

Labor Market Analysis: 0602.00 - Journalism

Journalism – Associate of Arts for Transfer (A.A.-T) degree; Associate of Arts (A.A.) degree; Certificate requiring 16 to fewer than 30 semester units
Los Angeles Center of Excellence, April 2024

Program Endorsement:	Endorsed: All Criteria Met <input type="checkbox"/>	Endorsed: Some Criteria Met <input checked="" type="checkbox"/>	Not Endorsed <input type="checkbox"/>
Program Endorsement Criteria			
Supply Gap:	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	
Living Wage: (Entry-Level, 25th)	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	
Education:	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>	
Emerging Occupation(s)			
	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>	

SUMMARY

This report analyzes whether local labor market demand is being met by community college programs aligned with the identified middle-skill occupations¹ or whether a shortage of workers exists. Labor market demand is measured by annual job openings while education supply is measured by the number of awards (degrees and certificates) conferred on average each year.

Based on the available data, there appears to be a supply gap for the four identified occupations in the region. However, a bachelor's degree is the typical entry-level education for the journalism occupations in this report according to the Bureau of Labor Statistics (BLS), the majority of annual openings have entry-level wages that are lower than the self-sufficiency standard wage in both Los Angeles and Orange counties, and fewer than one-third of current workers in the field have completed some college or an associate degree.

Recommendation: Due to two program endorsement criteria being met, the Los Angeles Center of Excellence for Labor Market Research (LACOE) endorses this proposed program.

Key Findings

Supply Gap

- 3,871 annual job openings are projected in the region through 2027. This number is substantially greater than the three-year average of 763 awards conferred by educational institutions in the region.

¹ Middle-skill occupations typically require some postsecondary education, but less than a bachelor's degree. The COE classifies middle-skill jobs as the following:

- All occupations that require an educational requirement of some college, associate degree or apprenticeship;
- All occupations that require a bachelor's degree, but also have more than one-third of their existing labor force with an educational attainment of some college or associate degree; or
- All occupations that require a high school diploma or equivalent or no formal education, but also require short- to long-term on-the-job training where multiple community colleges have existing programs.

Living Wage

- Three of the four journalism occupations have entry-level wages **above** Los Angeles County's self-sufficiency standard hourly wage (\$18.10/hour).²

Educational Attainment

- A bachelor's degree is the typical entry-level education for the journalism occupations in this report according to the Bureau of Labor Statistics (BLS).
- 14%-21% of workers in the field have completed an associate degree or less education as their highest level of educational attainment, according to national educational attainment data.
 - Between 79% and 86% of workers in the field nationally hold a bachelor's degree or more education.

Community college supply

- 23 community colleges issued awards related to journalism in the greater LA/OC region.
- 308 awards (degrees and certificates) were conferred on average each year between 2019 and 2022.

Other postsecondary supply

- 19 educational institutions in the LA/OC region offer programs related to journalism.
- 509 awards were conferred on average each year by other postsecondary institutions throughout the greater LA/OC region.

TARGET OCCUPATIONS

LA COE prepared this report to provide regional labor market and postsecondary supply data related to four related occupations. [For full occupation descriptions, please see Appendix.](#)

- **News Analysts, Reporters, and Journalists (27-3023)**³
- **Editors (27-3041)**⁴
- **Technical Writers (27-3042)**⁵
- **Writers and Authors (27-3043)**⁶

OCCUPATIONAL DEMAND

Exhibit 1 shows the five-year occupational demand projections for these journalism occupations. In the greater Los Angeles/Orange County region, the number of jobs related to these occupations is projected to increase by 5% through 2027. There will be nearly 3,900 job openings per year through 2027 due to job growth and replacements. The majority of jobs in 2022 for these journalism occupations (87%) were located in Los Angeles County.

² Self-Sufficiency Standard wage data was pulled from The Self-Sufficiency Standard Tool for California. For more information, visit: <http://selfsufficiencystandard.org/california>.

