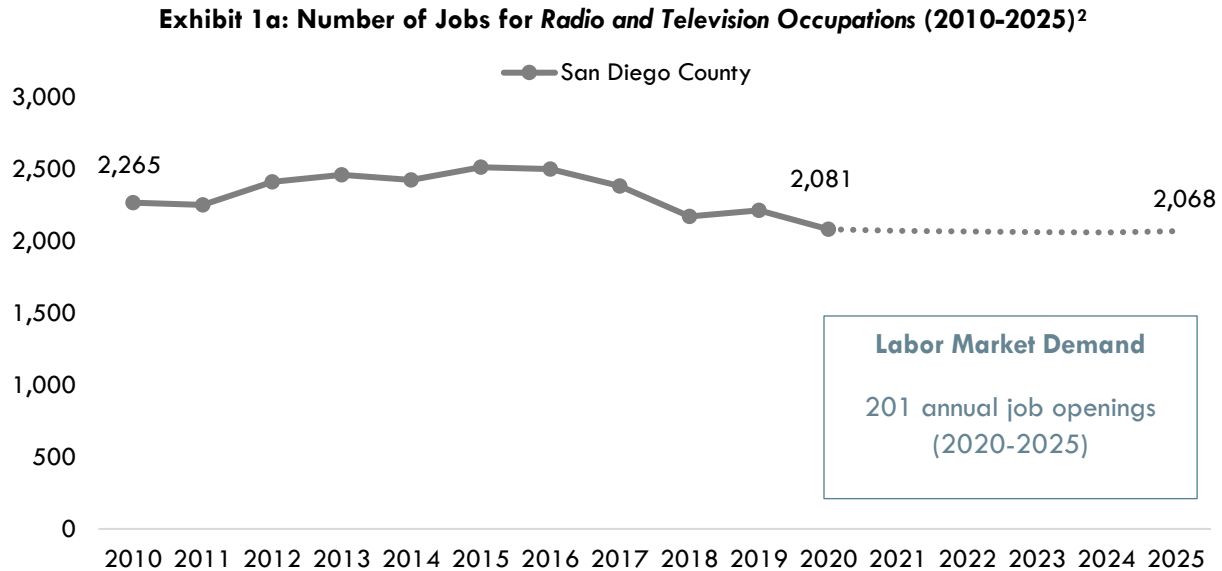


Exhibit 1 b disaggregates the projected number of jobs change by occupation. “Producers and Directors” are projected to have the most labor market demand between 2020 and 2025, with 84 annual job openings.

Exhibit 1b: Number of Jobs for Radio and Television Occupations in San Diego County (2020-2025)³

Occupational Title	2020 Jobs	2025 Jobs	2020 - 2025 Net Jobs Change	2020- 2025 % Net Jobs Change	Annual Job Openings (Demand)
Producers and Directors	956	956	0	0%	84
Special Effects Artists and Animators	568	566	-2	0%	58
Film and Video Editors	286	326	40	14%	37
Broadcast Announcers and Radio Disc Jockeys	271	220	-51	-19%	22
Total	2,081	2,068	-13	-1%	201

² EMSI 2021.4; QCEW, Non-QCEW, Self-Employed.

³ EMSI 2021.4; QCEW, Non-QCEW, Self-Employed.

Earnings

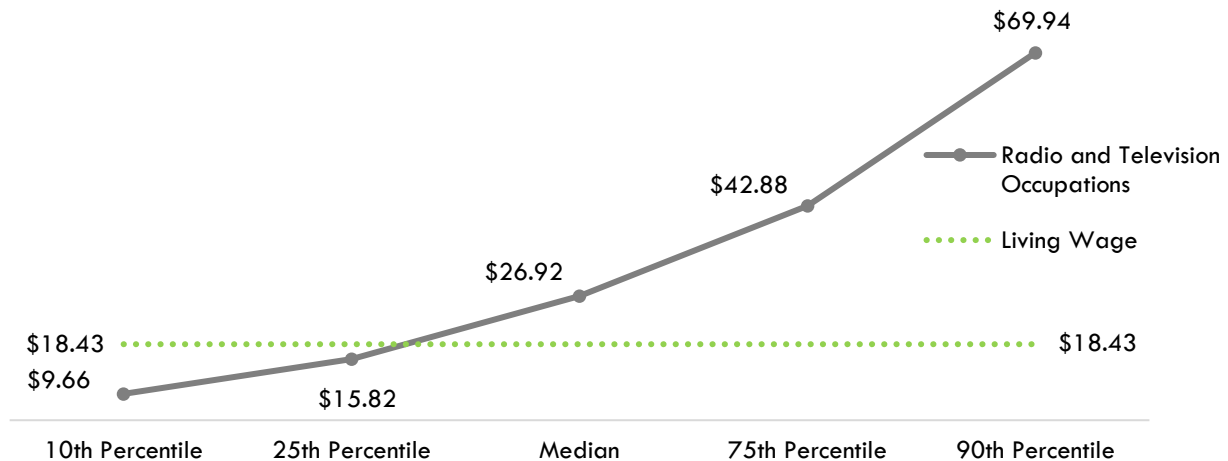
Exhibit 2a disaggregates hourly earnings by occupation. The entry-level hourly earnings for *Radio and Television Occupations* range from \$10.35 to \$20.36.

