

Radio and Television (TOP: 0604.00)

September 2019

Prepared by the South Central Coast Center of Excellence for Labor Market Research



Labor Market Information Report

This report was compiled by the South Central Coast Center of Excellence to provide regional labor market data for the occupations requested, all related to Radio and Television. This report can help determine whether there is demand in the local labor market that is not being met by the supply from programs of study (CCC and non-CCC) that align with this occupation group.

Key Findings

- In the South Central Coast region and Los Angeles County, the number of jobs related to Radio and Television are expected to remain steady over the next five years for Producers and Directors. A decline is projected in the number of jobs for Radio and Television Announcers, Audio and Video Equipment Technicians, Sound Engineering Technicians, Camera Operators, Television, Video and Motion Picture, and Film and Video Editors. An increase is expected in the number of jobs for Broadcast News Analysts and Broadcast Technicians.
- Broadcast News Analysts, Broadcast Technicians, Film and Video editors, Audio and Video Equipment Technicians, Camera Operators, Television, Video, and Motion Picture Radio and Television Announcers, Producers and Directors are expected to anticipate a low risk of automation while Sound Engineering Technicians are at medium risk of automation.
- In 2017, across the South Central Coast Region and Los Angeles County, there were 7,010 regional completions in programs related to the occupations identified for analysis and 6,773 openings, indicating an oversupply.
- Typical entry-level education ranges from a Post-secondary non degree award for Sound Engineering Technicians and Audio and Video Equipment Technicians to a Bachelor's degree for Broadcast News Analysts, Radio and Television announcers, Film and Video Editor, Producers and Directors, and Camera Operators, Television, Video, and Motion Picture.
- Completers of Radio and Television programs from the 2015-2016 academic year had a median annual wage upon completion of \$18,176.
- 67% of students are employed within a year after completing a program.
- 34% of students are earning a living wage.

¹ The South Central Coast Region consists of San Luis Obispo County, Santa Barbara County, Ventura County, and the following cities from North Los Angeles County: Canyon Country, Castaic, Lake Hughes, Lancaster, Littlerock, Llano, Newhall, Palmdale, Pearblossom, Santa Clarita, Stevenson Ranch, and Valencia.

Occupation Codes and Descriptions

Currently, there are eight occupations in the standard occupational classification (SOC) system that were identified as related to Radio and Television for this analysis. The occupation titles and descriptions, as well as reported job titles are included in Exhibit 1.

Exhibit 1 – Occupation, description, and sample job titles

SOC Code	Title	Description	Sample of Reported Job Titles
27-2012	Producers and Directors	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.	Animation Producer, Associate Producer, Executive Producer, News Producer, Radio Producer, Television Producer, Animation Director, Artistic Director, Commercial Director, Creative Director, Production Director, Production Stage Manager, Stage Director, Stage Manager, Theater Director, TV Director.
27-3011	Radio and Television Announcers	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.	Anchor, Announcer, DJ (Disc Jockey), Host, Meteorologist, Morning Show Host, News Anchor, Radio Announcer, Sports Director, Television News Anchor (TV News Anchor)
27-3021	Broadcast News Analysts	Analyze, interpret, and broadcast news received from various sources.	Anchor, Broadcast Meteorologist, Content Director, News Anchor, News Director, Radio News Anchor, Radio Talk Show Host, Sports Director, Television News Anchor (TV News Anchor), Weekend Anchor
27-4011	Audio and Video Equipment Technicians	Set up, or set up and operate audio and video equipment including microphones, sound speakers, video screens, projectors, video monitors, recording equipment, connecting wires and cables, sound and mixing boards, and related electronic equipment for concerts, sports events, meetings and conventions, presentations, and news conferences. May also set up and operate associated spotlights and other custom lighting systems.	Audio Technician, Audio Visual Specialist (AV Specialist), Audio Visual Technician (AV Technician), Master Control Operator (MCO), Media Specialist, Media Technician, Multimedia Educational Specialist, Operations Technician, Stagehand, Video Technician

