

Program Endorsement Brief:

Film and Video Production Related Occupations

North Far North Center of Excellence, May 2019

INTRODUCTION

This report provides an overview of the labor market demand and educational program supply for Film and Video Production related occupations in the Greater Sacramento region and the larger 22-county North Far North region.

SUMMARY OF KEY FINDINGS

- There are a projected 141 annual openings for occupations related to Film and Video Production in the Greater Sacramento region through 2023.
- Overall projected occupational growth for these occupations is almost 5% in the Greater Sacramento region. Projected growth is on par with the North Far North region and outpaces the statewide projection.
- Median hourly wages for the selected occupations hover around the Sacramento County living wage for a one-adult, one-child household.
- Fewer job postings target two-year college graduates. A majority of jobs postings required a bachelor's degree.

The report contains the following sections:

- Occupational demand,
- Wages and job postings,
- Education and training,
- Regional program supply, and
- Findings and recommendations.

OCCUPATIONAL DEMAND

COE identified the following Standard Occupational Classification (SOC) codes as related to the proposed program¹:

27-2012.00 - 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.

This title represents a group of more specific occupations, including Producers (27-2012.01), Directors (27-2012.02), and Technical Directors/Managers (27-2012.05). Specific job titles are included in Exhibit 7.

27-4031.00 - 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.

Sample of reported job titles: Camera Operator, Cameraman, Floor Director, Master Control Operator (MCO), Photojournalist, Production Assistant, Production Technician, Studio Camera Operator, Television News Photographer, Videographer.

27-4032.00 - Film and Video Editors

Edit moving images on film, video, or other media. May edit or synchronize soundtracks with images.

Sample of reported job titles: Assistant Film Editor, Editor, Film Editor, News Editor, News Video Editor, News Videotape Editor, Non-Linear Editor, Online Editor, Video Editor, Videographer.

Exhibit 1 summarizes the job trends by SOC codes in the 7-county Greater Sacramento region, the 22-county North Far North region, and California.

