

# Radio Production

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*Inland Empire/Desert Region (Riverside-San Bernardino-Ontario Metropolitan Statistical Area) and Los Angeles/Orange County Region (Los Angeles-Long Beach-Anaheim Metropolitan Statistical Area)*

## Summary

- Employment for occupations related to radio production is expected to increase by 6% through 2022. **Nearly 4,200 job openings** will be available over the five-year timeframe in the Inland Empire/Desert and Los Angeles/Orange County regions combined.
- The median wage for each of the radio production occupations is **above the MIT Living Wage estimate of \$12.30 per hour** for a single adult living in the Inland Empire/Desert Region.
- Based on the average annual number of program completers for the selected community college program in the region (**24 average annual community college awards**), and the annual openings for radio production occupations across both regions (**839 annual job openings**), there appears to be an opportunity for program growth.

## Introduction

This report details occupations relevant to radio production. For entertainment-based industries such as radio or television, Los Angeles and Orange counties are included in the demand analysis due to their proximity to the Inland Empire/Desert Region, as well as the increased job opportunities there. For this particular occupational group, there are nearly 13 times more jobs in Los Angeles and Orange counties than there are in the Inland Empire/Desert Region. The four occupations included in the radio production occupational group and the percent of these occupations that work in radio broadcasting are:

- Broadcast News Analysts – percent of occupation working in radio broadcasting: 7.7%
- Broadcast Technicians – 11.6%
- Radio and Television Announcers – 41.9%
- Reporters and Correspondents – 2.5%

It is important to note that with the exception of the radio and television announcers occupation, only a relatively small percentage of the occupations included in this report are employed in the radio broadcasting industry. Workers trained in these occupations are more likely to find employment opportunities in the television broadcasting industry or motion picture production industries. Please see the industry section on page 6 for further detail.

## Job Opportunities

In 2017, there were nearly 7,600 jobs in the radio production occupational group in the Inland Empire/Desert and Los Angeles/Orange County regions combined. Across the regions, employment related to this group is expected to increase 6% through 2022. Employers will need to hire nearly 4,200 workers over the next five years to fill new jobs and to backfill jobs that workers are leaving—including retirements. Appendix A, Tables 1-3 show the projected job growth for each of the detailed occupations in this group.

*Exhibit 1: Five-year projections for radio production occupations in the Inland Empire/Desert and Los Angeles/Orange County regions*

Region	2017 Jobs	5-Yr % Change (New Jobs)	5-Yr Openings (New + Replacement Jobs)	Annual Openings (New + Replacement Jobs)	% of workers age 55+
Inland Empire/Desert	545	(12%)	248	50	25%
Los Angeles/Orange County	7,041	7%	3,945	789	21%
<b>Combined</b>	<b>7,585</b>	<b>6%</b>	<b>4,194</b>	<b>839</b>	<b>21%</b>

Source: EMSI 2018.1

Over the last 12 months (March 2017 to February 2018), there were 82 advertisements (ads) for the combined jobs in the radio production occupational group in the Inland Empire/Desert and Los Angeles/Orange County regions. In the full-year 2017, there were 96 job ads; 127 job ads in 2016; 130 job ads in 2015; and 93 job ads in 2014. There were no postings for broadcast news analysts. On average, the online job posting for these occupations take slightly longer to fill than the national average, with the largest difference existing for reporters and correspondents, which takes eight days longer on average to fill than the national average. Exhibit 2 shows the number of job ads posted during the last 12 months and the average time to fill for the region and nation.

*Exhibit 2: Job ads and time to fill for radio production occupations in the Inland Empire/Desert and Los Angeles/Orange County regions during the last 12 months, Mar 2017 – Feb 2018*

Occupation	Inland Empire Job Ads	Los Angeles Job Ads	Regional Average Time to Fill (Days)	National Average Time to Fill (Days)
Broadcast Technicians	4	43	47	42
Reporters and Correspondents	1	27	57	49
Radio and Television Announcers	0	7	49	44
Broadcast News Analysts	0	0	-	-
<b>TOTAL</b>	<b>5</b>	<b>77</b>	<b>-</b>	<b>-</b>

Source: Burning Glass – Labor Insights

## Earnings

The median wage for each of the radio production occupations in the Inland Empire/Desert Region is above the MIT Living Wage estimate of \$12.30 per hour, or \$25,584 annually for a single adult living in the area. These wages are also sufficient for an adult living in a household with one other working adult and one child (\$14.50 per hour, per adult or \$30,160 annually for each adult). The entry-level wage for each of the radio production occupations in the Los Angeles/Orange County Region is above the MIT Living Wage estimate of \$13.96 per hour, or \$29,037 annually for a single adult living in that area. These wages are also sufficient for an adult living in a household with one other working adult and one child (\$15.86 per hour, per adult or \$32,989 annually for each adult). See Exhibits 3 and 4 for wage information for each region.

