

## **Program Endorsement Brief: 0612.20/Film Production Media Arts and Creative Entertainment**

Los Angeles/Orange County Center of Excellence, January 2019

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### **Introduction:**

The Orange County Center of Excellence (COE) created this report to provide an overview of the labor market for Media Arts and Creative Entertainment related occupations in Los Angeles and Orange counties. Media Arts and Creative Entertainment related occupations are defined in this report as occupations that require video production skills to produce media projects, such as videos and other content, especially for social media platforms. The proliferation of digital and social media platforms, such as YouTube, Instagram, and BuzzFeed, has created space for a new type of worker: the content producer. In general, content producers need to have experience with content management systems, website design, social media platforms, copy writing, and video production. Content producers can be employed at large companies, but are oftentimes self-employed. An example of a self-employed content producer is a social media influencer. An influencer is typically a social media user that has a large following and promotes brands or products, such as video games, fitness apparel, or beauty products, to their audience. A recent VOX article featured high-profile influencers to better understand the business of the influencer industry. Depending on the size of their following, influencers can make between \$30,000 and \$100,000 per year.<sup>1</sup>

Although it can be lucrative to be an influencer or social media personality, it is difficult to establish an internet personality that will gain enough of a following to guarantee a consistent income. This difficulty highlights the importance of transferrable skills to other relevant jobs and occupations that do not restrict workers to self-employment.

Though the proposed program places an emphasis on self-employment, the skills students obtain will not confine them to self-employment and will prepare students with skills that are marketable to employers. This report will focus on two classes of workers: employees (workers hired by private, non-profit, and government organizations) and self-employed workers (workers that are employed in their own unincorporated business).<sup>2</sup> Because there is not a Standard Occupational Classification (SOC) code that directly translates to the work for which this proposed program will prepare students, three related occupations (“Producers and Directors”, “Film and Video Editors”, and Camera Operators, Television, Video, and Motion Picture”) will be analyzed in this report using traditional labor market information and real-time job postings data. It should be noted that

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<sup>1</sup> <https://www.vox.com/the-goods/2018/11/28/18116875/influencer-marketing-social-media-engagement-instagram-youtube>

<sup>2</sup> Self-employment figures are drawn from the American Community Survey (ACS). The ACS defines self-employed workers as “persons who worked for profit or fees in their own unincorporated business, profession, or trade, or who operated a farm.” Self-employed workers whose business is incorporated are included as employees because they are paid employees of their own companies. For more information, please visit the [Census Bureau website](#). The Bureau of Labor Statistics’ (BLS) Current Population Survey (CPS) and other government surveys define self-employment differently.

figures in the following exhibits are not exclusive to the jobs for which this proposed program prepares students.

**Summary:**

The following summarizes key findings from this data brief:

- Media Arts and Creative Entertainment related occupations are **projected to decrease by 0.4%** over the next five years. Nearly **4,462 job openings** will be available annually due to new job growth and replacement need.
- **Self-employed** Media Arts and Creative Entertainment related occupations are **projected to increase by 9%** over the next five years. Nearly **1,150 job openings** will be available annually due to new job growth and replacement needs.
- In the region, approximately **21% of workers** (10,143) employed in the occupations most closely related to Media Arts and Creative Entertainment are **self-employed**
- Over the past 12 months, there were **1,845 online job postings** for Media Arts and Creative Entertainment related occupations in Los Angeles and Orange Counties. **26% of online job postings** included “contract” or “freelance” in the job description, used here as a proxy for self-employment.
- **441 job postings** listed “YouTube” or “Social Media” as a required or preferred skill. Of these postings, **25% were for contract or freelance work.**
- **One other related program recommendation request under the same TOP Code** was received between January and December 2018 from regional community colleges.
- **7 colleges** in the region have existing programs under the same TOP Code, but none of these programs have a specific emphasis on preparing students in video production for social media platforms.
- Between 2014 and 2017, community colleges in the region conferred an average of **163 awards annually** (associate degrees and certificates) in related training programs under the same TOP Code.

**Occupational Demand**—In Los Angeles/Orange County, the total number of employee and self-employed jobs for Media Arts and Creative Entertainments related occupations is projected to slightly decline to 4,462 job openings per year through 2023 (Exhibit 1). However, the number of self-employed jobs for Media Arts and Creative Entertainment related occupations are is projected to increase by 9% over the next five years (Exhibit 2).

