

# Labor Market Information Report

# Journalism Occupations

# City College of San Francisco

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

**March 2022**

## 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 Mid-Peninsula sub-region (San Francisco, San Mateo counties). There is a projected annual gap of about 2,697 students in the Bay region and 1,043 students in the Mid-Peninsula Sub-Region.

## 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 City College of San Francisco and in the region.

This report profiles Journalism Occupations in the 12 county Bay region and in the Mid-Peninsula sub-region for exploratory purposes at City College of San Francisco.

* **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%
* **Public Relations Specialists (27-3031):** Engage in promoting or creating an intended public image for individuals, groups, or organizations. May write or select material for release to various communications media.
  Entry-Level Educational Requirement: Bachelor’s degree
  Training Requirement: None
  Percentage of Community College Award Holders or Some Postsecondary Coursework: 14%
* **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%
* **Photographers (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: Moderate-term on-the-job training
  Percentage of Community College Award Holders or Some Postsecondary Coursework: 34%
* **Proofreaders and Copy Markers (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: 20%

## Occupational Demand

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

| **Occupation** | **2020 Jobs** | **2025 Jobs** | **5-yr Change** | **5-yr % Change** | **5-yr Total Openings** | **Annual Openings** | **25% Hourly Earning** | **Median Hourly Wage** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| News Analysts, Reporters, and Journalists | 1,462 | 1,667 | 204 | 14% | 1,195 | 239 | $20 | $57 |
| Public Relations Specialists | 9,057 | 9,609 | 551 | 6% | 5,623 | 1,125 | $31 | $65 |
| Editors | 5,538 | 5,952 | 413 | 7% | 3,969 | 794 | $29 | $62 |
| Photographers | 5,361 | 5,245 | -116 | -2% | 2,825 | 565 | $12 | $49 |
| Proofreaders and Copy Markers | 295 | 296 | 0 | 0% | 233 | 47 | $14 | $46 |
| **Total** | **21,713** | **22,769** | **1,056** | **5%** | **13,845** | **2,770** |  |  |
| Source: EMSI 2021.3 |

**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 Mid-Peninsula Sub-region**

| **Occupation** | **2020 Jobs** | **2025 Jobs** | **5-yr Change** | **5-yr % Change** | **5-yr Total Openings** | **Annual Openings** | **25% Hourly Earning** | **Median Hourly Wage** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| News Analysts, Reporters, and Journalists | 179 | 307 | 127 | 71% | 301 | 60 | $18 | $55 |
| Public Relations Specialists | 3,580 | 3,848 | 267 | 7% | 2,293 | 459 | $33 | $66 |
| Editors | 2,173 | 2,510 | 337 | 16% | 1,774 | 355 | $35 | $67 |
| Photographers | 1,499 | 1,458 | -40 | -3% | 774 | 155 | $14 | $52 |
| Proofreaders and Copy Markers | 142 | 147 | 4 | 3% | 115 | 23 | $16 | $51 |
| **Total** | **7,573** | **8,270** | **697** | **9%** | **5,257** | **1,052** |  |  |
| Source: EMSI 2021.3 |

**Mid-Peninsula Sub-Region includes:** San Francisco, San Mateo Counties

### Job Postings in Bay Region and Mid-Peninsula Sub-Region

**Table 3. Number of Job Postings by Occupation for latest 12 months (Mar 2021 - Feb 2022)**

| **Occupation** | **Bay Region** | **Mid-Peninsula** |
| --- | --- | --- |
| Public Relations Specialists | 4,985 | 2,435 |
| Photographers | 1,219 | 322 |
| Editors | 1,205 | 593 |
| Reporters and Correspondents | 441 | 230 |
| Proofreaders and Copy Markers | 59 | 24 |
| Broadcast News Analysts | 1 | 0 |
| Source: Burning Glass |

