

Berklee College of Music

Women in Music Berklee

Submitted in Partial Fulfillment of the Degree of
Master of Arts in Global Entertainment and Music Business

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Valencia Campus, Spain

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I. Introduction

Women in Music is a non-profit organization founded in 1985 with a mission to advance the awareness, equality, diversity, heritage, opportunities, and cultural aspects of women in the musical arts through education, support, empowerment, and recognition. The organization is a dynamic group of music industry pros working & learning together through educational seminars, panels, showcases and our Touchstone Awards (2019).¹

In addition to the New York City headquarters, the organization has 14 chapters spread across the globe, each in charge of taking local action. The Berklee College of Music Valencia chapter was established in 2017 by a selected group of students from the Global Entertainment and Music Business program. These students handed down the project to Maria Jose Guzman Basilis, Tayler Mooney and Constanza Rivera Arizabalo, who along with supervisor Clara Barbera continued to grow the project for the class of 2019. Each student was assigned the following roles:

- ❖ Tayler Mooney- Production Manager
- ❖ Constanza Rivera Arizabalo- Artistic Curation.
- ❖ Maria Guzman Basilis- Marketing, Sponsorship, & Partnership

¹ Women in Music (2019) *About Us*. Available at: <https://www.womeninmusic.org/about-us.html> (Accessed June 10th, 2019)

This year's mission was to:

- ❖ Internationalize
- ❖ Empowering unheard voices
- ❖ Go beyond conversations and initiate actions

With this mission in mind, the team organized or was part of thirteen events targeting both the Berklee and Valencian communities. The events varied from workshops, conversations, showcases, ceremonies and intimate meetings; some of which included guests such as Yvette Noel-Schure (Schure Media Group), Georgia Meyer (shesaidso) and other Berklee students/faculty. In addition, the team implemented three successful social media campaigns with the launch of the Women in Music Berklee Instagram, which featured profiles on prominent women in the industry, speakers, students and takeovers for special events such as Mental Health Week and International Women's Day. Finally, the team curated and released the second edition of a Women in Music Berklee album which features the works of students from both the Valencia and the Boston campuses.

Overall, the chapter achieved to grow exponentially and become an essential part of the Berklee Valencia community. And for the first time since its founding, the Berklee chapter engaged with the rest of the Women in Music community across the globe through the power of social media.

II. Objectives

- ❖ Create a relationship with the NY Women in Music HQ and other American and international chapters.
- ❖ Establish the chapter's name within the international music industry.
- ❖ Highlight female/non-binary/female identifying students at Berklee and generate opportunities for them.
- ❖ Be recognized by the HQ as an official student chapter.
- ❖ Find action-based alternatives to raise awareness on the cause.
- ❖ Create a campus based supportive community that students can reach out to and find themselves in a safe space.
- ❖ Create opportunities for collaboration and interaction within the Berklee and Valencian community.
- ❖ Give students opportunities to interact with recognized music industry professionals in an intimate setting.
- ❖ Create a musical body of work featuring Berklee female/non-binary/female identifying students and release it in order to showcase the school's talent and create opportunities that build the portfolio for these students.
- ❖ Use our experience to educate and mentor the next administration.

III. Resources

Last year's team left a total budget of €260, which was partially used for the first operational semester exclusively for the organization of our initial events. At the beginning of our second semester, we succeeded in receiving a €1,000 diversity grant, which was spent in the organization, production and promotion of all events organized during the remaining six months. We were able to start a PayPal account that now holds all the remaining money for next year. The remaining total is €84.47. These funds allowed our organization to purchase a banner, stickers for promotion, snacks during our events, and other marketing materials. Last year's team also forwarded a Google folder with all pertinent information to get the chapter off to a good start.

In addition to financial resources, the team had support from advisor Clara Barberá, who helped facilitate communications with both Berklee and the Women in Music HQ. Berklee students assisted by volunteering throughout the year with production, social media, and marketing needs. The team's connection with the student body and faculty proved to be one of the most important resources for the chapter. Finally, the Global Entertainment and Music Business program served as a great resource. Because the GEMB program has the music business seminar on Friday's we were able to utilize the female guest as features for some of Women in Music's events and social media content.