27-4012	Broadcast Technicians	Set up, operate, and maintain the electronic equipment used to transmit radio and television programs. Control audio equipment to regulate volume level and quality of sound during radio and television broadcasts. Operate transmitter to broadcast radio or television programs.	Audio Engineer, Board Operator, Broadcast Engineer, Broadcast Maintenance Engineer, Broadcast Operations Engineer, Broadcast Technician, Control Operator, Maintenance Engineer, Production Assistant, Production Engineer
27-4014	Sound Engineering Technicians	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 video productions.	Audio Engineer, Audio Operator, Broadcast Engineer, Broadcast Technician, Master Control Operator, Mixer, Recording Engineer, Sound Engineer, Sound Technician, Studio Engineer
27-4031	Camera Operators, Television, Video, and Motion Picture	Operate television, video, or motion picture camera to record images or scenes for various purposes, such as TV broadcasts, advertising, video production, or motion pictures.	Camera Operator, Cameraman, Master Control Operator (MCO), News Videographer, Production Assistant, Production Technician, Studio Camera Operator, Television News Photographer, Truck Operator, Videographer
27-4032	Film and Video Editors	Edit moving images on film, video, or other media. May edit or synchronize soundtracks with images.	Assistant Film Editor, Editor, Film Editor, News Editor, News Video Editor, News Videotape Editor, Non-Linear Editor, Online Editor, Video Editor, Videographer

Source: O*NET Online

Current and Future Employment

In the South Central Coast region and Los Angeles County, the number of jobs related to Radio and Television are expected to remain steady over the next five years for Producers and Directors, while a decline is projected in the number of jobs for Radio and Television Announcers, Audio and Video Equipment Technicians, Sound Engineering Technicians, Camera Operators, Television, Video and Motion Picture, and Film and Video Editors. An increase is expected in the number of jobs for Broadcast News Analysts and Broadcast Technicians. Exhibit 2 contains detailed employment projections data for these occupations.

Exhibit 2 – Five-year projections for Radio and Television in the South Central Coast region and LA County

SOC	Occupation	2018 Jobs	2023 Jobs	2018-2023 Change	2018-2023 % Change
27-2012	Producers and Directors	23,638	23,644	6	0%
27-3011	Radio and Television Announcers	1,672	1,632	-40	-2%
27-3021	Broadcast News Analysts	292	361	69	24%
27-4011	Audio and Video Equipment Technicians	9,486	9,406	-80	-1%
27-4012	Broadcast Technicians	2,895	3,079	184	6%
27-4014	Sound Engineering Technicians	4,032	3,777	-255	-6%
27-4031	Camera Operators, Television, Video, and Motion Picture	4,852	4,725	-127	-3%
27-4032	Film and Video Editors	12,317	11,787	-530	-4%

Source: Economic Modeling Specialists International (EMSI)

Earnings

In the South Central Coast region and Los Angeles County, the average wage for the listed occupations is \$34.06 per hour.

Exhibit 3 contains hourly wages and annual average earnings for these occupations. Entry-level hourly earnings are represented by the 25th percentile of wages, median hourly earnings are represented by the 50th percentile of wages, and experienced hourly earnings is represented by the 75th percentile of wages, demonstrating various levels of employment.

