

# Multimedia Journalism Occupations

## Labor Market Analysis: San Diego County

June 2020

### Summary



The brief provides labor market information about *Multimedia Journalism Occupations* to assist the San Diego and Imperial Counties Community Colleges with program development and strategic planning. According to available labor market information, *Multimedia Journalism Occupations* in San Diego County have a labor market demand of 711 annual job openings, and 12 educational institutions in San Diego County supply 526 awards for these occupations, suggesting that there is a supply gap in the labor market. *Multimedia Journalism Occupations* include “Radio and Television Announcers,” “Broadcast News Analysts,” “Reporters and Correspondents,” “Public Relations Specialists,” “Editors,” and “Writers and Authors.” Entry-level wages for all occupations except “Writers and Authors” are above the living wage. While most entry-level and median earnings for these occupations are above the living wage and a supply gap exists for these positions, this brief recommends proceeding with caution when developing a program because 1) employers require, at minimum, a bachelor’s degree for these occupations and 2) the percentage of students who obtained a job related to their field of study and earned a living wage after completing related programs is **below the state average** for students who complete Career Education programs in general.

## Introduction

This report provides labor market information in San Diego County for the following occupational codes in the Standard Occupational Classification (SOC)<sup>1</sup> system:

- **Radio and Television Announcers** (SOC 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.
- **Broadcast News Analysts** (SOC 27-3021): Analyze, interpret, and broadcast news received from various sources.
- **Reporters and Correspondents** (SOC 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.
- **Public Relations Specialists** (SOC 27-3031): Engage in promoting or creating an intended public image for individuals, groups, or organizations. May write or select material for release to various communications media.
- **Editors** (SOC 27-3041): Plan, coordinate, or edit content of material for publication. May review proposals and drafts for possible publication. Includes technical editors.
- **Writers and Authors** (SOC 27-3043): Originate and prepare written material, such as scripts, stories, advertisements, and other material.

For the purpose of this report, these occupations are referred to as *Multimedia Journalism Occupations*.

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<sup>1</sup> The Standard Occupational Classification (SOC) system is used by federal statistical agencies to classify workers into occupational categories for the purpose of collecting, calculating or disseminating data. [bls.gov/soc](https://www.bls.gov/soc).

## Projected Occupational Demand

Between 2019 and 2024, *Multimedia Journalism Occupations* are projected to increase by 104 net jobs or two percent (Exhibit 1a). Employers in San Diego County will need to hire 711 workers annually to fill new jobs and backfill jobs due to attrition caused by turnover and retirement, for example.

**Exhibit 1a: Number of Jobs for *Multimedia Journalism Occupations* (2009-2024)<sup>2</sup>**

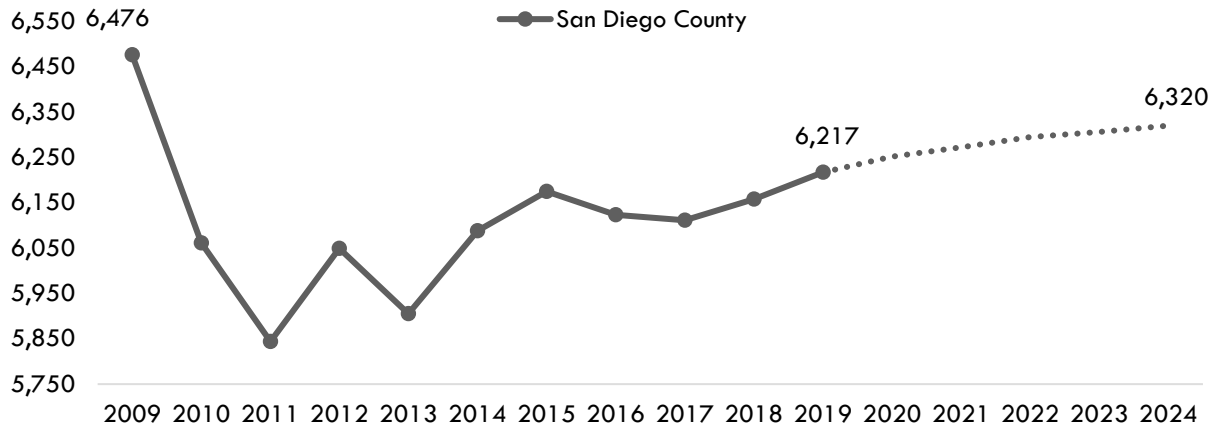


Exhibit 1b breaks down the projected number of jobs change by occupation more specifically. As Exhibit 1b shows, labor market demand for *Public Relations Specialists* is projected to increase the most by 120 total jobs between 2019 and 2024.

