

Oklahoma Arts Profile

May 2011

ARTISTIC OCCUPATIONS

- Americans for the Arts, creator of the National Arts Index, specifies the 45 occupation categories (listed in Appendix A) as substantially related to arts and culture.
- Oklahoma will need 2,695 additional artists by 2016 to meet increased demand.
- There will be an estimated 7,780 openings for artists due to retirement and turnover in the next 5 years.
- Photographers have the largest number of workers, with 8,414 artists in that occupation. Musicians and singers come in second with 4,318, while writers and authors and graphic designers are third and fourth, with 3,463 and 3,022 workers respectively.

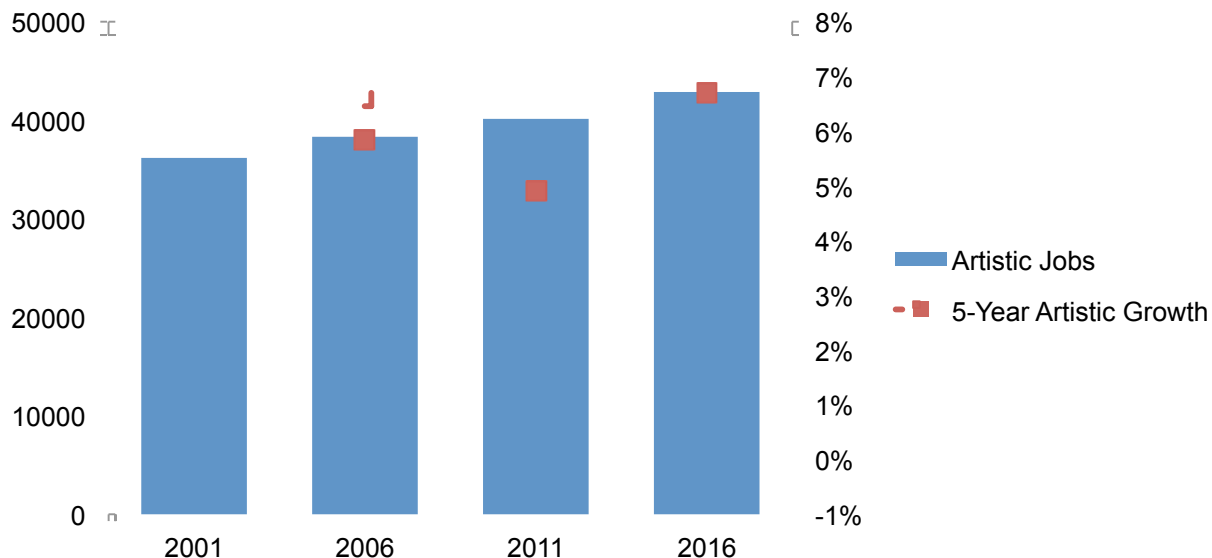
Top Five Artistic Occupations, With Earnings

Description	2006 Jobs	2011 Jobs	Change	2006-11 % Change	2016 Jobs	Change	2011-16 % Change	2010 Avg Hourly Earnings	Full-time, Annual Earnings
Photographers	7,935	8,414	479	6.0%	9,024	610	7.2%	\$15.42	\$32,074
Musicians and singers	3,838	4,318	480	12.5%	4,657	339	7.9%	\$8.40	\$17,472
Writers and authors	3,093	3,463	370	12.0%	3,746	283	8.2%	\$10.15	\$21,112
Graphic designers	2,950	3,022	72	2.4%	3,266	244	8.1%	\$15.92	\$33,114
Art directors	1,412	1,528	116	8.2%	1,635	107	7.0%	\$12.12	\$25,210

Source: EMSI Complete Employment - 1st Quarter 2011

Between 2006 and 2011

- The total number of artistic workers rose from 38,292 to 40,166, a 4.9% increase.
- Musician and singer occupations grew the most, adding 480 jobs. Photographers were second with 479 new jobs, and writers and authors increased by 370.
- Technical writers and dancers enjoyed the largest percentage increases with 19.9% and 15.6% gains, respectively.
- Floral designers suffered 197 job losses, 15.5% of their 2006 total. Editor occupations decreased by 99 (7.4%), and radio and television announcers lost 84 jobs (7.9%).



