

**Program Endorsement Brief: 0604.20/Television (including combined TV/Film/Video)
Post Production Film and Television – Certificate of Achievement**
Los Angeles/Orange County Center of Excellence, August 2021

Summary Analysis

| | | | |
|--|--|--|--|
| Program Endorsement: | Endorsed: All Criteria Met <input type="checkbox"/> | Endorsed: Some Criteria Met <input checked="" type="checkbox"/> | Not Endorsed <input type="checkbox"/> |
| Program Endorsement Criteria | | | |
| Supply Gap: | Yes <input checked="" type="checkbox"/> | No <input type="checkbox"/> | |
| Living Wage: (Entry-Level, 25th) | Yes <input checked="" type="checkbox"/> | No <input type="checkbox"/> | |
| Education: | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> | |
| Emerging Occupation(s) | | | |
| | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> | |

The Los Angeles/Orange County Center of Excellence for Labor Market Research (COE) prepared this report to provide Los Angeles/Orange County regional labor market supply and demand data related to four middle-skill occupations:

- *Producers and directors (27-2012)*
- *Audio and video technicians (27-4011)*
- *Camera operators, television, video, and film (27-4031)*
- *Film and video editors (27-4032)*

Middle-skill occupations typically require some postsecondary education, but less than a bachelor’s degree.¹ Although three of the four occupations studied in this report typically require a bachelor’s degree, they are considered middle-skill due to the high number of community college training programs for such occupations and nearly or more than one-third of incumbent workers who have some community college training or less. This report is intended to help determine whether there is demand in the local labor market that is not being met by the supply from community college programs that align with the relevant occupations.

Based on the available data, there appears to be a supply gap for the four occupations of interest in the region. While the majority (85%) of annual openings (in the LA/OC region) for the occupations studied in this report typically require a bachelor’s degree, approximately 90% of entry-level wages for these occupations exceed the self-sufficiency standard in Los Angeles County. **Therefore, due to some of the criteria being met, the COE endorses this proposed program.** Detailed reasons include:

¹ The COE classifies middle-skill jobs as the following:

- All occupations that require an educational requirement of some college, associate degree or apprenticeship;
- All occupations that require a bachelor’s degree, but also have more than one-third of their existing labor force with an educational attainment of some college or associate degree; or
- All occupations that require a high school diploma or equivalent or no formal education, but also require short- to long-term on-the-job training where multiple community colleges have existing programs.

Demand:

- **Supply Gap Criteria** – Over the next five years, there is projected to be **4,278 jobs available annually** in the region due to new job growth and replacements, **which is more than the 2,406 awards conferred annually** by educational institutions in the region.
- **Living Wage Criteria** – In Los Angeles County, **the majority (90%) of annual job openings** for the four occupations have **entry-level wages above the county's self-sufficiency standard wage** (\$18.10/hour).²
- **Educational Criteria** – Within the LA/OC region, **85% of the annual job openings** for the four occupations of interest **typically require a bachelor's degree**.
 - National-level educational attainment data indicates **between 18% and 37% of workers in the field have completed some college or an associate degree**.

Supply:

- Between 2017 and 2020, **18 community colleges** in the LA/OC region issued awards in programs that have historically trained for the occupations of interest, conferring an average of **683 awards**.
- Between 2016 and 2019, non-community college institutions in the region conferred an average of **1,723 awards**.

Occupational Demand

Exhibit 1 shows the five-year occupational demand projections for the four occupations of interest. In Los Angeles/Orange County, the number of jobs related to these occupations is projected to increase by 2% through 2025. There will be nearly 4,300 job openings per year through 2025 due to job growth and replacements.

This report includes employment projection data by Emsi which uses EDD information. 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. To the extent that a recession or labor shock, such as the economic effects of COVID-19, can cause long-term structural change, it 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. Therefore, the projections included in this report do not take the impacts of COVID-19 into account.

² Self-Sufficiency Standard wage data was pulled from The Self-Sufficiency Standard Tool for California on 8/17/2021. For more information, visit: <http://selfsufficiencystandard.org/california>.

