

May 2021

# Labor Market Analysis

## Video Production

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Prepared by the Central Valley/Mother Lode Center of Excellence

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**COVID-19 Statement:** This report includes employment projection data by Emsi. Emsi’s projections are modeled on recorded (historical) employment figures and incorporate several underlying assumptions, including the assumption that the economy during the projection period will be at approximately full employment or potential output. To the extent that a recession or labor shock, such as the economic effects of COVID-19, can cause long-term structural change, they may impact the projections. At this time, it is not possible to quantify the impact of COVID-19 on projections of industry and occupational employment. Other measures such as unemployment rates and monthly industry employment estimates will reflect the most recent information on employment and jobs in the state and, in combination with input from local employers, may help validate current and future employment needs as depicted here.

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# Summary

Please note the COVID-19 statement on page 2 when considering this report's findings.

This study conducted by the Central Valley/Mother Lode Center of Excellence examines labor market demand, wages, skills, and postsecondary supply for video production. Four occupations related to video production were identified for Porterville College:

- 27-4021, Photographers
- 27-2012, Producers and Directors
- 27-4011, Audio and Video Technicians
- 27-4032, Film and Video Editors

## Key findings:

- **Occupational demand** — Nearly 1,350 workers were employed in jobs related to video production in 2019 in the South Central Valley/Southern Mother Lode (SCV/SML) subregion. The largest occupation is photographers with 558 workers in 2019 and is projected to contract by 3% over the next five years but will offer 51 annual openings.
- **Wages** — Producers and directors earn the highest entry-level wage, \$21.49/hour in the subregion and \$22.07/hour in the region.
- **Employers** — Employers with the most job postings in the subregion are Nexstar Broadcasting Group Incorporated, Tribune Company, and Nexstar Broadcasting Group.
- **Occupational titles** — The most common occupational title in job postings in the subregion is photographers. The most common job title is photographer.
- **Skills and certifications** — The top baseline skill is communication, the top specialized skill is photography, and the top software skill is Adobe Photoshop. The most in-demand certification is a driver's license.
- **Education** — A high school diploma or equivalent is typically required for photographers and a postsecondary nondegree award is typically required for audio and video technicians. The remaining two occupations typically require a bachelor's degree.
- **Supply** — Analysis of postsecondary completions in the region shows that on average 68 awards were conferred in the Central Valley/Mother Lode region each year.

Based on a comparison of occupational demand and supply, there is an undersupply of 81 trained workers in the subregion and 133 workers in the region. The Center of Excellence recommends that Porterville College work with the ICT/DM Regional Director, the college's advisory board, and local industry in the development of programs to address the shortage of video production workers in the region.

# Introduction

The Central Valley/Mother Lode Center of Excellence was asked by Porterville College to provide labor market information for video production. The geographical focus for this report is the South Central Valley/Southern Mother Lode (SCV/SML) subregion, but regional demand and supply data has been included for broader applicability and use. The average living wage for a single adult in the SCV/SML subregion is \$10.30/hour.<sup>1</sup> Analysis of the program and occupational data related to video production resulted in the identification of applicable occupations. The Standard Occupational Classification (SOC) System codes and titles used in this report are:

- 27-4021, Photographers
- 27-2012, Producers and Directors
- 27-4011, Audio and Video Technicians
- 27-4032, Film and Video Editors

The occupational titles, job descriptions, sample job titles, and knowledge and skills from the Bureau of Labor Statistics and O\*NET OnLine are shown below.

## **Photographers**

**Job Description:** Photograph people, landscapes, merchandise, or other subjects. May use lighting equipment to enhance a subject's appearance. May use editing software to produce finished images and prints. Includes commercial and industrial photographers, scientific photographers, and photojournalists.

**Knowledge:** Customer and Personal Service, Sales and Marketing, Computers and Electronics, Fine Arts, English Language

**Skills:** Active Listening, Speaking, Service Orientation, Social Perceptiveness, Active Listening

## **Producers and Directors**

**Job Description:** 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.

**Knowledge:** Communications and Media, English Language, Administration and Management, Computers and Electronics, Telecommunications

**Skills:** Speaking, Active Listening, Critical Thinking, Coordination, Monitoring

## **Audio and Video Technicians**

**Job Description:** Set up, maintain, and dismantle audio and video equipment, such as microphones, sound speakers, connecting wires and cables, sound and mixing boards, video cameras, video monitors and servers, and related electronic equipment for live or recorded events, such as concerts, meetings, conventions, presentations, podcasts, news conferences, and sporting events.

