








# Radio and Television Occupations

## Labor Market Analysis: San Diego County

October 2022

### Summary

NEW PROGRAM RECOMMENDATION?	EVIDENCE OF A SUPPLY GAP?	AT OR ABOVE THE LIVING WAGE?	EXPECTED EDUCATION FOR MAJORITY OF OCCUPATIONS ANALYZED
 <b>Do Not Proceed with New Program</b>	 	 	<input checked="" type="checkbox"/> Bachelor's Degree+ <input type="checkbox"/> Associate Degree <input type="checkbox"/> Some College or Certificate <input type="checkbox"/> HS Diploma or Equivalent <input type="checkbox"/> Less than a HS Diploma <input type="checkbox"/> Apprenticeship
SUPPORT FOR PROGRAM MODIFICATION?	NUMBER OF INSTITUTIONS THAT PROVIDE TRAINING	NUMBER OF ANNUAL JOB OPENINGS	
<b>The COE defers to the region</b>	<div style="text-align: center;"> <span style="background-color: #4a7c9c; color: white; padding: 2px 5px;">HIGH</span>   </div>	<div style="text-align: center;"> <span style="background-color: #4a7c9c; color: white; padding: 2px 5px;">MEDIUM</span>   </div>	

This brief provides labor market information about *Radio and Television Occupations* to assist the San Diego and Imperial Counties Community Colleges with program development and strategic planning. *Radio and Television Occupations* include “Broadcast Announcers and Radio Disc Jockeys,” “Entertainers and Performers, Sports and Related Workers, All Other,” “News Analysts, Reporters, and Journalists,” “Media and Communication Workers, All Other,” and “Special Effects Artists and Animators.” According to available labor market information, *Radio and Television Occupations* in San Diego County have a labor market demand of 184 annual job openings (while average demand for a single occupation in San Diego County is 245 annual job openings), and 13 institutions supply 758 awards for these occupations, suggesting that there is an oversupply in the labor market. Entry-level wages are below the living wage for these occupations, except “Media and Communication Workers, All Other.” This brief recommends not proceeding with developing a new program and defers to the region for a program modification because 1) there is an oversupply in the region; 2) entry-level wages are below the living wage for most occupations; and 3) there is a high number of institutions that provide training for these occupations. **The colleges should also note that employers typically require a bachelor’s degree as the minimum educational requirement for these occupations.**

## 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:

- **Broadcast Announcers and Radio Disc Jockeys (SOC 27-3011):** Speak or read from scripted materials, such as news reports or commercial messages, on radio, television, or other communications media. May play and queue music, announce artist or title of performance, identify station, or interview guests.
- **Entertainers and Performers, Sports and Related Workers, All Other (SOC 27-2099):** All entertainers and performers, sports and related workers not listed separately.
- **News Analysts, Reporters, and Journalists (SOC 27-3023):** Narrate or write news stories, reviews, or commentary for print, broadcast, or other communications media such as newspapers, magazines, radio, or television. May collect and analyze information through interview, investigation, or observation.
- **Media and Communication Workers, All Other (SOC 27-3099):** All media and communication workers not listed separately.
- **Special Effects Artists and Animators (SOC 27-1014):** Create special effects or animations using film, video, computers, or other electronic tools and media for use in products, such as computer games, movies, music videos, and commercials.

For the purpose of this report, these occupations are referred to as *Radio and Television 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 2021 and 2026, *Radio and Television Occupations* are projected to decrease by 81 net jobs or four percent (Exhibit 1a). Employers in San Diego County will need to hire 184 workers annually to fill new jobs and backfill jobs due to attrition caused by turnover and retirement, for example.