Exhibit 1. Employment and projected occupational demand²

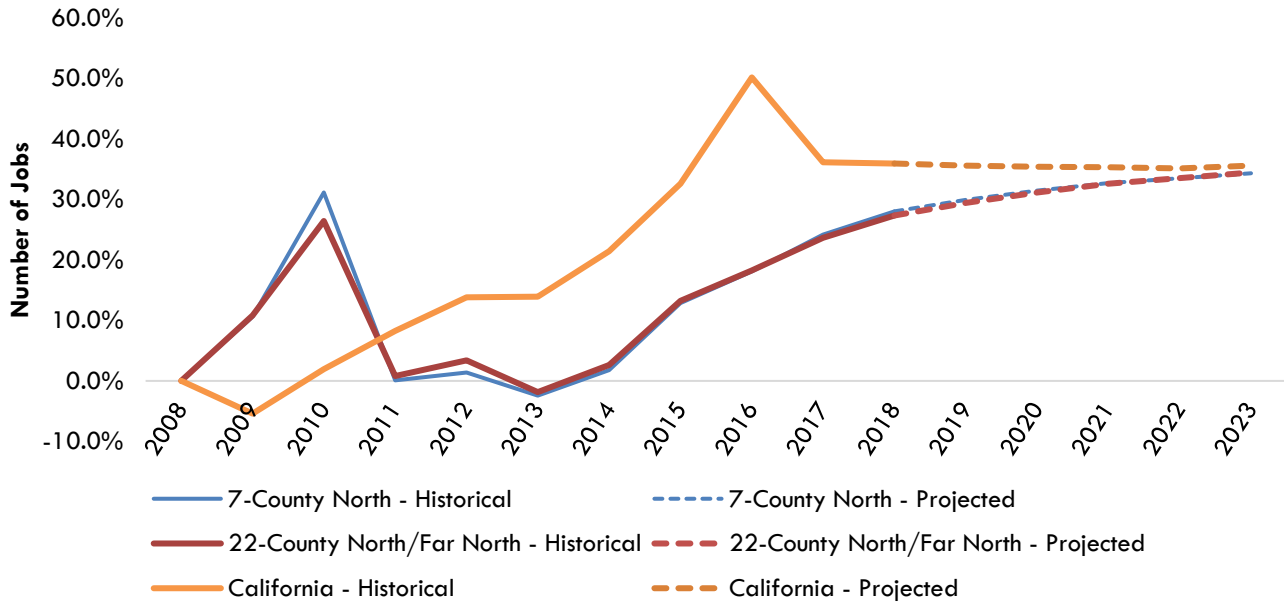
| Occupation | SOC | 2008 Jobs | 2018 Jobs | 2023 Jobs | 2018-23 % Change | Annual Openings | Annual Replacements |
|---|---------------|---------------|---------------|---------------|---------------------|--------------------|------------------------|
| Producers and Directors | 27-2012 | 611 | 792 | 824 | 4.1% | 103 | 63 |
| Camera Operators, Television, Video, and Motion Picture | 27-4031 | 119 | 115 | 119 | 3.7% | 14 | 10 |
| Film and Video Editors | 27-4032 | 127 | 191 | 208 | 9.2% | 24 | 16 |
| GREATER SACRAMENTO | TOTALS | 857 | 1,097 | 1,151 | 4.9% | 141 | 89 |
| Producers and Directors | 27-2012 | 727 | 935 | 978 | 4.7% | 122 | 74 |
| Camera Operators, Television, Video, and Motion Picture | 27-4031 | 140 | 136 | 142 | 4.6% | 18 | 12 |
| Film and Video Editors | 27-4032 | 148 | 222 | 245 | 10.1% | 29 | 19 |
| NORTH FAR NORTH | TOTALS | 1,1015 | 1,292 | 1,365 | 5.6% | 169 | 105 |
| Producers and Directors | 27-2012 | 25,315 | 35,705 | 36,191 | 1.4% | 4,088 | 2,812 |
| Camera Operators, Television, Video, and Motion Picture | 27-4031 | 6,768 | 7,115 | 6,901 | -3.0% | 896 | 632 |
| Film and Video Editors | 27-4032 | 11,508 | 16,448 | 16,021 | -2.6% | 1,962 | 1,363 |
| CALIFORNIA | TOTALS | 43,591 | 59,268 | 59,113 | -0.3% | 6,946 | 4,807 |

Exhibit 2 compares the rates of change in the total number of jobs between 2008 and 2018 across the Greater Sacramento region, the North Far North region, and California. It also compares occupational demand projections from 2018 through 2023 across the same areas. The rate of change is indexed to the base year 2008 total number of jobs.

¹ O*NET Online, <https://www.onetonline.org/>

² Emsi 2019.2; QCEW Employees, Non-QCEW Employees and Self-Employed. The 7-county Greater Sacramento region includes El Dorado, Placer, Nevada, Sacramento, Sutter, Yolo and Yuba. The 22-county North Far North region includes the aforementioned counties as well as Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Sierra, Siskiyou, Tehama and Trinity.

Exhibit 2. Rate of Change for Selected Occupations³



WAGES AND JOB POSTINGS

Exhibit 3 compares the median hourly wages of the selected occupations in the study regions to the Sacramento Metropolitan Statistical Area (MSA) living wage for a one-adult household and a one-adult, one-child household.⁴

Exhibit 3. Wages for selected occupations⁵



³ Ibid.

⁴ Living Wage Calculator: Counties and Metropolitan Statistical Areas in California, <http://livingwage.mit.edu/>

⁵ Emsi 2019.2; QCEW Employees, Non-QCEW Employees and Self-Employed.

Burning Glass identified a pool of 203 job postings in the Greater Sacramento region for the selected occupations. The Producers and Directors occupation are broken down into three sub-occupations: Producers (27-2012.01), Directors (27-2012.02), and Technical Directors/Managers (27-2012.05). This data represents job listings posted online within the last year, from May 1, 2018, through April 30, 2019.

Exhibit 4 compares the 10-year job posting trends of the selected occupations to the median number of job postings in the Greater Sacramento region.