³ [News Analysts, Reporters, and Journalists \(bls.gov\)](#)

⁴ [Editors \(bls.gov\)](#)

⁵ [Technical Writers \(bls.gov\)](#)

⁶ [Writers and Authors \(bls.gov\)](#)

Exhibit 1: Current employment and occupational demand, Los Angeles and Orange counties⁷

Geography	2022 Jobs	2027 Jobs	2022-2027 Change	2022-2027 % Change	Annual Openings
Los Angeles	29,166	30,630	1,464	5%	3,404
Orange	4,327	4,370	43	1%	467
Total	33,493	35,000	1,507	5%	3,871

Detailed Occupation Data

Exhibit 2 displays the current employment and projected occupational demand for each of the target occupations in Los Angeles County. The percentage of workers aged 55+ and automation index is included in order to visualize upcoming replacement demand for these occupations. The occupations in this report have a lower-than-average risk of automation, and a larger share of older workers in the field. Across all jobs in California, approximately 81% of workers are employed full-time. There is a smaller percentage of writers and authors working full-time compared to the average across all jobs, signaling that this occupation may lend itself to part-time or gig-based employment.

Exhibit 2: Current employment, projected occupational demand, percentage of workers aged 55+, automation index, and percentage of full-time workers, Los Angeles County⁸

Occupation	2022 Jobs	2027 Jobs	5-Yr % Change	Annual Openings	% Aged 55 and older*	Automation Index**
News Analysts, Reporters, and Journalists	2,961	3,080	4%	353	26%	82.2
Editors	10,812	10,391	(4%)	1,118	27%	89.9
Technical Writers	1,206	1,258	4%	109	34%	93.9
Writers and Authors	14,186	15,901	12%	1,823	36%	89.8
Total	29,166	30,630	5%	3,404	-	

*The average percentage of workers aged 55 and older across all occupations in the greater LA/OC region is 27%. Most of these occupations have an equal or larger share of older workers, which typically indicates greater replacements needs to offset the amount of impending retirements.

**The automation index captures an occupation's risk of being affected by automation with a base of 100. An automation index greater than 100 indicates a higher-than-average risk of automation; less than 100 indicates a lower-than-average risk. These occupations all have a low-than-average risk of automation.

WAGES

The labor market endorsement in this report considers the entry-level hourly wages for these journalism occupations in Los Angeles County as they relate to the county's self-sufficiency

⁷ Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

⁸ Ibid.

standard wage. Orange County wages are included below in order to provide a complete analysis of the greater Los Angeles/Orange County region.

Los Angeles County

The majority, 54%, of annual openings for these journalism occupations have entry-level wages below the self-sufficiency standard wage for one adult (\$18.10 in Los Angeles County). Typical entry-level hourly wages are in a range between \$17.98 and \$34.28 (Exhibit 3).

Three occupations have entry-level wages above the self-sufficiency standard wage:

- Technical writers, \$34.28
- Editors, \$28.83
- News analysts, reporters, and journalists, \$20.72

Experienced workers can expect to earn wages between \$41.04 and \$74.65, which are higher than the self-sufficiency standard.

Exhibit 3: Earnings for occupations in Los Angeles County

Occupation	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)	Median Annual Earnings*
News Analysts, Reporters, and Journalists	\$20.72	\$28.33	\$41.04	\$58,900
Editors	\$28.83	\$46.56	\$74.65	\$96,900
Technical Writers	\$34.28	\$47.13	\$57.63	\$98,000
Writers and Authors	\$17.98	\$38.41	\$66.22	\$79,900

*Rounded to the nearest \$100

Orange County

The majority, 60%, of annual openings for these journalism occupations have entry-level wages below the self-sufficiency standard wage for one adult (\$20.63 in Orange County). Typical entry-level hourly wages are in a range between \$16.42 and \$33.60 (Exhibit 4).

Two occupations have entry-level wages above the self-sufficiency standard wage:

- Technical writers, \$33.60
- Editors, \$25.50

Experienced workers can expect to earn wages between \$36.72 and \$67.09, which are higher than the self-sufficiency standard.