**Knowledge:** Computers and Electronics, Communications and Media, English Language, Telecommunications, Fine Arts

**Skills:** Monitoring, Critical Thinking, Operation Monitoring, Reading Comprehension, Complex Problem Solving

## **Film and Video Editors**

**Job Description:** 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.

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<sup>1</sup> The term "living wage" in Center of Excellence reports is calculated by averaging the self-sufficiency wages from the Insight Center's California Family Needs Calculator for each county in the subregion: <https://insightccd.org/tools-metrics/self-sufficiency-standard-tool-for-california/>.

**Knowledge:** Communications and Media, English Language, Computers and Electronics, Telecommunications, Fine Arts

**Skills:** Active Listening, Critical Thinking, Reading Comprehension, Active Learning, Complex Problem Solving

## Occupational Demand

The South Central Valley/Southern Mother Lode subregion employed 1,346 workers in video production occupations in 2019 (Exhibit 1). The largest occupation is photographers with 558 workers in 2019. This occupation is projected to decline by 3% over the next five years but has the greatest number of projected annual openings, 51.

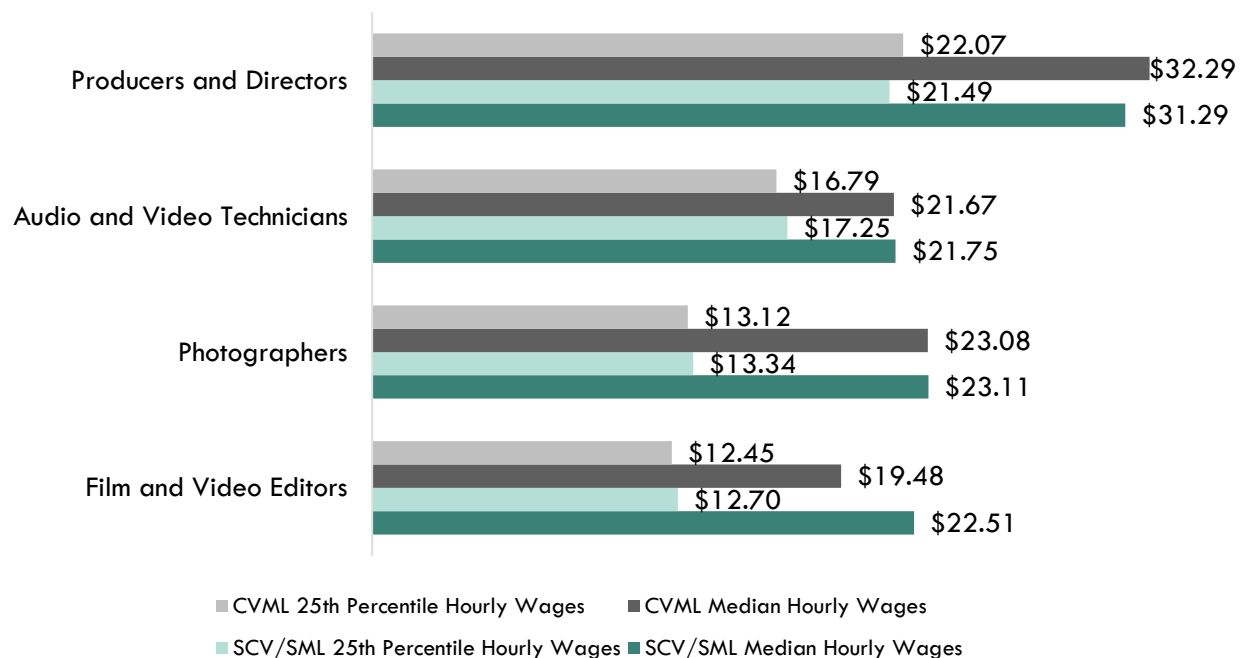
**Exhibit 1. Video production employment and occupational projections in the SCV/SML subregion**

Occupation	2019 Jobs	2024 Jobs	5-Year Change	5-Year % Change	Annual Openings
Photographers	558	542	(16)	(3%)	51
Producers and Directors	376	397	20	5%	35
Audio and Video Technicians	284	299	16	6%	32
Film and Video Editors	128	142	14	11%	14
<b>TOTAL</b>	<b>1,346</b>	<b>1,380</b>	<b>33</b>	<b>2%</b>	<b>133</b>

## Wages

Exhibit 2 compares the entry-level and experienced wages of the video production occupations. Producers and directors earn the highest entry-level wage, \$21.49/hour in the subregion and \$22.07/hour in the region.