**Exhibit 1b: Number of Jobs for *Multimedia Journalism Occupations* in San Diego County (2019-2024)**

Occupational Title	2019 Jobs	2024 Jobs	2019 - 2024 Net Jobs Change	2019-2024 % Net Jobs Change	Annual Openings (Demand)
Public Relations Specialists	2,489	2,609	120	5%	288
Writers and Authors	2,022	2,117	95	5%	235
Broadcast News Analysts	77	75	(2)	(3%)	10
Radio and Television Announcers	191	177	(14)	(7%)	21
Reporters and Correspondents	292	257	(35)	(12%)	34
Editors	1,146	1,085	(61)	(5%)	123
<b>Total</b>	<b>6,217</b>	<b>6,320</b>	<b>103</b>	<b>2%</b>	<b>711</b>

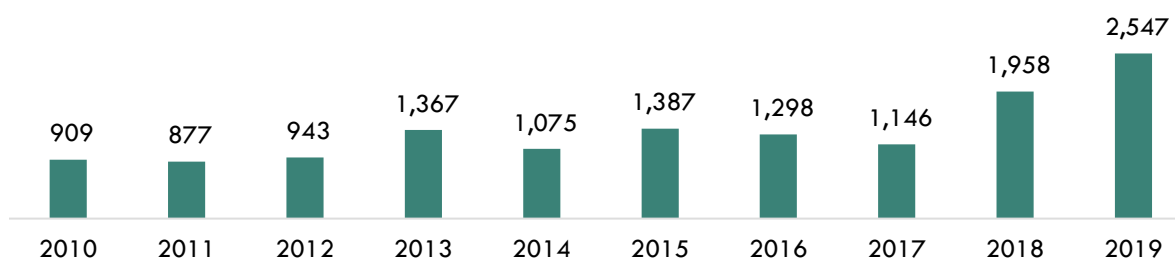
<sup>2</sup> EMSI 2020.02; QCEW, Non-QCEW, Self-Employed.

## Online Job Postings

This report analyzes not only historical and projected data (traditional labor market information or LMI), but also recent data from online job postings (real-time LMI). Online job postings may provide additional insight about recent changes in the labor market demand that are not captured by historical data.

Between 2010 and 2019, there was an average of **1,351** online job postings per year in San Diego County for *Multimedia Journalism Occupations* (Exhibit 2).

**Exhibit 2: Number of Online Job Postings for *Multimedia Journalism Occupations* in San Diego County (2010-2019)<sup>3</sup>**



## Earnings

The median hourly earnings of *Multimedia Journalism Occupations* range from **\$23.77** to **\$33.76** (Exhibit 3a). On average, the median hourly earnings for *Multimedia Journalism Occupations* is **\$28.25**; this is more than the living wage for a single adult in San Diego County, which is **\$15.99** per hour (Exhibit 3b).<sup>4</sup>

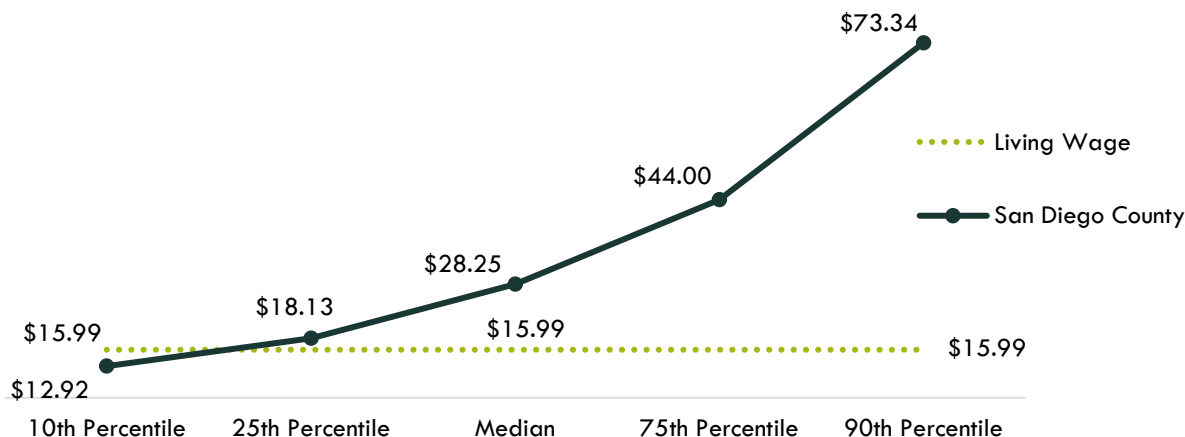
**Exhibit 3a: Hourly Earnings for *Multimedia Journalism Occupations* in San Diego County**