Exhibit 4: Earnings for occupations in Orange County

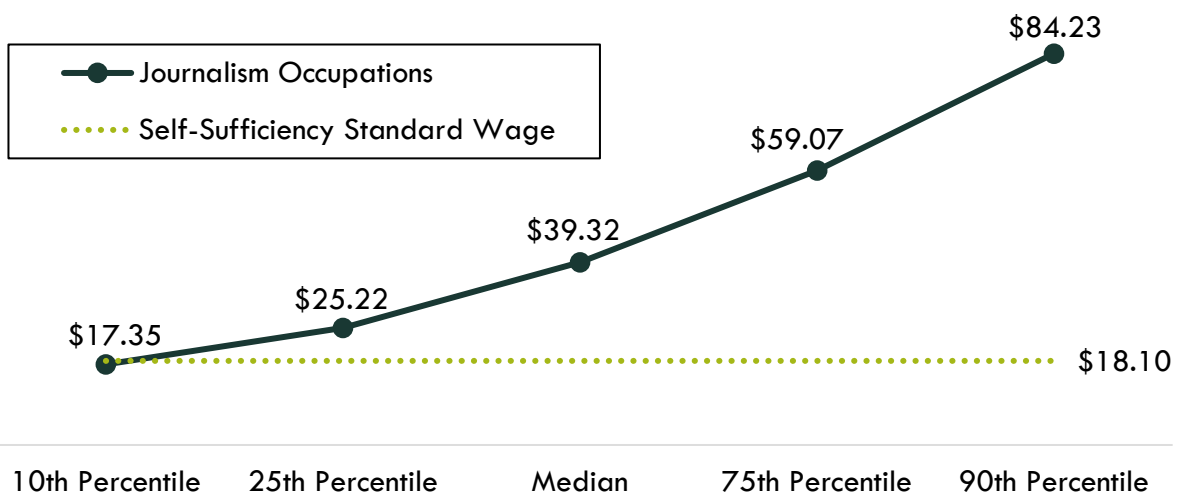
Occupation	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)	Median Annual Earnings*
News Analysts, Reporters, and Journalists	\$18.22	\$24.88	\$36.72	\$51,700
Editors	\$25.50	\$41.35	\$67.09	\$86,000

Occupation	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)	Median Annual Earnings*
Technical Writers	\$33.60	\$45.56	\$54.37	\$94,800
Writers and Authors	\$16.42	\$34.89	\$60.04	\$72,600

*Rounded to the nearest \$100

Across the greater Los Angeles and Orange County region, the average entry-level hourly earnings for the occupations in this report are \$25.22; this is above the living wage for one single adult in Los Angeles County (\$18.10). Exhibit 5 shows the average hourly wage for the occupations in this report, for entry-level to experienced workers.

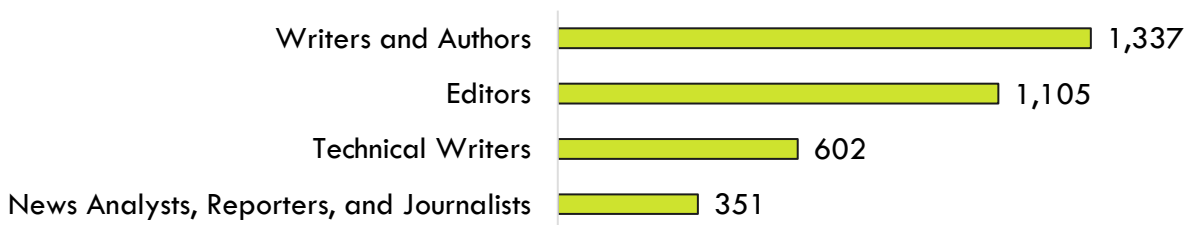
Exhibit 5: Average hourly earnings for journalism occupations, Los Angeles and Orange counties



JOB POSTINGS

There were 3,395 online job postings related to journalism listed in the past 12 months in Los Angeles and Orange counties. Exhibit 6 displays the number of job postings by occupation. The majority of job postings (39%) were for writers and authors, followed by editors (33%) and technical writers (18%).

Exhibit 6: Job postings by occupation (last 12 months), Los Angeles and Orange counties



Job postings were analyzed for the most common job titles, skills, and employers associated with the target occupations in this report (Exhibit 7).