**Exhibit 2. Entry-level and experienced wage comparison in the SCV/SML subregion and region**



Median salary data from Emsi shows that producers and directors earn the highest median salary in the subregion, \$65,081, followed by photographers, \$48,069.

**Exhibit 3. Median salaries for video production occupations in the subregion**

Occupation	Median Salary
Producers and Directors	\$65,081.22
Photographers	\$48,069.08
Film and Video Editors	\$46,818.74
Audio and Video Technicians	\$45,232.82

## Job Postings

There were 100 job postings for the four occupations in the SCV/SML subregion from November 2020 to April 2021.<sup>2</sup> The employers with the most job postings are listed in Exhibit 4.

**Exhibit 4. Top employers of video production workers by number of job postings**

Employer	Job Postings	% Job Postings
Nexstar Broadcasting Group Incorporated	8	9%
Tribune Company	8	9%
Nexstar Broadcasting Group	7	8%
Nexstar Media Group	4	5%
Pro Motionpix, Llc	4	5%
Kapturly	3	3%
Sweet Me Photography	3	3%
Av Hero, Inc	2	2%
Gallagher	2	2%
Kodakit	2	2%

Exhibit 4 shows how job postings for the targeted occupations in the SCV/SML subregion are distributed across six O\*NET OnLine occupation. The occupational title photographers is listed in 61 job postings. Note how this occupational title dominates the job posting results. Common job titles in postings include photographer in six job postings, news photographer in five job postings, and digital news producer in four job postings.

**Exhibit 5. Top occupational titles in job postings for video production**

Occupational Title	Job Postings	% of Job Postings
Photographers	61	61%
Producers	26	26%
Audio and Video Equipment Technicians	5	5%
Talent Directors	4	4%
Program Directors	3	3%
Film and Video Editors	1	1%

<sup>2</sup> Other than occupation titles and job titles, the categories below can be counted one or multiple times per job posting, and across several areas in a single posting. For example, a skill can be counted in two different skill types, and an employer can indicate more than one education level.

## Education

Of the 100 job postings, 48 listed an education level preferred for the positions being filled. Of those, 63% requested high school or vocational training, 44% requested a bachelor's degree, and 6% requested an associate degree (Exhibit 6). A job posting can indicate more than one education level. Hence, the percentages shown in the chart below may total more than 100%.

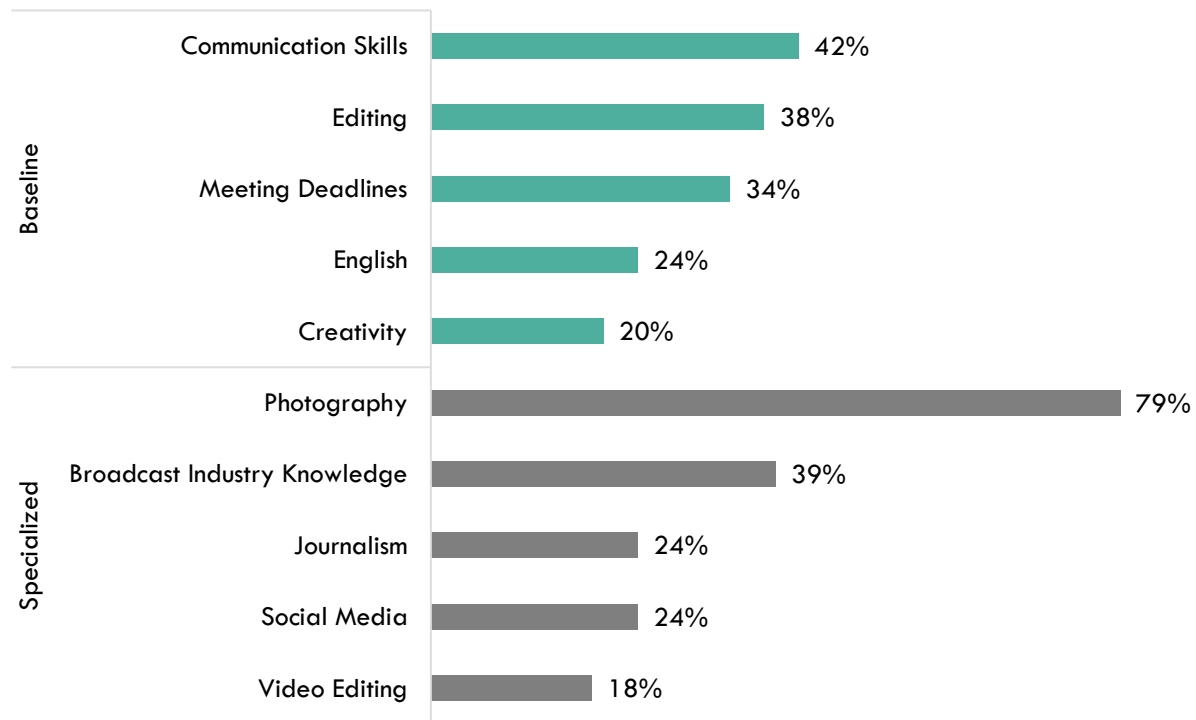
**Exhibit 6. Education levels requested in job postings for video production**