Source: EMSI Complete Employment - 1st Quarter 2011

Looking Forward to 2016

- The total number of workers in artistic occupations is expected to grow by 6.7% to 42,861.
- Photographers are expected to have the largest job growth, adding 610 net jobs. Musicians and singers, writers and authors, and graphic designers should grow significantly, adding 339, 283, and 244 positions, respectively.
- The occupations with the highest percentage growth are estimated to be technical writers (12%), interior designers (10.2%), and film and video editors (10.0%).
- Motion picture projectionists, musical instrument repairers and tuners, and sound engineering technicians are expected to lose additional jobs.

Compensation

- Oklahomans in artistic occupations average earnings of \$13.18 hourly. This is significantly less than both the \$18.16 national average for artistic occupations and the \$17.50 average for all Oklahoma occupations.
- Many in artistic occupations work only part time and there is great variation in earnings between occupations. Using hourly wages to calculate full-time annual earnings, artistic workers in 2010 earned \$27,414 on average.
- Architects have the highest hourly earnings at \$25.02, or \$52,041 annually. Technical writers, commercial and industrial designers, and media and communication equipment workers are also among the highest paid.
- Craft artists have the lowest hourly earnings of \$8.25, which equates to \$17,160 for annual full-time work. Ushers, lobby attendants, ticket takers, musicians, and singers rank among the lowest paid artistic workers.

ARTISTIC INDUSTRIES

- Americans for the Arts, the creator of the National Arts Index, categorizes 43 industry groupings (listed in Appendix B) as substantially related to arts and culture. Figures in this section refer specifically to employees of companies in arts industries, not to all artists or to workers in all artistic occupations.
- 1,744 establishments in Oklahoma fall within the 43 arts and culture industries, and employ 29,883 workers.
- Within the state, a dozen companies in arts and culture industries employ 200 or more employees each. Together, these firms account for 13% of the employment in artistic industries.

Top Employers in Arts and Culture Industries

Company Name	City	Employees
Oklahoma Museum Of History	Oklahoma City	500
Central Library	Tulsa	400
PennWell Publishing Corporation	Tulsa	350
University of Oklahoma Libraries	Norman	310
Pioneer Library System	Norman	304
Oral Roberts Evangelistic Association	Tulsa	252
Oklahoma Dept. of Career & Technology Education	Stillwater	250
Oklahoma State University Library	Stillwater	250
Lyric Theatre Of Oklahoma	Oklahoma City	241
Metropolitan Library System	Oklahoma City	209
Eskimo Joe's Road Crew	Stillwater	200
Sam Noble Museum of Natural History	Norman	200
Omniplex	Oklahoma City	198

Source: OneSource, April 2011

Industry Mapping

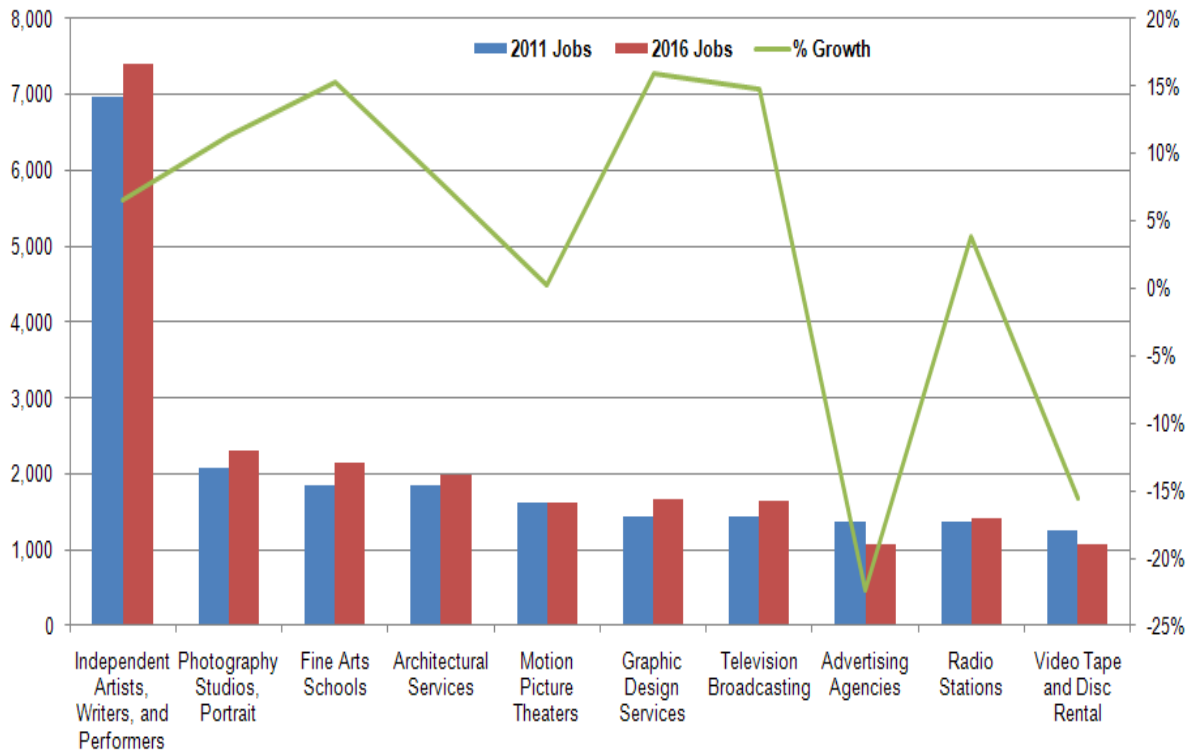
The chart shows the artistic industries hiring the most employees. These ten sectors employ 75% of those working in the 43 creative industries.