Exhibit 2a: Hourly Earnings for *Radio and Television Occupations* in San Diego County⁴

Occupational Title	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)
Broadcast Announcers and Radio Disc Jockeys	\$20.36	\$27.53	\$39.64
Film and Video Editors	\$16.60	\$28.59	\$48.39
Producers and Directors	\$15.97	\$26.14	\$40.76
Special Effects Artists and Animators	\$10.35	\$25.40	\$42.74

On average, the entry-level hourly earnings for *Radio and Television Occupations* are \$15.82; this is less than the living wage for a single adult in San Diego County, which is \$18.43 per hour (Exhibit 2b).⁵

Exhibit 2b: Average Hourly Earnings⁶ for *Radio and Television Occupations* in San Diego County⁷



⁴ EMSI 2021.4; QCEW, Non-QCEW, Self-Employed.

⁵ "Family Needs Calculator (formerly the California Family Needs Calculator)," Insight: Center for Community Economic Development, last updated 2021. insightccd.org/family-needs-calculator/.

⁶ 10th and 25th percentiles could be considered entry-level wages, and 75th and 90th percentiles could be considered experienced wages for individuals who may have been in the occupation longer, received more training than others, etc.

⁷ EMSI 2021.4; QCEW, Non-QCEW, Self-Employed.

Educational Supply

Educational supply for an occupation can be estimated by analyzing the number of awards in related Taxonomy of Programs (TOP) or Classification of Instructional Programs (CIP) codes.⁸ There are 11 TOP codes and eight CIP codes related to *Radio and Television Occupations* (Exhibit 3).

Exhibit 3: Related TOP and CIP Codes for *Radio and Television Occupations*⁹

TOP or CIP Code	TOP or CIP Program Title
TOP 0602.00	Journalism
TOP 0604.00	Radio and Television
TOP 0604.10	Radio
TOP 0604.20	Television (including combined TV/Film/Video)
TOP 0604.30	Broadcast Journalism
TOP 0612.00	Film Studies
TOP 0612.20	Film Production
TOP 0614.00	Digital Media
TOP 0614.10	Multimedia
TOP 0614.40	Animation
TOP 1030.00	Graphic Art and Design
CIP 09.0402	Broadcast Journalism
CIP 09.0701	Radio and Television
CIP 10.0202	Radio and Television Broadcasting Technology/Technician
CIP 10.0304	Animation, Interactive Technology, Video Graphics and Special Effects
CIP 50.0102	Digital Arts
CIP 50.0409	Graphic Design
CIP 50.0601	Film/Cinema/Media Studies
CIP 50.0602	Cinematography and Film/Video Production

⁸ TOP data comes from the California Community Colleges Chancellor's Office MIS Data Mart (datamart.cccco.edu) and CIP data comes from the Integrated Postsecondary Education Data System (nces.ed.gov/ipeds/use-the-data).

⁹ This brief uses a conservative estimate of program supply and only calculates awards from the TOP codes listed in Exhibit 3.

According to TOP data, eight community colleges supply the region with awards for these occupations: Cuyamaca College, Grossmont College, MiraCosta College, Palomar College, San Diego City College, San Diego Mesa College, San Diego College of Continuing Education and Southwestern College.