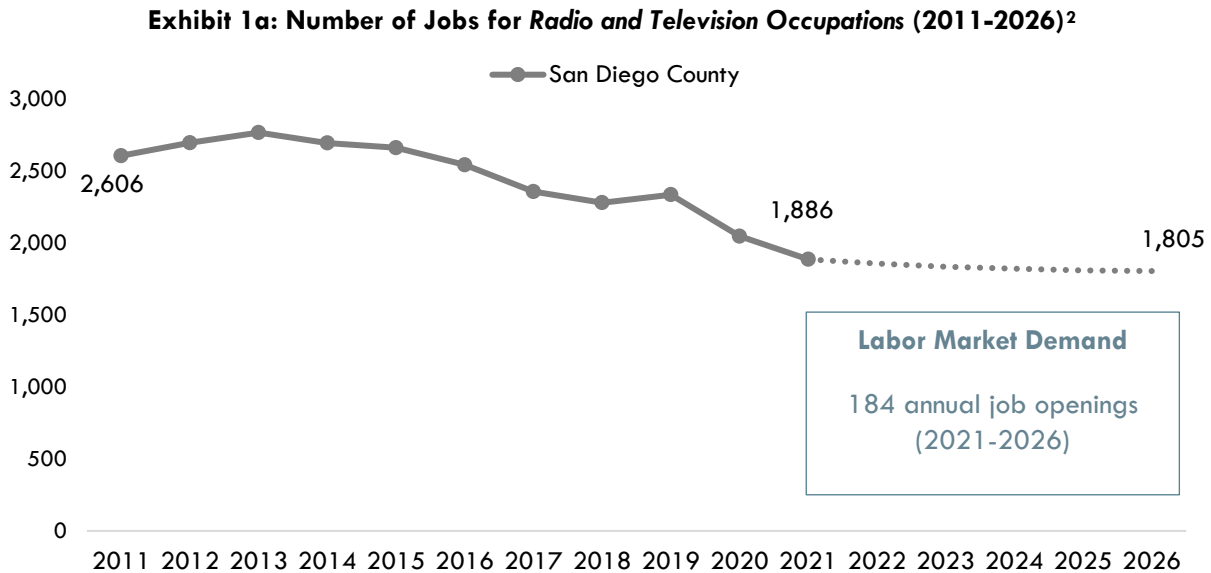


Exhibit 1b disaggregates the projected number of jobs change by occupation. “Special Effects Artists and Animators” are projected to have the most labor market demand between 2021 and 2026, with 56 annual job openings.

**Exhibit 1b: Number of Jobs for Radio and Television Occupations in San Diego County (2021-2026)<sup>3</sup>**

Occupational Title	2021 Jobs	2026 Jobs	2021 - 2026 Net Jobs Change	2021 - 2026 % Net Jobs Change	Annual Job Openings (Demand)
Special Effects Artists and Animators	553	548	-5	-1%	56
Media and Communication Workers, All Other	419	415	-4	-1%	39
Entertainers and Performers, Sports and Related Workers, All Other	385	387	2	1%	39
Broadcast Announcers and Radio Disc Jockeys	371	291	-80	-22%	31
News Analysts, Reporters, and Journalists	158	164	6	4%	19
<b>Total</b>	<b>1,886</b>	<b>1,805</b>	<b>-81</b>	<b>-4%</b>	<b>184</b>

<sup>2</sup> EMSI 2022.03; QCEW, Non-QCEW, Self-Employed.

<sup>3</sup> EMSI 2022.03; QCEW, Non-QCEW, Self-Employed.

## Earnings

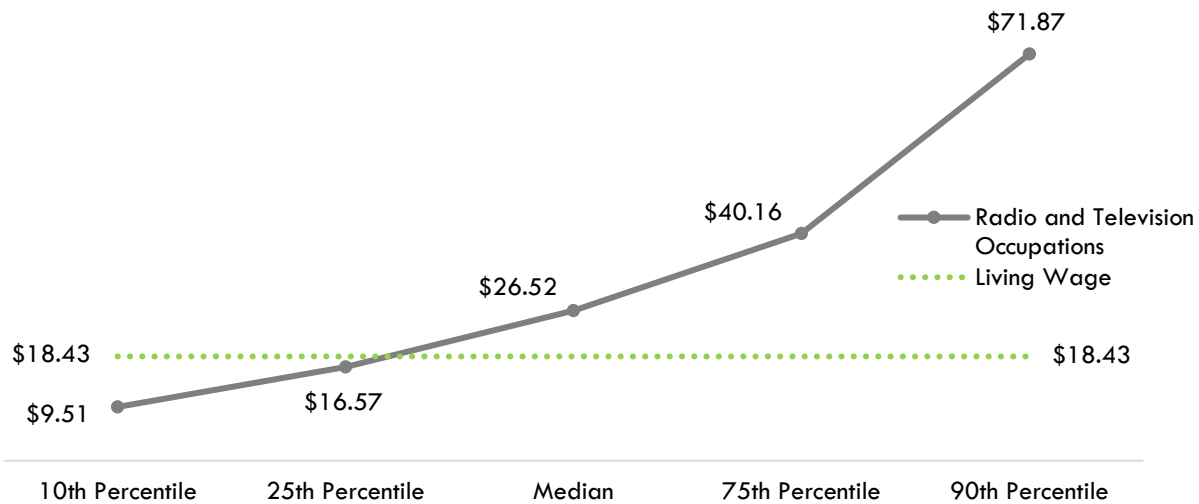
Exhibit 2a disaggregates hourly earnings by occupation. The entry-level hourly earnings for *Radio and Television Occupations* range from \$12.83 to \$27.20.