Exhibit 1: Occupational demand in Los Angeles and Orange Counties³

| Geography | 2020 Jobs | 2025 Jobs | 2020-2025 Change | 2020-2025 % Change | Annual Openings |
|------------------|------------------|------------------|-------------------------|---------------------------|------------------------|
| Los Angeles | 45,521 | 46,459 | 938 | 2% | 4,037 |
| Orange | 2,573 | 2,650 | 77 | 3% | 240 |
| Total | 48,094 | 49,108 | 1,014 | 2% | 4,278 |

Wages

The labor market endorsement in this report considers the hourly wages for the four occupations of interest in Los Angeles County, as they relate to the county’s living wage. Orange County wages are included below in order to provide a complete analysis of the LA/OC region. Detailed wage information, by county, is included in Appendix A.

Los Angeles County – The majority (90%) of annual openings for the four occupations of interest have entry-level wages **above** the self-sufficiency standard wage for one adult (\$18.10 in Los Angeles County).⁴ Typical entry-level hourly wages are in a range between \$18.02 and \$30.67. Experienced workers can expect to earn wages between \$44.16 and \$78.61, which are higher than the self-sufficiency standard wage estimate.

Orange County – The majority (58%) of annual openings for the four occupations of interest have entry-level wages **below** the self-sufficiency standard wage for one adult (\$20.63 in Orange County).⁵ Typical entry-level hourly wages are in a range between \$14.74 and \$25.74. Experienced workers can expect to earn wages between \$41.35 and \$68.50, which are higher than the self-sufficiency standard wage estimate.

Job Postings

Over the past 12 months, there have been 4,074 online job postings related to the four occupations of interest. The highest number of job postings were for video editors, producers, associate producers, executive producers, and videographers. The top skills were budgeting, video editing, social media, scheduling, and Adobe Photoshop. The top employers, by number of job postings, in the region were Blizzard Entertainment, Amazon, and Disney.

Of the 38% of job postings listing a minimum education requirement in Los Angeles/Orange County, 73% (1,142) requested a bachelor’s degree, 4% (56) requested an associate degree, and 23% (365) requested high school or vocational training.

It is important to note that the job postings data included in this section reflects online job postings listed in the past 12 months and does not yet demonstrate the impact of COVID-19. While employers have generally posted fewer online job postings since the beginning of the pandemic, the long-term effects are currently unknown.

³ Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

⁴ Self-Sufficiency Standard wage data was pulled from The Self-Sufficiency Standard Tool for California on 8/17/2021. For more information, visit: <http://selfsufficiencystandard.org/california>.

⁵ Ibid.

Educational Attainment

The Bureau of Labor Statistics (BLS) lists the following typical entry-level education requirements:

- **Bachelor's degree:** *producers and directors (27-2012); camera operators, television, video, and film (27-4031); and film and video editors (27-4032)*
- **Postsecondary non-degree award:** *audio and video technicians (27-4011)*

In the LA/OC region, the majority of annual job openings (85%) typically require a bachelor's degree. National-level educational attainment data indicates between 18% and 37% of workers in the field have completed some college or an associate degree.

Educational Supply

Community College Supply – Exhibit 2 shows the annual and three-year average number of awards conferred by community colleges in programs that have historically trained for the occupations of interest. The colleges with the most completions in the region are Saddleback, LA City, LA Valley, and Orange Coast. Over the past 12 months, there were 14 other related program recommendation requests from regional community colleges.

Exhibit 2: Regional community college awards (certificates and degrees), 2017-2020

| TOP | Program | College | 2017-18 Awards | 2018-19 Awards | 2019-20 Awards | 3-Year Average |
|--------------------------------|---|--------------------|----------------|----------------|----------------|----------------|
| 0604.00 | Radio and Television | LA Valley | 14 | 16 | 17 | 16 |
| | | Long Beach | 10 | 4 | 2 | 5 |
| | | Mt San Antonio | - | 2 | - | 1 |
| | | Santa Monica | 27 | 8 | 29 | 21 |
| | | LA Subtotal | 51 | 30 | 48 | 43 |
| | | Fullerton | 2 | 3 | - | 2 |
| | | Saddleback | 40 | 206 | 136 | 127 |
| | | Santa Ana | - | 5 | - | 2 |
| | | Santiago Canyon | 2 | - | - | 1 |
| | | OC Subtotal | 44 | 214 | 136 | 131 |
| Supply Subtotal/Average | | | 95 | 244 | 184 | 174 |
| 0604.20 | Television (including combined TV/Film/Video) | Compton | 2 | - | - | 1 |
| | | El Camino | 20 | 20 | 22 | 21 |
| | | Glendale | 2 | 8 | 14 | 8 |
| | | LA City | 56 | 39 | 34 | 43 |
| | | LA Pierce | 5 | 11 | 26 | 14 |
| | | LA Valley | 20 | 29 | 31 | 27 |
| | | Long Beach | 9 | 39 | 35 | 28 |
| | | Mt San Antonio | 21 | 48 | 54 | 41 |
| | | Pasadena | 9 | 25 | 45 | 26 |
| | | LA Subtotal | 144 | 219 | 261 | 208 |