**Table 4a. Top Job Titles for Journalism Occupations for latest 12 months (Mar 2021 - Feb 2022) Bay Region**

| **Title** | **Bay** | **Title** | **Bay** |
| --- | --- | --- | --- |
| Content Strategist | 173 | Clinical Research Ophthalmic Photographer | 44 |
| Communications Specialist | 163 | Copy Editor | 42 |
| Photographer | 141 | Editor | 41 |
| Demand Generation Manager | 115 | Content Editor | 38 |
| Customer Success Specialist | 89 | Senior Content Strategist | 37 |
| Communications Coordinator | 66 | Managing Editor | 36 |
| Communications Associate | 64 | Assistant - Trainee Photographer Graduation Event | 35 |
| Content Specialist | 60 | Media Planner | 35 |
| Marketing Communications Specialist | 49 | Reporter | 35 |
| Source: Burning Glass |

**Table 4b. Top Job Titles for Journalism Occupations for latest 12 months (Mar 2021 - Feb 2022) Mid-Peninsula Sub-Region**

| **Title** | **Mid-Peninsula** | **Title** | **Mid-Peninsula** |
| --- | --- | --- | --- |
| Content Strategist | 104 | Communications Coordinator | 23 |
| Demand Generation Manager | 88 | Copy Editor | 22 |
| Communications Specialist | 67 | Content Marketing Specialist | 21 |
| Photographer | 45 | Content Strategist III | 21 |
| Customer Success Specialist | 43 | Content Strategist IV | 21 |
| Communications Associate | 32 | Content Editor | 19 |
| Content Specialist | 32 | Editor | 17 |
| Media Planner | 29 | Public Relations Specialist | 16 |
| Senior Content Strategist | 24 | Reporter | 15 |
| 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 (2020)** | **Jobs in Industry (2025)** | **% Change (2020-25)** | **% Occupation Group in Industry (2020)** |
| --- | --- | --- | --- | --- |
| Internet Publishing and Broadcasting and Web Search Portals | 4,687 | 6,084 | 30% | 18% |
| All Other Professional, Scientific, and Technical Services | 3,375 | 4,108 | 22% | 13% |
| Independent Artists, Writers, and Performers | 2,503 | 2,754 | 10% | 10% |
| Photography Studios, Portrait | 630 | 632 | 0% | 3% |
| Advertising Agencies | 703 | 625 | -11% | 2% |
| Colleges, Universities, and Professional Schools | 486 | 518 | 7% | 2% |
| Commercial Photography | 423 | 543 | 28% | 2% |
| Colleges, Universities, and Professional Schools (State Government) | 406 | 440 | 8% | 2% |
| Local Government, Excluding Education and Hospitals | 439 | 438 | 0% | 2% |
| Corporate, Subsidiary, and Regional Managing Offices | 421 | 383 | -9% | 2% |
| Source: EMSI 2021.3 |

**Table 6. Top Employers Posting Journalism Occupations in Bay Region and Mid-Peninsula Sub-Region (Mar 2021 - Feb 2022)**

| **Employer** | **Bay** | **Employer** | **Mid-Peninsula** |
| --- | --- | --- | --- |
| Pro Motionpix, Llc | 118 | Facebook | 65 |
| University Of California | 112 | University Of California | 46 |
| Stanford University | 86 | Salesforce | 38 |
| Facebook | 72 | Russell Tobin & Associates | 34 |
| Google Inc. | 69 | Hearst Media Services | 33 |
| Russell Tobin & Associates | 58 | Google Inc. | 30 |
| Apple Inc. | 51 | City & County of San Francisco | 23 |
| Shutterfly | 43 | Dow Jones & Company | 22 |
| Stanford Medicine | 41 | CBS Broadcasting | 20 |
| Salesforce | 39 | Wells Fargo | 19 |
| 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. In the Mid-Peninsula Sub-Region, there are two (2) community colleges that issued 9 awards on average annually (last 3 years) on this TOP code.

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

| **College** | **Subregion** | **Associate** | **Certificate Low** | **Total** |
| --- | --- | --- | --- | --- |
| Cabrillo | SC-Monterey | 3 | 0 | 3 |
| Chabot | East Bay | 1 | 0 | 1 |
| Contra Costa | East Bay | 7 | 3 | 10 |
| De Anza | Silicon Valley | 11 | 0 | 11 |
| Diablo Valley | East Bay | 10 | 0 | 10 |
| Laney | East Bay | 2 | 0 | 2 |
| Las Positas | East Bay | 4 | 0 | 4 |
| Los Medanos | East Bay | 8 | 0 | 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** |  | **62** | **11** | **73** |
| Source: Data Mart |

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

## Gap Analysis

Based on the data included in this report, there is a large labor market gap in the Bay region with 2,770 annual openings for the Journalism occupational cluster and 73 annual (3-year average) awards for an annual undersupply of 2,697 students. In the Mid-Peninsula Sub-Region, there is also a gap with 1,052 annual openings and 9 annual (3-year average) awards for an annual undersupply of 1,043 students.