**Exhibit 2a: Hourly Earnings for Radio and Television Occupations in San Diego County<sup>4</sup>**

Occupational Title	Entry-Level Hourly Earnings (25 <sup>th</sup> Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 <sup>th</sup> Percentile)
Media and Communication Workers, All Other	\$27.20	\$36.24	\$39.03
News Analysts, Reporters, and Journalists	\$14.46	\$21.87	\$35.42
Broadcast Announcers and Radio Disc Jockeys	\$14.32	\$23.10	\$39.22
Entertainers and Performers, Sports and Related Workers, All Other	\$14.02	\$22.80	\$41.84
Special Effects Artists and Animators	\$12.83	\$28.61	\$45.28

On average, the entry-level hourly earnings for *Radio and Television Occupations* are \$16.57; this is less than the living wage for a single adult in San Diego County, which is \$18.43 per hour (Exhibit 2b).<sup>5</sup>

**Exhibit 2b: Average Hourly Earnings<sup>6</sup> for Radio and Television Occupations in San Diego County<sup>7</sup>**



<sup>4</sup> EMSI 2022.03; QCEW, Non-QCEW, Self-Employed.

<sup>5</sup> "Family Needs Calculator (formerly the California Family Needs Calculator)," Insight: Center for Community Economic Development, last updated 2021. [insightccd.org/family-needs-calculator/](https://insightccd.org/family-needs-calculator/).

<sup>6</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>7</sup> EMSI 2022.03; QCEW, Non-QCEW, Self-Employed.

## 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>8</sup> There are five TOP codes and five CIP codes related to *Radio and Television Occupations* (Exhibit 3).

**Exhibit 3: Related TOP and CIP Codes for *Radio and Television Occupations*<sup>9</sup>**

TOP or CIP Code	TOP or CIP Program Title
TOP 0601.00	Media and Communications, General
TOP 0602.00	Journalism
TOP 0604.00	Radio and Television
TOP 0604.10	Radio
TOP 0604.20	Television (including combined TV/film/video)
CIP 09.0100	Communication, General
CIP 09.0401	Journalism
CIP 09.0402	Broadcast Journalism
CIP 09.0701	Radio and Television
CIP 10.0202	Radio and Television Broadcasting Technology/Technician

<sup>8</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)).

<sup>9</sup> This brief uses a conservative estimate of program supply and only calculates awards from the TOP codes listed in Exhibit 3.

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, seven non-community-college institutions supply the region with awards: Ashford University, National University, Point Loma Nazarene University, San Diego Christian College, San Diego State University, University of California-San Diego, and University of San Diego (Exhibit 4).