Education Level	Job Postings	% of Job Postings
High school or vocational training	30	63%
Bachelor's degree	21	44%
Associate degree	3	6%

## Baseline and Specialized Skills

Exhibit 7 depicts the top baseline and specialized skills for the targeted occupations. The three most important baseline skills are communication, 42% of job postings, editing, 38%, and meeting deadlines, 34%. The top three specialized skills are photography, 79% of job postings, broadcast industry knowledge, 39%, and journalism, 24%.

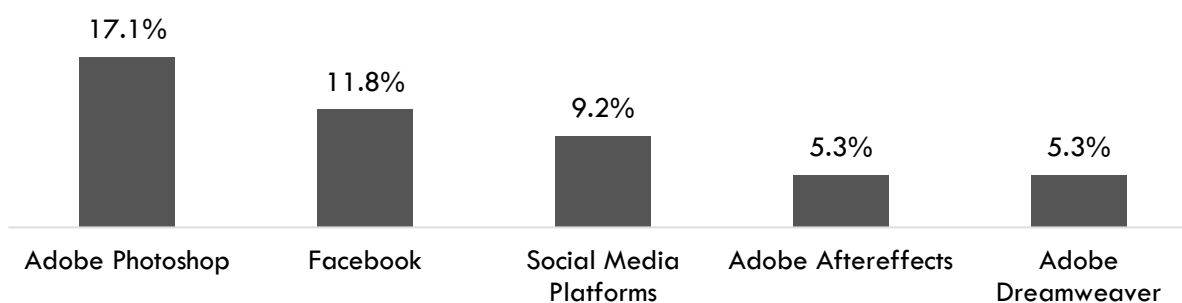
**Exhibit 7. In-demand video production baseline and specialized skills**



## Software Skills

Analysis also included the software skills most in demand by employers. Adobe Photoshop and Facebook were the top two software skills identified in job postings (Exhibit 8).

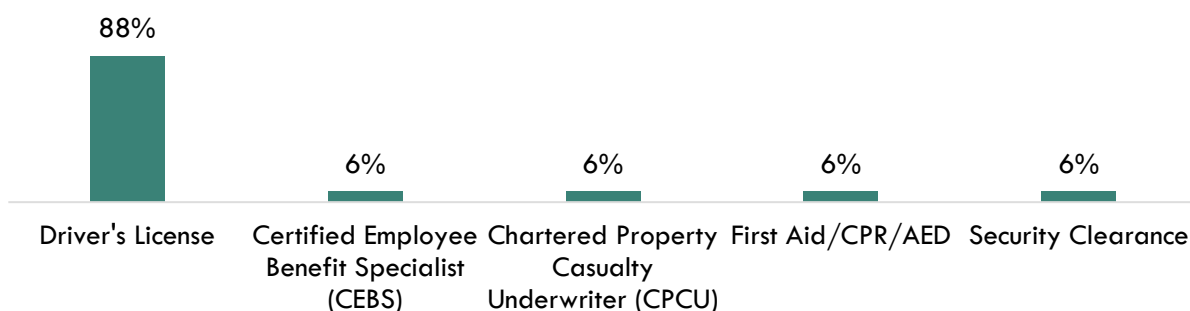
### Exhibit 8. In-demand video production software skills



### Certifications

Of the 100 job postings, 32 contained certification data. Among those, 88% indicated a need for a driver's license. The next top certifications are Certified Employee Benefit Specialist and Chartered Property Casualty Underwriter (Exhibit 9). (Due to the low number of job postings with certifications listed, the chart below may not be representative of the full sample.)