*Exhibit 3: Earnings for radio production occupations in the Inland Empire/Desert Region*

Occupation	Entry to Experienced Hourly Earnings Range*	Median Wage*	Avg. Annual Earnings
Broadcast News Analysts	\$17.40 to \$33.57	\$29.94	\$59,200
Broadcast Technicians	\$16.97 to \$28.55	\$21.81	\$51,400
Reporters and Correspondents	\$17.46 to \$24.11	\$20.69	\$45,900
Radio and Television Announcers	\$12.25 to \$23.39	\$18.33	\$40,000

Source: EMSI 2018.1

\*Entry Hourly is 25th percentile wage, the median is 50th percentile wage, experienced is 75th percentile wage.

*Exhibit 4: Earnings for radio production occupations in the Los Angeles/Orange County Region*

Occupation	Entry to Experienced Hourly Earnings Range*	Median Wage*	Avg. Annual Earnings
Broadcast News Analysts	\$17.00 to \$38.27	\$30.60	\$73,700
Broadcast Technicians	\$15.98 to \$31.76	\$21.91	\$52,200
Radio and Television Announcers	\$16.92 to \$29.62	\$21.29	\$67,000
Reporters and Correspondents	\$17.37 to \$25.38	\$20.55	\$51,200

Source: EMSI 2018.1

\*Entry Hourly is 25th percentile wage, the median is 50th percentile wage, experienced is 75th percentile wage.

## Work Locations, Employers, Skills, and Education

Exhibit 5 displays the top employers and work locations from job ads from the last 12 months for both regions combined.

*Exhibit 5: The top employers and work locations for radio production occupations in the Inland Empire/Desert Region and the Los Angeles/Orange County Region combined*

Occupation	Top Employers	Top Work Locations
Radio Production Occupational Group	<ul style="list-style-type: none"> <li>• CBS Broadcasting</li> <li>• Tribune Company</li> <li>• Liberman Broadcasting Incorporated</li> <li>• American Public Media</li> </ul>	<ul style="list-style-type: none"> <li>• Los Angeles</li> <li>• Burbank</li> <li>• Pasadena</li> <li>• Colton</li> <li>• Glendale</li> </ul>

Source: Burning Glass – Labor Insights

Exhibit 6 lists the top specialized, soft, and software and programming skills that employers are seeking when looking for workers to radio production positions. Broadcast news analysts (27-3021), has been removed from the following skills table due to lack of job postings for this occupation.

*Exhibit 6: Top skills in highest demand for radio production occupations in the Inland Empire/Desert and Los Angeles/Orange County regions, Mar 2017 – Feb 2018*

Occupation	Specialized skills	Soft skills	Software and Programming skills
Broadcast Technicians (n=36)	<ul style="list-style-type: none"> <li>• Music</li> <li>• Scheduling</li> <li>• Audio Editing</li> </ul>	<ul style="list-style-type: none"> <li>• Editing</li> <li>• Organizational Skills</li> <li>• Creativity</li> </ul>	<ul style="list-style-type: none"> <li>• Microsoft Office</li> <li>• Microsoft Word &amp; Excel</li> <li>• Adobe Photoshop &amp; Audition</li> </ul>
Reporters and Correspondents (n=24)	<ul style="list-style-type: none"> <li>• Broadcast</li> <li>• Journalism</li> <li>• News Reporting</li> </ul>	<ul style="list-style-type: none"> <li>• Writing</li> <li>• Editing</li> <li>• Presentation Skills</li> </ul>	<ul style="list-style-type: none"> <li>• Social Media Platforms</li> </ul>
Radio and Television Announcers (n=7)	<ul style="list-style-type: none"> <li>• Social Media</li> </ul>	<ul style="list-style-type: none"> <li>• Telephone Skills</li> <li>• Creativity</li> <li>• Communication Skills</li> </ul>	<ul style="list-style-type: none"> <li>• AudioVAULT Automation</li> </ul>

Source: Burning Glass – Labor Insights

Exhibit 7 displays the entry-level education level education typically required to enter this occupation according to the Bureau of Labor Statistics (BLS). This chart also displays educational attainment for incumbent workers with “some college, no degree” and an “associate degree” according to the U.S. Census (2015-16) and the minimum advertised education requirement requested by employers in online job ads. Minimum advertised education requirements from job ads for radio television announcers are unavailable due to the low number of postings.

