

Program Endorsement Brief: 0604/Radio and Television Radio/Television Sports Broadcasting Certificate of Achievement

Los Angeles/Orange County Center of Excellence, June 2020

Summary Analysis

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: Producers and Directors (27-2012), Radio and Television Announcers (27-3011), Audio and Video Equipment Technicians (27-4011), Broadcast Technicians (27-4012), and Camera Operators, Television, Video, and Motion Picture (27-4031). Middle-skill occupations typically require some postsecondary education, but less than a bachelor's degree.¹ Although three occupations in this report typically require a bachelor's degree (Producers and Directors; Radio and Television Announcers; and Camera Operators, Television, Video, and Motion Picture), they are considered middle-skill because approximately one-third of workers in the field have completed some college or an associate degree, and/or community college programs typically train for these occupations. 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 these middle-skill radio/television broadcasting occupations in the region. **Therefore, the COE endorses this proposed program.** Reasons include:

Demand:

- Over the next five years, there is projected to be **4,716 jobs available annually** in the region due to new job growth and replacements, **which is more than the 452 awards conferred annually** by educational institutions in the region.
 - However, the Producers and Directors (27-2012) occupation includes jobs across many forms of entertainment, including stage and motion pictures. Since the SOC code does not solely represent radio and/or television producers and directors, **the number of annual job openings is overstated.**
- Over the past 12 months, there were **4,396 online job postings related to these program occupations.** The highest number of job postings were for producers, videographers, audio visual technicians, associate producers, and digital producers.
- The national-level educational attainment data indicates **between 18.1% and 44.1% of workers in the field have completed some college or an associate degree.**
- *Wages for these occupations vary for Los Angeles and Orange Counties.*

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.

- **Typical regional entry-level hourly wages** for middle-skill radio/television broadcasting occupations throughout the region are between **\$15.11 and \$28.16, which are higher than the California Family Needs Calculator hourly wage (living wage) for one adult in Los Angeles County (\$15.04).**²
- However, only **two of these occupations** (Producers and Directors; and Camera Operators, Television, video, and Motion Picture) have regional entry-level wages that **are higher than the living wage in Orange County (\$17.36).**
- **Radio and Television Announcers; Audio and Video Equipment Technicians; and Broadcast Technicians have regional entry-level wages below the living wage in Orange County (\$17.36).**
- **Experienced workers** can expect to **earn regional wages between \$25.65 and \$69.91**, which are **higher than the living wage estimates for both counties.**

Supply:

- **Regional community colleges** in the region conferred an average of **416 awards annually in related programs** between 2016 and 2019.
- Between 2014 and 2017, an average of **36 awards were conferred annually** in related training programs by non-community college institutions throughout the region.

Occupational Demand

Exhibit 1 shows the five-year occupational demand projections for five middle-skill radio/television broadcasting 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 more than 4,700 job openings per year through 2024 due to job growth and replacements. It is important to note that the Producers and Directors (27-2012) SOC code includes occupations across many forms of entertainment, including stage and motion pictures in addition to radio and television. Therefore, the data in exhibit 1 is overstated for radio/television broadcasting occupations.

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 Living wage data was pulled from California Family Needs Calculator on 6/8/20. For more information, visit the California Family Needs Calculator website: <https://insightcced.org/2018-family-needs-calculator/>.

Exhibit 1: Occupational demand in Los Angeles and Orange Counties³

Geography	2019 Jobs	2024 Jobs	2019-2024 Change	2019-2024 % Change	Annual Openings
Los Angeles	40,986	41,908	922	2%	4,398
Orange	2,668	2,827	159	6%	319
Total	43,654	44,735	1,081	2%	4,716

Wages—Typical regional entry-level hourly wages for middle-skill radio/television broadcasting occupations are between \$15.11 and \$28.16. Regional entry-level wages for these occupations vary by occupation and by county. Regional entry-level wages for these five occupations are higher than the California Family Needs Calculator hourly wage (living wage) for one adult in Los Angeles County (\$15.04). However, only two of these occupations (Producers and Directors; and Camera Operators, Television, Video, and Motion Picture) have regional entry-level wages that are higher than the living wage in Orange County (\$17.36). Experienced workers can expect to earn regional wages between \$25.65 and \$69.91, which are higher than the living wage estimates for both counties. Wage information, by county, is included in Appendix A.

Job Postings—There were 4,396 online job postings related to middle-skill radio/television broadcasting occupations listed in the past 12 months. The highest number of job postings were for producers, videographers, audio visual technicians, associate producers, and digital producers. The top skills were: project management, broadcast industry knowledge, social media, Adobe Photoshop, and video production. The top three employers, by number of job postings, in the region were NBC, Disney, and Blizzard Entertainment.

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 typical entry-level education for these occupations:

- Producers and Directors – Bachelor’s degree
- Radio and Television Announcers – Bachelor’s degree
- Audio and Video Equipment Technicians – Postsecondary non-degree award
- Broadcast Technicians – Associate degree
- Camera Operators, Television, Video, and Motion Picture – Bachelor’s degree

The national-level educational attainment data indicates between 18.1% and 44.1% of workers in the field have completed some college or an associate degree. Of the 42% of middle-skill radio/television broadcasting job postings listing a minimum education requirement in Los

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.

Angeles/Orange County, 71% (1,311 job ads) requested a bachelor’s degree, 25% (454 jobs ads) requested a high school diploma, and 4% (83 job ads) requested an associate degree.

