

Labor Market Analysis: 0699.00 – Other Media and Communications

Audio Arts – Certificate requiring 30 to <60 semester units; Certificate requiring 16 to fewer than 30 semester units

Los Angeles Center of Excellence, March 2024

Program Endorsement:	Endorsed: All Criteria Met <input checked="" type="checkbox"/>	Endorsed: Some Criteria Met <input 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, 25 th)	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	
Education:	Yes <input checked="" type="checkbox"/>	No <input 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 two identified middle-skill audio arts occupations in the region. Furthermore, entry-level wages exceed the self-sufficiency standard wage in Los Angeles County, and the Bureau of Labor Statistics (BLS) lists a postsecondary non-degree award as the typical entry-level education for both occupations.

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

Key Findings:

Supply Gap

- 1,094 annual job openings are projected in the region through 2027. This number is greater than the three-year average of 819 awards conferred by educational institutions in the region.

Living Wage

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

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.

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

Educational Attainment

- A postsecondary non-degree award is the typical entry-level education for both middle-skill audio arts occupations according to the Bureau of Labor Statistics (BLS).
- 38% of workers in the field have completed some college or an associate degree, according to national educational attainment data.

Community college supply

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

Other postsecondary supply

- 5 other educational institutions in the LA/OC region offer programs related to audio arts.
- 599 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 demand and postsecondary supply data related to two middle-skill audio arts occupations. [For full occupation descriptions, please see Appendix.](#)

- *Audio and video technicians (27-4011)*³
- *Sound engineering technicians (27-4014)*⁴

OCCUPATIONAL DEMAND

Exhibit 1 shows the five-year occupational demand projections for these middle-skill audio arts occupations. In the greater Los Angeles/Orange County region, the number of jobs related to these audio arts occupations is projected to increase by 2% through 2027. There will be nearly 1,100 job openings per year through 2027 due to job growth and replacements. The majority of jobs in 2022 for these middle-skill audio arts occupations (91%) were located in Los Angeles County.

Exhibit 1: Current employment and occupational demand, Los Angeles and Orange counties⁵

Geography	2022 Jobs	2027 Jobs	2022-2027 Change	2022-2027 % Change	Annual Openings
Los Angeles	9,862	10,025	164	2%	988
Orange	947	1,033	86	9%	106
Total	10,808	11,058	250	2%	1,094

³ [Broadcast, Sound, and Video Technicians \(bls.gov\)](#)

⁴ [Broadcast, Sound, and Video Technicians \(bls.gov\)](#)

⁵ Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

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+ is included in order to approximate upcoming replacement demand for these occupations.

Exhibit 2: Current employment, projected occupational demand, percentage age of workers 55+, Los Angeles County⁶

Occupation	2022 Jobs	2027 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	% Age 55 and older*
Audio and Video Technicians	5,162	5,202	40	1%	501	23%
Sound Engineering Technicians	4,700	4,824	124	3%	488	22%
Total	9,862	10,025	164	2%	988	-

*The average percentage of workers aged 55 and older across all occupations in the greater LA/OC region is 27%. These occupations have a smaller share of older workers, which typically indicates fewer replacements needs to offset the amount of impending retirements.

WAGES

The labor market endorsement in this report considers the entry-level hourly wages for these audio arts occupations in Los Angeles County as they relate to the county's self-sufficiency standard wage. Orange County wages are also included below in order to provide a complete analysis of the greater Los Angeles/Orange County region.

Los Angeles County

Both occupations have entry-level wages above the self-sufficiency standard wage for one adult (\$18.10 in Los Angeles County). Typical entry-level hourly wages are in a range between \$21.96 and \$22.59. (Exhibit 3). Experienced workers can expect to earn wages between \$59.80 and \$59.89.

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*
Audio and Video Technicians	\$22.59	\$32.99	\$50.80	\$68,600
Sound Engineering Technicians	\$21.96	\$31.90	\$59.89	\$66,344

*Rounded to the nearest \$100

⁶ Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

Orange County

The majority, 62%, of annual job openings for middle-skill audio arts occupations have entry-level wages above the self-sufficiency standard wage for one adult (\$20.63 in Orange County). Typical entry-level hourly wages are in a range between \$19.82 and \$20.55 (Exhibit 4).