Industry	2011 Jobs	2016 Jobs	Change	% Growth
Independent Artists, Writers, and Performers	6,954	7,408	454	7%
Photography Studios, Portrait	2,068	2,302	234	11%
Fine Arts Schools	1,853	2,137	284	15%
Architectural Services	1,845	1,989	144	8%
Motion Picture Theaters (except Drive-Ins)	1,622	1,625	3	0%
Graphic Design Services	1,435	1,664	229	16%
Television Broadcasting	1,434	1,646	212	15%
Advertising Agencies	1,369	1,063	(306)	-22%
Radio Stations	1,363	1,416	53	4%
Video Tape and Disc Rental	1,259	1,063	(196)	-16%
Total of All Industries	28,402	29,883	1,481	5%

Source: EMSI Complete Employment - 1st Quarter 2011

- Between 2011 and 2016, the largest growth is expected in independent artists, writers, and performers. The highest percentage growth should occur in graphic design services (16%), while fine arts schools and television broadcasting will grow by 15%.
- Advertising agencies and videotape/disc rental are predicted to fall dramatically in the next five years, by 22% and 16%, respectively.

Jobs by Industry



Source: EMSI Complete Employment - 1st Quarter 2011

Compensation

- The average earnings per worker in the 43 creative industries is \$27,231.
- Among the creative industries, workers in the motion picture and video distribution sector have the highest average earnings of \$67,412. Workers in architectural services come in a close second at \$66,036 and third are advertising agency employees at \$63,410.
- Fine arts schools' employees have the lowest earnings of \$5,839. Drive-in theatre workers and independent artists, writers, and performers are among the lowest paid with earnings of \$8,814 and \$10,116, respectively.

STATE ARTS AGENCY SHARE OF STATE GENERAL FUND EXPENDITURE

- Oklahoma Arts Council funding as a share of total Oklahoma general fund spending peaked in 2010 at 0.093%. Each year for the past ten years less than one-tenth of one percent of all state legislative appropriations has gone to state arts agencies.
- From 2004 to 2008, per capita legislative allocations to the Oklahoma Arts Council climbed steadily from \$1.10 to \$1.43. Since 2009 per capita spending has plummeted, falling to \$1.20 in 2011, the lowest level in five years.
- For each of the past ten years, Oklahoma has appropriated more per capita than the national average.