Exhibit 7: Most commonly requested job titles, skills and employers in job postings, Los Angeles and Orange counties

Top Job Titles	Top Skills	Top Employers
<ul style="list-style-type: none"> • Technical writers • Copywriters • Content writers • Editors • Services writers 	<ul style="list-style-type: none"> • Marketing • Copywriting • Journalism • Proofreading • Social media 	<ul style="list-style-type: none"> • Circle-Data Annotation • NBC • Disney • Randstad* • Aquent*

*Staffing company

In the greater Los Angeles/Orange County region, 48% of the journalism-related job postings listed a minimum educational requirement. The number and percentage of job postings by educational level appear in exhibit 8.

Exhibit 8: Education levels requested in job postings for occupations related to journalism, Los Angeles and Orange counties

Education Level	Job Postings	% of Job Postings
Bachelor's degree	1,407	87%
Associate degree	63	4%
High school diploma or vocational training	151	9%

EDUCATIONAL ATTAINMENT

The Bureau of Labor Statistics (BLS) lists a bachelor’s degree as the typical entry-level education for all four occupations in this report (Exhibit 9). Furthermore, the national-level data indicates between 14% and 21% of workers in the field have completed associate degree or less education as their highest level of educational attainment, and between 79% and 86% hold a bachelor’s degree or more education. The Bureau of Labor Statistics (BLS) lists the following typical entry-level education levels for the occupations in this report:

Exhibit 9: Entry-level education preferred by employers nationally, Bureau of Labor Statistics

Occupation	Education Level
News analysts, reporters, and journalists	Bachelor’s degree
Editors	Bachelor’s degree
Technical writers	Bachelor’s degree
Writers and authors	Bachelor’s degree

EDUCATIONAL SUPPLY

Community College Supply

Exhibit 10 shows the annual and three-year average number of awards conferred by community colleges in programs that have historically trained for the occupations of interest. The colleges with the most completions in the region are: Fullerton, Santa Monica, and Mt. San Antonio.

Exhibit 10: Regional community college awards (certificates and degrees), 2019-2022

TOP Code	Program	College	2019-20 Awards	2020-21 Awards	2021-22 Awards	3-Year Average
0602.00	Journalism	Cerritos	12	13	13	13
		Citrus	10	3	6	6
		East LA	16	13	8	12
		El Camino	20	11	10	14
		Glendale	7	10	5	7
		LA City	3	5	3	4
		LA Harbor	3	4	8	5
		LA Pierce	12	8	12	11
		LA Southwest	-	-	1	0
		LA Valley	7	12	6	8
		Long Beach	18	10	17	15
		Mt San Antonio	30	17	19	22
		Pasadena	19	15	4	13
		Rio Hondo	12	11	17	13
		Santa Monica	31	24	11	22
		LA Subtotal	200	156	140	165
		Cypress	2	5	6	4
		Fullerton	20	36	16	24
		Orange Coast	13	6	9	9
		Saddleback	11	17	14	14
Santa Ana	5	8	3	5		
OC Subtotal	51	72	48	57		
Supply Subtotal/Average			251	228	188	222
0604.30	Broadcast Journalism	Long Beach	2	1	6	3
		Pasadena	-	-	1	0
		LA Subtotal	2	1	7	3
		Santa Ana	1	-	-	0
		OC Subtotal	1	-	-	0
Supply Subtotal/Average			3	1	7	4

TOP Code	Program	College	2019-20 Awards	2020-21 Awards	2021-22 Awards	3-Year Average
0607.00	Technical Communication	Orange Coast	1	1	5	2
		OC Subtotal	1	1	5	2
Supply Subtotal/Average			1	1	5	2
Supply Total/Average			255	230	200	228

Other Postsecondary Supply

For a comprehensive regional supply analysis, it is important to consider the supply from other institutions in the region that provide training programs for journalism. Exhibit 11 shows the number of awards conferred by these institutions in relevant programs. Due to different data collection periods, the most recent data is from 2019 to 2021. Between 2019 and 2021, other postsecondary college institutions in the region conferred an average of 535 bachelor's and sub-baccalaureate awards. Bachelor's awards are included since all the occupations in this report typically require a bachelor's degree. Sub-baccalaureate awards include associate degrees, postsecondary awards, and other academic awards that typically take fewer than four years to complete. Of the awards listed in Exhibit 11, 96% (515 awards) were bachelor's degrees and 4% (21 awards) were sub-baccalaureate awards.