Occupational Title	Entry-Level Hourly Earnings (25 <sup>th</sup> Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 <sup>th</sup> Percentile)
Public Relations Specialists	\$24.27	\$32.85	\$41.86
Broadcast News Analysts	\$22.36	\$33.76	\$62.82
Radio and Television Announcers	\$16.97	\$24.90	\$38.79
Editors	\$16.84	\$27.00	\$39.69
Reporters and Correspondents	\$16.07	\$27.21	\$37.40
Writers and Authors	\$12.28	\$23.77	\$43.43

<sup>3</sup> Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2010-2019.

<sup>4</sup> "California Family Needs Calculator (formerly the Self-Sufficiency Standard)," Insight: Center for Community Economic Development, last updated 2018. [insightccd.org/2018-self-sufficiency-standard](https://insightccd.org/2018-self-sufficiency-standard).

**Exhibit 3b: Hourly Earnings<sup>5</sup> for Multimedia Journalism Occupations in San Diego County<sup>6</sup>**



## Educational Supply

Educational supply for an occupation can be estimated by analyzing the number of awards in related Taxonomy of Programs (TOP) or Classification of Instructional Programs (CIP) codes.<sup>7</sup> There are **nine** TOP codes and **10** CIP codes related to *Multimedia Journalism Occupations* (Exhibit 4).

**Exhibit 4: Related TOP and CIP Codes for Multimedia Journalism Occupations**

<i>Multimedia Journalism Occupations</i>
TOP 050910: Advertising
TOP 060200: Journalism
TOP 060400: Radio and Television
TOP 060410: Radio
TOP 060420: Television (including combined TV/film/video)
TOP 060430: Broadcast Journalism
TOP 060600: Public Relations
TOP 060700: Technical Communication
TOP 061000: Mass Communications
CIP 09.0102: Mass Communication/Media Studies
CIP 09.0401: Journalism

<sup>5</sup> 10th and 25th percentiles could be considered entry-level wages, and 75th and 90th percentiles could be considered experienced wages for individuals who may have been in the occupation longer, received more training than others, etc.

<sup>6</sup> EMSI 2020.02; QCEW, Non-QCEW, Self-Employed.

<sup>7</sup> TOP data comes from the California Community Colleges Chancellor's Office MIS Data Mart ([datamart.cccco.edu](http://datamart.cccco.edu)) and CIP data comes from the Integrated Postsecondary Education Data System ([nces.ed.gov/ipeds/use-the-data](http://nces.ed.gov/ipeds/use-the-data)).

*Multimedia Journalism Occupations*

CIP 09.0402: Broadcast Journalism

CIP 09.0701: Radio and Television

CIP 09.0900: Public Relations, Advertising, and Applied Communication

CIP 09.0903: Advertising

CIP 09.9999: Communication, Journalism, and Related Programs, Other

CIP 10.0105: Communications Technology/Technician

CIP 10.0202: Radio and Television Broadcasting Technology/Technician

CIP 23.1303: Professional, Technical, Business, and Scientific Writing

According to TOP data, six community colleges supply the region with awards for these occupations: Grossmont College, MiraCosta College, Palomar College, San Diego City College, San Diego Mesa College, and Southwestern College. According to CIP data, six non-community colleges supply the region with awards, Ashford University, Associated Technical College-San Diego, California State University-San Marcos, National University, Point Loma Nazarene University, and San Diego State University (Exhibit 5).