According to CIP data, seven non-community-college institutions supply the region with awards: California Institute of Arts & Technology, John Paul the Great Catholic University, National University, Newschool of Architecture and Design, Platt College-San Diego, Point Loma Nazarene University and San Diego State University (Exhibit 4).

**Exhibit 4: Number of Awards (Certificates and Degrees) Conferred by Postsecondary Institutions
(Program Year 2016-17 through PY2019-20 Average)**

TOP or CIP Code	TOP or CIP Program Title	3-Yr Annual Average CC Awards (PY17-18 to PY19-20)	Other Educational Institutions 3-Yr Annual Average Awards (PY16-17 to PY18-19)	3-Yr Total Average Supply (PY16-17 to PY19-20)
0602.00	Journalism	41	0	41
	• Grossmont	7	0	
	• Palomar	9	0	
	• San Diego City	3	0	
	• San Diego Mesa	13	0	
	• Southwestern	9	0	
0604.00	Radio and Television	21	0	21
	• Palomar	11	0	
	• San Diego City	4	0	
	• Southwestern	6	0	
0604.10	Radio	12	0	12
	• Grossmont	8	0	
	• San Diego City	4	0	
0604.20	Television (including combined TV/Film/Video)	37	0	37
	• Grossmont	10	0	
	• MiraCosta	2	0	
	• Palomar	4	0	
	• San Diego City	12	0	
	• Southwestern	9	0	

TOP or CIP Code	TOP or CIP Program Title	3-Yr Annual Average CC Awards (PY17-18 to PY19-20)	Other Educational Institutions 3-Yr Annual Average Awards (PY16-17 to PY18-19)	3-Yr Total Average Supply (PY16-17 to PY19-20)
0604.30	Broadcast Journalism	8	0	8
	• Palomar	1	0	
	• San Diego City	7	0	
0612.00	Film Studies	4	0	4
	• San Diego City	4	0	
0612.20	Film Production	24	0	24
	• San Diego City	18	0	
	• Southwestern	6	0	
0614.00	Digital Media	26	0	26
	• MiraCosta	10	0	
	• Palomar	12	0	
	• San Diego Cont Ed	4	0	
0614.10	Multimedia	31	0	31
	• MiraCosta	11	0	
	• Palomar	4	0	
	• San Diego City	0	0	
	• San Diego Mesa	16	0	
0614.40	Animation	12	0	12
	• Palomar	9	0	
	• San Diego Mesa	1	0	
	• Southwestern	2	0	
1030.00	Graphic Art and Design	63	0	63
	• Cuyamaca	13	0	
	• Palomar	8	0	
	• San Diego City	33	0	
	• Southwestern	9	0	

TOP or CIP Code	TOP or CIP Program Title	3-Yr Annual Average CC Awards (PY17-18 to PY19-20)	Other Educational Institutions 3-Yr Annual Average Awards (PY16-17 to PY18-19)	3-Yr Total Average Supply (PY16-17 to PY19-20)
09.0402	Broadcast Journalism	0	5	5
	• Point Loma Nazarene University	0	5	
09.0701	Radio and Television	0	82	82
	• San Diego State University	0	82	
10.0304	Animation, Interactive Technology, Video Graphics and Special Effects	0	3	3
	• Newschool of Architecture and Design	0	2	
	• Platt College-San Diego	0	1	
50.0102	Digital Arts	0	1	1
	• Point Loma Nazarene University	0	1	
50.0409	Graphic Design	0	78	1
	• California Institute of Arts & Technology	0	1	
	• Newschool of Architecture and Design	0	1	
	• Platt College-San Diego	0	60	
	• Point Loma Nazarene University	0	16	
50.0601	Film/Cinema/Video Studies	0	1	1
	• National University	0	1	
50.0602	Cinematography and Film/Video Production	0	46	46
	• John Paul the Great Catholic University	0	46	
			Total	418

Demand vs. Supply

Comparing labor demand (annual openings) with labor supply¹⁰ suggests that there is an **oversupply** for these occupations in San Diego County, with **201** annual openings and **418** awards. Comparatively, there are **7,710** annual openings in California and **9,359** awards, suggesting that there is an oversupply across the state¹¹ (Exhibit 5).