One occupation has entry-level wages above the self-sufficiency standard wage:

- Audio and video technicians, \$20.55

Experienced workers can expect to earn wages between \$46.18 and \$54.24, which are higher than the self-sufficiency standard.

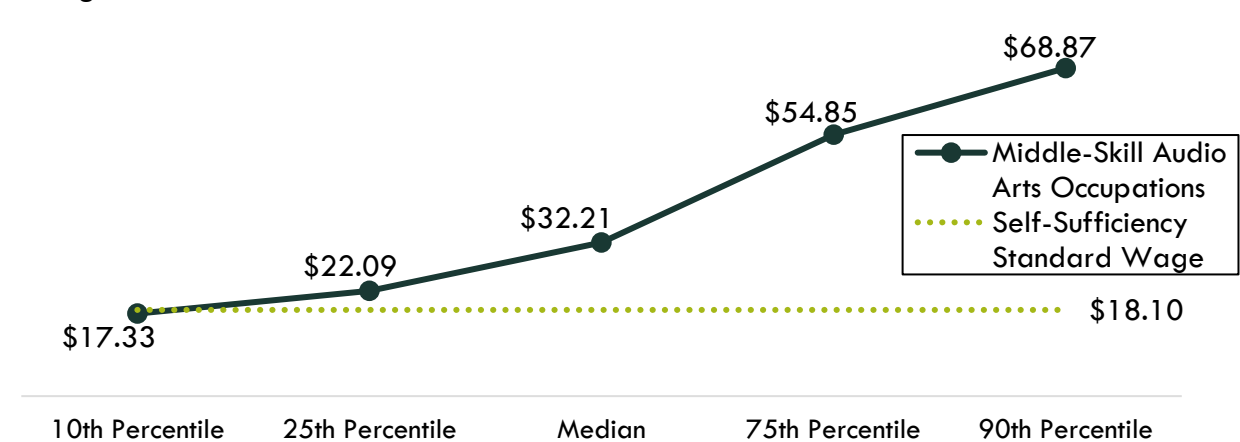
Exhibit 4: Earnings for Occupations in Orange County

Occupation	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)	Median Annual Earnings*
Audio and Video Technicians	\$20.55	\$29.92	\$46.18	\$62,200
Sound Engineering Technicians	\$19.82	\$29.20	\$54.24	\$60,700

*Rounded to the nearest \$100

On average, the entry-level earnings for the occupations in this report are \$22.09; this is above the living wage for one single adult in Los Angeles County (\$18.10). Exhibit 5 shows the average wage for the occupations in this report, for entry-level to experienced workers.

Exhibit 5: Average hourly earnings for middle-skill audio arts occupations, Los Angeles and Orange counties



JOB POSTINGS

There were 987 online job postings related to middle-skill audio arts occupations 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 (73%) were for audio and video technicians, followed by sound engineering technicians (27%).

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



Job postings were also analyzed for the most common job titles, skills, and employers potentially hiring for 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"> • Audiovisual technicians • Stage technicians • Audio visual managers • Broadcast engineers • Video technicians 	<ul style="list-style-type: none"> • Audiovisual equipment • Project management • Electrical wiring • Electronic components • Audio-visual technology 	<ul style="list-style-type: none"> • Encore Global • Gig Life* • CA State University • Encore • Randstad*

*Staffing company

Of the 45% of middle-skill audio arts job postings listing a minimum education requirement in the greater Los Angeles/Orange County region, 57% (252) requested high school or vocational training, 13% (56) requested an associate degree, and 30% (135) requested a bachelor's degree.

Exhibit 8: Education levels requested in job postings for occupations related to middle-skill audio arts occupations, Los Angeles and Orange counties

Education level	Job Postings	% of Job Postings
Bachelor's degree	135	30%
Associate degree	56	13%
High school or vocational training	252	57%

EDUCATIONAL ATTAINMENT

The Bureau of Labor Statistics (BLS) lists postsecondary non-degree award as the typical entry-level education for both middle-skill audio arts occupations. (Exhibit 9). Furthermore, the national-level educational attainment data indicates 38% of workers in the field have completed some college or an associate degree.