Exhibit 4: Job postings trend for selected occupations⁶

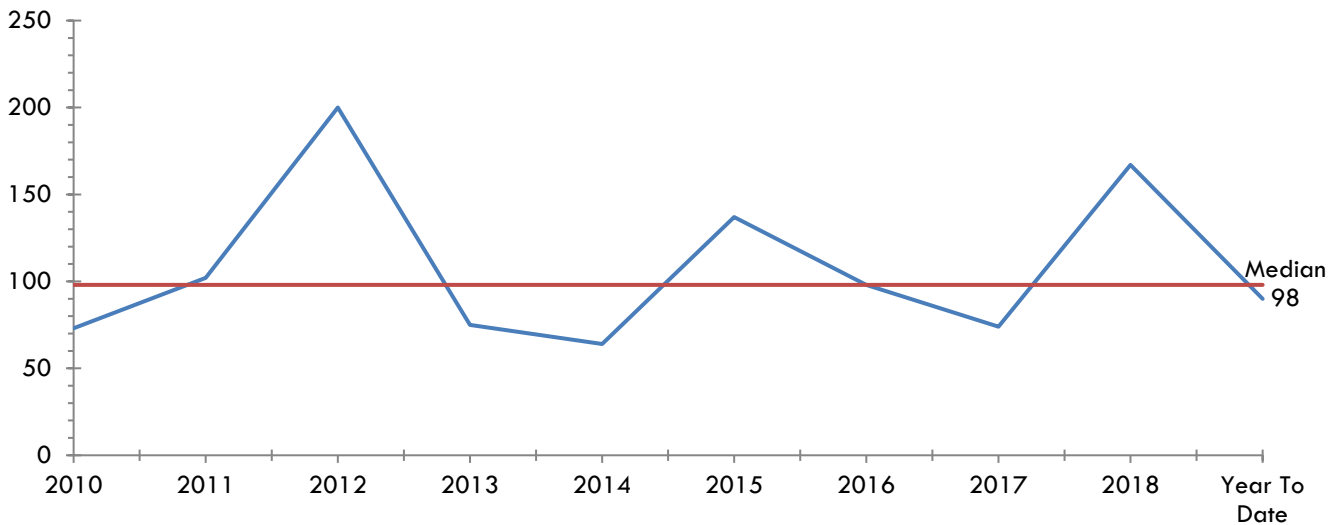
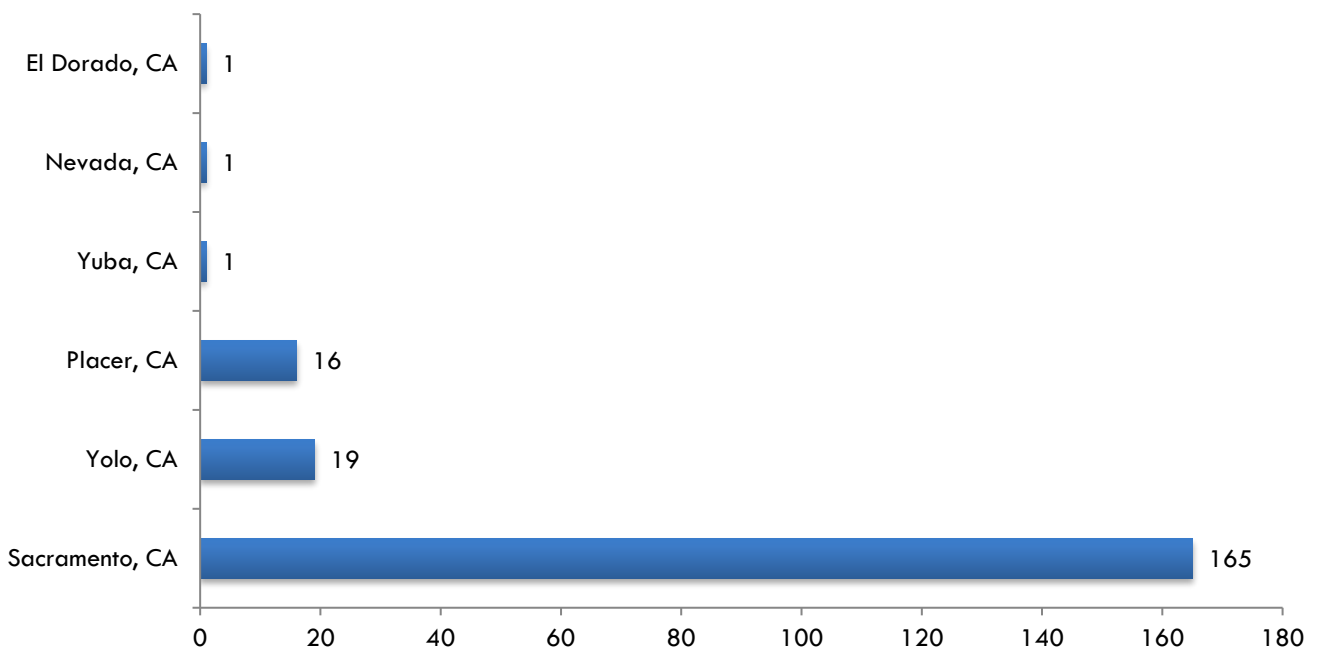