### Exhibit 9. Top video production certifications requested in job postings



## Education, Work Experience & Training

A high school diploma or equivalent is typically required for photographers and a postsecondary nondegree award is typically required for audio and video technicians (Exhibit 10). The remaining two occupations typically require a bachelor's degree.

### Exhibit 10. Education, work experience, training, and Current Population Survey results for video production occupations<sup>3</sup>

Occupation	Typical Entry-level Education	Work Experience Required	Typical On-The-Job Training	CPS
Photographers	High school diploma or equivalent	None	Moderate-term	34.2%
Producers and Directors	Bachelor's degree	Less than 5 years	None	18.4%
Audio and Video Technicians	Postsecondary nondegree award	None	Short-term	42.4%
Film and Video Editors	Bachelor's degree	None	None	25.4%

<sup>3</sup> "Labor Force Statistics from the Current Population Survey," Bureau of Labor Statistics, <https://www.bls.gov/cps/>.



# Supply

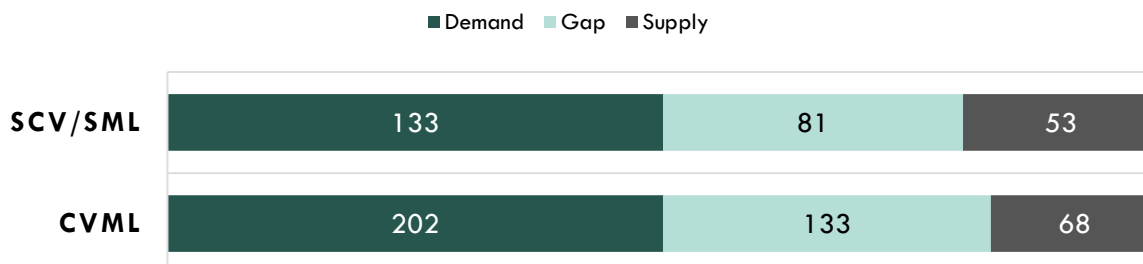
Analysis of program data from the California Community Colleges Chancellor’s Office Data Mart included the TOP and CIP codes and titles: 061400 - Digital Media, 103000 - Graphic Art and Design, and 50.0409 - Graphic Design. Analysis of the last three years of data shows that, on average, 68 awards were conferred in the Central Valley/Mother Lode region each year (Exhibit 11).

**Exhibit 11. Postsecondary supply for video production occupations in the region**

TOP/CIP Code - Title	Colleges	Associate Degree	Certificate 12 < 18 Semester Units	Certificate 18 < 30 Semester Units	Certificate 30 < 60 Semester Units	Certificate 6 < 18 Semester Units	Subtotal
061400 - Digital Media	Columbia	2		1		1	3
	Sequoias					1	1
103000 - Graphic Art and Design	Bakersfield	9			17		25
	Fresno City	6			6		11
	San Joaquin Delta	10			2		12
	Sequoias	2	3			10	15
50.0409 - Graphic Design	ITT Technical Institute-Clovis	0					0
	ITT Technical Institute-Lathrop	0					0
<b>TOTAL</b>		<b>29</b>	<b>3</b>	<b>1</b>	<b>25</b>	<b>11</b>	<b>68</b>

There is an undersupply of 81 video production workers in the SCV/SML subregion and 133 workers in the region (Exhibit 12).

**Exhibit 12. Video production workforce annual demand and supply in the SCV/SML subregion and region**



## Student Outcomes

Exhibit 13 summarizes employment and wage outcomes from the California Community College Chancellor’s Cal-PASS Plus LaunchBoard for the TOP codes related to video production. There were 52 graphic art and design students who received a degree or certificate or attained apprenticeship journey status and 78 who transferred; 43% of students obtained a job closely related to their field of study, 39% reported a median change in earnings, and 53% attained a living wage. Among digital media students, 31 students transferred, 55% of students obtained a job closely related to their field of study, 58% reported a median change in earnings, and 44% attained a living wage.