Exhibit 3 – Earnings for Radio and Television in the South Central Coast region and LA County

SOC	Occupation	Entry-Level Hourly Earnings	Median Hourly Earnings	Experienced Hourly Earnings
27-2012	Producers and Directors	\$27.25	\$46.15	\$69.15
27-3011	Radio and Television Announcers	\$15.48	\$23.02	\$39.03
27-3021	Broadcast News Analysts	\$18.99	\$34.06	\$67.22
27-4011	Audio and Video Equipment Technicians	\$16.22	\$22.44	\$35.74
27-4012	Broadcast Technicians	\$14.92	\$19.39	\$25.48
27-4014	Sound Engineering Technicians	\$17.92	\$31.35	\$52.00
27-4031	Camera Operators, Television, Video, and Motion Picture	\$18.07	\$30.11	\$45.15
27-4032	Film and Video Editors	\$22.95	\$35.15	\$65.80

Source: Economic Modeling Specialists International (EMSI)

Employer Job Postings

In this research brief, real-time labor market information is used to provide a more nuanced view of the current job market, as it captures job advertisements for occupations relevant to the field of study. Employer job postings are consulted to understand who is employing in the Radio and Television field, and what they are looking for in potential candidates. To identify job postings related to Radio and Television, the following standard occupational classifications were used:

27-2012	Producers and Directors
27-3011	Radio and Television Announcers
27-3021	Broadcast News Analysts
27-4011	Audio and Video Equipment Technicians
27-4012	Broadcast Technicians
27-4014	Sound Engineering Technicians
27-4031	Camera Operators, Television, Video, and Motion Picture
27-4032	Film and Video Editors

Top Occupations

In 2018, there were 3,633 employer postings for occupations related to Radio and Television.

Exhibit 4 – Top occupations in job postings and risk of automation tables

SOC Code	Occupation	Job Postings, Full Year 2018
27-2012	Producers and Directors	1639
27-4011	Audio and Video Equipment Technicians	530
27-4031	Camera Operators, Television, Video, and Motion Picture	434
27-4012	Broadcast Technicians	346
27-4032	Film and Video Editors	344
27-4014	Sound Engineering Technicians	209
27-3011	Radio and Television Announcers	126
27-3021	Broadcast News Analysts	5

Source: Labor Insight/Jobs (Burning Glass)

SOC Code	Occupation	Risk of Automation
27-2012	Producers and Directors	Low
27-4011	Audio and Video Equipment Technicians	Low
27-4031	Camera Operators, Television, Video, and Motion Picture	Low
27-4012	Broadcast Technicians	Low
27-4032	Film and Video Editors	Low
27-3011	Radio and Television Announcers	Low
27-3021	Broadcast News Analysts	Low
27-4014	Sound Engineering Technicians	Medium

Source: Labor Insight/Jobs (Burning Glass)

Top Titles

The top job titles for employers posting ads for jobs related Radio and Television are listed in Exhibit 5. Video Editor is mentioned as the job title in 10% of all relevant job postings (371 postings).

Exhibit 5 –Job titles

Title	Job Postings, Full Year 2018
Video Editor	371
Videographer	214
Producer	210
Audio Visual Technician	158
Associate Producer	151
Production Assistant	106
News Producer	80

Source: Labor Insight/Jobs (Burning Glass)

Top Employers

Exhibit 6 lists the major employers hiring professionals in the Radio and Television field. The top employer posting job ads was Psav Presentation Services. The top worksite cities in the region for these occupations were Los Angeles, Burbank, Santa Monica, El Segundo and Long Beach.

Exhibit 6 – Top employers (n=1465)

Employer	Job Postings, Full Year 2018
Psav Presentation Services	98
NBC	84
Charter Communications	64
Disney	57
CBS Broadcasting	56
Tribune Company	43
Fox Incorporated	36
Sinclair Broadcast Group	31
Time Warner	28

Source: Labor Insight/Jobs (Burning Glass)

Skills

Social Media is the most sought after skills for employers hiring for jobs related to Radio and Television.

Exhibit 7 –Job skills (n=3000)

Skills	Job Postings, Full Year 2018
Social Media	644
Broadcast Industry Knowledge	642
Adobe Photoshop	620
Budgeting	607
Video Editing	588
Scheduling	570

Source: Labor Insight/Jobs (Burning Glass)

Industry Concentration

Exhibit 8 shows the industries with most Radio and Television postings in the South Central Coast region and Los Angeles County. Note: 46% of records have been excluded because they do not include an industry. As a result, the chart below may not be representative of the full sample.

