About 1 percent of all jobs in New Mexico are classified as arts, design, entertainment, sports, and media occupations by the Standard Occupational Classification (SOC) system. Workers in this occupational group participate in occupations within four sub-groups: art and design workers; entertainers and performers, sports and related workers; media and communication workers; and media and communication equipment workers. Exhibit 1 shows that media and communication occupations make up over 50 percent of employment within this group. Arts, design, entertainment, sports, and media occupations are found in several industries, including information (such as motion picture, broadcast and publishing industries); professional, scientific, and technical services; and educational services, in addition to the arts, entertainment and recreation industry. Employment in this occupational group in New Mexico is slightly lower than that of many neighboring states. There are over 40 arts, design, entertainment, sports, and media occupations nationwide, and around 39 exist within New Mexico. Ten of those occupations have employment of over 300 workers (or over four percent of total arts, design, entertainment, sports, and media jobs), and 14 are projected to have 10 or more annual job openings between 2010 and 2020.

As Exhibit 2 shows, New Mexico’s concentration of arts, design, entertainment, sports, and media workers exceeds only that of Oklahoma among neighboring states. The amount of workers in New Mexico employed in an arts, design, entertainment, sports, and media occupation is 0.3 percentage points below the national average of 1.3 percent. California and Colorado lead neighboring states, and are also in the top five nationwide, with 2.0 percent and 1.6 percent of all workers employed in an arts, design, entertainment, sports, and media occupation, respectively. The District of Columbia has the highest concentration across all U.S. states, with 4.1 percent of total workers within D.C. working in arts, design, entertainment, sports, and media occupations.

New Mexico’s annual average wage in this occupational group ($44,814) is considerably below that of the U.S. average wage ($54,490). The states with the highest wages in this occupational group are California and Nevada, which both pay wages higher than the national average. Colorado is the highest paying contiguous state to New Mexico, with an average annual wage of $48,950.
Where Workers Are Employed and More Information on Detailed Occupations

Based on 2012 data, over half of all arts, design, entertainment, sports, and media workers were located in the Central Region of New Mexico (see Exhibit 3). Often, employment is largest in the Central Region simply due to its large population; however, the Central Region also has the highest concentration of arts, design, entertainment, sports, and media workers relative to other regions.

Industries related to arts, design, entertainment, sports, and media proliferate in densely-populated areas perhaps because proximity to consumers and busy city districts outweighs concerns over higher property costs or any other such factors. Also, these industries are not usually bound to being located near regionally-specific resources. The Northern Region (including Santa Fe) follows the Central Region, with just over 20 percent of all arts, design, entertainment, sports, and media workers and a concentration of 0.9 percent. The Southwestern and Eastern regions have the smallest concentrations of arts, design, entertainment, sports, and media workers, at 0.7 and 0.6 percent of total employment, respectively.

Within New Mexico, annual average wages of arts, design, entertainment, sports, and media occupations are highest in the areas of highest employment concentration. The Central Region offers wages considerably higher than the average annual wage across all occupations and also has the highest concentration. The Northern Region offers slightly higher wages than the all occupation average, while the Eastern Region offers much lower arts, design, entertainment, sports, and media wages relative to all occupation wages. As shown in Exhibit 4, in 2012, the annual average wage was $44,814 as compared to $41,941 for all occupations.

As Exhibit 5 shows, the most common occupation within arts, design, entertainment, sports, and media is coaches and scouts, with 11.6 percent of employment. These workers instruct or coach groups or individuals in the fundamentals of sports, demonstrating techniques and methods of participation. They may also evaluate athletes' strengths and weaknesses as possible recruits or to improve the athletes' technique to prepare them for competition. This is the only sports-focused occupation out of the top 12 arts, design, entertainment, sports, and media occupations. The other 11 occupations, which make up 60 percent of total arts, design, entertainment, sports, and media employment, are occupations that involve either visual arts, such as graphic designers, photographers, and merchandise displayers and window trimmers, or occupations that involve the written or spoken word, such as editors, interpreters and translators, technical writers, PR specialists, and reporters and correspondents. The remaining occupations each comprise less than 3 percent and, in total, make up less than 29 percent, of the total arts, design, entertainment, sports, and media employment.
Exhibit 6 lists the most common arts, design, entertainment, sports, and media occupations, with median annual wage. Six of the 12 occupations listed have a median wage higher than that of all arts, design, entertainment, sports, and media occupations. Technical writers is the highest paying occupation; the median wage is more than $62,000 a year. The median wage for public relations specialists is more than $51,000 a year. Producers and directors, editors, interpreters and translators, and graphic designers all have an annual median wage over $40,000, substantially higher than the all occupation median of $38,920.

