

Program Endorsement Brief: 0604 - Radio and Television

Radio/Television Broadcast News

Radio/Television Performance

Radio/Television Producer

Radio/Television Multimedia Production

Los Angeles/Orange County Center of Excellence, May 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 **five middle-skill** occupations:

- *broadcast announcers and radio disc jockeys (27-3011),*
- *audio and video technicians (27-4011),*
- *broadcast technicians (27-4012),*
- *camera operators, television, video, and film (27-4031), and*
- *film and video editors (27-4032).*

Middle-skill occupations typically require some postsecondary education, but less than a bachelor's degree,¹ and are highlighted in this report to show which radio and television occupations are immediately accessible to community college-level award earners.

However, the field of radio and television is comprised of many occupations that typically require workers to obtain a bachelor's degree. Therefore, **two above middle-skill** occupations are included in this report to illuminate a pathway for students who continue their education past the community college level. The above middle-skill radio and television occupations in this report include *producers and directors (27-2012)*, and *news analysts, reporters, and journalists (27-3023)*.

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.

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.

NOTE: While demand data for above middle-skill radio and television occupations are included in this report, the program endorsement only takes into account the middle-skill radio and television occupations when considering the local supply and demand.

Based on the available data, there appears to be a supply gap for middle-skill radio and television-related occupations in the region. While the majority of annual openings have entry-level wages that exceed the living wage in Los Angeles County, the majority (62%) of annual openings in the LA/OC region require a bachelor's degree according to the Bureau of Labor Statistics (BLS). **Therefore, due to some of the criteria being met, the COE endorses this proposed program.** Detailed reasons include:

Demand:

- **Supply Gap Criteria** – Over the next five years, there is projected to be **3,144 middle-skill jobs available annually** in the region due to new job growth and replacements, **which is more than the 2,848 awards conferred annually** by educational institutions in the region.
- **Living Wage Criteria** – In Los Angeles County, **the majority (92%) of annual job openings** for the middle-skill radio and television occupations in this report have **entry-level wages above the county's living wage** (\$15.04/hour).²
- **Educational Criteria** – Within the LA/OC region, **62% of the annual job openings** for the middle-skill radio and television occupations **typically require a bachelor's degree.**
 - National-level educational attainment data indicates between 27% and 37% of workers in the field have completed some college or an associate degree.

Supply:

- There are **18 community colleges** in the LA/OC region that have historically trained for the occupations of interest, conferring an average of **717 awards annually** between 2017 and 2020.
- Between 2016 and 2019, there was an average of **2,131 awards conferred annually** in related training programs by non-community college institutions throughout the region.

² Living wage data was pulled from California Family Needs Calculator on 5/5/2021. For more information, visit the California Family Needs Calculator website: <https://insightcced.org/2018-family-needs-calculator/>.

Occupational Demand

Exhibit 1 shows the five-year occupational demand projections for **middle-skill** radio and television-related occupations. In Los Angeles/Orange County, the number of jobs related to these occupations is projected to increase by 2% through 2024. There will be nearly 3,150 job openings per year through 2024 due to job growth and replacements.

Exhibit 1: Middle-skill occupational demand in Los Angeles and Orange Counties³

Geography	2019 Jobs	2024 Jobs	2019-2024 Change	2019-2024 % Change	Annual Openings
Los Angeles	29,192	29,670	478	2%	2,923
Orange	2,102	2,128	26	1%	222
Total	31,295	31,798	503	2%	3,144

Exhibit 2 shows the five-year occupational demand projections for **above middle-skill** radio and television-related occupations. In Los Angeles/Orange County, the number of jobs related to these occupations is projected to decrease by 3% through 2024. However, due to retirements and workers leaving the field, there will be nearly 2,850 job openings per year through 2024 due to job growth and workers leaving the field.

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.

Exhibit 2: Above middle-skill occupational demand in Los Angeles and Orange Counties

Geography	2019 Jobs	2024 Jobs	2019-2024 Change	2019-2024 % Change	Annual Openings
Los Angeles	32,188	31,393	(795)	(2%)	2,696
Orange	1,770	1,700	(70)	(4%)	150
Total	33,957	33,093	(864)	(3%)	2,845

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.

Wages

The labor market endorsement in this report considers the entry-level hourly wages for all of the radio and television-related occupations (both middle-skill and above middle-skill) 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 (92%) of annual openings for the middle-skill radio and television-related occupations in this report have entry-level wages above the living wage for one adult (\$15.04 in Los Angeles County). Typical entry-level hourly wages are in a range between \$14.23 and \$24.74. All of the occupations in this report have entry-level wages above the county's living wage, except for *broadcast technicians* (\$14.23). Experienced workers can expect to earn wages between \$27.85 and \$69.22, which are higher than the living wage estimate.