Exhibit 8 – Industries employing the most in Radio and Television, 2018

Industry	Occupation Group Jobs in Industry	% of Occupation Group in Industry
Information	935	48%
Professional, Scientific and Technical Services	226	12%
Educational Services	120	6%
Manufacturing	95	5%
Arts, Entertainment and Recreation	91	5%

Source: Labor Insight/Jobs (Burning Glass)

Education and Training

Exhibit 9 shows the typical entry-level education requirement for the occupations of interest, along with the typical on-the-job training needed to attain competency in the occupation.

Exhibit 9 – Education and training requirements

SOC	Occupation	Typical entry-level education	Typical on-the-job training
27-2012	Producers and Directors	Bachelor's Degree	None
27-3011	Radio and Television Announcers	Bachelor's Degree	None
27-3021	Broadcast News Analysts	Bachelor's Degree	None
27-4011	Audio and Video Equipment Technicians	Postsecondary nondegree award	Short-term on-the-job training
27-4012	Broadcast Technicians	Associate's degree	Short-term on-the-job training
27-4014	Sound Engineering Technicians	Postsecondary nondegree award	Short-term on-the-job training
27-4031	Camera Operators, Television, Video, and Motion Picture	Bachelor's Degree	None
27-4032	Film and Video Editors	Bachelor's Degree	None

Source: Bureau of Labor Statistics Employment Projections (Educational Attainment)

Regional Completions and Openings

There were 7,010 regional completions (2017) and 6,773 regional openings (2017) in the South Central Coast region and Los Angeles County in programs related to the occupations identified as related to Radio and Television.

Exhibit 10 – Completions and Openings

23 Regional Institutions had Related Programs (2017)	7,010 Regional Completions (2017)	6,773 Annual Openings (2017)
--	---	--

Source: Economic Modeling Specialists International (EMSI)

Related Programs

CIP Code	Program	Completions (2017)
50.0601	Film/Cinema/Video Studies	1,410
09.0701	Radio and Television	930
50.0602	Cinematography and Film/Video Production	928
50.0501	Drama and Dramatics/Theatre Arts, General	887
10.0203	Recording Arts Technology/Technician	788

Source: Economic Modeling Specialists International (EMSI)

Student Outcomes

The CTE LaunchBoard provides student outcome data on the effectiveness of CTE programs. The following student outcome information was collected from exiters of the Radio and Television Program (TOP: 0604.00) in the South Central Coast region for the 2015-16 academic year.

- The median annual wage for students after exiting is \$18,176.
- 67% of students are employed within a year after completing a program.
- 34% of students are earning a living wage.
- Most Common middle-skills jobs for this program are:
 - Broadcast News Analyst
 - Film and Video Editors
 - Producers and Directors
 - Radio and Television Announcers

Source: CTE LaunchBoard

Sources

O*Net Online, Labor Insight/Jobs (Burning Glass), Economic Modeling Specialists International (EMSI), MIT Living Wage Calculator, Bureau of Labor Statistics (BLS) Education Attainment, California Community Colleges Chancellor's Office Management Information Systems (MIS) Data Mart, CTE LaunchBoard, Statewide CTE Outcomes Survey, Employment Development Department Unemployment Insurance Dataset

Notes

Data included in this analysis represents the labor market demand for positions most closely related to Radio and Television. Traditional labor market information was used to show current and projected employment based on data trends, as well as annual average awards granted by regional community colleges. Real-time labor market information captures job posts advertisements for occupations relevant to the field of study and should not be used to establish current job openings, because the numbers may include duplicate job postings or postings intended to gather a pool of applicants. Real-time labor market information can signal demand and show what employers are looking for in potential employees, but is not a perfect measure of the quantity of open positions.