Exhibit 5: Labor Demand (Annual Openings) Compared with Labor Supply (Average Annual Awards)

	Demand (Annual Openings)	Supply (Total Annual Average Supply)	Supply Gap or Oversupply
San Diego	201	418	217
California	7,710	9,359	1,649

Please note: This is a basic analysis of supply and demand of labor. The data does not include workers currently in the labor force who could fill these positions or workers who are not captured by publicly available data. This data should be used to discuss the potential gaps or oversupply of workers; however, it should not be the only basis for determining whether or not a program should be developed.

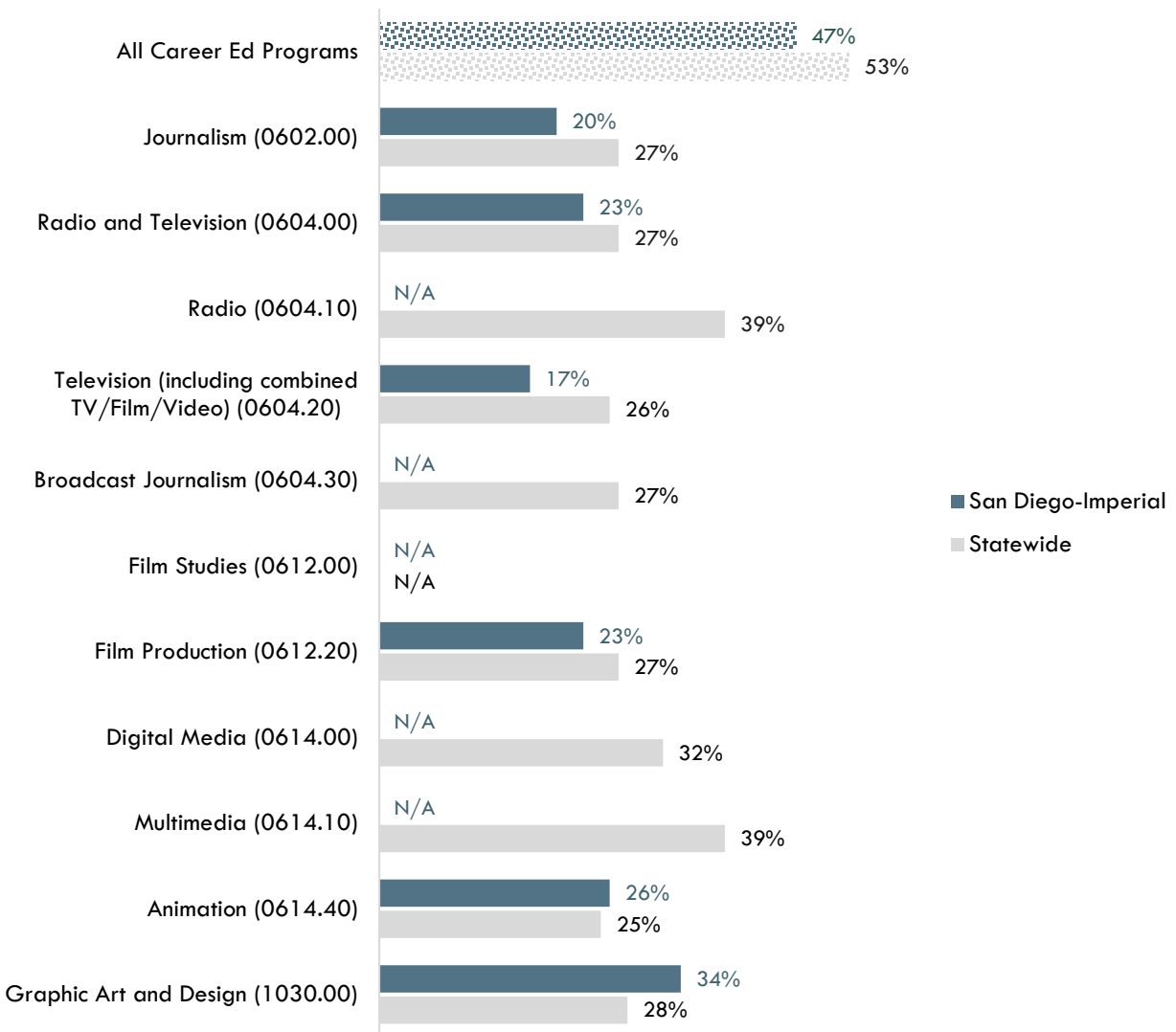
¹⁰ Labor supply can be found from two different sources: EMSI or the California Community Colleges Chancellor's Office MIS Data Mart. EMSI uses CIP codes while MIS uses TOP codes. Different coding systems result in differences in the supply numbers.

