

# MASS COMMUNICATIONS – Labor Market Information

**TOP Codes:** 060200 - Journalism

**SOC Codes:** 25-1122 Communications Teachers, Postsecondary; 27-3021 Broadcast News Analysts; 27-3022 Reporters and Correspondents; 27-3014 Editors; 27-3043 Writers and Authors

**Summary Based on Demand and Supply:** The following tables illustrate the total supply and demand for occupations within the Mass Communication discipline at Las Positas College. The Centers of Excellence Community College Consortia (COECCC) data projects **615 annual job openings** between 2015-2018. The COECCC data reports a total of **43 Mass Communication completers per year** from 2012 to 2016, **yielding a demand of 572 openings per year of the combined occupations** (SOC Codes). It is important to note that this demand 572 openings require a Bachelor’s Degree or higher. Geographic Coverage: SF Bay Area.

(Source: Data compiled by and used with the permission of the Centers of Excellence Community College Consortia. More information available at [www.COECCC.net](http://www.COECCC.net).)

## DEMAND

| SOC Occupation Title         | Typical Entry Level Education | 2015 Jobs | 2018 Jobs | 2015-18 Change | % Change 2015-18 | Openings (New + Replacements) | Annual Openings | 10% Hourly Earnings | Median Hourly Earnings |
|------------------------------|-------------------------------|-----------|-----------|----------------|------------------|-------------------------------|-----------------|---------------------|------------------------|
| Broadcast News Analysts      | Bachelor's degree             | 112       | 119       | 7              | 5.9%             | 19                            | 6               | \$17.80             | \$34.00                |
| Reporters and Correspondents | Bachelor's degree             | 1,030     | 1,198     | 168            | 16.3%            | 304                           | 101             | \$12.70             | \$22.53                |
| Editors                      | Bachelor's degree             | 4,141     | 4,406     | 265            | 6.4%             | 849                           | 283             | \$16.29             | \$31.50                |

|                     |                   |               |               |            |             |              |            |                |                |
|---------------------|-------------------|---------------|---------------|------------|-------------|--------------|------------|----------------|----------------|
| Writers and Authors | Bachelor's degree | 5,591         | 5,931         | 341        | 6.1%        | 673          | 224        | \$14.06        | \$21.36        |
|                     |                   | <b>10,874</b> | <b>11,654</b> | <b>780</b> | <b>7.2%</b> | <b>1,845</b> | <b>615</b> | <b>\$14.82</b> | <b>\$25.46</b> |

## SUPPLY

| TOP6 - Program Title                  | 2012-13 | 2013-14   | 2014-15   | 2015-16   | Latest 3 Yr Avg |
|---------------------------------------|---------|-----------|-----------|-----------|-----------------|
| <b>060200 - Journalism</b>            |         |           |           |           |                 |
| Academy of Art University             | -       | 1         | -         |           | 0               |
| Cabrillo                              |         | 5         | 4         | 2         | 4               |
| Chabot Hayward                        |         | 3         | 2         | -         | 2               |
| Contra Costa                          |         | 1         | 2         | 4         | 2               |
| De Anza                               |         | 12        | 5         | 5         | 7               |
| Diablo Valley                         |         | 1         | 4         | 5         | 3               |
| Gavilan                               |         | -         | -         | -         | -               |
| Laney                                 |         | 1         | -         | 2         | 1               |
| <b>Las Positas</b>                    |         |           |           |           |                 |
| Certificate 18 to < 30 semester units |         | 1         | 1         | -         | 1               |
| <b>Las Positas Total</b>              |         | <b>1</b>  | <b>1</b>  | <b>-</b>  | <b>1</b>        |
| Los Medanos                           |         | 1         | 6         | 8         | 5               |
| Ohlone                                |         | 3         | 1         | 1         | 2               |
| San Francisco                         |         | 11        | 3         | 2         | 5               |
| San Mateo                             |         | 1         | -         | -         | 0               |
| Santa Rosa                            |         | 5         | 5         | 13        | 8               |
| Skyline                               |         | 3         | 4         | 1         | 3               |
| Solano                                |         | -         | 1         | -         | 0               |
| <b>060200 - Journalism Total</b>      | -       | <b>49</b> | <b>38</b> | <b>43</b> | <b>43</b>       |
| <b>Grand Total</b>                    | -       | <b>49</b> | <b>38</b> | <b>43</b> | <b>43</b>       |