

Performance and Production for Video, Broadcast and Digital Cinematography Occupations Labor Market Information Report

Prepared by the San Francisco Bay Center of Excellence
for Labor Market Research
April 2018

Recommendation

Based on all available data, there appears to be an undersupply of Performance and Production for Video, Broadcast and Digital Cinematography workers compared to the demand for this cluster of occupations in the Bay region and in the East Bay sub-region (Alameda and Contra Costa Counties). The gap is 890 students annually in the Bay Region and 118 annually in the East Bay.

This report also provides student outcomes data on employment and earnings for programs on TOP 0604.20 - Television (including combined TV/Film/Video) in the region and state. It is recommended that this data be reviewed to better understand how outcomes for students at Laney College taking courses on this TOP code compare to potentially similar programs at colleges in the region and state, as well as to outcomes across all CTE programs at Laney College and in the region.

Introduction

This report profiles Performance and Production Occupations in the 12 county Bay region and in the East Bay sub-region for review of an existing program at Laney College.

- **Producers and Directors (SOC 27-2012):** Produce or direct stage, television, radio, video, or motion picture 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.
Entry-Level Educational Requirement: Bachelor's Degree
Training Requirement: None
Percentage of Community College Award Holders or Some Postsecondary Coursework: 18%
- **Radio and Television Announcers (SOC 27-3011):** Speak or read from scripted materials, such as news reports or commercial messages, on radio or television. May announce artist or title of performance, identify station, or interview guests.
Entry-Level Educational Requirement: Bachelor's Degree
Training Requirement: None
Percentage of Community College Award Holders or Some Postsecondary Coursework: 34%
- **Reporters and Correspondents (SOC 27-3022):** Collect and analyze facts about newsworthy events by interview, investigation, or observation. Report and write stories for newspaper, news magazine, radio, or television. Excludes "Broadcast News Analysts" (27-3021).
Entry-Level Educational Requirement: Bachelor's Degree
Training Requirement: None
Percentage of Community College Award Holders or Some Postsecondary Coursework: 12%
- **Sound Engineering Technicians (SOC 27-4014):** Operate machines and equipment to record, synchronize, mix, or reproduce music, voices, or sound effects in sporting arenas, theater productions, recording studios, or movie and Performance and Productions.
Entry-Level Educational Requirement: Postsecondary Nondegree Award
Training Requirement: Short-term on-the-job training
Percentage of Community College Award Holders or Some Postsecondary Coursework: 46%

- **Film and Video Editors (SOC 27-4032):** Edit moving images on film, video, or other media. May edit or synchronize soundtracks with images.
Entry-Level Educational Requirement: Bachelor's Degree
Training Requirement: None
Percentage of Community College Award Holders or Some Postsecondary Coursework: 28%

Occupational Demand

Table 1. Employment Outlook for Performance and Production Occupations in Bay Region

Occupation	2017 Jobs	2022 Jobs	5-Yr Change	5-Yr % Change	5-Yr Openings	Annual Openings	10% Hrly Wage	Median Hrly Wage
Producers and Directors	4,232	4,717	485	11%	2,444	489	\$18.88	\$28.71
Radio & Television Announcers	872	911	39	4%	476	95	\$12.20	\$21.91
Reporters and Correspondents	1,214	1,506	293	24%	971	194	\$13.16	\$20.78
Sound Engineering Technicians	803	847	44	5%	423	85	\$15.33	\$28.66
Film and Video Editors	1,390	1,580	190	14%	887	177	\$21.30	\$29.67
Total	8,510	9,561	1,051	12%	5,201	1,040	\$17.44	\$27.04

Source: EMSI 2018.2

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 Performance and Production Occupations in East Bay Sub-Region

Occupation	2017 Jobs	2022 Jobs	5-Yr Change	5-Yr % Change	5-Yr Openings	Annual Openings	10% Hrly Wage	Median Hrly Wage
Producers and Directors	756	848	92	12%	441	88	\$17.90	\$24.13
Radio & Television Announcers	88	92	4	5%	47	9	\$14.85	\$20.59
Reporters and Correspondents	228	235	7	3%	122	24	\$12.96	\$20.31
Sound Engineering Technicians	215	224	9	4%	109	22	\$15.04	\$27.78
Film and Video Editors	331	381	51	15%	215	43	\$21.36	\$28.32
Total	1,618	1,781	163	10%	934	187	\$17.37	\$24.74