| TOP | Program | College | 2017-18 Awards | 2018-19 Awards | 2019-20 Awards | 3-Year Average |
|--------------------------------|-----------------|--------------------|----------------|----------------|----------------|----------------|
| | | Cypress | - | 3 | 15 | 6 |
| | | Fullerton | 27 | 56 | 48 | 44 |
| | | Orange Coast | 5 | 19 | 40 | 21 |
| | | Saddleback | 6 | 2 | 2 | 3 |
| | | Santa Ana | 11 | 14 | 17 | 14 |
| | | OC Subtotal | 49 | 94 | 122 | 88 |
| Supply Subtotal/Average | | | 193 | 313 | 383 | 296 |
| 0612.20 | Film Production | Cerritos | 6 | 10 | 8 | 8 |
| | | LA City | 34 | 61 | 62 | 52 |
| | | LA Valley | 10 | 42 | 31 | 28 |
| | | Long Beach | 4 | 3 | - | 2 |
| | | Santa Monica | 27 | 40 | 59 | 42 |
| | | West LA | 37 | 33 | 7 | 26 |
| | | LA Subtotal | 118 | 189 | 167 | 158 |
| | | Orange Coast | 48 | 49 | 48 | 48 |
| | | Saddleback | 9 | 7 | 3 | 6 |
| | | OC Subtotal | 57 | 56 | 51 | 55 |
| Supply Subtotal/Average | | | 175 | 245 | 218 | 213 |
| Supply Total/Average | | | 463 | 802 | 785 | 683 |

Non-Community College Supply – For a comprehensive regional supply analysis, it is also important to consider the supply from other institutions in the region that provide training programs for the occupations of interest. Exhibit 3 shows the annual and three-year average number of awards conferred by programs crosswalked to the TOP in Exhibit 2. Due to different data collection periods, the most recent three-year period of available data is from 2016 to 2019. Between 2016 and 2019, non-community college institutions in the region conferred an average of 1,723 awards annually in related training programs.

Exhibit 3: Regional non-community college awards, 2016-2019

| CIP | Program | Institution | 2016-17 Awards | 2017-18 Awards | 2018-19 Awards | 3-Year Average |
|-----------------------------|---|--|----------------|----------------|----------------|----------------|
| 09.0701 | Radio and Television | CSU-Fullerton | 191 | 174 | 205 | 190 |
| | | CSU-Long Beach | - | - | 1 | 0 |
| | | CSU-Los Angeles | 152 | 174 | 158 | 161 |
| | | CSU-Northridge | 448 | 414 | 399 | 420 |
| | | Pepperdine University | 26 | 26 | 25 | 26 |
| | | Academy of Radio & TV Broadcasting | 11 | 23 | 34 | 23 |
| | | University of La Verne | 9 | 11 | 22 | 14 |
| 10.0202 | Radio and Television Broadcasting Technology/Technician | E. San Gabriel Valley ROP | 13 | 18 | 1 | 11 |
| | | Academy of Radio & TV Broadcasting | 3 | 13 | 3 | 6 |
| 50.0602 | Cinematography and Film/Video Production | Art Center College of Design | 32 | 28 | 18 | 26 |
| | | Biola University | 49 | 42 | 62 | 51 |
| | | California Institute of the Arts | 17 | 10 | 11 | 13 |
| | | Chapman University | 162 | 160 | 174 | 165 |
| | | Fashion Institute of Design & Merchandising-LA | 14 | 13 | 14 | 14 |
| | | LA Film School | 77 | 145 | 220 | 147 |
| | | Loyola Marymount Univ. | 82 | 71 | 71 | 75 |
| | | Mount Saint Mary's Univ. | 16 | 8 | 12 | 12 |
| | | New York Film Academy | 94 | 230 | 205 | 176 |
| | | University of La Verne | 1 | - | - | 0 |
| | | USC | 96 | 101 | 105 | 101 |
| Woodbury University | 8 | 16 | 13 | 12 | | |
| 50.0699 | Film/Video and Photographic Arts, Other | CA Institute of the Arts | 38 | 45 | 41 | 41 |
| | | LA Film School | - | 30 | 34 | 21 |
| | | Woodbury University | 9 | 18 | 24 | 17 |
| Supply Total/Average | | | 1,548 | 1,770 | 1,852 | 1,723 |