**Exhibit 5: Number of Awards (Certificates and Degrees) Conferred by Postsecondary Institutions (Program Year 2014-15 through PY2018-19 Average)**

TOP6 or CIP	TOP6 or CIP Title	3-Yr Annual Average CC Awards (PY16-17 to PY18-19)	Other Educational Institutions 3-Yr Annual Average Awards (PY14-15 to PY16-17)	3-Yr Total Average Supply (PY14-15 to PY18-19)
050910	Advertising	11	0	11
	• Palomar	11	0	
060200	Journalism	42	0	42
	• Grossmont	5	0	
	• Palomar	11	0	
	• San Diego City	3	0	
	• San Diego Mesa	13	0	
	• Southwestern	10	0	
060400	Radio and Television	30	0	30

	• Palomar	12	0	
	• San Diego City	8	0	
	• Southwestern	10	0	
060410	Radio	<b>11</b>	<b>0</b>	<b>11</b>
	• Grossmont	7	0	
	• San Diego City	4	0	
060420	Television (including combined TV/Film/Video)	<b>23</b>	<b>0</b>	<b>23</b>
	• Grossmont	11	0	
	• MiraCosta	0	0	
	• Palomar	0	0	
	• San Diego City	8	0	
	• Southwestern	4	0	
060430	Broadcast Journalism	<b>9</b>	<b>0</b>	<b>9</b>
	• Palomar	1	0	
	• San Diego City	8	0	
060600	Public Relations	<b>0</b>	<b>0</b>	<b>0</b>
	• Palomar	0	0	
061000	Mass Communications	<b>3</b>	<b>0</b>	<b>3</b>
	• Southwestern	3	0	
09.0102	Mass Communication/Media Studies	<b>0</b>	<b>51</b>	<b>51</b>
	• California State University-San Marcos	0	42	
	• Point Loma Nazarene University	0	9	
09.0401	Journalism	<b>0</b>	<b>191</b>	<b>191</b>
	• Ashford University	0	88	
	• Point Loma Nazarene University	0	6	
	• San Diego State University	0	97	
09.0402	Broadcast Journalism	<b>0</b>	<b>3</b>	<b>3</b>
	• Point Loma Nazarene University	0	3	
09.0701	Radio and Television	<b>0</b>	<b>77</b>	<b>77</b>

	<ul style="list-style-type: none"> <li>San Diego State University</li> </ul>	0	77	
09.0900	Public Relations, Advertising, and Applied Communication	0	9	9
	<ul style="list-style-type: none"> <li>National University</li> </ul>	0	9	
10.0105	Communications Technology/Technician	0	64	64
	<ul style="list-style-type: none"> <li>Associated Technical College-San Diego</li> </ul>	0	64	
23.1303	Professional, Technical, Business, and Scientific Writing	0	2	2
	<ul style="list-style-type: none"> <li>San Diego State University</li> </ul>	0	2	
			<b>Total</b>	<b>526</b>

## Demand vs. Supply

Comparing labor demand (annual openings) with labor supply<sup>8</sup> suggests that there is a **supply gap** for these occupations in San Diego County, with **711** annual openings and **526** awards. Comparatively, there are **10,371** annual openings in California and **4,299** awards, demonstrating that there is a supply gap across the state<sup>9</sup> (Exhibit 6).

### Exhibit 6: Labor Demand (Annual Openings) Compared with Labor Supply (Average Annual Awards)

Community Colleges and Other Postsecondary Educational Institutions	Demand (Annual Openings)	Supply (Total Annual Average Supply)	Supply Gap or <b>OverSupply</b>
San Diego	711	526	<b>185</b>
California	10,371	4,299	<b>6,072</b>

**Please note:** This is a basic analysis of supply and demand of labor. The data does not include workers currently in the labor force who could fill these positions or workers who are not captured by publicly available data. This data should be used to discuss the potential gaps or oversupply of workers; however, it should not be the only basis for determining whether or not a program should be developed.

<sup>8</sup> Labor supply can be found from two different sources: EMSI or the California Community Colleges Chancellor's Office MIS Data Mart. EMSI uses CIP codes while MIS uses TOP codes. Different coding systems result in differences in the supply numbers.