¹¹ "Supply and Demand," Centers of Excellence Student Outcomes, coecc.net/Supply-and-Demand.aspx.

Student Outcomes and Regional Comparisons

According to the California Community Colleges LaunchBoard, 17 to 34 percent of students in the San Diego-Imperial region earned a living wage after completing a program related to *Radio and Television Occupations*, compared to 25 to 39 percent statewide and 53 percent of students in Career Education programs in general across the state (Exhibit 6a).¹²

Exhibit 6a: Percentage of Students Who Earned a Living Wage by Program, PY2018-19¹³



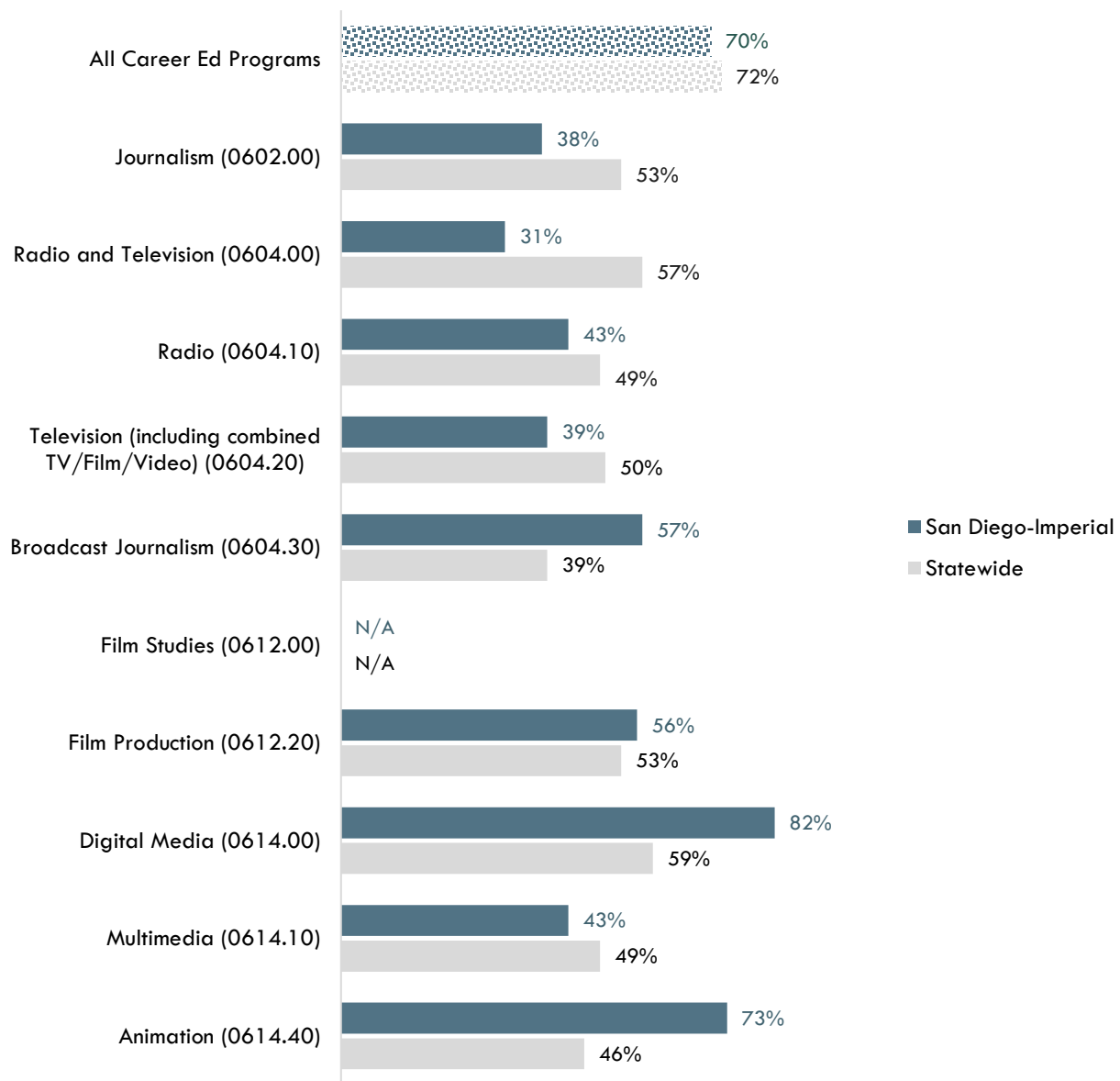
"N/A" indicates insufficient data

¹² "California Community Colleges Strong Workforce Program," California Community Colleges, calpassplus.org/LaunchBoard/SWP.aspx.