**Exhibit 4: Number of Awards (Certificates and Degrees) Conferred by Postsecondary Institutions  
(Program Year 2017-18 through Program Year 2020-21 Average)**

TOP6 or CIP Code	TOP or CIP Program Title	3-Yr Annual Average CC Awards (PY18-19 to PY20-21)	Other Educational Institutions 3-Yr Annual Average Awards (PY17-18 to PY19-20)	3-Yr Total Average Supply (PY17-18 to PY20-21)
0601.00	Media and Communications, General	<b>3</b>	<b>0</b>	<b>3</b>
	• Palomar	3	0	
0602.00	Journalism	<b>40</b>	<b>0</b>	<b>40</b>
	• Grossmont	6	0	
	• Palomar	9	0	
	• San Diego City	4	0	
	• San Diego Mesa	10	0	
	• Southwestern	11	0	
0604.00	Radio and Television	<b>15</b>	<b>0</b>	<b>15</b>
	• Palomar	10	0	
	• San Diego City	2	0	
	• Southwestern	3	0	
0604.10	Radio	<b>12</b>	<b>0</b>	<b>12</b>
	• Grossmont	10	0	
	• San Diego City	2	0	
0604.20	Television (including combined TV/film/video)	<b>52</b>	<b>0</b>	<b>52</b>
	• Grossmont	10	0	
	• MiraCosta	6	0	
	• Palomar	9	0	
	• San Diego City	11	0	

TOP6 or CIP Code	TOP or CIP Program Title	3-Yr Annual Average CC Awards (PY18-19 to PY20-21)	Other Educational Institutions 3-Yr Annual Average Awards (PY17-18 to PY19-20)	3-Yr Total Average Supply (PY17-18 to PY20-21)
	<ul style="list-style-type: none"> <li>Southwestern</li> </ul>	16	0	
09.0100	<b>Communication, General</b>	<b>0</b>	<b>380</b>	<b>380</b>
	<ul style="list-style-type: none"> <li>National University</li> </ul>	0	-	
	<ul style="list-style-type: none"> <li>San Diego Christian College</li> </ul>	0	16	
	<ul style="list-style-type: none"> <li>University of California-San Diego</li> </ul>	0	257	
	<ul style="list-style-type: none"> <li>University of San Diego</li> </ul>	0	107	
09.0401	<b>Journalism</b>	<b>0</b>	<b>170</b>	<b>170</b>
	<ul style="list-style-type: none"> <li>Ashford University</li> </ul>	0	48	
	<ul style="list-style-type: none"> <li>Point Loma Nazarene University</li> </ul>	0	6	
	<ul style="list-style-type: none"> <li>San Diego State University</li> </ul>	0	116	
09.0402	<b>Broadcast Journalism</b>	<b>0</b>	<b>4</b>	<b>4</b>
	<ul style="list-style-type: none"> <li>Point Loma Nazarene University</li> </ul>	0	4	
09.0701	<b>Radio and Television</b>	<b>0</b>	<b>82</b>	<b>82</b>
	<ul style="list-style-type: none"> <li>San Diego State University</li> </ul>	0	82	
			<b>Total</b>	<b>758</b>

## Demand vs. Supply

Comparing labor demand (annual openings) with labor supply<sup>10</sup> suggests that there is an **oversupply** for these occupations in San Diego County, with **184** annual openings and **758** awards. Comparatively, there are **3,669** annual openings in California and **5,062** awards, suggesting that there is also an oversupply across the state<sup>11</sup> (Exhibit 5).

**Exhibit 5: Labor Demand (Annual Openings) Compared with Labor Supply (Average Annual Awards)**

	<b>Demand</b> (Annual Openings)	<b>Supply</b> (Total Annual Average Supply)	<b>Supply Gap or Oversupply</b>
San Diego	184	758	<b>-574</b>
California	3,669	5,062	<b>-1,393</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>10</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.