Arts Council Legislative Appropriations, Fiscal Years 2002-2011

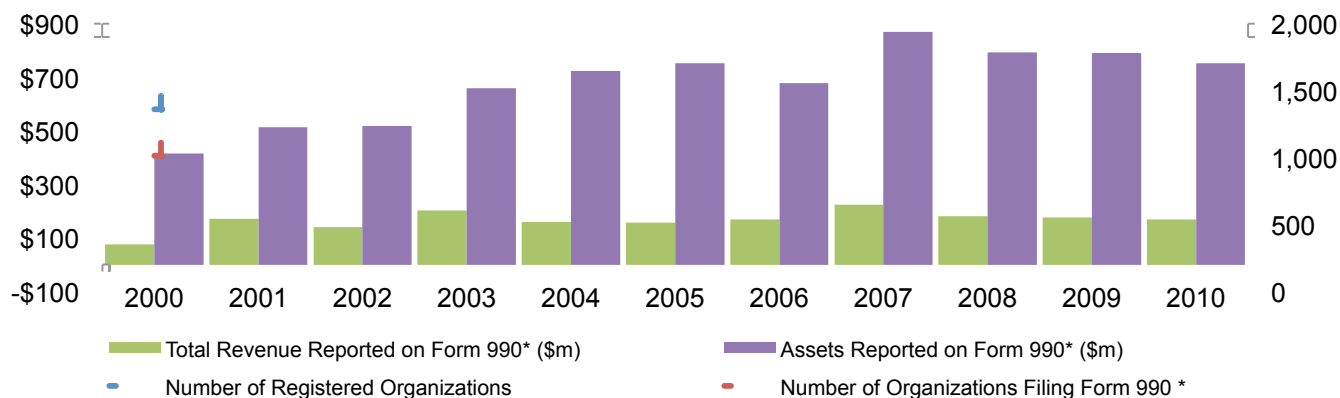
Fiscal Year	State Arts Agency Legislative Appropriations		Oklahoma Legislative Appropriation Per Capita	Average U.S. State Legislative Appropriation Per Capita
	Dollar Amount	% of General Fund		
2002	\$4,475,313	0.089%	\$1.29	\$1.24
2003	\$3,979,482	0.086%	\$1.14	\$1.11
2004	\$3,864,077	0.079%	\$1.10	\$0.84
2005	\$3,923,871	0.079%	\$1.11	\$0.92
2006	\$4,243,338	0.077%	\$1.20	\$0.97
2007	\$4,442,810	0.080%	\$1.24	\$1.01
2008	\$5,150,967	0.080%	\$1.43	\$1.03
2009	\$5,150,967	0.079%	\$1.41	\$0.96
2010	\$4,763,987	0.093%	\$1.29	\$0.88
2011	\$4,406,689	0.083%	\$1.20	\$0.81

Source: National Assembly of State Arts Agencies, National Association of State Budget Officers, U.S. Census Bureau.

REGISTERED ARTS AND CULTURE 501(c) 3 ORGANIZATIONS

- The National Taxonomy of Exempt Entities categorizes about 400 different organizational types of non-profit organizations. Those applicable to this study include those in Group A (Arts, Culture, and Humanities) and subgroup N52 (Fairs and Festivals)

Registered Oklahoma Arts and Culture Organizations, November 2010



Sources: Internal Revenue Service, Exempt Organizations Business Master File (2010, Nov) The Urban Institute, National Center for Charitable Statistics, <http://nccsdataweb.urban.org/> * Organizations with less than \$25,000 in total revenues are not required to file Form 990

- The total number of organizations in these categories increased 25% in ten years, from 1,159 in 2000 to 1,460 in 2010.
- While the number of registered organizations has grown 7% in the past three years, the number of organizations filing Form 990 has increased by 149%.
- Even though the number of organizations filing form 990 has increased 49% since 2007, total revenue reported has fallen by over 15% and assets reported have decreased by over 13%.

APPENDIX A

Standard Occupational Codes (SOC) Defining Arts and Culture Occupations, with 2010 jobs and average earnings for Oklahoma