*Exhibit 7: Educational attainment and online job ads with minimum advertised education requirements for radio production occupations in the Inland Empire/Desert and Los Angeles/Orange County regions, Mar 2017 – Feb 2018*

Occupations	Typical Entry-Level Education Requirement	Educational Attainment (Percentage of incumbent workers with a Community College Award or Some Postsecondary Coursework)	Minimum Advertised Education Requirement from Job Ads			
			Number of Job Postings (n=)	High school diploma or vocational training	Associate degree	Bachelor's degree or higher
Broadcast Technicians	Associate degree	46%	38	47%	-	53%
Reporters and Correspondents	Bachelor's degree	12%	24	-	-	100%
Radio and Television Announcers	Bachelor's degree	34%	0	N/A	N/A	N/A
Broadcast News Analysts	Bachelor's degree	12%	-	N/A	N/A	N/A

Source: EMSI 2018.1, Current Population Survey, Burning Glass – Labor Insights

## Industry

Industries related to radio broadcasting are in decline in the two-region area. Radio broadcasting industries are projecting a loss of 463 jobs (11% decline) over the next five years, see Exhibit 8. Students trained in the occupations detailed in this report would benefit from cross-training in skills related to television broadcasting and motion pictures production to increase their employment opportunities in growing industries. That being said, students passionate and determined to work in radio broadcast should be able to find gainful employment in the industry.

*Exhibit 8. 2017 to 2022 job growth for radio broadcasting industries, Inland Empire/Desert and Los Angeles/Orange County regions Combined*

Industries	2017 Jobs	2022 Jobs	2017 - 2022 Change	2017 - 2022 % Change
Radio Broadcasting	4,389	3,926	(463)	(11%)
Motion Picture and Video Production	133,451	147,399	13,948	10%
Television Broadcasting	14,474	16,645	2,171	15%

Source: EMSI 2018.1

Exhibit 9 displays the industries that employ radio production occupations in the Inland Empire/Desert and Los Angeles/Orange County regions. Staffing patterns show the industries that employ the most workers of a specific occupation. Each industry from staffing patterns includes a percentage, which shows the percentage of an occupation that is employed by that industry. The top industry employing the largest portion of all the radio production occupations in these regions is radio and television broadcasting.

*Exhibit 9: Top industries employing each radio production occupation in the Inland Empire/Desert and Los Angeles/Orange County regions, Mar 2017 – Feb 2018*

Occupation	Top Industries from Staffing Pattern (NAICS)	Industry Classification from Job Ads	
		Number of Job Postings (n=)	Top Industries from Job Ads (NAICS)
Broadcast Technicians	<ul style="list-style-type: none"> <li>Radio and Television Broadcasting (5151) 61%</li> <li>Motion Picture and Video Industries (5121) 21%</li> </ul>	39	<ul style="list-style-type: none"> <li>Radio and Television Broadcasting (5151)</li> <li>Motion Picture and Video Industries (5121)</li> </ul>
Reporters and Correspondents	<ul style="list-style-type: none"> <li>Radio and Television Broadcasting (5151) 32%</li> <li>Newspaper, Periodical, Book, and Directory Publishers (5111) 20%</li> </ul>	15	<ul style="list-style-type: none"> <li>Radio and Television Broadcasting (5151)</li> <li>Cable and Other Subscription Programming (5152)</li> </ul>

Occupation	Top Industries from Staffing Pattern (NAICS)	Industry Classification from Job Ads	
		Number of Job Postings (n=)	Top Industries from Job Ads (NAICS)
Radio and Television Announcers	<ul style="list-style-type: none"> <li>Radio and Television Broadcasting (5151) 60%</li> </ul>	5	<ul style="list-style-type: none"> <li>Radio and Television Broadcasting (5151)</li> </ul>
Broadcast News Analysts	<ul style="list-style-type: none"> <li>Radio and Television Broadcasting (5151) 70%</li> </ul>	-	<ul style="list-style-type: none"> <li>N/A</li> </ul>

Source: EMSI 2018.1, Burning Glass – Labor Insights

### Student Completions

Exhibits 10 and 11 show the annual average regional community college awards (associate degrees and certificates) conferred during the three academic years between 2014 and 2017, with the relevant TOP code as well as the program title used at each college, sourced from the Chancellor’s Office Curriculum Inventory (COCI). Please note that an award is not equivalent to a single person in search of a job opening since a student may earn more than one award, such as an associate degree in addition to a certificate. Community College student outcome information is from the CTE LaunchBoard based on the selected TOP code(s) and region.



