

Program Endorsement Brief: 0602.00/Journalism Spanish Language Media

Los Angeles/Orange County Center of Excellence, November 2018

Summary:

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

The following summarizes key findings from this data brief:

- The number of public relations specialist jobs is projected to increase by 5% over the next five years. Nearly 1,200 job openings will be available annually due to new job growth and replacement need.
- Over the past 12 months, there have been 62 middle-skill public relations job postings that list “Spanish” or “bilingual” in the job description.
- Between January and November 2018, there was one other related program recommendation request from a regional community college.
- In the region, 19 colleges have existing journalism programs; however, no regional colleges offer a program that focuses on Spanish media.
- Between 2014 and 2017, community colleges in the region conferred an average of 120 awards annually (associate degrees and certificates) in related training programs.

Occupational Demand—In Los Angeles/Orange County, the number of jobs for public relations specialists is projected to increase by 5%. There will be nearly 1,200 job openings per year through 2022 (Exhibit 1). It is important to note that this data brief highlights middle-skill occupations related to journalism, and does not include labor market data on Bachelor’s level journalism occupations.

Exhibit 1: Occupational demand in Los Angeles and Orange Counties¹

Geography	2017 Jobs	2022 Jobs	2017-2022 Change	2017-2022 % Change	Annual Openings
Los Angeles	8,818	9,235	417	5%	947
Orange	2,137	2,258	121	6%	234
Total	10,955	11,493	538	5%	1,181

¹ Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

Wages—Entry-level and median hourly wages for public relations specialists in the region are \$15.80 and \$29.50, respectively. Entry-level wages for occupations related to journalism 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 workers earn \$55.75, which is higher than the living wage. Regional wages are above the average statewide wage for this occupation.

Job Postings—There have been 62 online middle-skill job postings related to **bilingual and/or Spanish-speaking public relations specialists** listed in the past 12 months. The majority of job postings are for communications coordinator, communications specialist, and division content specialist. The top two employers, by number of job postings, in the region are: Create Music Group and Wells Fargo.

Educational Attainment—The BLS lists a Bachelor’s degree as the typical entry-level education for public relations specialists. The national-level educational attainment data indicates 14% of workers in the field have completed some college or an associate degree. Of job postings including a minimum education requirement in Los Angeles/Orange County, 100% request an associate degree.

Community College Supply—Appendix A shows the annual and three-year average number of awards conferred by community colleges in Journalism (0602.00). The colleges with the most completions in the region are: Mt. San Antonio, Fullerton, and Santa Monica. Between January and October 2018, there was one other related program recommendation request from a regional community college. No colleges in the region currently offer a program that focuses solely on Spanish language media.

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
0602.00	Journalism	Cerritos	5	13	10	9
		Citrus	3	4	8	5
		Compton	-	1	1	1
		East LA	5	8	12	8
		El Camino	3	2	7	4
		Fullerton	13	26	12	17
		Glendale	2	6	2	3
		LA City	-	2	1	2
		LA Pierce	6	5	15	9
		LA Southwest	1	1	-	1
		LA Valley	4	5	5	5
		Long Beach	3	1	4	3
		Mt San Antonio	-	15	23	19
		Orange Coast	8	8	4	7
		Pasadena	2	12	11	8
Rio Hondo	9	6	10	8		
Saddleback	-	7	7	7		

	Santa Ana	-	7	7	7
	Santa Monica	5	8	16	10
	Total/Average	69	137	155	120

Appendix B: Occupational demand and wage data by county

Exhibit 2. Los Angeles County

Occupation (SOC)	2017 Jobs	2022 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings	Median Hourly Earnings	Experienced Hourly Earnings
Public Relations Specialists (27-3031)	8,818	9,235	417	5%	947	\$15.71	\$28.97	\$55.10

Exhibit 3. Orange County

Occupation (SOC)	2017 Jobs	2022 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings	Median Hourly Earnings	Experienced Hourly Earnings
Public Relations Specialists (27-3031)	2,137	2,258	121	6%	234	\$16.34	\$31.70	\$56.96

Exhibit 4. Los Angeles and Orange Counties

Occupation (SOC)	2017 Jobs	2022 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings	Median Hourly Earnings	Experienced Hourly Earnings
Public Relations Specialists (27-3031)	10,955	11,493	538	5%	1,181	\$15.80	\$29.50	\$55.75

Appendix C: Sources

- O*NET Online
- Labor Insight/Jobs (Burning Glass)
- Employment Development Department, Labor Market Information Division, OES
- Employment Development Department, Unemployment Insurance Dataset
- Living Insight Center for Community Economic Development
- California Community Colleges Chancellor's Office Management Information Systems
- Chancellor's Office Curriculum Inventory (COCI)

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