SOC Code	Description	2006 Jobs	2011 Jobs	2006-11 % Change	2016 Jobs	2011-16 % Change	2010 Avg Hourly Earnings	Full-time, Annual Earnings
13-1011	Agents and business managers of artists, performers, and athletes	507	552	8.9%	593	7.4%	\$11.48	\$23,878
17-1011	Architects, except landscape and naval	1,225	1,212	-1.1%	1,284	5.9%	\$25.02	\$52,042
17-1012	Landscape architects	190	199	4.7%	216	8.5%	\$18.25	\$37,960
25-4011	Archivists	79	81	2.5%	83	2.5%	\$14.75	\$30,680
25-4012	Curators	63	69	9.5%	74	7.2%	\$19.14	\$39,811
25-9011	Audio-visual collections specialists	90	98	8.9%	105	7.1%	\$14.69	\$30,555
27-1011	Art directors	1,412	1,528	8.2%	1,635	7.0%	\$12.12	\$25,210
27-1012	Craft artists	244	266	9.0%	284	6.8%	\$8.25	\$17,160
27-1013	Fine artists, including painters, sculptors, and illustrators	422	468	10.9%	505	7.9%	\$9.16	\$19,053
27-1014	Multi-media artists and animators	1,188	1,317	10.9%	1,426	8.3%	\$10.11	\$21,029
27-1019	Artists and related workers, all other	429	461	7.5%	490	6.3%	\$9.47	\$19,698
27-1021	Commercial and industrial designers	671	633	-5.7%	676	6.8%	\$21.83	\$45,406
27-1022	Fashion designers	124	127	2.4%	135	6.3%	\$14.37	\$29,890
27-1023	Floral designers	1,270	1,073	-15.5%	1,081	0.7%	\$9.70	\$20,176
27-1024	Graphic designers	2,950	3,022	2.4%	3,266	8.1%	\$15.92	\$33,114
27-1025	Interior designers	535	559	4.5%	616	10.2%	\$18.33	\$38,126
27-1026	Merchandise displayers and window trimmers	1,162	1,157	-0.4%	1,179	1.9%	\$11.57	\$24,066
27-1027	Set and exhibit designers	90	101	12.2%	111	9.9%	\$10.24	\$21,299
27-1029	Designers, all other	110	114	3.6%	120	5.3%	\$14.93	\$31,054
27-2011	Actors	393	439	11.7%	480	9.3%	\$11.37	\$23,650
27-2012	Producers and directors	797	763	-4.3%	789	3.4%	\$17.29	\$35,963
27-2031	Dancers	135	156	15.6%	171	9.6%	\$12.47	\$25,938
27-2032	Choreographers	90	102	13.3%	111	8.8%	\$9.51	\$19,781
27-2041	Music directors and composers	1,710	1,825	6.7%	1,921	5.3%	\$9.23	\$19,198
27-2042	Musicians and singers	3,838	4,318	12.5%	4,657	7.9%	\$8.40	\$17,472
27-2099	Entertainers and performers, sports and related workers, all other	722	827	14.5%	909	9.9%	\$9.78	\$20,342
27-3011	Radio and television announcers	1,068	984	-7.9%	1,025	4.2%	\$15.78	\$32,822
27-3041	Editors	1,329	1,230	-7.4%	1,274	3.6%	\$13.98	\$29,078
27-3042	Technical writers	402	482	19.9%	540	12.0%	\$24.92	\$51,834
27-3043	Writers and authors	3,093	3,463	12.0%	3,746	8.2%	\$10.15	\$21,112
27-4011	Audio and video equipment technicians	635	678	6.8%	740	9.1%	\$12.89	\$26,811
27-4012	Broadcast technicians	447	421	-5.8%	436	3.6%	\$16.22	\$33,738
27-4014	Sound engineering technicians	116	111	-4.3%	110	-0.9%	\$11.88	\$24,710
27-4021	Photographers	7,935	8,414	6.0%	9,024	7.2%	\$15.42	\$32,074
27-4031	Camera operators, television, video, and motion picture	292	294	0.7%	308	4.8%	\$13.76	\$28,621
27-4032	Film and video editors	256	280	9.4%	308	10.0%	\$12.31	\$25,605
27-4099	Media and communication equipment workers, all other	79	82	3.8%	86	4.9%	\$23.62	\$49,130
39-3021	Motion picture projectionists	99	111	12.1%	101	-9.0%	\$9.32	\$19,386
39-3031	Ushers, lobby attendants, and ticket takers	740	835	12.8%	887	6.2%	\$8.39	\$17,451
39-3092	Costume attendants	21	24	14.3%	26	8.3%	\$12.14	\$25,251
39-3099	Entertainment attendants and related workers, all other	384	391	1.8%	412	5.4%	\$9.84	\$20,467
39-5091	Makeup artists, theatrical and performance	24	26	8.3%	28	7.7%	\$12.84	\$26,707
49-9063	Musical instrument repairers and tuners	167	145	-13.2%	143	-1.4%	\$14.16	\$29,453
51-9071	Jewelers and precious stone and metal workers	757	729	-3.7%	748	2.6%	\$12.40	\$25,792
Total		38,292	40,166	4.9%	42,861	6.7%	\$13.18	\$27,414

Source: EMSI Complete Employment - 1st Quarter 2011 - Unlike the US Bureau of Labor Statistics reported employment figures, EMSI job estimates include data for non-employer establishments (partnerships and sole proprietorships), military staffing, and agriculture employment. Annual earnings based on 2010 average hourly earnings for 40 hours per week, 52 weeks per year.