Educational Supply

Community College Supply—Exhibit 2 shows the annual three-year average number of awards conferred by community colleges in the related TOP codes: Radio and Television (0604.00), Radio (0604.10), and Television (including combined TV/Film/Video) (0604.20). The colleges with the most completions in the region are Saddleback, LA City, LA Valley, and Fullerton. Over the past 12 months, there were no other related program recommendation requests from regional community colleges.

Exhibit 2: Regional community college awards (certificates and degrees), 2016-2019

TOP Code	Program	College	2016-2017 Awards	2017-2018 Awards	2018-2019 Awards	3-Year Award Average
0604.00	Radio and Television	LA Valley	10	14	16	13
		Long Beach	6	10	4	7
		Mt San Antonio	-	-	2	1
		Santa Monica	19	27	8	18
		LA Subtotal	35	51	30	39
		Fullerton	-	2	3	2
		Saddleback	69	40	206	105
		Santa Ana	-	-	5	2
		Santiago Canyon	-	2	-	1
		OC Subtotal	69	44	214	109
Supply Subtotal/Average			104	95	244	148
0604.10	Radio	LA Valley	8	5	7	7
		Mt San Antonio	5	11	6	7
		Pasadena	5	9	9	8
		LA Subtotal	18	25	22	22
		Fullerton	7	9	6	7
		Saddleback	-	1	-	0
		OC Subtotal	7	10	6	8
Supply Subtotal/Average			25	35	28	29

TOP Code	Program	College	2016-2017 Awards	2017-2018 Awards	2018-2019 Awards	3-Year Award Average
0604.20	Television (including combined TV/Film/Video)	Compton	3	2	-	2
		El Camino	19	20	20	20
		Glendale	8	2	8	6
		LA City	96	56	39	64
		LA Pierce	-	5	11	5
		LA Valley	30	20	29	26
		Long Beach	-	9	39	16
		Mt San Antonio	16	21	48	28
		Pasadena	4	9	25	13
		LA Subtotal	176	144	219	180
		Cypress	-	-	3	1
		Fullerton	24	27	56	36
		Orange Coast	-	5	19	8
		Saddleback	6	6	2	5
		Santa Ana	5	11	14	10
		OC Subtotal	35	49	94	59
		Supply Subtotal/Average			211	193
Supply Total/Average			340	323	585	416

Non-Community College Supply—Since some of these occupations typically require a bachelor’s degree, it is important to consider the supply from non-community college institutions in the region that provide training programs for these radio/television broadcasting occupations. Exhibit 3 shows the annual and three-year average number of awards conferred by these institutions in the related Classification of Instructional Programs (CIP) Codes: Radio and Television (09.0701), and Radio and Television Broadcasting Technology/Technician (10.0202).

Due to different data collection periods, the most recent three-year period of available data is from 2014 to 2017. Between 2014 and 2017, non-community college institutions in the region conferred an average of 36 awards annually in related training programs.

Exhibit 3: Regional non-community college awards, 2014-2017

CIP Code	Program	College	2014-2015 Awards	2015-2016 Awards	2016-2017 Awards	3-Year Award Average
09.0701	Radio and Television	The Academy of Radio and TV Broadcasting	11	20	11	14
		East San Gabriel Valley Regional Occupational Program	6	14	13	11
10.0202	Radio and Television Broadcasting Technology/Technician	National Polytechnic College	5	-	-	2
		The Academy of Radio and TV Broadcasting	8	16	3	9
Supply Total/Average			30	50	27	36

Appendix A: Occupational demand and wage data by county

Exhibit 4. 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)
Producers and Directors (27-2012)	22,808	23,091	283	1%	2,319	\$28.43	\$47.39	\$70.22
Radio and Television Announcers (27-3011)	1,400	1,375	(25)	(2%)	162	\$15.45	\$23.06	\$39.10
Audio and Video Equipment Technicians (27-4011)	9,070	9,329	259	3%	1,035	\$16.46	\$22.72	\$36.23
Broadcast Technicians (27-4012)	2,785	2,997	212	8%	352	\$15.19	\$19.58	\$25.73
Camera Operators, Television, Video, and Motion Picture (27-4031)	4,922	5,116	194	4%	529	\$18.21	\$30.43	\$45.33
Total	40,986	41,908	922	2%	4,398	-	-	-

Exhibit 5. 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)
Producers and Directors (27-2012)	1,055	1,118	63	6%	119	\$22.99	\$40.06	\$61.50
Radio and Television Announcers (27-3011)	105	88	(17)	(16%)	11	\$14.22	\$22.17	\$40.11
Audio and Video Equipment Technicians (27-4011)	1,150	1,251	101	9%	149	\$14.88	\$20.54	\$32.77
Broadcast Technicians (27-4012)	138	135	(3)	(2%)	15	\$13.72	\$18.14	\$24.50
Camera Operators, Television, Video, and Motion Picture (27-4031)	219	235	16	7%	25	\$14.75	\$25.54	\$40.80
Total	2,668	2,827	159	6%	319	-	-	-

Exhibit 6. Los Angeles and Orange Counties

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)
Producers and Directors (27-2012)	23,864	24,209	345	1%	2,438	\$28.16	\$47.08	\$69.91
Radio and Television Announcers (27-3011)	1,505	1,463	(42)	(3%)	173	\$15.37	\$23.00	\$39.12
Audio and Video Equipment Technicians (27-4011)	10,220	10,580	360	4%	1,184	\$16.28	\$22.48	\$35.85
Broadcast Technicians (27-4012)	2,924	3,132	208	7%	367	\$15.11	\$19.52	\$25.65
Camera Operators, Television, Video, and Motion Picture (27-4031)	5,142	5,350	208	4%	554	\$18.09	\$30.12	\$45.17
Total	43,654	44,735	1,081	2%	4,716	-	-	-

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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