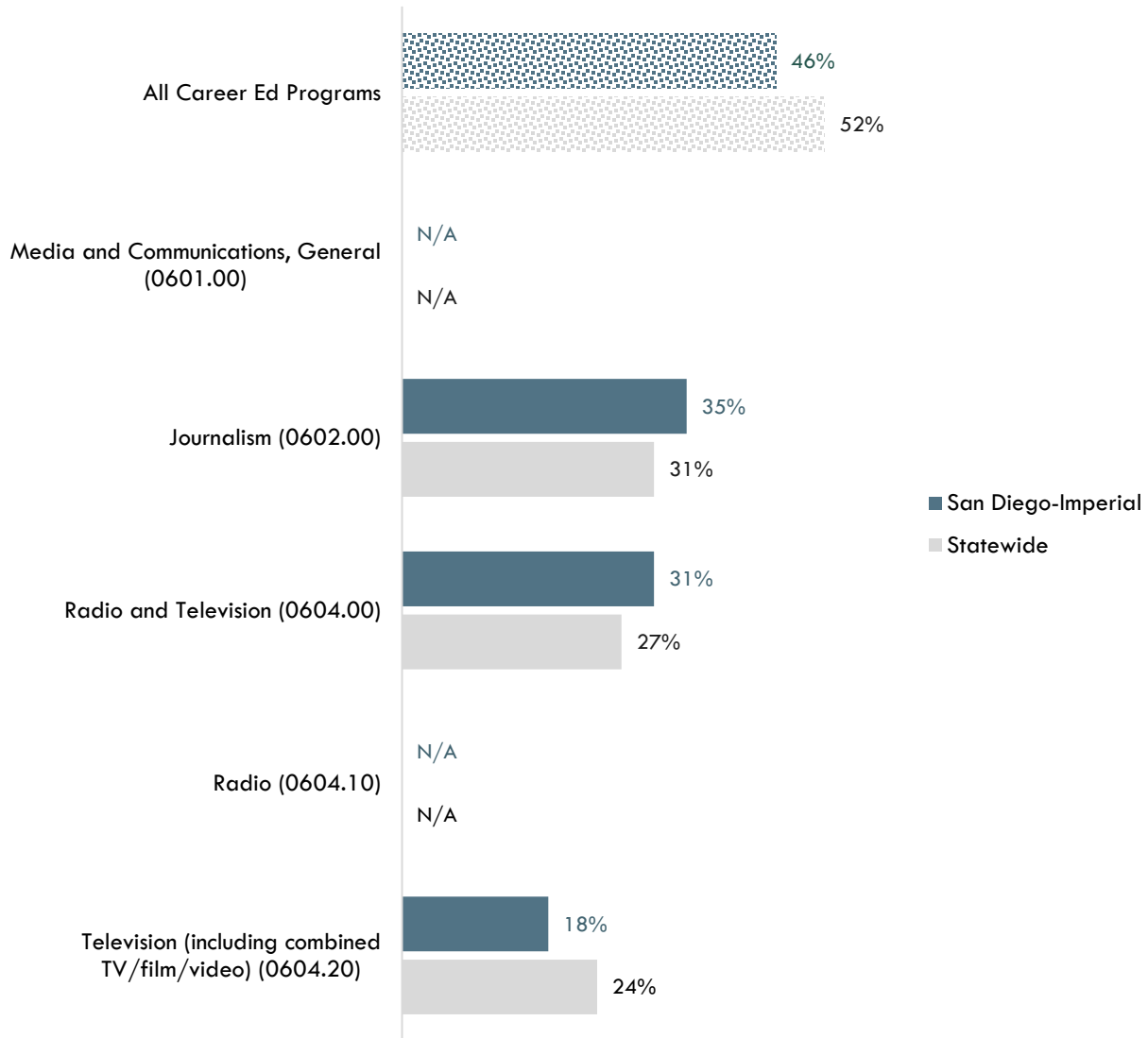
<sup>11</sup> "Supply and Demand," Centers of Excellence Student Outcomes, <https://coecc.net/our-resources>.



## Student Outcomes and Regional Comparisons

According to the California Community Colleges LaunchBoard, 18 to 35 percent of students in the San Diego-Imperial region earned a living wage after completing a program related to *Radio and Television Occupations*, compared to 24 to 31 percent statewide and 52 percent of students in Career Education programs in general across the state (Exhibit 6a).<sup>12</sup>

