

August 2024

Labor Market Analysis

Digital Media (Video Production)



Prepared by Central Valley/Mother Lode Center of Excellence



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Summary

The Central Valley/Mother Lode Center of Excellence developed this report for Porterville College to determine whether there is demand in the local labor market that is not being met by the supply from postsecondary programs. This report summarizes labor market demand, wages, skills, and postsecondary supply for:

- Media and Communication Workers, All Other (27-3099)
- Audio and Video Technicians (27-4011)
- Camera Operators, Television, Video, and Film (27-4031)
- Film and Video Editors (27-4032)
- Media and Communication Equipment Workers, All Other (27-4099)

Key Findings

- **Occupational Demand** — *Digital Media* occupations have a labor market demand of 101 annual job openings in the South Central Valley/Southern Mother Lode (SCV/SML) subregion.
- **Wages** — The average entry-level wage (25th percentile) for *Digital Media* occupations is \$19.77/hour, which is higher than the living wage in the SCV/SML subregion.
- **Employers** — Employers in the SCV/SML subregion include Sinclair Broadcast Group, Viral Digital Marketing, and Gig Life.
- **Skills** — The top baseline skill is communication; the top specialized skill is video editing; and the top software skill is Adobe Premiere Pro.
- **Education** — A bachelor's degree is typically required for 1) *Camera Operators, Television, Video, and Film* and 2) *Film and Video Editors*; a postsecondary nondegree award is typically required for *Audio and Video Technicians*; and a high school diploma or equivalent is typically required for 1) *Media and Communication Workers, All Other* and 2) *Media and Communication Equipment Workers, All Other*.
- **Supply and Demand Analysis** — Based on 101 annual openings (i.e., demand) and 21 postsecondary degrees awarded (i.e., supply), an analysis of supply and demand suggests there is an undersupply of 80 workers in the SCV/SML subregion. In the CVML region, 38 awards were conferred suggesting an undersupply of 105 workers (based on 143 annual openings in the CVML region).

Recommendation

Based on a comparison of demand and supply, there is an undersupply of trained workers in the SCV/SML subregion and the CVML region. The Center of Excellence recommends that Porterville College work with the regional directors, the college's advisory board, and local industry in the creation or expansion of programs to address the shortage of workers.

Introduction

The Central Valley/Mother Lode Center of Excellence developed this report to provide Porterville College with labor market information for *Digital Media*. The geographical focus for this report is the South Central Valley/Southern Mother Lode (SCV/SML) subregion, but regional demand and supply data has been included for broader applicability and use. Analysis of the program and occupational data related to *Digital Media* is included in the report. The Standard Occupational Classification (SOC) System codes and occupational titles used in this report are from the Bureau of Labor Statistics and O*NET Online.

Media and Communication Workers, All Other (SOC 27-3099)

- **Job Description:** All media and communication workers not listed separately.
- **Knowledge:** N/A
- **Skills:** N/A

Audio and Video Technicians (SOC 27-4011)

- **Job Description:** 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.
- **Knowledge:** Computers and Electronics, English Language, Fine Arts, Communications and Media, Telecommunications
- **Skills:** Monitoring, Operations Monitoring, Reading Comprehension, Critical Thinking, Complex Problem Solving

Camera Operators, Television, Video, and Film (SOC 27-4031)

- **Job Description:** Operate television, video, or film camera to record images or scenes for television, video, or film productions.
- **Knowledge:** English Language, Communications and Media, Telecommunications, Computers and Electronics
- **Skills:** Active Listening, Reading Comprehension, Speaking, Coordination, Judgment and Decision Making

Film and Video Editors (SOC 27-4032)

- **Job Description:** Edit moving images on film, video, or other media. May work with a producer or director to organize images for final production. May edit or synchronize soundtracks with images.
- **Knowledge:** English Language, Communications and Media, Fine Arts, Telecommunications, Computers and Electronics
- **Skills:** Active Listening, Reading Comprehension, Critical Thinking, Active Learning, Complex Problem Solving