## Student Outcomes

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

| **Metric Outcomes** | **Bay All CTE Programs** | **CCSF All CTE Programs** | **State 0602.00** | **Bay 0602.00** | **Mid-Peninsula 0602.00** | **CCSF 0602.00** |
| --- | --- | --- | --- | --- | --- | --- |
| Students with a Job Closely Related to Their Field of Study | 74% | 72% | 57% | 77% | N/A | N/A |
| Median Annual Earnings for SWP Exiting Students | $47,419 | $52,800 | $23,040 | $25,993 | $44,463 | $44,525 |
| Median Change in Earnings for SWP Exiting Students | 23% | 18% | 40% | 55% | 13% | 11% |
| Exiting Students Who Attained the Living Wage | 52% | 48% | 27% | 24% | 33% | 39% |
| Source: Launchboard Strong Workforce Program Median of 2017 to 2020. |

## Skills, Certifications and Education

**Table 9. Top Skills for Journalism Occupations in Bay Region (Mar 2021 - Feb 2022)**

| **Skill** | **Posting** | **Skill** | **Posting** |
| --- | --- | --- | --- |
| Social Media | 2,144 | Adobe Acrobat | 580 |
| Journalism | 1,437 | Business-to-Business | 532 |
| Project Management | 1,403 | Adobe Creative Suite | 504 |
| Photography | 1,361 | Public Relations | 477 |
| Customer Service | 972 | Adobe Illustrator | 473 |
| Content Management | 940 | Media Relations | 468 |
| Budgeting | 912 | Copy Editing | 447 |
| Adobe Photoshop | 880 | Proofreading | 427 |
| Scheduling | 849 | Thought Leadership | 410 |
| Newsletters | 792 | Salesforce | 408 |
| Adobe Indesign | 691 | Digital Marketing | 396 |
| Content Development | 679 | Social Media Platforms | 395 |
| Marketing | 621 | Content Management Systems (CMS) | 394 |
| Facebook | 592 | Copywriting | 393 |
| Source: Burning Glass |

**Table 10. Certifications for Journalism Occupations in Bay Region (Mar 2021 - Feb 2022)**

| **Certification** | **Posting** | **Certification** | **Posting** |
| --- | --- | --- | --- |
| Driver's License | 794 | Business License | 9 |
| Project Management Certification | 24 | Certified in Adobe Photoshop | 5 |
| Security Clearance | 14 | IT Infrastructure Library (ITIL) Certification | 4 |
| First Aid Cpr Aed | 14 | Certified ScrumMaster (CSM) | 4 |
| Project Management Professional (PMP) | 10 | Six Sigma Certification | 3 |
| Source: Burning Glass |

*Note: 88% of records have been excluded because they do not include a certification. As a result, the chart above may not be representative of the full sample.*

**Table 11. Education Requirements for Journalism Occupations in Bay Region**

| **Education (minimum advertised)** | **Latest 12 Mos. Postings** | **Percent 12 Mos. Postings** |
| --- | --- | --- |
| High school or vocational training | 456 | 11% |
| Associate's degree | 153 | 4% |
| Bachelor's degree and higher | 3,708 | 85% |
| Source: Burning Glass |

*Note: 45% 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.*

## 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/
Statewide CTE Outcomes Survey
Employment Development Department Unemployment Insurance Dataset
Living Insight Center for Community Economic Development
Chancellor’s Office MIS system

## Contacts

For more information, please contact:

• Leila Jamoosian, Research Analyst, for Bay Area Community College Consortium (BACCC) and Centers of Excellence (CoE), leila@baccc.net

• John Carrese, Director, San Francisco Bay Center of Excellence for Labor Market Research, jcarrese@ccsf.edu or (415) 267-6544