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

Occupation	Education Level
Audio and Video Technicians	Postsecondary non-degree award
Sound Engineering Technicians	Postsecondary non-degree award

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 LA City, Saddleback, and Citrus.

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
0699.00	Other Media and Communications	LA Valley	-	-	12	4
		Mt San Antonio	-	9	19	9
		LA Subtotal	-	9	19	9
Supply Subtotal/Average			-	9	19	9
1005.00	Commercial Music	Cerritos	5	8	13	9
		Citrus	51	51	26	43
		Compton	1	1	-	1
		East LA	-	2	-	1
		Glendale	-	2	-	1
		LA City	129	12	25	55
		LA Harbor	4	-	7	4
		LA Valley	10	6	18	11
		Long Beach	-	1	-	0
		Pasadena	-	2	-	1
		Rio Hondo	-	-	1	0
		LA Subtotal	200	85	90	125
		Cypress	17	10	12	13
		Fullerton	10	8	7	8
		Irvine	1	-	-	0
		Orange Coast	8	1	1	3
		Saddleback	9	61	95	55
		Santa Ana	4	7	7	6
		OC Subtotal	49	87	122	86
Supply Subtotal/Average			249	172	212	211
Supply Total/Average			249	181	231	220

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 middle-skill audio arts occupations.

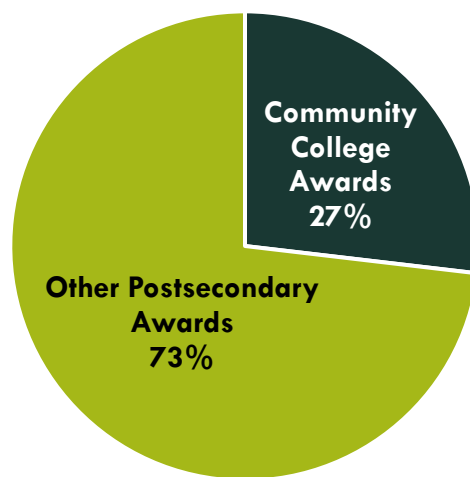
Exhibit 11 shows the annual and two-year average number of awards conferred by these institutions in relevant programs. Due to different data collection periods, the most recent period of available data is from 2019 to 2021. Between 2019 and 2021, non-community college institutions in the region conferred an average of 599 sub-baccalaureate awards. Sub-baccalaureate awards include associate degrees, postsecondary awards, and other academic awards.

Exhibit 11: Other regional postsecondary awards, 2019-2021

CIP Code	Program	Postsecondary Institution	2019-20 Awards	2020-21 Awards	2-Year Average
10.0203	Recording Arts Technology/ Technician	Columbia College Hollywood	-	21	11
		Musicians Institute	73	48	61
50.0913	Music Technology	CA College of Music	-	3	2
		LA College of Music	8	6	7
		Los Angeles Film School	474	524	499
50.1003	Music Management	LA College of Music	5	2	4
		Musicians Institute	21	12	17
Supply Total/Average			581	616	599

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, three-year average



APPENDIX: OCCUPATION DESCRIPTIONS

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

- **Audio and video technicians (27-4011)** Set up, maintain, and dismantle audio and video equipment, such as microphones, sound speakers, connecting wires and cables, sound and mixing boards, video cameras, video monitors and servers, and related electronic equipment for live or recorded events, such as concerts, meetings, conventions, presentations, podcasts, news conferences, and sporting events.
- **Sound engineering technicians (27-4014)** Assemble and operate equipment to record, synchronize, mix, edit, or reproduce sound, including music, voices, or sound effects, for theater, video, film, television, podcasts, sporting events, and other productions.⁷

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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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⁷ [Broadcast, Sound, and Video Technicians \(bls.gov\)](https://www.bls.gov)