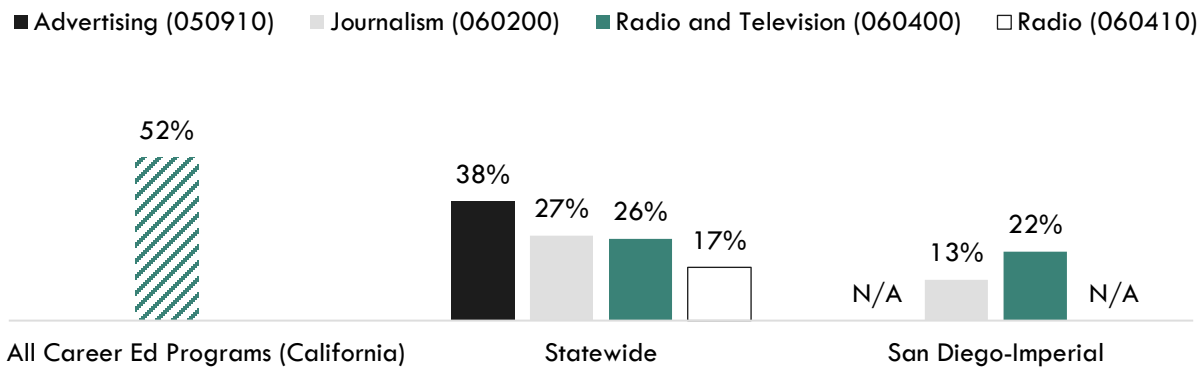
<sup>9</sup> "Supply and Demand," Centers of Excellence Student Outcomes, [coecc.net/Supply-and-Demand.aspx](http://coecc.net/Supply-and-Demand.aspx).



## Student Outcomes and Regional Comparisons

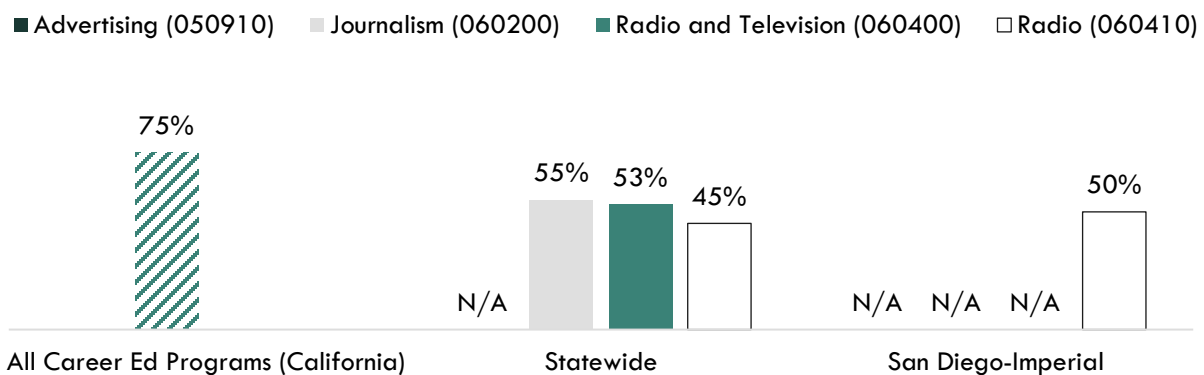
According to the California Community Colleges LaunchBoard, between 13 and 22 percent of students in the San Diego-Imperial region earned a living wage after completing a program related to *Multimedia Journalism Occupations*, compared to 17 to 38 percent statewide and 52 percent of students in Career Education programs in general across the state (Exhibit 7a).<sup>10</sup>

**Exhibit 7a: Proportion of Students Who Earned a Living Wage, PY2016-17<sup>11</sup>**



According to the California Community Colleges LaunchBoard, 50 percent of students in the San Diego-Imperial region obtained a job closely related to their field of study after completing a related program, compared to 45 to 55 percent statewide and 75 percent of students in Career Education programs in general across the state (Exhibit 7b).<sup>12</sup>

**Exhibit 7b: Percentage of Students in a Job Closely Related to Field of Study, PY2015-16<sup>13</sup>**



<sup>10</sup> California Community Colleges Strong Workforce Program,<sup>11</sup> California Community Colleges, [calpassplus.org/LaunchBoard/SWP.aspx](http://calpassplus.org/LaunchBoard/SWP.aspx).

<sup>11</sup> Among completers and skills builders who exited, the proportion of students who attained a living wage.

<sup>12</sup> California Community Colleges Strong Workforce Program,<sup>11</sup> California Community Colleges, [calpassplus.org/LaunchBoard/SWP.aspx](http://calpassplus.org/LaunchBoard/SWP.aspx).

<sup>13</sup> Most recent year with available data is Program Year 2014-15. Percentage of Students in a Job Closely Related to Field of Study: Among students who responded to the CTEOS, the percentage reporting employment in the same or similar field as their program of study.

## Top Employers and Work Locations

Between January 1, 2017 and December 31, 2019, the top five employers in San Diego County for these occupations were [University of California San Diego](#), [NBC](#), [San Diego State University](#), [Tribune Company](#), and [QCC Business Solutions](#) (Exhibit 8).