**Exhibit 1: Employee and self-employed occupational demand, Los Angeles and Orange Counties<sup>3</sup>**

Geography	2018 Jobs	2023 Jobs	2018-2023 Change	2018-2023 % Change	Annual Openings
Los Angeles	45,939	45,602	(337)	(1%)	4,274
Orange	1,773	1,900	127	7%	188
<b>Total</b>	<b>47,712</b>	<b>47,501</b>	<b>(211)</b>	<b>(0.4%)</b>	<b>4,462</b>

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

**Exhibit 2: Self-employed occupational demand in Los Angeles and Orange Counties**

Geography	2018 Jobs	2023 Jobs	2018-2023 Change	2018-2023 % Change	Annual Openings
Los Angeles	9,412	10,296	884	9%	1,056
Orange	730	795	65	9%	81
<b>Total</b>	<b>10,142</b>	<b>11,091</b>	<b>948</b>	<b>9%</b>	<b>1,137</b>

**Wages**—Average entry-level and median wages for employees in Media Arts and Creative Entertainment related occupations in the region are \$21.32 and \$44.47, respectively. Self-employed workers’ average entry-level (\$20.41) and median wages (\$24.38) are lower. Average entry-level wages for employees and those that are self-employed in Media Arts and Creative Entertainment related occupations are higher than the MIT Living hourly wage for one adult in the region (\$13.54 in Los Angeles County and \$15.31 in Orange County). Experienced employees earn between \$66.41 and \$116.94, while self-employed experienced workers earn between \$24.60 and \$33.59. All wage figures are higher than the regional living wage. However, average regional wages are below the average statewide wage of \$46.67 for these occupations.

**Job Postings**—Over the past 12 months, there were 1,845 online job postings for Media Arts and Creative Entertainment related occupations in the region. 26% of postings included “contract” or “freelance” in the job description, used here as a proxy for self-employment. To narrow the search to job postings most closely related to the proposed program, a filter for “YouTube” and “Social Media” was used to capture the most relevant job postings. When applying these filters, there were 441 postings. Of these 441 postings, 25% included the word “contract” or “freelance” in the job description. The majority of contract and freelance job postings are for video editor, videographer, and content producer. The most requested specialized skills for contractors and freelancers are: social media, YouTube, and video editing. The top three employers posting jobs for employees, by number of job postings, in the region are: Disney, Activision, and NBC. The top three employers posting jobs for contractors or freelancers, by number of job postings, in the region are: Lululemon, Yours Truly Media, and Blizzard Entertainment. 56% (1,025) of all jobs were located in the City of Los Angeles.

**Educational Attainment**—The Bureau of Labor Statistics (BLS) lists Bachelor’s degree as the typical entry-level education for these occupations. The national-level educational attainment data indicates between 18.1% and 24.0% of workers in the field have completed some college or an associate degree. In Los Angeles/Orange County, 23 of the 482 job postings for contractors or freelancers request an education level. 18 postings requested a high school diploma and five postings requested an associate’s degree.

**Community College Supply**—Appendix A shows the three-year average number of awards conferred by community colleges in the related TOP code: Film Production (0612.20). The colleges/programs with the most completions in the region are: LA City and Orange Coast. Though the other colleges listed in the table below have programs with the same TOP code, none of those programs have a specific emphasis on preparing students for self-employment in video production for social media platforms. Between January and December 2018, there was one other related program recommendation requests from regional community colleges.

**Appendix A: Regional community college awards (certificates and degrees), 2014-2017**

TOP Code	Program	College	2014-15 Awards	2015-16 Awards	2016-2017 Awards	3-Year Award Average
0612.20	Film Production	Cerritos	5	6	5	5
		LA City	70	67	55	64
		LA Valley	4	19	12	12
		Orange Coast	21	46	36	34
		Saddleback	9	9	7	8
		Santa Monica	0	10	24	11
		West LA	27	28	29	28
<b>Total/Average</b>			<b>136</b>	<b>185</b>	<b>168</b>	<b>163</b>

**Appendix B: Occupational demand and wage data by county**

**Exhibit 3. Los Angeles County – employees and self-employed**

Occupation (SOC)	2018 Jobs	2023 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings	Median Hourly Earnings	Experienced Hourly Earnings
Producers and Directors (27-2012)	25,733	25,831	98	0.4%	2,333	\$21.34	\$44.86	\$105.02
Film and Video Editors (27-4032)	14,164	13,866	(298)	2%	578	\$19.09	\$32.53	\$99.26
Camera Operators, Television, Television, Video, and Motion Picture (27-4031)	6,043	5,905	(138)	(2%)	578	\$16.92	\$25.53	\$59.11
<b>Total</b>	<b>45,939</b>	<b>45,602</b>	<b>(337)</b>	<b>(0.7%)</b>	<b>4,274</b>			

**Exhibit 4. Los Angeles County – self-employed**

Occupation (SOC)	2018 Jobs	2023 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings	Median Hourly Earnings	Experienced Hourly Earnings
Producers and Directors (27-2012)	5,166	5,612	446	9%	556	\$18.83	\$22.80	\$26.21
Film and Video Editors (27-4032)	2,814	3,135	321	11%	339	\$24.54	\$28.91	\$33.57
Camera Operators, Television, Television, Video, and Motion Picture (27-4031)	1,433	1,548	115	8%	161	\$17.97	\$21.17	\$24.59
<b>Total</b>	<b>9,412</b>	<b>10,296</b>	<b>884</b>	<b>9%</b>	<b>1,056</b>			