**Exhibit 6a: Percentage of Students Who Earned a Living Wage by Program, PY2019-20<sup>13</sup>**



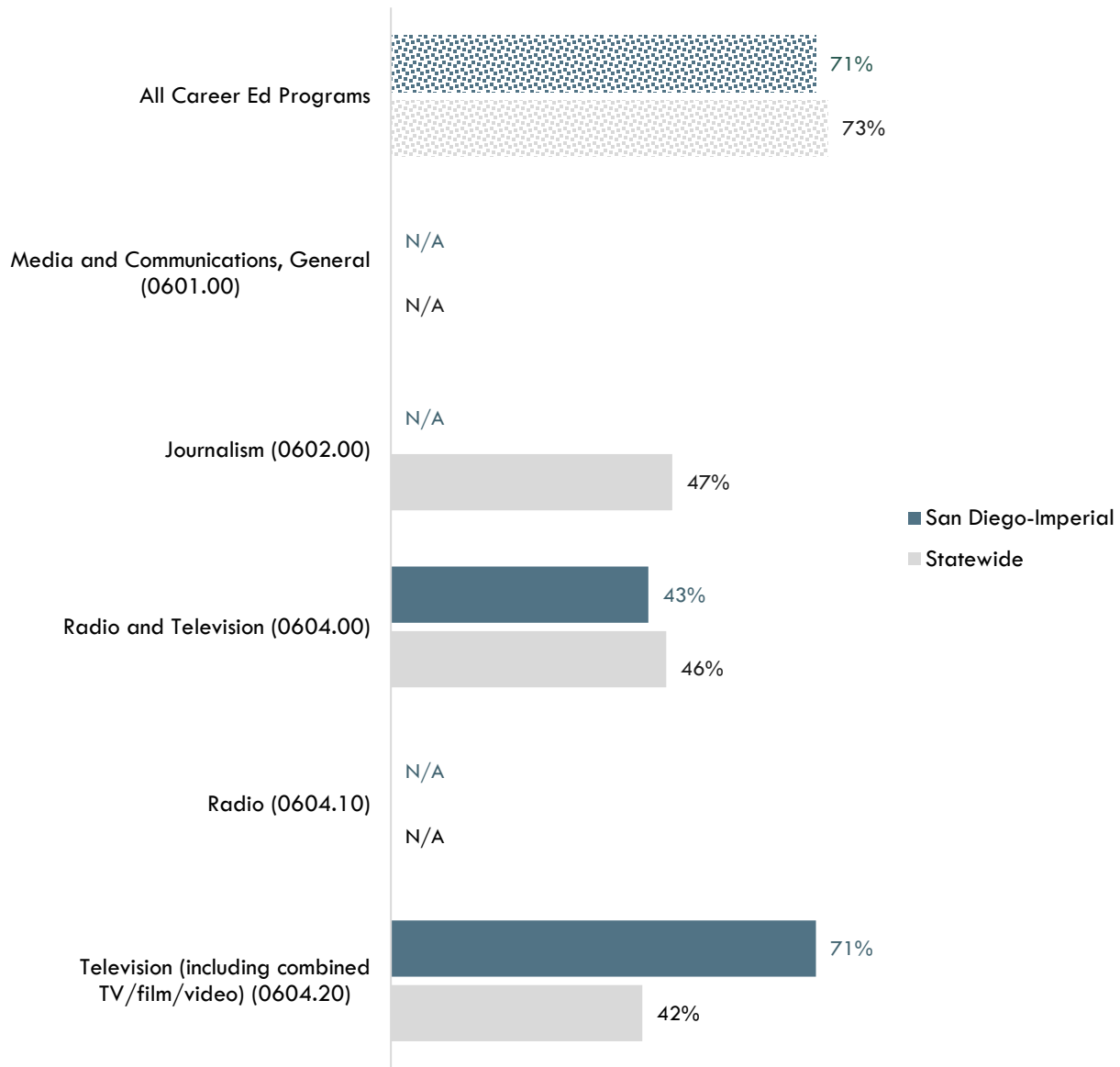
"N/A" indicates insufficient data

<sup>12</sup> "California Community Colleges Strong Workforce Program," 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 2019-20. Among completers and skills builders who exited, the percentage of students who attained a living wage.