### Exhibit 8: Top Employers in San Diego County for *Multimedia Journalism Occupations*<sup>14</sup>

Top Employers	
<ul style="list-style-type: none"><li>• University of California San Diego</li><li>• NBC</li><li>• San Diego State University</li><li>• Tribune Company</li><li>• QCC Business Solutions</li></ul>	<ul style="list-style-type: none"><li>• KFMB Stations</li><li>• Booz Allen Hamilton Inc.</li><li>• Thermo Fisher Scientific Inc.</li><li>• Northrop Grumman</li><li>• California State University</li></ul>

## Skills, Education, and Certifications

*Multimedia Journalism Occupations* have a national educational requirement of a [bachelor's degree](#) (Exhibit 9a).

### Exhibit 9a: National Educational Attainment for *Multimedia Journalism Occupations*<sup>15</sup>

Occupational Title	Typical Entry-Level Education
Radio and Television Announcers	Bachelor's degree
Broadcast News Analysts	Bachelor's degree
Reporters and Correspondents	Bachelor's degree
Public Relations Specialists	Bachelor's degree
Editors	Bachelor's degree
Writers and Authors	Bachelor's degree

<sup>14</sup> Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2017-2019.

<sup>15</sup> EMSI 2020.02; QCEW, Non-QCEW, Self-Employed.

Based on online job postings between January 1, 2017 and December 31, 2019 in San Diego County, the top listed educational requirement for *Multimedia Journalism Occupations* is a **bachelor's degree** (Exhibit 9b).<sup>16</sup>

**Exhibit 9b: Educational Requirements for *Multimedia Journalism Occupations* in San Diego County<sup>17</sup>**

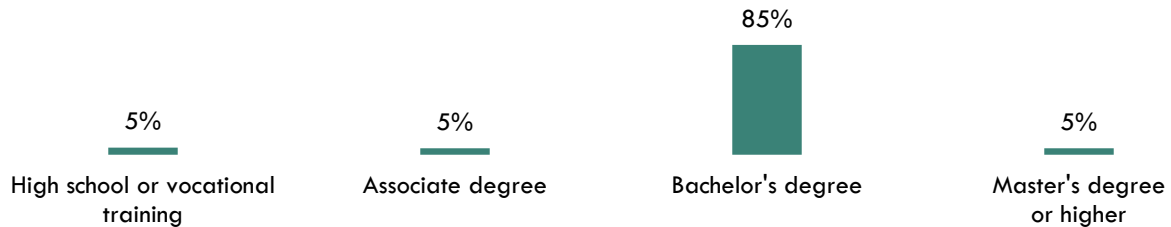


Exhibit 10 lists the top specialized, soft, and software skills that appeared in online job postings between January 1, 2017 and December 31, 2019.

**Exhibit 10: Top Skills for *Multimedia Journalism Occupations* in San Diego County<sup>18</sup>**

Specialized Skills	Soft Skills	Software Skills
<ul style="list-style-type: none"> <li>• Social Media</li> <li>• Journalism</li> <li>• Project Management</li> <li>• Copywriting</li> <li>• Budgeting</li> </ul>	<ul style="list-style-type: none"> <li>• Writing</li> <li>• Communication Skills</li> <li>• Editing</li> <li>• Creativity</li> <li>• Research</li> </ul>	<ul style="list-style-type: none"> <li>• Microsoft Excel</li> <li>• Microsoft PowerPoint</li> <li>• Adobe Photoshop</li> <li>• Microsoft Word</li> <li>• Facebook</li> </ul>

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<sup>16</sup> Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2017-2019.

<sup>17</sup> "Educational Attainment for Workers 25 Years and Older by Detailed Occupation," Bureau of Labor Statistics, last modified September 4, 2019. [bls.gov/emp/tables/educational-attainment.htm](https://bls.gov/emp/tables/educational-attainment.htm).

<sup>18</sup> Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2017-2019.

### **Important Disclaimers**

All representations included in this report have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. This study examines the most recent data available at the time of the analysis; however, data sets are updated regularly and may not be consistent with previous reports. Efforts have been made to qualify and validate the accuracy of the data and the report findings; however, neither the Centers of Excellence for Labor Market Research (COE), COE host district, nor California Community Colleges Chancellor's Office are responsible for the applications or decisions made by individuals and/or organizations based on this study or its recommendations.

This workforce demand report uses state and federal job projection data that was developed before the economic impact of COVID-19. The COE is monitoring the situation and will provide more information as it becomes available. Please consult with local employers to understand their current employment needs.