Exhibit 5 shows the number of job postings by county for the selected occupations.

Exhibit 5. Top job postings locations for selected occupations⁷



⁶ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool," <http://www.burning-glass.com>, 2019.

⁷ Ibid.

Exhibit 6 lists the employers with the most job openings for the selected occupations within the study region. Of the 203 job postings, 181 included the employer's name.

Exhibit 6: Top employers by number of job postings⁸

| Employer | Greater Sacramento (n = 181) | |
|-------------------|------------------------------|---------------------|
| | Number of Postings | Percent of Postings |
| CBS Broadcasting | 20 | 11.0% |
| Tegna | 10 | 5.5% |
| Tribune Company | 8 | 4.4% |
| Lululemon | 8 | 4.4% |
| Tegna Inc | 6 | 3.3% |
| McClatchy Company | 6 | 3.3% |
| Hearst Television | 6 | 3.3% |
| Wlzb | 5 | 2.8% |
| Wgrz | 5 | 2.8% |
| Yours Truly Media | 4 | 2.2% |
| Wlwt Cincinnati | 4 | 2.2% |

Exhibit 7 shows the top job titles by occupation for the selected occupations in the Greater Sacramento region. 172 of the 203 job postings included job titles. There were no job postings for Technical Directors/Managers (27-2012.05).

Exhibit 7. Top job titles by number of job postings⁹

| Producers (142 postings, 113 with title) | | Camera Operators, Television, Video, and Motion Picture (47 postings, 46 with title) | | Film and Video Editors (9 postings, 9 with title) | | Directors- Stage, Motion Pictures, Television, and Radio (5 postings, 4 with title) | |
|---|------------------|---|------------------|--|------------------|--|------------------|
| Job Title | % of postings | Job Title | % of postings | Job Title | % of postings | Job Title | % of postings |
| Producer | 15% | Videographer | 15% | Video Editor | 4% | Crew | 0.5% |
| News Producer | 9% | Camera Operator | 2% | | | Lighting Director | 0.5% |
| Executive Producer | 8% | Title Person | 1% | | | Program Coordinator, It | 0.5% |
| Associate Producer | 5% | Digital Video Coordinator | 1% | | | Stage Manager | 0.5% |
| Show Producer | 4% | Camera Operator/ Editor | 0.5% | | | | |
| Entry Producer | 3% | Director, Photography | 0.5% | | | | |
| Digital Producer | 3% | Freelance Videography - Wedding | 0.5% | | | | |
| Multimedia Producer | 3% | Movement Studio Partner | 0.5% | | | | |
| Senior Producer | 2% | Video Editor | 0.5% | | | | |
| Digital Support | 2% | | | | | | |

⁸ Ibid.

⁹ Ibid.

Exhibit 8 shows the skills most in-demand for each of the selected occupations in the Greater Sacramento region. 177 of the 203 job postings included required skills information.