Source: EMSI 2018.2

East Bay Sub-Region includes Alameda and Contra Costa Counties

Job Postings in Bay Region and East Bay Sub-Region

Table 3. Number of Job Postings by Occupation for latest 12 months (April 2017 – March 2018)

Occupation	Bay Region	East Bay
Producers (27-2012.01)	855	68
Reporters and Correspondents (27-3022.00)	270	27
Sound Engineering Technicians (27-4014.00)	216	10
Radio and Television Announcers (27-3011.00)	97	25
Film and Video Editors (27-4032.00)	88	15
Program Directors (27-2012.03)	30	2
Directors- Stage, Motion Pictures, Television, and Radio (27-2012.02)	26	5
Talent Directors (27-2012.04)	12	1
Total	1,594	153

Source: Burning Glass

Table 4. Top Job Titles for Performance and Production Occupations (April 2017 – March 2018)

Common Title	Bay	East Bay	Common Title	Bay	East Bay
Producer	155	15	Executive Producer	33	3
Associate Producer	105	0	Weekend Anchor	31	1
Video Editor	101	14	Creative Producer	30	0
Reporter	84	10	Senior Producer	29	2
Video Producer	56	5	Content Producer	27	0
Join Our Talent Network	36	13	News Producer	25	1

Source: Burning Glass

Industry Concentration

Table 5. Industries hiring Performance and Production Workers in Bay Region

Industry – 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2017)	Jobs in Industry (2022)	% Change (2017-22)	% in Industry (2017)
Motion Picture and Video Production (512110)	2,071	2,330	13%	24.3%
Internet Publishing and Broadcasting and Web Search Portals (519130)	1,447	2,032	40%	17.0%
Television Broadcasting (515120)	665	680	2%	7.8%
Teleproduction and Other Postproduction Services (512191)	483	560	16%	5.7%
Radio Stations (515112)	433	412	(5%)	5.1%
Independent Artists, Writers, and Performers (711510)	420	403	(4%)	4.9%
Cable and Other Subscription Programming (515210)	248	230	(7%)	2.9%
Newspaper Publishers (511110)	240	200	(17%)	2.8%
Radio Networks (515111)	226	228	1%	2.7%
Theater Companies and Dinner Theaters (711110)	179	196	9%	2.1%
Advertising Agencies (541810)	139	151	9%	1.6%
Sound Recording Studios (512240)	100	90	(10%)	1.2%

Source: EMSI 2018.2

Table 6. Top Employers for Performance and Production Occupations in Bay and East Bay (April 2017 – March 2018)

Employer	Bay	Employer	Bay	Employer	East Bay
Apple Inc.	76	Amazon	20	Whole Foods Market, Inc.	13
CBS Broadcasting	43	Disney	20	Invision Communications	5
Facebook	38	Gap Inc.	13	UC San Diego	5
Whole Foods Market, Inc.	38	Nexstar Broadcasting Group Inc	13	Newgig	4
Google Inc.	35	Dow Jones & Company	12	Pandora Media	4
NBC	35	Entercom Communications Corporation	12	Black & Veatch	3
Popsugar Inc	22	Hearst Television	11	Carbonated Tv	3

Source: Burning Glass

Educational Supply

There are six colleges in the Bay Region issuing 76 awards annually on TOP 0604.20 - Television (including combined TV/Film/Video) in the Bay Region. There are three other educational institutions issuing 74 Bachelor's degrees annually on CIP codes 09.0702 - Digital Communication and Media/Multimedia and 10.0203 - Recording Arts Technology/Technician, for a total of 150 awards annually in the region.