**Exhibit 13. Regional metrics for the TOP codes related to video production**

Metric	Digital Media 061400	Graphic Art & Design 103000
Students Who Got a Degree or Certificate or Attained Apprenticeship Journey Status	*	52
Number of Students Who Transferred	31	78
Job Closely Related to Field of Study	55%	43%
Median Change in Earnings	58%	39%
Attained a Living Wage	44%	53%
* denotes data not available.		

## Conclusion

The entry-level wages of the four occupations exceed the SCV/SML subregion’s average living wage. There were 100 job postings in the past six months for occupations related to video production in the subregion. Analysis of skills and certification requirements in job postings indicates:

- The top baseline skill is communication, and the top specialized skill is photography.
  - The top software skill is Adobe Photoshop.
  - The top certification is a driver’s license.
- There is an undersupply of trained workers, a shortage of 81 in the SCV/SML subregion and 133 in the region.

# Recommendation

Based on these findings, it is recommended that Porterville College work with the ICT/DM Regional Director, the college's advisory board, and local industry in the development of programs to address the shortage of video production in the region.

# Appendix A: Methodology & Data Sources

## Data Sources

Labor market and educational supply data compiled in this report derive from a variety of sources. Data were drawn from external sources, including the Economic Modeling Specialists, Inc., the California Community Colleges Chancellor’s Office Management Information Systems Data Mart and the National Center for Educational Statistics (NCES) Integrated Postsecondary Education Data System (IPEDS). Below is the summary of the data sources found in this study.

Data Type	Source
Labor Market Information/Population Estimates and Projections/Educational Attainment	Economic Modeling Specialists, Intl. (EMSI). EMSI occupational employment data are based on final EMSI industry data and final EMSI staffing patterns. Wage estimates are based on Occupational Employment Statistics (QCEW and Non-QCEW Employees classes of worker) and the American Community Survey (Self-Employed and Extended Proprietors). Occupational wage estimates also affected by county-level EMSI earnings by industry: <a href="http://economicmodeling.com">economicmodeling.com</a> .
Typical Education Level and On-the-job Training	Bureau of Labor Statistics (BLS) uses a system to assign categories for entry-level education and typical on-the-job training to each occupation for which BLS publishes projections data: <a href="https://www.bls.gov/emp/tables/educational-attainment.htm">https://www.bls.gov/emp/tables/educational-attainment.htm</a> .
Labor Force, Employment and Unemployment Estimates	California Employment Development Department, Labor Market Information Division: <a href="http://labormarketinfo.edd.ca.gov">labormarketinfo.edd.ca.gov</a> .
Job Posting and Skills Data	Burning Glass: <a href="http://burning-glass.com/">burning-glass.com/</a> .
Additional Education Requirements/ Employer Preferences	The O*NET Job Zone database includes over 900 occupations as well as information on skills, abilities, knowledge, work activities and interests associated with specific occupations: <a href="http://onetonline.org">onetonline.org</a> .

## Key Terms and Concepts

**Annual Job Openings:** Annual openings are calculated by dividing the number of years in the projection period by total job openings.

**Education Attainment Level:** The highest education attainment level of workers age 25 years or older.

**Employment Estimate:** The total number of workers currently employed.

**Employment Projections:** Projections of employment are calculated by a proprietary Economic Modeling Specialists, Intl. (EMSI) formula that includes historical employment and economic indicators along with national, state and local trends.

**Living Wage:** The cost of living in a specific community or region for one adult and no children. The cost increases with the addition of children.

**Occupation:** An occupation is a grouping of job titles that have a similar set of activities or tasks that employees perform.

**Percent Change:** Rate of growth or decline in the occupation for the projected period; this does not factor in replacement openings.

**Replacements:** Estimate of job openings resulting from workers retiring or otherwise permanently leaving an occupation. Workers entering an occupation often need training. These replacement needs, added to job openings due to growth, may be used to assess the minimum number of workers who will need to be trained for an occupation.

**Total Job Openings (New + Replacements):** Sum of projected growth (new jobs) and replacement needs. When an occupation is expected to lose jobs, or retain the current employment level, number of openings will equal replacements.

**Typical Education Requirement:** represents the typical education level most workers need to enter an occupation.

**Typical On-The-Job Training:** indicates the typical on-the-job training needed to attain competency in the skills needed in the occupation.