**Exhibit 5. Orange County – employees and self-employed**

<b>Occupation (SOC)</b>	<b>2018 Jobs</b>	<b>2023 Jobs</b>	<b>5-Yr Change</b>	<b>5-Yr % Change</b>	<b>Annual Openings</b>	<b>Entry-Level Hourly Earnings</b>	<b>Median Hourly Earnings</b>	<b>Experienced Hourly Earnings</b>
Producers and Directors (27-2012)	1,187	1,258	71	6%	120	\$20.27	\$29.55	\$66.85
Film and Video Editors (27-4032)	395	436	41	10%	47	\$20.97	\$29.17	\$60.06
Camera Operators, Television, Television, Video, and Motion Picture (27-4031)	191	206	15	8%	21	\$16.72	\$21.67	\$33.75
<b>Total</b>	<b>1,773</b>	<b>1,900</b>	<b>127</b>	<b>7%</b>	<b>188</b>			

**Exhibit 6. Orange County – self-employed**

<b>Occupation (SOC)</b>	<b>2018 Jobs</b>	<b>2023 Jobs</b>	<b>5-Yr Change</b>	<b>5-Yr % Change</b>	<b>Annual Openings</b>	<b>Entry-Level Hourly Earnings</b>	<b>Median Hourly Earnings</b>	<b>Experienced Hourly Earnings</b>
Producers and Directors (27-2012)	397	425	28	7%	41	\$18.87	\$22.86	\$26.27
Film and Video Editors (27-4032)	212	238	26	12%	26	\$24.67	\$29.06	\$33.75
Camera Operators, Television, Television, Video, and Motion Picture (27-4031)	122	132	10	8%	14	\$18.05	\$21.27	\$24.70
<b>Total</b>	<b>730</b>	<b>795</b>	<b>65</b>	<b>9%</b>	<b>81</b>			

**Exhibit 7. Los Angeles and Orange Counties – employees and self-employed**

<b>Occupation (SOC)</b>	<b>2018 Jobs</b>	<b>2023 Jobs</b>	<b>5-Yr Change</b>	<b>5-Yr % Change</b>	<b>Annual Openings</b>	<b>Entry-Level Hourly Earnings</b>	<b>Median Hourly Earnings</b>	<b>Experienced Hourly Earnings</b>
Producers and Directors (27-2012)	26,920	27,089	169	1%	2,453	\$21.25	\$44.16	\$105.52
Film and Video Editors (27-4032)	14,559	14,302	(257)	(2%)	1,410	\$19.01	\$32.40	\$101.31
Camera Operators, Television, Television, Video, and Motion Picture (27-4031)	6,233	6,110	(123)	(2%)	600	\$16.91	\$25.10	\$58.38
<b>Total</b>	<b>47,712</b>	<b>47,501</b>	<b>(211)</b>	<b>(0%)</b>	<b>4,462</b>			

**Exhibit 8. Los Angeles and Orange Counties – self-employed**

<b>Occupation (SOC)</b>	<b>2018 Jobs</b>	<b>2023 Jobs</b>	<b>5-Yr Change</b>	<b>5-Yr % Change</b>	<b>Annual Openings</b>	<b>Entry-Level Hourly Earnings</b>	<b>Median Hourly Earnings</b>	<b>Experienced Hourly Earnings</b>
Producers and Directors (27-2012)	5,563	6,037	474	9%	597	\$18.83	\$22.81	\$26.21
Film and Video Editors (27-4032)	3,026	3,373	347	11%	365	\$24.55	\$28.92	\$33.59
Camera Operators, Television, Television, Video, and Motion Picture (27-4031)	1,554	1,680	126	8%	175	\$17.98	\$21.18	\$24.60
<b>Total</b>	<b>10,143</b>	<b>11,091</b>	<b>948</b>	<b>9%</b>	<b>1,137</b>			

**Appendix C: Sources**

- O\*NET Online
- Labor Insight/Jobs (Burning Glass)
- Economic Modeling Specialists, International (EMSI)
- Employment Development Department, Labor Market Information Division, OES
- Employment Development Department, Unemployment Insurance Dataset
- Bureau of Labor Statistics (BLS)
- U.S. Census Bureau American Community Survey
- Living Insight Center for Community Economic Development
- California Community Colleges Chancellor’s Office Management Information Systems (MIS)
- MIT Living Wage
- Chancellor’s Office Curriculum Inventory (COCI 2.0)

For more information, please contact:

Jesse Crete, Director  
 Center of Excellence, Orange County  
[Crete\\_jesse@rsccd.edu](mailto:Crete_jesse@rsccd.edu)

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