Orange County— Approximately 23% of annual openings for the middle-skill radio and television-related occupations in this report have entry-level wages **above** the living wage for one adult (\$17.36 in Orange County). Typical entry-level hourly wages are in a range between \$13.61 and \$19.63. The only middle-skill occupation with entry-level wages above the county's living wage is *film and video editors* (\$19.63). Experienced workers can expect to earn wages between \$26.72 and \$59.10, which are higher than the living wage estimate.

Job Postings

Middle-Skill Radio and Television Occupations: Over the past 12 months, there have been 1,975 online job postings for middle-skill radio and television-related occupations. The highest number of job postings were for video editors, videographers, audio visual technicians, board operators, master control operators and camera operators. The top skills were video editing, videography, Adobe AfterEffects, Adobe Photoshop, and social media. The top employers, by number of job postings, in the region were Charter Communications, NBC, and Ascena Retail Group. Of the 32% of middle-skill radio and television job postings listing a minimum education requirement in Los Angeles/Orange County, 51% (318) requested a bachelor's degree, 41% (255) requested a high school diploma, and 8% (50) requested an associate degree.

Above Middle-Skill Radio and Television Occupations: Over the past 12 months, there have been 2,425 online job postings for the two above middle-skill occupations *producers and directors* (27-2012) and *news analysts, reporters, and journalists* (27-3023). The highest number of job postings were for producers, associate producers, executive producers, digital producers, and creative producers. The top skills were budgeting, scheduling, social media, project management, and broadcast industry knowledge. The top three employers, by number of job postings, in the region were Charter Communications, Blizzard Entertainment, and Disney. Of the 44% of emerging radio and television job postings listing a minimum education requirement in Los Angeles/Orange County, 90% (951) requested a bachelor's degree, 8% (89) requested a high school diploma, and 2% (20) requested an associate degree.

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.

Educational Attainment

The Bureau of Labor Statistics (BLS) lists the following entry-level education levels for the radio and television-related occupations studied in this report:

- **Bachelor's degree:** *broadcast announcers and radio disc jockeys; camera operators, television, video, and film; film and video editors; producers and directors; and news analysts, reporters, and journalists*
- **Associate degree:** *broadcast technicians*
- **Postsecondary non-degree award:** *audio and video technicians*

In the LA/OC region, 62% of the annual middle-skill job openings typically require a bachelor's degree. National-level educational attainment data indicates between 27% and 37% of workers in the field have completed some college or an associate degree.

Educational Supply

Community College Supply — Exhibit 3 shows the annual and three-year average number of awards conferred by community colleges in the related TOP codes: Radio and Television (0604.00); Radio (0604.10); Television (including combined TV/Film/Video) (0604.20); Broadcast Journalism (0604.30); and Film Production (0612.20).

The colleges with the most completions in the region are: Saddleback, LA City, and LA Valley. Over the past 12 months, there were three other related program recommendation requests from regional community colleges.

Exhibit 3: Regional community college awards (certificates and degrees), 2017-2020

TOP Code	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
0604.10	Radio	LA Valley	5	7	5	6
		Mt San Antonio	11	6	9	9
		Pasadena	9	9	3	7
		LA Subtotal	25	22	17	21
		Fullerton	9	6	4	6
		Saddleback	1	-	-	0

		OC Subtotal	10	6	4	7
		Supply Subtotal/Average	35	28	21	28
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
		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
0604.30	Broadcast Journalism	Long Beach	7	4	2	4
		Pasadena	-	1	-	0
		LA Subtotal	7	5	2	5
		Santa Ana	2	-	1	1
		OC Subtotal	2	-	1	1
		Supply Subtotal/Average	9	5	3	6
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	507	835	809	717

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 radio and television-related occupations. Exhibit 4 shows the annual and three-year average number of awards conferred by these institutions in the related Classification of Instructional Programs (CIP) Codes: Broadcast Journalism (09.0402); Radio and Television (09.0701); Radio and Television Broadcasting Technology/Technician (10.0202); and Cinematography and Film/Video Production (50.0602).

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 2,131 awards annually in related training programs.