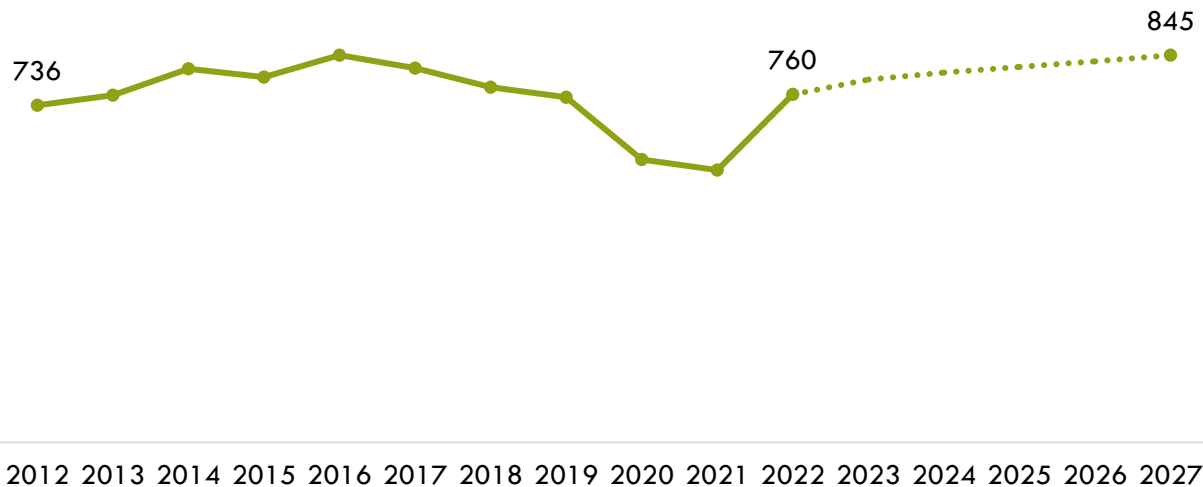
Media and Communication Equipment Workers, All Other (SOC 27-4099)

- **Job Description:** All media and communication equipment workers not listed separately.
- **Knowledge:** N/A
- **Skills:** N/A

Employment

Exhibit 1a shows employment trends for *Digital Media* occupations in the SCV/SML subregion. Between 2022 to 2027, the number of jobs for *Digital Media* is projected to increase by 85, growing by 11%.

Exhibit 1a. Historical employment and projected occupational demand for *Digital Media* in the SCV/SML subregion, 2012-2027



There were 760 *Digital Media* workers employed in the SCV/SML subregion in 2022 (Exhibit 1b). *Audio and Video Technicians* are projected to have the most annual openings (54) through 2027.

Exhibit 1b. Current employment and projected occupational demand for *Digital Media* in the SCV/SML subregion, 2022-2027

Occupation	2022 Jobs	2027 Jobs	5-Year Change	5-Year % Change	Annual Openings
Media and Communication Workers, All Other	115	108	(7)	(6%)	11
Audio and Video Technicians	365	419	54	15%	54
Camera Operators, Television, Video, and Film	68	88	20	29%	11
Film and Video Editors	118	140	22	19%	17
Media and Communication Equipment Workers, All Other	94	91	(3)	(3%)	8
TOTAL	760	845	85	11%	101

Wages

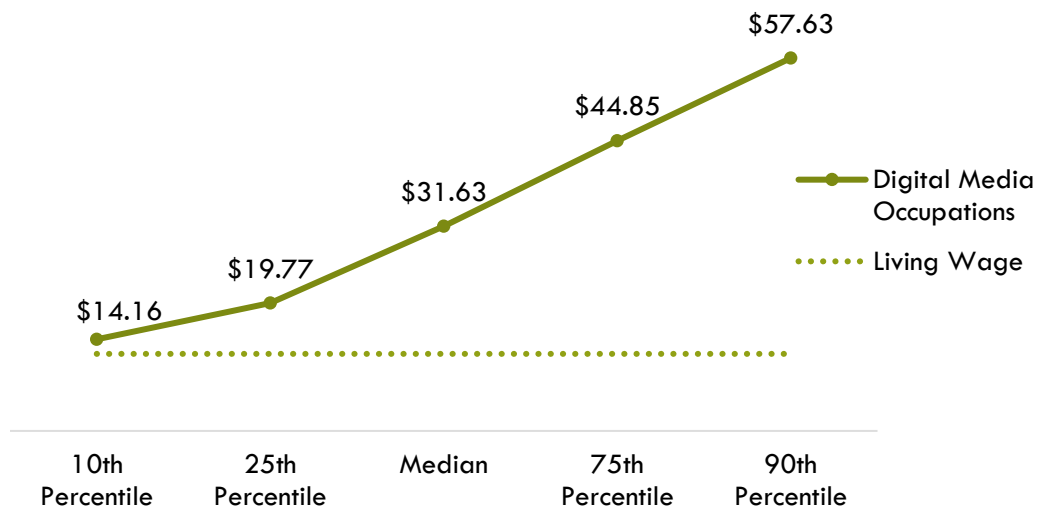
Exhibit 2a shows the hourly wages for the occupations studied in this report. The entry-level hourly wage for *Digital Media* workers is \$19.77/hour.¹