**Arts, Design, Entertainment, Sports, and Media Occupations in New Mexico’s Industries**

While arts, design, entertainment, sports, and media occupations can be found in most major industries, over 55 percent of the occupational group’s employment is concentrated within four. As of 2010, the information industry employed the largest number of arts, design, entertainment, sports, and media workers, with about 32 percent of the occupational group’s total employment. Most of this employment falls within the motion picture and sound recording industry, with publishing and broadcasting industries comprising most of the remaining jobs. Together, professional, scientific, and technical services and education services employed over 20 percent of all arts, design, entertainment, sports, and media workers. The remaining major industries with significant arts, design, entertainment, sports, and media workers were arts, entertainment and recreation; retail trade; government; and administrative and support and waste management and remediation services. The combination of all other industries employed less than seven percent of all arts, design, entertainment, sports, and media workers.

Exhibit 7 highlights some of the industry sub-sectors in which arts, design, entertainment, sports, and media workers are employed. As of 2010, the sub-sector with the most arts, design, entertainment, sports, and media employment was motion picture and sound recording industries, which employed roughly 18 percent of all workers within this occupational group. Other key sub-sectors include professional, scientific, and technical services; educational services; broadcasting and publishing services; and performing arts, spectator sports and related industries. Each of these latter sub-sectors employed between about 4 and 11 percent of all arts, design, entertainment, sports, and media workers.

**Future Arts, Design, Entertainment, Sports, and Media Jobs**

Exhibit 8 shows the arts, design, entertainment, sports, and media occupations with the highest number of projected jobs openings. The exhibit also shows the number of openings that are projected to result from job growth versus openings from replacement needs (turnover and retirements). Coaches and scouts are projected to see the largest number of annual openings over the period (76), followed by actors (42). For both coaches and scouts, and interpreters and translators, the job openings that are projected to be due to growth amount to 62 to 65 percent of the total openings. On the other hand, for actors, graphic designers, and producers and directors, most openings will be due to replacement needs over the same 10-year period.
Entering into an Arts, Design, Entertainment, Sports, and Media Job
Education and Job Experience Requirements

Exhibit 9 shows some of the occupations within arts, design, entertainment, sports, and media with the brightest outlook, in terms of projected job openings, and the typical educational requirement for each. While occupations such as coaches and scouts, photographers, and floral designers have few requirements for job entry beyond a high school diploma, many of these occupations offer wages below the annual average for this occupational group. It should be noted, however, that photographer wages come close to the all occupation average, with an annual average wage of $37,130. On the other hand, many of the occupations with bright prospects in this occupational group require at least a bachelor's degree, such as technical writers, editors, interpreters and translators, producers and directors, and public relations specialists. This is no doubt an indication of both the higher educational level required to complete the tasks entailed in these jobs and also the competition for such roles given the higher-than-average annual wages offered.

Arts, design, entertainment, sports, and media jobs, on average, require more education in comparison to the all-occupation average. In 2011, nearly all arts, design, entertainment, sports, and media occupations required at least a high school diploma/GED to enter into the occupation (see Exhibit 10). Around 37 percent of all jobs across all occupations did not require a high school diploma. Across all occupations, it is typical for only about 15 to 20 percent of jobs to require a bachelor's degree or above, whereas in 2011, over half of the arts, design, entertainment, sports, and media job openings required a bachelor's degree.

The Occupational Bulletin is a monthly publication from the New Mexico Department of Workforce Solutions, Economic Research & Analysis Bureau. This month’s contributor is Mark Flaherty, Economist.

Download a QR code reader app on your smart phone to scan the code below to view all Economic Research publications or visit www.dws.state.nm.us and look under the Labor Market Information tab at the top of the page.

For further information, contact:
New Mexico Department of Workforce Solutions
Economic Research & Analysis Bureau
PO Box 1928
Albuquerque, NM 87103
(505) 383-2737