Table 7. Awards on TOP 0604.20 - Television (including combined TV/Film/Video) or on CIP 09.0702 - Digital Communication and Media/Multimedia or on CIP 10.0203 - Recording Arts Technology/Technician

College	Sub-Region	CIP Code	Head-count	No. of Transfer Students	Bachelor's	Associates	Certificates	Total
Deanza	Silicon Valley	n/a	520	61	0	15	9	24
Laney	East Bay	n/a	212	18	0	3	2	5
Las Positas	East Bay	n/a	16	0	0	0	0	0
Ohlone	East Bay	n/a	88	n<10	0	0	4	4
San Francisco	Mid-Peninsula	n/a	74	n<10	0	2	27	29
San Mateo	Mid-Peninsula	n/a	on another TOP	0	0	10	0	10
Solano	North Bay	n/a	31	n<10	0	4	0	4
Holy Names	East Bay	09.0702	n/a	n/a	6	0	0	6
Argosy University-The Art Institute of California-SF	Mid-Peninsula	10.0203	n/a	n/a	14	0	0	14

SAE Expression College	East Bay	10.0203	n/a	n/a	54	0	0	54
Total Bay Region			941	88	74	34	42	150
Total East Bay Sub-Region			300	25	60	3	6	69

Source: IPEDS, Data Mart and Launchboard

NOTE: Headcount of students who took one or more courses is for 2016-17, and the no. of transfer students is for 2015-16. The annual average for awards is 2014-17. The annual average for other postsecondary is for 2013-16.

Gap Analysis

Based on all available data, there is a large labor market gap in the Bay region with 1,040 annual openings for the Performance and Production cluster of occupations and 150 annual awards (including 74 Bachelor's) for an annual undersupply of 890. In the East Bay sub-region, there is also a large gap with 187 annual openings and 69 annual awards (including 60 Bachelor's) for an annual undersupply of 118. Bachelor's degrees are included in the supply numbers since 92% of the annual openings in the region and 88% of annual openings in the sub-region are for occupations which typically require a Bachelor's degree for entry.

Student Outcomes

Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 0604.20 - Television (including combined TV/Film/Video) for 2015-16.

2015-16	Bay (All CTE Programs)	Laney (All CTE Programs)	State (0604.20)	Bay (0604.20)	Laney College (0604.20)	Top College on 0604.20 in the Bay Region	
% Employed Four Quarters After Exit	74%	67%	61%	54%	43%	De Anza	59% (63 students)
Median Earnings Two Quarters After Exit	\$10,310	\$9,960	\$4,900	\$6,755	\$7,610	De Anza	\$8,910 (37 students)
Median % Change in Earnings	46%	46%	60%	44%	22%	De Anza	53% (23 students)
% of Students Earning a Living Wage	63%	61%	29%	43%	42%	De Anza	47% (36 students)

Source: Launchboard (version available on 4/23/18)

Skills, Certificates and Education

Table 9. Top Skills for Performance and Production Occupations in Bay Region (April 2017 – March 2018)

Skill	Postings	Skill	Postings	Skill	Postings
Teamwork/Collaboration	419	Adobe Illustrator	113	Product Development	58
Project Management	345	Multimedia	109	Breaking News Coverage	56
Scheduling	331	Music	98	Digital Video	53
Budgeting	304	Digital Signal Processing (DSP)	85	Retail Industry Knowledge	53
Social Media	297	Software Development	85	Audio Engineering	51
Adobe Photoshop	251	Content Management	82	Product Management	51
Video Production	241	Media Production	81	Graphic Design	50
Journalism	237	Merchandising	79	Website Production	50
Broadcast Industry Knowledge	235	Photography	75	Post Production	48
Video Editing	182	Customer Service	71	Web Development	48
Adobe Aftereffects	150	Final Cut Pro	71	Atlassian JIRA	47
Facebook	138	Youtube	71	Content Management Systems (CMS)	47
Adobe Premiere	130	Project Planning & Development Skills	69	Social Media Platforms	47
Quality Assurance & Control	130	Animation	68	Creative Development	45
Adobe Indesign	127	Staff Management	68	Motion Graphics	45
E-Commerce	124	Instagram	64	Python	45

Adobe Acrobat	119	Game Development	62	Software Engineering	45
Adobe Creative Suite	116	Audio / Visual Knowledge	58	C++	44

Source: Burning Glass

Table 10. Certifications for Performance & Production Occupations in the Bay Region (April 2017 - March 2018)

Note: 94% of records have been excluded because they do not include a certification. As a result, the chart has not been included in this report.

Table 11. Education Requirements for Performance and Production Occupations in Bay Region

Note: 44% 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.

Education (minimum advertised)	Latest 12 Mos. Postings
High school or vocational training	39 (5%)
Associate Degree	8 (1%)
Bachelor's Degree or Higher	777 (94%)

Source: Burning Glass

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

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