Exhibit 2a. Hourly wages for *Digital Media* workers in the SCV/SML subregion

Occupation	25 th Percentile Hourly Earnings	Median Hourly Earnings	75 th Percentile Hourly Earnings
Media and Communication Workers, All Other	\$19.57	\$30.70	\$42.08
Audio and Video Technicians	\$19.04	\$26.35	\$33.86
Camera Operators, Television, Video, and Film	\$16.34	\$25.89	\$40.60
Film and Video Editors	\$19.83	\$32.62	\$50.23
Media and Communication Equipment Workers, All Other	\$24.10	\$42.57	\$57.50

Exhibit 2b shows the average hourly wages for *Digital Media* workers; all five average entry-level wages are above the living wage for the SCV/SML subregion.

Exhibit 2b. Average hourly wages for *Digital Media* workers in the SCV/SML subregion



¹ Note: 10th and 25th percentiles are considered entry-level wages while 75th and 90th are considered experienced wages, which may be obtained through long-term employment or extra training, etc.

Job Postings

There were 150 unique job postings for *Digital Media* workers in the SCV/SML subregion from August 2023 to July 2024.²

Top Employers

The employers with the most job postings are listed in Exhibit 3. The top employers in online job postings were Sinclair Broadcast Group, Viral Digital Marketing, and Gig Life.

Exhibit 3. Top employers

Employer
Sinclair Broadcast Group
Viral Digital Marketing
Gig Life
Walmart
Chenega Corporation
Exactus Energy
Kern Community College District
Warrior Fitness
Pacific Architects & Engineers
Ignite Now Media

Salaries

Exhibit 4 shows the “Market Salaries” for *Digital Media* workers. These are calculated by Lightcast using a machine learning model built from millions of job postings every year. This accounts for adjustments based on location, industry, skills, experience, education, among other variables.

Exhibit 4. Market salaries for *Digital Media* workers

Market Salary	Job Postings
\$30,000-\$34,999	5
\$35,000-\$39,999	12
\$40,000-\$44,999	19
\$45,000-\$49,999	10
\$50,000-\$54,999	5
\$55,000-\$59,999	3
\$60,000-\$64,999	3
\$65,000-\$69,999	6
\$70,000+	22

² Other than occupational titles and job titles, the categories below can be counted one or multiple times per job posting, and across several areas in a single posting. For example, a skill can be counted in two different skill types, and an employer can indicate more than one education level.

Education

Of the 150 unique job postings, 105 listed a preferred or minimum educational requirement for the position being filled. Among those, 44% requested a high school or GED, 24% requested an associate degree, and 32% requested a bachelor's degree (Exhibit 5).

Exhibit 5. Education levels requested in job postings

Education Level	Job Postings	% of Job Postings
High school or GED	46	44%
Associate degree	25	24%
Bachelor's degree	34	32%

Baseline, Specialized, and Software Skills

Exhibit 6 depicts the top baseline, specialized, and software skills in job postings. The most common baseline skill is communication. The most common specialized skill is video editing. The most common software skill is Adobe Premiere Pro.

Exhibit 6. In-demand baseline, specialized, and software skills in job postings

Baseline Skills	Specialized Skills	Software Skills
Communication	Video Editing	Adobe Premiere Pro
Editing	Adobe Premiere Pro	Final Cut Pro
Troubleshooting	Videography	Video Editing Software
Customer Service	Video Production	Adobe Photoshop
Planning	Final Cut Pro	Adobe After Effects

Education, Work Experience, & Training

A bachelor's degree is typically required for 1) *Camera Operators, Television, Video, and Film* and 2) *Film and Video Editors*; a postsecondary nondegree award is typically required for *Audio and Video Technicians*; and a high school diploma or equivalent is typically required for 1) *Media and Communication Workers, All Other* and 2) *Media and Communication Equipment Workers, All Other* (Exhibit 7).