Exhibit 4: Regional non-community college awards, 2016-2019

CIP Code	Program	College	2016-17 Awards	2017-18 Awards	2018-19 Awards	3-Year Average
09.0402	Broadcast Journalism	Chapman University	38	28	26	31
		New York Film Academy	14	15	4	11
		University of La Verne	-	-	1	0
		Univ. of Southern California	46	55	19	40
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	28	27	31	29
		The Academy of Radio and TV Broadcasting	11	23	34	23
		University of La Verne	9	11	22	14
10.0202	Radio and Television Broadcasting Technology/Technician	East San Gabriel Valley ROP	13	18	1	11
		The Academy of Radio and TV Broadcasting	3	13	3	6
50.0602	Cinematography and Film/Video Production	Art Center College of Design	52	43	32	42
		Biola University	49	42	62	51
		California Institute of the Arts	36	42	31	36
		Chapman University	219	226	242	229
		FIDM-Fashion Institute of Design & Merchandising-Los Angeles	14	13	14	14

CIP Code	Program	College	2016-17 Awards	2017-18 Awards	2018-19 Awards	3-Year Average
		Los Angeles Film School	77	145	220	147
		Loyola Marymount University	110	116	105	110
		Mount Saint Mary's University	32	18	14	21
		New York Film Academy	143	415	326	295
		University of La Verne	1	-	-	0
		University of Southern California	213	236	259	236
		Woodbury University	8	16	13	12
Supply Total/Average			1,907	2,264	2,222	2,131

Appendix A: Occupational demand and wage data by county

Exhibit 5. Los Angeles County

Occupation (SOC)	2019 Jobs	2024 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)
Broadcast Announcers and Radio Disc Jockeys (27-3011)	1,868	1,655	(213)	(11%)	172	\$16.25	\$25.58	\$46.10
Audio and Video Technicians (27-4011)	8,036	8,071	35	0%	849	\$18.42	\$25.67	\$39.80
Broadcast Technicians (27-4012)	2,281	2,223	(58)	(3%)	228	\$14.23	\$19.13	\$27.85
Camera Operators, Television, Video, and Film (27-4031)	5,005	5,248	243	5%	496	\$17.48	\$28.72	\$48.37
Film and Video Editors (27-4032)	12,002	12,473	471	4%	1,179	\$24.74	\$39.04	\$69.22
Middle-Skill Subtotal	29,192	29,670	478	2%	2,923			
Producers and Directors (27-2012)	29,555	28,776	(779)	(3%)	2,431	\$31.33	\$47.99	\$74.68
News Analysts, Reporters, and Journalists (27-3023)	2,633	2,617	(16)	(1%)	265	\$17.77	\$25.46	\$39.31
Above Middle-Skill Subtotal	32,188	31,393	(795)	(2%)	2,696			
Total	61,380	61,063	(317)	(1%)	5,619			

Exhibit 6. Orange County

Occupation (SOC)	2019 Jobs	2024 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75th Percentile)
Broadcast Announcers and Radio Disc Jockeys (27-3011)	149	116	(33)	(22%)	14	\$14.83	\$23.88	\$44.66
Audio and Video Technicians (27-4011)	1,080	1,070	(10)	(1%)	113	\$16.58	\$23.10	\$35.81
Broadcast Technicians (27-4012)	140	134	(6)	(4%)	13	\$13.61	\$18.29	\$26.72
Camera Operators, Television, Video, and Film (27-4031)	284	305	21	7%	30	\$14.84	\$25.04	\$43.75
Film and Video Editors (27-4032)	449	503	54	12%	52	\$19.63	\$32.76	\$59.10
Middle-Skill Subtotal	2,102	2,128	26	1%	222			
Producers and Directors (27-2012)	1,481	1,448	(33)	(2%)	123	\$26.55	\$41.56	\$65.67
News Analysts, Reporters, and Journalists (27-3023)	289	251	(38)	(13%)	27	\$15.25	\$22.79	\$35.99
Above Middle-Skill Subtotal	1,770	1,700	(70)	(4%)	150			
Total	3,872	3,827	(45)	(1%)	372			

Exhibit 7. Los Angeles and Orange Counties

Occupation (SOC)	2019 Jobs	2024 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Typical Entry-Level Education
Broadcast Announcers and Radio Disc Jockeys (27-3011)	2,017	1,772	(246)	(12%)	185	Bachelor's degree
Audio and Video Technicians (27-4011)	9,116	9,141	25	0%	962	Postsecondary non-degree award
Broadcast Technicians (27-4012)	2,422	2,357	(65)	(3%)	241	Associate degree
Camera Operators, Television, Video, and Film (27-4031)	5,289	5,552	264	5%	525	Bachelor's degree
Film and Video Editors (27-4032)	12,451	12,975	525	4%	1,231	Bachelor's degree
Middle-Skill Subtotal	31,295	31,798	503	2%	3,144	
Producers and Directors (27-2012)	31,035	30,224	(811)	(3%)	2,554	Bachelor's degree
News Analysts, Reporters, and Journalists (27-3023)	2,922	2,868	(54)	(2%)	291	Bachelor's degree
Above Middle-Skill Subtotal	33,957	33,093	(864)	(3%)	2,845	
Total	65,252	64,890	(362)	(1%)	5,989	

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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