Exhibit 8. Top skills by number of job postings ¹⁰

| Producers (142 postings, 113 with title) | | Camera Operators, Television, Video, and Motion Picture (47 postings, 46 with title) | | Film and Video Editors (9 postings, 9 with title) | | Directors- Stage, Motion Pictures, Television, and Radio (5 postings, 4 with title) | |
|---|------------------|---|------------------|--|------------------|--|------------------|
| Job Title | % of postings | Job Title | % of postings | Job Title | % of postings | Job Title | % of postings |
| Journalism | 41% | Videography | 16% | Video Editing | 4% | Content Management | 0.5% |
| Social Media | 37% | Video Production | 7% | Adobe Aftereffects | 3% | Multimedia | 0.5% |
| Broadcast Industry Knowledge | 23% | Adobe Acrobat | 4% | Adobe Premiere | 3% | Network Hardware/Software Maintenance | 0.5% |
| Content Management | 15% | Adobe Creative Suite | 4% | Adobe Photoshop | 2% | Product Sales | 0.5% |
| Facebook | 15% | Adobe Illustrator | 4% | Facebook | 1% | Production Management | 0.5% |
| Content Development | 14% | Adobe Indesign | 4% | Social Media | 1% | Public Speaking | 0.5% |
| Electronic News Production System (ENPS) | 13% | Adobe Photoshop | 4% | Social Media Platforms | 1% | Repair | 0.5% |
| Adobe Photoshop | 11% | Adobe Premiere | 4% | Video Production | 1% | Sales | 0.5% |
| Content Management Systems (CMS) | 11% | Camera Operation | 4% | Audio / Visual Knowledge | 1% | Scheduling | 0.5% |
| Scheduling | 9% | Broadcast Industry Knowledge | 3% | Color Editing | 1% | Social Media | 0.5% |

¹⁰ Ibid.

EDUCATION AND TRAINING

Exhibit 9 shows the typical educational attainment for workers 25 years and old by occupation across the U.S. At the national level, the typical education for the existing workforce based on survey data from 2016-2017 for the selected occupations is a bachelor's degree.