Appendix A: Occupational demand and wage data by county

Exhibit 4. Los Angeles County

| Occupation (SOC) | 2020 Jobs | 2025 Jobs | 5-Yr Change | 5-Yr % Change | Annual Openings | Entry-Level Hourly Earnings (25 th Percentile) | Median Hourly Earnings | Experienced Hourly Earnings (75 th Percentile) |
|---|---------------|---------------|-------------|---------------|-----------------|---|------------------------|---|
| Producers and Directors (27-2012) | 25,827 | 25,731 | (96) | 0% | 2,075 | \$30.67 | \$49.02 | \$78.61 |
| Audio and Video Technicians (27-4011) | 5,775 | 5,923 | 148 | 3% | 604 | \$20.68 | \$30.83 | \$44.16 |
| Camera Operators, Television, Video, and Film (27-4031) | 4,309 | 4,590 | 281 | 7% | 423 | \$18.02 | \$28.93 | \$49.06 |
| Film and Video Editors (27-4032) | 9,610 | 10,215 | 605 | 6% | 936 | \$24.60 | \$39.49 | \$69.00 |
| Total | 45,521 | 46,459 | 938 | 2% | 4,037 | | | |

Exhibit 5. Orange County

| Occupation (SOC) | 2020 Jobs | 2025 Jobs | 5-Yr Change | 5-Yr % Change | Annual Openings | Entry-Level Hourly Earnings (25 th Percentile) | Median Hourly Earnings | Experienced Hourly Earnings (75 th Percentile) |
|---|--------------|--------------|-------------|---------------|-----------------|---|------------------------|---|
| Producers and Directors (27-2012) | 1,248 | 1,243 | (5) | 0% | 101 | \$25.74 | \$41.99 | \$68.50 |
| Audio and Video Technicians (27-4011) | 659 | 662 | 3 | 0% | 66 | \$19.30 | \$28.73 | \$41.35 |
| Camera Operators, Television, Video, and Film (27-4031) | 248 | 272 | 24 | 10% | 26 | \$14.74 | \$24.97 | \$43.86 |
| Film and Video Editors (27-4032) | 419 | 472 | 53 | 13% | 47 | \$19.46 | \$32.88 | \$59.11 |
| Total | 2,573 | 2,650 | 77 | 3% | 240 | | | |

Exhibit 6. Los Angeles and Orange Counties

| Occupation (SOC) | 2020 Jobs | 2025 Jobs | 5-Yr Change | 5-Yr % Change | Annual Openings | Typical Entry-Level Education |
|---|---------------|---------------|--------------|---------------|-----------------|--------------------------------|
| Producers and Directors (27-2012) | 27,075 | 26,974 | (101) | 0% | 2,176 | Bachelor's degree |
| Audio and Video Technicians (27-4011) | 6,434 | 6,585 | 151 | 2% | 670 | Postsecondary non-degree award |
| Camera Operators, Television, Video, and Film (27-4031) | 4,557 | 4,862 | 305 | 7% | 449 | Bachelor's degree |
| Film and Video Editors (27-4032) | 10,028 | 10,687 | 659 | 7% | 983 | Bachelor's degree |
| Total | 48,094 | 49,108 | 1,014 | 2% | 4,278 | |

Appendix B: Sources

- O*NET Online
- Labor Insight/Jobs (Burning Glass)
- Economic Modeling Specialists, International (Emsi)
- Bureau of Labor Statistics (BLS)
- Employment Development Department, Labor Market Information Division, OES
- California Community Colleges Chancellor's Office Management Information Systems (MIS)
- California Family Needs Calculator, Insight Center for Community Economic Development
- Chancellor's Office Curriculum Inventory (COCI 2.0)

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