APPENDIX B

North American Industrial Classification System (NAICS) Codes Defining Arts and Culture Industries, with 2010 jobs and average earnings for Oklahoma

NAICS Code	Description	2006 Jobs	2011 Jobs	2006-11 % Change	2016 Jobs	2011-16 % Change	2010 Earnings Per Worker	2010 Establishments
334612	Prerecorded Compact Disc (except Software), Tape, and Record Reproducing	38	22	-42%	13	-41%	\$28,434	5
339911	Jewelry (except Costume) Manufacturing	37	15	-59%	<10		\$32,581	5
339942	Lead Pencil and Art Good Manufacturing	15	36	140%	28	-22%	\$51,740	3
339992	Musical Instrument Manufacturing	22	35	59%	43	23%	\$33,121	2
423410	Photographic Equipment and Supplies Merchant Wholesalers	81	99	22%	107	8%	\$58,065	8
443130	Camera and Photographic Supplies Stores	115	68	-41%	46	-32%	\$26,995	6
451140	Musical Instrument and Supplies Stores	463	461	0%	444	-4%	\$23,996	49
451220	Prerecorded Tape, Compact Disc, and Record Stores	685	559	-18%	389	-30%	\$17,074	38
453920	Art Dealers	357	275	-23%	261	-5%	\$11,262	21
511130	Book Publishers	324	402	24%	383	-5%	\$39,872	41
512110	Motion Picture and Video Production	440	579	32%	690	19%	\$36,828	70
512120	Motion Picture and Video Distribution	0	14		13	-7%	\$67,412	1
512131	Motion Picture Theaters (except Drive-Ins)	1,323	1,622	23%	1,625	0%	\$12,970	72
512132	Drive-In Motion Picture Theaters	35	43	23%	43	0%	\$8,814	3
512191	Teleproduction and Other Postproduction Services	29	35	21%	42	20%	\$16,827	6
512199	Other Motion Picture and Video Industries	<10	<10		<10		--	2
512210	Record Production	<10	15		20	33%	--	3
512220	Integrated Record Production/Distribution	19	<10		<10		--	3
512230	Music Publishers	27	14	-48%	15	7%	\$17,204	2
512240	Sound Recording Studios	150	160	7%	159	-1%	\$13,805	13
512290	Other Sound Recording Industries	113	75	-34%	29	-61%	\$13,819	10
515111	Radio Networks	661	449	-32%	458	2%	\$48,829	25
515112	Radio Stations	1,383	1,363	-1%	1,416	4%	\$46,764	60
515120	Television Broadcasting	1,203	1,434	19%	1,646	15%	\$59,205	30
519120	Libraries and Archives	265	77	-71%	83	8%	\$32,536	5
532230	Video Tape and Disc Rental	1,740	1,259	-28%	1,063	-16%	\$16,131	166
541310	Architectural Services	2,095	1,845	-12%	1,989	8%	\$66,036	209
541410	Interior Design Services	887	1,093	23%	1,272	16%	\$32,983	105
541430	Graphic Design Services	1,293	1,435	11%	1,664	16%	\$36,158	129
541490	Other Specialized Design Services	115	115	0%	125	9%	\$34,788	6
541810	Advertising Agencies	1,597	1,369	-14%	1,063	-22%	\$63,410	184
541921	Photography Studios, Portrait	1,871	2,068	11%	2,302	11%	\$16,821	162
541922	Commercial Photography	333	439	32%	518	18%	\$23,753	33
611610	Fine Arts Schools	1,512	1,853	23%	2,137	15%	\$5,839	95
711110	Theater Companies and Dinner Theaters	438	501	14%	570	14%	\$15,586	19
711120	Dance Companies	160	173	8%	217	25%	\$22,939	5
711130	Musical Groups and Artists	398	555	39%	658	19%	\$25,973	32
711190	Other Performing Arts Companies	153	144	-6%	159	10%	\$14,751	13
711510	Independent Artists, Writers, and Performers	6,615	6,954	5%	7,408	7%	\$10,116	77
712110	Museums	498	622	25%	655	5%	\$29,298	23
712120	Historical Sites	63	54	-14%	59	9%	\$29,791	3
712130	Zoos and Botanical Gardens	81	65	-20%	57	-12%	\$25,037	4
Total		27,635	28,402	2.8%	29,883	5.2%	\$27,231	1,744

Source: EMSI Complete Employment - 1st Quarter 2011
Earnings data is only available for industries with at least ten workers.

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