Exhibit 9. Typical educational attainment for selected occupations, nationally¹¹

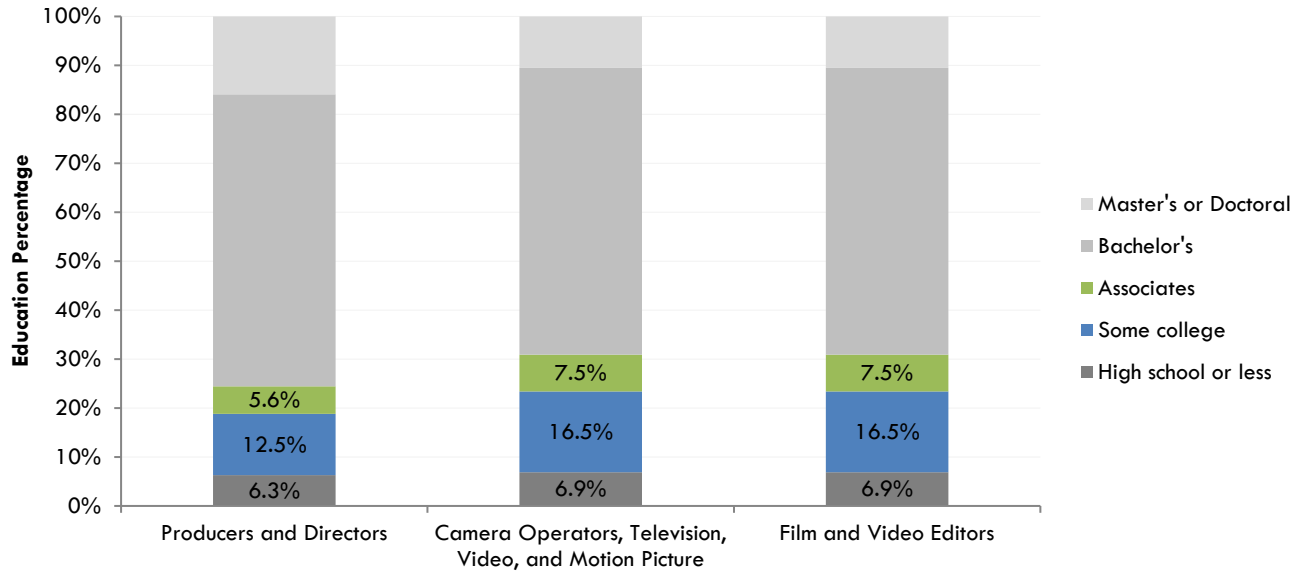


Exhibit 10 shows the typical entry-level education requirements, on-the-job training, and work experience requirements for the selected occupations in the Greater Sacramento region. EMTs and Paramedics are required to attend and complete an approved EMT or Paramedic training course, pass a state or national licensing examination, and obtain certification within two years of being issued a course completion certificate.

Exhibit 10. Typical education, training, and work experience for selected occupations¹²

| Occupations | Typical Entry-Level Education | Typical On-The-Job Training | Work Experience Required |
|---|-------------------------------|-----------------------------|--------------------------|
| Producers and Directors | Bachelor's degree | None | Less than five years |
| Camera Operators, Television, Video, and Motion Picture | Bachelor's degree | None | None |
| Film and Video Editors | Bachelor's degree | None | None |

¹¹ Bureau of Labor Statistics. Educational Attainment for Workers 25 Years and Older by Detailed Occupation, 2016-2017, <https://www.bls.gov/emp/tables/educational-attainment.htm>.

¹² Emsi 2019.2; QCEW Employees, Non-QCEW Employees and Self-Employed.

PROGRAM SUPPLY

Analysis of existing educational programs shows that there is one Taxonomy of Program (TOP) codes related to training for Film and Video Production occupations: 0612.20 – Film Production. The corresponding Classification of Instructional Programs (CIP) code is 50.0602 – Cinematography and Film/Video Production.

Exhibit 11 compares the total number of awards conferred by colleges in the Greater Sacramento region over the last three academic years.

Exhibit 11. Total awards conferred by Greater Sacramento post-secondary institutions, 2015-2018¹³