Exhibit 10: Annual average community college student completions for radio and television programs in the Inland Empire/Desert Region

<b>0604.00 – Radio and Television</b>	<b>Annual Community College Headcount (2016-17)</b>	<b>Community College Annual Average Awards (2014-17)</b>
<b>Chaffey – Broadcasting and Cinema</b>	71	
Associate Degree		13
Certificate 18 to < 30 semester units		1*
<b>Desert – No program listed in Chancellor’s Office Curriculum Inventory (COCI)</b>	385	
<b>San Bernardino – RTVF</b>	210	
Associate Degree		7
Certificate 18 to < 30 semester units		1
<b>Total CC Headcount (2016-17)</b>	<b>667</b>	
<b>Total annual average community college awards</b>		<b>22</b>

Source: LaunchBoard, IPEDS

\*Chaffey awarded one certificate in 2014-15

**0604.00 – Radio and Television program Strong Workforce outcomes in the Inland Empire/Desert Region in the academic year 2015-16:**

- Number of course enrollments: 869 (California median: 869)\*
- Number of students who transferred to a 4-year institution: 40 (CA: 71)
- Employed in the second fiscal quarter after exit: 72% (CA: 69%)
- Median earnings in the second fiscal quarter after exit: \$4,753 (CA: \$5,008)
- Employed in the fourth fiscal quarter after exit: 67% (CA: 67%)
- The percentage in a job closely related to the field of study: N/A (CA: 38%) [2014-15]
- Median change in earnings: 84% (CA: 73%)
- The proportion of students who attained a living wage: 16% (CA: 27%)

\*academic year 2016-17

*Exhibit 11: Annual average community college student completions for radio programs in the Inland Empire/Desert Region*

<b>0604.10 – Radio</b>	<b>Annual Community College Headcount (2016-17)</b>	<b>Community College Annual Average Awards (2014-17)</b>
<b>Chaffey – On-Air Radio Production</b>	22	
Certificate 6 to < 18 semester units		1
Certificate 12 to < 18 semester units		1
<b>Mt. San Jacinto – No program listed in COCI</b>	20	
<b>San Bernardino – RTVF (Radio)</b>	-	
Associate Degree		1*
<b>Total CC Headcount (2016-17)</b>	<b>42</b>	
<b>Total annual average community college awards</b>		<b>2</b>

Source: LaunchBoard, IPEDS

\*San Bernardino awarded one associate degree in 2016-17

**0604.10 – Radio program Strong Workforce outcomes in the Inland Empire/Desert Region in the academic year 2015-16:**

- Number of course enrollments: 42 (California median: 141)\*
- Number of students who transferred to a 4-year institution: 0 (CA: 11)
- Employed in the second fiscal quarter after exit: N/A (CA: 63%)
- Median earnings in the second fiscal quarter after exit: \$4,502 (CA: \$6,554)
- Employed in the fourth fiscal quarter after exit: N/A (CA: 73%)
- The percentage in a job closely related to the field of study: N/A (CA: N/A)
- Median change in earnings: 13% (CA: 158%)
- The proportion of students who attained a living wage: N/A (CA: 48%)

\*academic year 2016-17

**Sources**

Economic Modeling Specialists International (EMSI)  
 Labor Insight/Jobs (Burning Glass)  
 CTE LaunchBoard  
 California Community Colleges Chancellor’s Office Management Information Systems (MIS)  
 Chancellor’s Office Curriculum Inventory (COCI, version 2.0)  
 O\*Net Online  
 MIT Living Wage Calculator  
 Center of Excellence TOP to SOC Crosswalk

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Radio production in the Inland Empire/Desert and Los Angeles/Orange County Regions, March 2018



## Appendix A: Occupation definitions, five-year projections, and earnings for radio production occupations

### ***Occupation Definitions (SOC code), Education and Training Requirement, Community College Education Attainment***

#### **Radio and Television Announcers (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.

**Sample job titles:** Anchor, Announcer, DJ (Disc Jockey), Host, Meteorologist, Morning Show Host, News Anchor, Radio Announcer, Sports Director, Television News Anchor (TV News Anchor)

*Entry-Level Educational Requirement: Bachelor's degree*

*Training Requirement: None*

*Percentage of incumbent workers with a Community College Award or Some Postsecondary Coursework: 34%*

#### **Broadcast News Analysts (27-3021)**

Analyze, interpret, and broadcast news received from various sources.