¹³ Among completers and skills builders who exited, the proportion of students who attained a living wage.

According to the California Community Colleges LaunchBoard, 31 to 82 percent of students in the San Diego-Imperial region obtained a job closely related to their field of study after completing a program related to *Radio and Television Occupations*, compared to 39 to 59 percent statewide and 72 percent of students in Career Education programs in general across the state (Exhibit 6b).¹⁴

Exhibit 6b: Percentage of Students in a Job Closely Related to Field of Study by Program, PY2017-18¹⁵



"N/A" indicates insufficient data

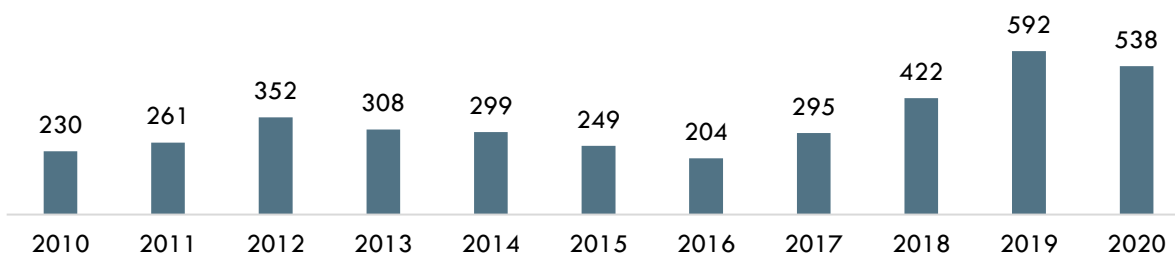
¹⁴ "California Community Colleges Strong Workforce Program," California Community Colleges, calpassplus.org/LaunchBoard/SWP.aspx.

¹⁵ Most recent year with available data is Program Year 2017-18. Percentage of Students in a Job Closely Related to Field of Study: Among students who responded to the CTEOS, the percentage reporting employment in the same or similar field as their program of study.

Online Job Postings

This report analyzes not only historical and projected (traditional LMI) data, but also recent data from online job postings (real-time LMI). Online job postings may provide additional insight about recent changes in the labor market that are not captured by historical data. Between 2010 and 2020, there was an average of 341 online job postings per year for *Radio and Television Occupations* in San Diego County (Exhibit 7). Please note that online job postings do **not** equal labor market demand; demand is represented by annual job openings (see Exhibit 1 b). Employers may post a position multiple times for various reasons, such as increasing the pool of applicants, for example.

Exhibit 7: Number of Online Job Postings for *Radio and Television Occupations* in San Diego County (2010-2020)¹⁶



Top Employers

Between January 1, 2018 and December 31, 2020, the top five employers in San Diego County for *Radio and Television Occupations* were [Tribune Company](#), [University of California San Diego](#), [Sony Electronics Incorporated](#), [NBC](#), and [Qualcomm](#) based on online job postings (Exhibit 8).

Exhibit 8: Top Employers for *Radio and Television Occupations* in San Diego County¹⁷

Top Employers	
<ul style="list-style-type: none">• Tribune Company• University of California San Diego• Sony Electronics Incorporated• NBC• Qualcomm	<ul style="list-style-type: none">• Activision• Rockstar Games Incorporated• Intrepid Studios• Tegna• KFMB San Diego

¹⁶ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2010-2020.

¹⁷ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2018-2020.