According to the California Community Colleges LaunchBoard, 43 to 71 percent of students in the San Diego-Imperial region obtained a job closely related to their field of study after completing a program related to *Radio and Television Occupations*, compared to 42 to 47 percent statewide and 73 percent of students in Career Education programs in general across the state (Exhibit 6b).<sup>14</sup>

**Exhibit 6b: Percentage of Students in a Job Closely Related to Field of Study by Program, PY2018-19<sup>15</sup>**



"N/A" indicates insufficient data

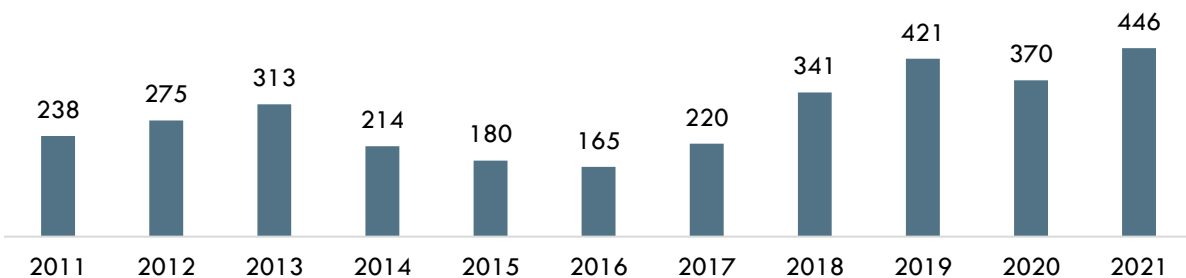
<sup>14</sup> "California Community Colleges Strong Workforce Program," California Community Colleges, [calpassplus.org/LaunchBoard/SWP.aspx](http://calpassplus.org/LaunchBoard/SWP.aspx).

<sup>15</sup> Most recent year with available data is Program Year 2018-19. 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.

## Online Job Postings

This report analyzes not only historical and projected (traditional LMI) data, 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 that are not captured by historical data. Between 2011 and 2021, there was an average of 289 online job postings per year for *Radio and Television Occupations* in San Diego County (Exhibit 7). Please note that online job postings do **not** equal labor market demand; demand is represented by annual job openings (see Exhibit 1 b). While this brief includes online jobs postings data to help with curriculum development, the community colleges should note that this type of data is impacted by several variables: employers may post a position multiple times to increase the pool of applicants; a job posting can remain posted after a business decides not to fill a position; or an employer may use one posting to fill multiple positions, for example.

**Exhibit 7: Number of Online Job Postings for *Radio and Television Occupations* in San Diego County (2011-2021)<sup>16</sup>**



<sup>16</sup> Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2011-2022.

## Top Employers

Between January 1, 2019 and December 31, 2021, the top five employers in San Diego County for *Radio and Television Occupations* were [Tribune Company](#), [Qualcomm](#), [NBC](#), [Sony Electronics Incorporated](#), and [KUSI-TV](#) based on online job postings (Exhibit 8).

### Exhibit 8: Top Employers for Radio and Television Occupations in San Diego County<sup>17</sup>

Top Employers	
<ul style="list-style-type: none"><li>• Tribune Company</li><li>• Qualcomm</li><li>• NBC</li><li>• Sony Electronics Incorporated</li><li>• KUSI-TV</li></ul>	<ul style="list-style-type: none"><li>• Activision</li><li>• University of California San Diego</li><li>• One America News Network</li><li>• San Diego State University Research Foundation</li><li>• KFMB-TV San Diego</li></ul>

## Education, Skills, and Certifications

*Radio and Television Occupations* have a national educational attainment ranging from [no formal educational credential](#) to a [bachelor's degree](#) (Exhibit 9a).

### Exhibit 9a: National Educational Attainment for Radio and Television Occupations<sup>18</sup>

Occupational Title	Typical Entry-Level Education
Broadcast Announcers and Radio Disc Jockeys	Bachelor's degree
News Analysts, Reporters, and Journalists	Bachelor's degree
Special Effects Artists and Animators	Bachelor's degree
Media and Communication Workers, All Other	High school diploma or equivalent
Entertainers and Performers, Sports and Related Workers, All Other	No formal educational credential

<sup>17</sup> Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2019-2021.

<sup>18</sup> EMSI 2022.03; QCEW, Non-QCEW, Self-Employed.