**Sample job titles:** 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

*Entry-Level Educational Requirement: Bachelor's degree*

*Training Requirement: None*

*Percentage of incumbent workers with a Community College Award or Some Postsecondary Coursework: 12%*



### **Reporters and Correspondents (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.

**Sample job titles:** Anchor, General Assignment Reporter, News Director, News Reporter, Reporter, Sports Writer, Staff Writer, Television News Anchor (TV News Anchor), Television News Reporter, Television Reporter (TV Reporter)

*Entry-Level Educational Requirement: Bachelor's degree*

*Training Requirement: None*

*Percentage of incumbent workers with a Community College Award or Some Postsecondary Coursework: 12%*

### **Broadcast Technicians (27-4012)**

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.

**Sample job titles:** Audio Engineer, Board Operator, Broadcast Engineer, Broadcast Maintenance Engineer, Broadcast Operations Engineer, Broadcast Technician, Engineer, Master Control Operator (MCO), Master Control Supervisor, Production Assistant

*Entry-Level Educational Requirement: Associate degree*

*Training Requirement: Less than one-month on-the-job training*

*Percentage of incumbent workers with a Community College Award or Some Postsecondary Coursework: 46%*

Table 1. 2017 to 2022 job growth for radio production occupations, Inland Empire/Desert Region

Occupation (SOC)	2017 Jobs	2022 Jobs	5-Yr Change	5-Yr % Change	5-Yr Openings (New + Replacement Jobs)	Annual Openings (New + Replacement Jobs)
Radio and Television Announcers (27-3011)	231	201	(30)	(13%)	104	21
Reporters and Correspondents (27-3022)	201	171	(30)	(15%)	92	18
Broadcast Technicians (27-4012)	91	87	(4)	(4%)	42	8
Broadcast News Analysts (27-3021)	22	20	(2)	(9%)	11	2
<b>Total</b>	<b>545</b>	<b>479</b>	<b>(66)</b>	<b>(12%)</b>	<b>248</b>	<b>50</b>

Source: EMSI 2018.1

Table 2. 2017 to 2022 job growth for radio production occupations, Los Angeles/Orange County Region

Occupation (SOC)	2017 Jobs	2022 Jobs	5-Yr Change	5-Yr % Change	5-Yr Openings (New + Replacement Jobs)	Annual Openings (New + Replacement Jobs)
Broadcast Technicians (27-4012)	2,818	2,982	164	6%	1,487	297
Reporters and Correspondents (27-3022)	2,268	2,524	256	11%	1,412	282
Radio and Television Announcers (27-3011)	1,544	1,599	55	4%	808	162
Broadcast News Analysts (27-3021)	410	441	31	8%	238	48
<b>Total</b>	<b>7,041</b>	<b>7,546</b>	<b>505</b>	<b>7%</b>	<b>3,945</b>	<b>789</b>

Source: EMSI 2018.1

Table 3. 2017 to 2022 job growth for radio production occupations, Inland Empire/Desert and Los Angeles/Orange County regions Combined

Occupation (SOC)	2017 Jobs	2022 Jobs	5-Yr Change	5-Yr % Change	5-Yr Openings (New + Replacement Jobs)	Annual Openings (New + Replacement Jobs)
Broadcast Technicians (27-4012)	2,908	3,069	161	6%	1,529	306
Reporters and Correspondents (27-3022)	2,469	2,695	226	9%	1,504	301
Radio and Television Announcers (27-3011)	1,776	1,800	24	1%	911	182
Broadcast News Analysts (27-3021)	432	461	29	7%	249	50
<b>Total</b>	<b>7,585</b>	<b>8,025</b>	<b>440</b>	<b>6%</b>	<b>4,194</b>	<b>839</b>

Source: EMSI 2018.1