Exhibit 7. Education, work experience, and training for *Digital Media Occupations*³

Occupation	Typical Entry-level Education	Work Experience Required	Typical On-The-Job Training
Media and Communication Workers, All Other	High school diploma or equivalent	None	Short-term on-the-job training
Audio and Video Technicians	Postsecondary nondegree award	None	Short-term on-the-job training
Camera Operators, Television, Video, and Film	Bachelor's degree	None	None
Film and Video Editors	Bachelor's degree	None	None
Media and Communication Equipment Workers, All Other	High school diploma or equivalent	None	Short-term on-the-job training

³ "Labor Force Statistics from the Current Population Survey," Bureau of Labor Statistics, <https://www.bls.gov/cps/>.

Supply

An analysis of program data from the Integrated Postsecondary Education Data System (IPEDS) for the last three program years shows that 21 awards were conferred in the SCV/SML subregion (Exhibit 8 and 9).

Exhibit 8. TOP and CIP codes

TOP Titles	CIP Titles
0604.00 - Radio and Television	09.0701- Radio and Television
0610.00 - Mass Communications	09.0702- Digital Communication and Media/Multimedia
0612.20 - Film Production	10.0105- Communications Technology/Technician
0614.00 - Digital Media	10.0202- Radio and Television Broadcasting Technology/Technician
0614.10 - Multimedia	50.0102- Digital Arts

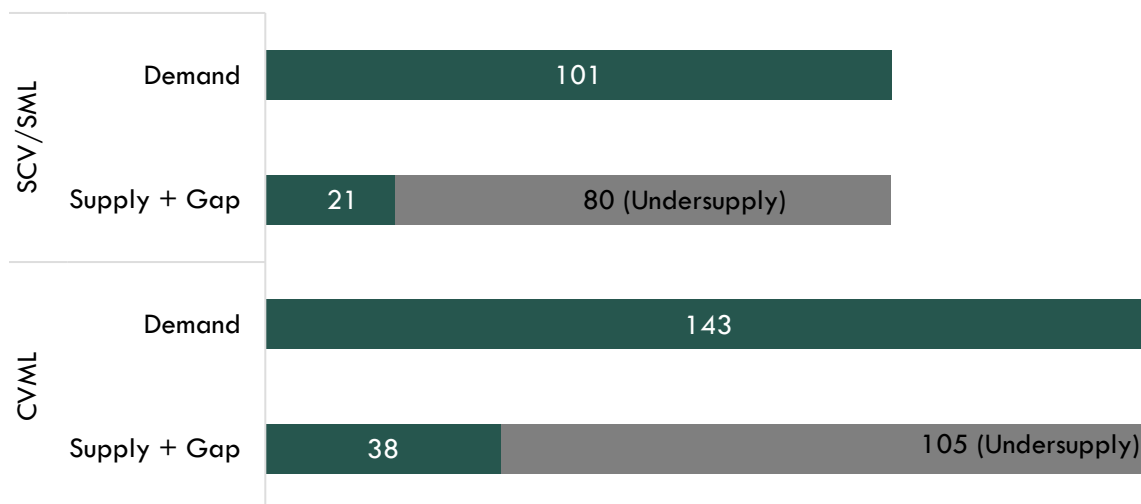
Exhibit 9. Postsecondary supply, academic years 2020-21 through 2022-23

Exhibit A: Postsecondary Supply, Academic Years 2020-21 through 2022-23						
TOP Code	Program	College	2020-2021 Awards	2021-2022 Awards	2022-2023 Awards	3-Year Award Average
0604.00	Radio and Television	San Joaquin Delta	7	4	2	4
		NCV/NML Subtotal	7	4	2	4
Supply Subtotal/Average			7	4	2	4
0610.00	Mass Communications	San Joaquin Delta	-	4	-	1
		NCV/NML Subtotal	-	4	-	1
Supply Subtotal/Average			-	4	-	1
0612.20	Film Production	Porterville	-	-	3	1
		SCV/SML Subtotal	-	-	3	1
Supply Subtotal/Average			-	-	3	1
0614.00	Digital Media	Columbia	4	4	2	3
		Merced	-	2	7	3
		San Joaquin Delta	-	-	9	3
		NCV/NML Subtotal	4	6	18	9
		Cerro Coso	2	5	26	11
		SCV/SML Subtotal	2	5	26	11
Supply Subtotal/Average			6	11	44	20

TOP Code	Program	College	2020- 2021 Awards	2021- 2022 Awards	2022- 2023 Awards	3-Year Award Average
0614.10	Multimedia	San Joaquin Delta	2	3	1	2
		NCV/NML Subtotal	2	3	1	2
		Bakersfield	3	5	20	9
		SCV/SML Subtotal	3	5	20	9
Supply Subtotal/Average			5	8	21	11
Supply Total/Average			18	27	70	38

There is an undersupply of 80 *Digital Media* workers in the SCV/SML subregion and 105 workers in the CVML region (Exhibit 10).