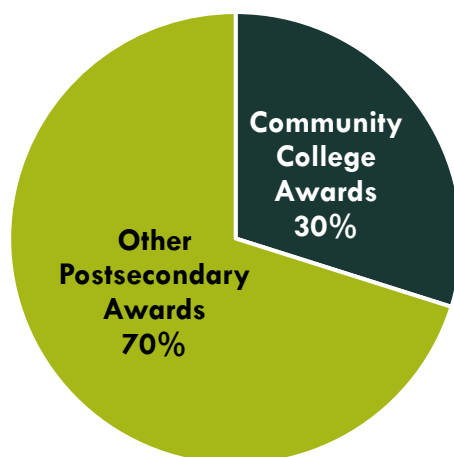
Exhibit 11: Other regional postsecondary awards, 2019-2021

CIP Code	Program	Postsecondary Institution	2019-20 Awards	2020-21 Awards	2-Year Average
09.0102	Mass Communication/ Media Studies	Claremont McKenna College	12	7	10
		Harvey Mudd College	1	-	1
		Pitzer College	19	13	16
		Pomona College	20	18	19
		Scripps College	15	16	16
		University of Massachusetts Global	10	8	9
09.0401	Journalism	Biola University	27	16	22
		CSU-Dominguez Hills	17	21	19
		CSU-Long Beach	101	109	105
		CSU-Los Angeles	-	10	5
		CSU-Northridge	134	161	148
		Loyola Marymount Univ.	7	29	18
		Mount Saint Mary's Univ.	6	5	6
		Pepperdine University	10	9	10
		University of La Verne	4	2	3
		USC	77	77	77

CIP Code	Program	Postsecondary Institution	2019-20 Awards	2020-21 Awards	2-Year Average
09.0402	Broadcast Journalism	Chapman University	33	30	32
		New York Film Academy	6	3	5
		USC	1	2	2
10.0202	Radio and Television Broadcasting Technology/Technician	Hollywood Cultural College	20	12	16
23.1303	Professional, Technical, Business, and Scientific Writing	Woodbury University	1	1	1
Supply Total/Average			521	549	535

Exhibit 12 shows the proportion of community college awards conferred in the greater Los Angeles/Orange County region compared to the number of other postsecondary awards for the programs in this report. The majority of awards conferred in these programs are awarded by other postsecondary institutions in the greater Los Angeles/Orange County region.

Exhibit 12: Percentage of community college awards compared to other postsecondary institution awards in the Los Angeles/Orange County region



APPENDIX: OCCUPATION DESCRIPTIONS

LA COE prepared this report to provide regional labor market supply and demand data related to these target occupations:

- **News Analysts, Reporters, and Journalists (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.⁹

⁹ [News Analysts, Reporters, and Journalists \(bls.gov\)](https://www.bls.gov)

- **Editors (27-3041)** Plan, coordinate, revise, or edit written material. May review proposals and drafts for possible publication.¹⁰
- **Technical Writers (27-3042)** Write technical materials, such as equipment manuals, appendices, or operating and maintenance instructions. May assist in layout work.¹¹
- **Writers and Authors (27-3043)** Originate and prepare written material, such as scripts, stories, advertisements, and other material.¹²

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DATA SOURCES

- O*NET Online
- Lightcast (formerly Emsi)
- Bureau of Labor Statistics (BLS)
- California Employment Development Department, Labor Market Information Division, OES
- California Community Colleges Chancellor's Office Management Information Systems (MIS)
- Self-Sufficiency Standard at the Center for Women's Welfare, University of Washington
- Chancellor's Office Curriculum Inventory (COCI 2.0)

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¹⁰ [Editors \(bls.gov\)](#)

¹¹ [Technical Writers \(bls.gov\)](#)

¹² [Writers and Authors \(bls.gov\)](#)