Based on online job postings between January 1, 2019 and December 31, 2021 in San Diego County, employers posted a **bachelor's degree** as the educational requirement for *Radio and Television Occupations* (Exhibit 9b).<sup>19</sup>

**Exhibit 9b: Educational Requirements for Radio and Television Occupations in San Diego County<sup>20</sup>**

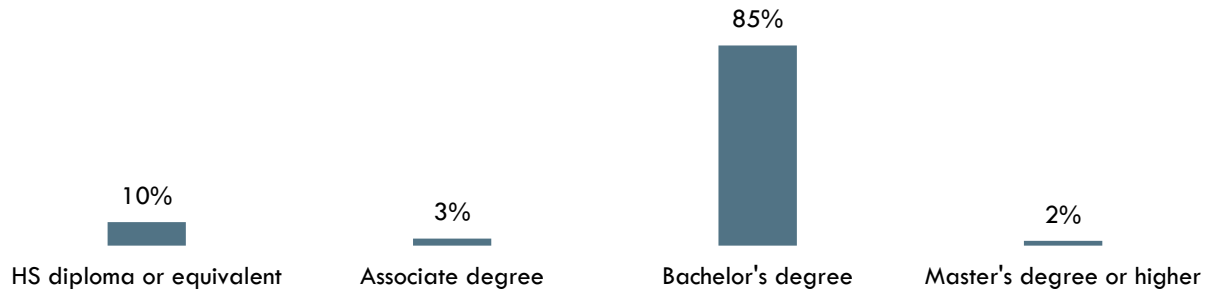


Exhibit 10 lists the top specialized, soft, and software skills that appeared in online job postings between January 1, 2019 and December 31, 2021.

**Exhibit 10: Top Skills for Radio and Television Occupations in San Diego County<sup>21</sup>**

Specialized Skills	Soft Skills	Software Skills
<ul style="list-style-type: none"> <li>Journalism</li> <li>Social Media</li> <li>Broadcast Industry Knowledge</li> <li>Animation</li> <li>Graphic Design</li> <li>Interaction Design</li> <li>Social Media Platforms</li> <li>Multimedia</li> <li>Scheduling</li> <li>Photography</li> <li>UX Wireframes</li> <li>User Interface Design</li> <li>Prototyping</li> <li>3D Modeling / Design</li> <li>Customer Contact</li> </ul>	<ul style="list-style-type: none"> <li>Communication Skills</li> <li>Editing</li> <li>Writing</li> <li>Creativity</li> <li>Teamwork / Collaboration</li> <li>Research</li> <li>Organizational Skills</li> <li>Detail-Oriented</li> <li>English</li> <li>Meeting Deadlines</li> <li>Planning</li> <li>Problem Solving</li> <li>Time Management</li> <li>Presentation Skills</li> <li>Multi-Tasking</li> </ul>	<ul style="list-style-type: none"> <li>Adobe Photoshop</li> <li>Maya</li> <li>Adobe Illustrator</li> <li>Adobe InDesign</li> <li>Adobe Acrobat</li> <li>Adobe Creative Suite</li> <li>Social Media Platforms</li> <li>Python</li> <li>Microsoft Excel</li> <li>Adobe Aftereffects</li> <li>MotionBuilder</li> <li>Visual Design</li> <li>Facebook</li> <li>JavaScript</li> <li>Scrum</li> </ul>

<sup>19</sup> Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2019-2021.

<sup>20</sup> "Educational Attainment for Workers 25 Years and Older by Detailed Occupation," Bureau of Labor Statistics, last modified April 9, 2021. [bls.gov/emp/tables/educational-attainment.htm](https://bls.gov/emp/tables/educational-attainment.htm).

<sup>21</sup> Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2019-2021.

Exhibit 11 lists the top certification that appeared in online job postings between January 1, 2019 and December 31, 2021.

**Exhibit 11: Top Certification for *Radio and Television Occupations* in San Diego County<sup>22</sup>**

Top Certification in Online Job Postings

1. Security Clearance
  2. Registered Health Information Administrator
  3. Registered Health Information Technician
  4. Project Management Certification
  5. First Aid CPR AED
  6. Home Care Certificate
  7. Human Capital Strategist (HCS)
  8. Aerial Manlift Certification
  9. Notary License
  10. CDL Class A
  11. American Production and Inventory Control Society (APICS) Certification
  12. CA License
  13. Certified Coding Specialist
  14. Certified Professional Coder
  15. Certified Teacher
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<sup>22</sup> Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2019-2021.

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### 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.