Exhibit 10. Workforce demand (annual job openings), postsecondary awards (supply), and additional students needed to fill gap in the SCV/SML subregion and CVML region



Recommendation

This report suggests there is a shortage of 80 workers in the SCV/SML subregion and a shortage of 105 workers in the CVML region for *Digital Media*. Based on these findings, it is recommended that Porterville College work with the regional directors, the college's advisory board, and local industry in the creation or expansion of programs to address the shortage of workers in the region.

Appendix: Methodology & Data Sources

Data Sources

Labor market and educational supply data compiled in this report derive from a variety of sources. Data were drawn from external sources, including the Economic Modeling Specialists, Inc., the California Community Colleges Chancellor's Office Management Information Systems Data Mart and the National Center for Educational Statistics (NCES) Integrated Postsecondary Education Data System (IPEDS). Below is the summary of the data sources found in this study.

Data Type	Source
Labor Market Information/Population Estimates and Projections/Educational Attainment	Economic Modeling Specialists, Intl. (Lightcast). Lightcast occupational employment data are based on final LIGHTCAST industry data and final Lightcast staffing patterns. Wage estimates are based on Occupational Employment Statistics (QCEW and Non-QCEW Employees classes of worker) and the American Community Survey (Self-Employed and Extended Proprietors). Occupational wage estimates also affected by county-level Lightcast earnings by industry: economicmodeling.com .
Typical Education Level and On-the-job Training	Bureau of Labor Statistics (BLS) uses a system to assign categories for entry-level education and typical on-the-job training to each occupation for which BLS publishes projections data: https://www.bls.gov/emp/tables/educational-attainment.htm .
LaunchBoard	Chancellor's LaunchBoard. https://www.calpassplus.org/LaunchBoard/SWP.aspx
Labor Force, Employment and Unemployment Estimates	California Employment Development Department, Labor Market Information Division: labormarketinfo.edd.ca.gov .
Job Posting and Skills Data	Lightcast. https://lightcast.io/ .
Additional Education Requirements/ Employer Preferences	The O*NET Job Zone database includes over 900 as well as information on skills, abilities, knowledge, work activities and interests associated with specific occupations: onetonline.org .

Key Terms and Concepts

Annual Job Openings: Annual openings are calculated by dividing the number of years in the projection period by total job openings.

Education Attainment Level: The highest education attainment level of workers age 25 years or older.

Employment Estimate: The total number of workers currently employed.

Employment Projections: Projections of employment are calculated by a proprietary Economic Modeling Specialists, Intl. (LIGHTCAST) formula that includes historical employment and economic indicators along with national, state and local trends.

LaunchBoard (Attained the Living Wage): Among SWP students who exited college and did not transfer to any postsecondary institution, the proportion who attained the district county living wage for a single adult measured immediately following academic year of exit.

LaunchBoard (Median Annual Earnings): Among SWP students who exited the community college system and who did not transfer to any postsecondary institution, median earnings following the academic year of exit.

LaunchBoard (Median Change in Earnings): Among SWP students who exited and who did not transfer to any postsecondary institution, median change in earnings between the second quarter prior to the beginning of the academic year of entry and the second quarter after the end of the academic year of exit from the last college attended.

LaunchBoard (Job Closely Related to Field of Study): Among SWP students who responded to the CTE Outcomes Survey and did not transfer to any postsecondary institution, the proportion who reported that they are working in a job very closely or closely related to their field of study.

Living Wage: The cost of living in a specific community or region for one adult and no children. The cost increases with the addition of children.

Occupation: An occupation is a grouping of job titles that have a similar set of activities or tasks that employees perform.

Percent Change: Rate of growth or decline in the occupation for the projected period; this does not factor in replacement openings.

Replacements: Estimate of job openings resulting from workers retiring or otherwise permanently leaving an occupation. Workers entering an occupation often need training. These replacement needs, added to job openings due to growth, may be used to assess the minimum number of workers who will need to be trained for an occupation.

Total Job Openings (New + Replacements): Sum of projected growth (new jobs) and replacement needs. When an occupation is expected to lose jobs, or retain the current employment level, number of openings will equal replacements.

Typical Education Requirement: represents the typical education level most workers need to enter an occupation.

Typical On-The-Job Training: indicates the typical on-the-job training needed to attain competency in the skills needed in the occupation.