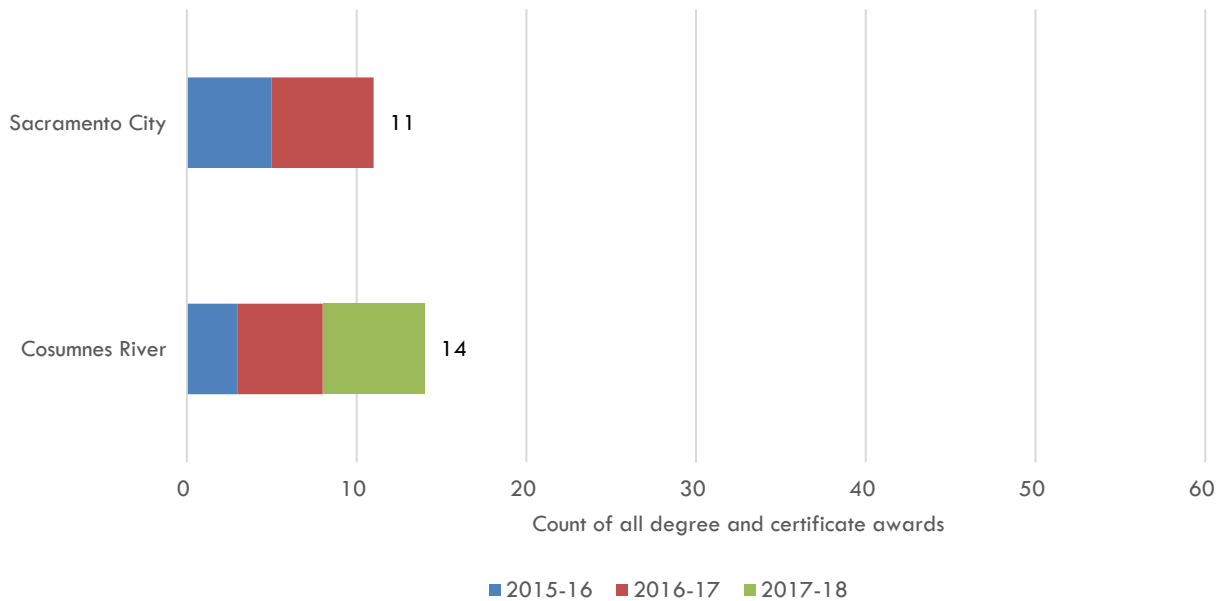


Exhibit 12 displays program awards by level and year for the selected education programs over the last three academic years.

Exhibit 12. Program awards conferred by Greater Sacramento post-secondary institutions, 2015-2018¹⁴

| | Certificates | | | | Associate | | | |
|-----------------|--------------|----------|----------|------------|-----------|----------|----------|------------|
| | 2015-16 | 2016-17 | 2017-18 | 3-Year Avg | 2015-16 | 2016-17 | 2017-18 | 3-Year Avg |
| Cosumnes River | 0 | 0 | 0 | 0 | 3 | 5 | 6 | 5 |
| Sacramento City | 5 | 6 | 0 | 4 | 0 | 0 | 0 | 0 |
| Totals | 5 | 6 | 0 | 4 | 3 | 5 | 6 | 5 |

¹³ COE Supply Tables, California Community Colleges Chancellor's Office DataMart, and Integrated Postsecondary Education Data System (IPEDS).

¹⁴ Ibid.

FINDINGS AND RECOMMENDATION

- There are projected to be 141 annual openings for occupations related to Film and Video Production in the Greater Sacramento region through 2023. A majority of these openings, 73 percent, are for the Producers and Directors occupations.
- Overall projected occupational growth for these occupations is almost 5% in the Greater Sacramento region. Projected growth is on par with the North Far North region and outpaces the statewide projection of little to no change. While the most growth (9.2%) will occur in the Film and Video Editors occupation, only 17 jobs will be added between 2018 and 2023.
- Median hourly wages for the selected occupations are close to the Sacramento County living wage of \$26.48 for a one-adult, one-child household.
- Fewer job postings are targeting two-year college graduates. 109 of the 203 job postings for the selected occupations contained required levels of education. Ninety-nine of those postings, or 91 percent, required a bachelor’s degree, while only ten postings or approximately 10 percent, required a high school diploma or vocational training¹⁵. However, most job postings (approximately 64 percent) required 0 to 2 years of related job experience.
- Based on three-year average award data for colleges in the Greater Sacramento region (five degrees and four certificates) and projected annual openings in the region (141), there appears to be an opportunity for program growth and diversification.

| COE Recommendation | | |
|-------------------------------------|----------------------------|-------------------------------|
| Move forward with program | Program is not recommended | Additional information needed |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

¹⁵ Burning Glass Technologies, “Labor Insight Real-Time Labor Market Information Tool,” <http://www.burning-glass.com>, 2019.

METHODOLOGY

Occupations in this report were identified using O*Net. Findings in this report were determined using labor market data from the Bureau of Labor Statistics (BLS), U.S. Census Bureau data from Emsi, and jobs posting data from Burning Glass.

APPENDIX A: DATA SOURCES

Sources used for data analysis purposes in this report include:

- U.S. Department of Labor/Employment and Training Administration (DOLETA) O*NET Online
- Burning Glass, Labor Insight/Jobs
- Economic Modeling Specialists, International (EMSI)
- California Employment Development Department, Labor Market Information Division (EDD, LMID)
- Bureau of Labor Statistics, Occupational Employment Statistics (OES)
- California Community Colleges Chancellor's Office, Cal-PASS Plus LaunchBoard
- Living Insight Center for Community Economic Development, Self-Sufficiency Standard Tool for California
- California Community Colleges Chancellor's Office Management Information Systems (MIS Data Mart)
- U.S. Department of Education, National Center for Education Statistics, Integrated Postsecondary Education Data System (IPEDS)

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