Education, Skills, and Certifications

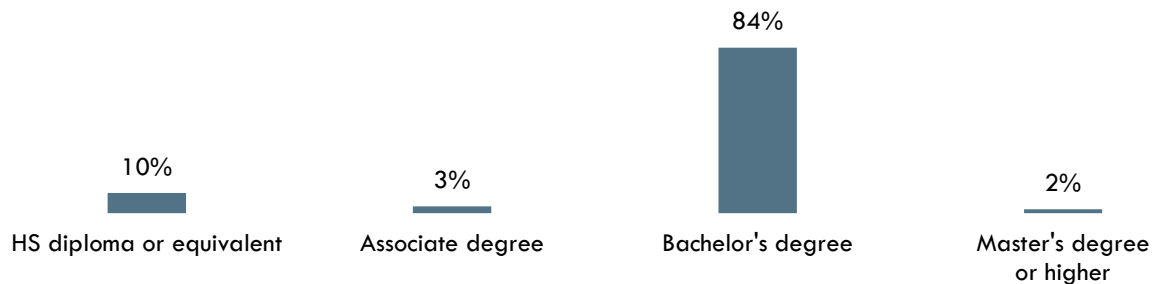
Radio and Television Occupations have a national educational attainment of a **bachelor's degree** (Exhibit 9a).

Exhibit 9a: National Educational Attainment for *Radio and Television Occupations*¹⁸

Occupational Title	Typical Entry-Level Education
Camera Operators, Television, Video, and Film	Bachelor's degree
Editors	Bachelor's degree
Film and Video Editors	Bachelor's degree
Producers and Directors	Bachelor's degree

Based on online job postings between January 1, 2018 and December 31, 2020 in San Diego County, employers posted a **bachelor's degree** as the educational requirement for *Radio and Television Occupations* (Exhibit 9b).¹⁹

Exhibit 9b: Educational Requirements for *Radio and Television Occupations* in San Diego County²⁰



*may not total 100 percent due to rounding

¹⁸ EMSI 2021.4; QCEW, Non-QCEW, Self-Employed.

¹⁹ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2018-2020.

²⁰ "Educational Attainment for Workers 25 Years and Older by Detailed Occupation," Bureau of Labor Statistics, last modified April 9, 2021. bls.gov/emp/tables/educational-attainment.htm.

Exhibit 10 lists the top specialized, soft, and software skills that appeared in online job postings between January 1, 2018 and December 31, 2020.

Exhibit 10: Top Skills for Radio and Television Occupations in San Diego County²¹

Specialized Skills	Soft Skills	Software Skills
<ul style="list-style-type: none"> • Social Media • Broadcast Industry Knowledge • Video Editing • Journalism • Budgeting • Animation • Scheduling • Project Management • Video Production • Maya • Graphic Design • Facebook • Customer Contact • Interaction Design • Content Management 	<ul style="list-style-type: none"> • Creativity • Communication Skills • Editing • Teamwork / Collaboration • Organizational Skills • Writing • Detail-Oriented • Research • Multi-Tasking • Meeting Deadlines • Problem Solving • Planning • Written Communication • Time Management • Self-Starter 	<ul style="list-style-type: none"> • Adobe Photoshop • Adobe InDesign • Adobe Acrobat • Adobe Creative Suite • Adobe Illustrator • Adobe After Effects • Microsoft Excel • Maya • Facebook • Adobe Premiere • Python • Visual Design • Social Media Platforms • MotionBuilder • Google Analytics

²¹ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2018-2020.

Exhibit 11 lists the top certification that appeared in online job postings between January 1, 2018 and December 31, 2020.

Exhibit 11: Top Certification for *Radio and Television Occupations* in San Diego County²²

Top Certification in Online Job Postings

1. Project Management Certification
 2. Google AdWords Training
 3. Chartered Property Casualty Underwriter (CPCU)
 4. Certified Employee Benefit Specialist (CEBS)
 5. Property and Casualty License
 6. Security Clearance
 7. Project Management Professional (PMP)
 8. Certified ScrumMaster (CSM)
 9. PMI Agile Certified Practitioner (PMI-ACP)
 10. Senior Professional in Human Resources
 11. CDL Class A
 12. Associate in Risk Management
 13. Makeup Artist
 14. Business License
 15. Advertising Certification
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²² Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2018-2020.

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Important Disclaimers

All representations included in this report have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. This study examines the most recent data available at the time of the analysis; 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 the report 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.

This workforce demand report uses state and federal job projection data that was developed before the economic impact of COVID-19. The COE is monitoring the situation and will provide more information as it becomes available. Please consult with local employers to understand their current employment needs.