IV. Partnerships

Women in Music's new and pre-existing partnerships resources throughout the year. Below is a list of partnerships and their contribution to the chapter in 2019.

- ❖ **Disrupcion Records:** Women in Music Berklee had previously established a partnership with the campus-based label last year through the release of the compilation album 'Sincerely, Women.' This year, the team didn't have to worry about how the newest compilation album was going to be released or distributed since this deal was on the table from the start. In addition to this, because the album was released through them, Women in Music artists were able to participate in the record label's five-year anniversary show case.
- ❖ **The Orchard:** Thanks to the partnership with Disrupción, the team was able to distribute the album through this major distribution platform, which represents an upgrade from last year's deal with DIY service CD Baby.
- ❖ **Musaico Festival:** Women in Music had a slot during the student ran festival last year, which made the process for securing a slot this year smoother because of the pre-built relationship. Being aligned with Musaico also meant the Women in Music artists and album gained free promotion targeted towards the Valencian community.
- ❖ **She Knows Tech:** Jasmine Pkok approached the WIM team early on with a collaboration in mind in celebration of International Women's Day called 'Femaltronica.' Jasmine was a great asset to our team. Because she was the Student affair fellow she was in charge of newsletter emails for students which ultimately helped event communications for the year.

- ❖ **Global Entertainment & Music Business Program:** The team members being a part of the program facilitated access to speakers and resources which the team would not have been able to access otherwise.
- ❖ **Shesaidso:** Established in September 2014, shesaid.so has a diverse international community, comprising of women from across all sectors of the industry - from tech to record labels, PR to management, and more. With headquarters in London and LA, the shesaid.so community has 15 active chapters around the world including NYC, Paris, Berlin, Mumbai and more. Their vision is to connect and empower marginalized communities in the music industry with a focus on women's rights. After Georgia Meyer's (shesaidso London) visit to campus, the WIM team was introduced to the shesaidso network in London and vice versa.²

² Shesaidso (2019) *Our Story*. Available at: <https://www.shesaid.so/our-story> (Accessed June 10th, 2019)

V. Women in Music Events

The following events were accomplished by the Women in Music Berklee team in the extent of six months.

Global Career Summit & Affinity Breakfast

Date: January 18th, 2019

Venue: Aula Magistral

Summary: The team had a slot during the session to pitch the project to new coming undergrad students and persuade them to participate and engage with the project.

Results: 20% Instagram follower growth and 4 inquiries about the project and volunteering opportunities via email.

G-ALL Talk

Date: February 8th, 2019

Venue: B65

Summary: A conversation and introduction between the Women in Music team and the student body. We wanted to create an opportunity for the team to learn about what students expected from the organization, what the organization had plan for the year, and how they could get involved. Our goal was to create a sense of community.

Results: Unfortunately, there were no attendees, but it served as a learning opportunity where the team understood traveling schedules of the study body, marketing strategies, and timeliness when executing an event.



Songwriting Camp

Date: February 16th, 2019

Venue: Berklee campus- Various practice rooms

Summary: An all-day songwriting session aiming to bring producers, singers and songwriters together in order to create new working relationships between students.

Results: Two groups of students (four students per group)

who had never collaborated before wrote two separate pieces of work, one of which got recorded and was produced and arranged by students. The team received feedback requesting for another camp to take place in the future.



SONGWRITING CAMP FOR THE
WIM ALBUM

SONGWRITING CAMP
WOMEN IN MUSIC
ALBUM
PRODUCERS, SINGERS,
SONGWRITERS, ARTIST

SAT 16 / FEB | 1:00 PM - 5:00 PM
ON CAMPUS A54 / A55 / A63 / A61

Femaletronica

Date: March 8th, 2019

Venue: Contrapunto

Summary: An all-female electronic concert, in honor of International Women's Day, where technology meets music and girl power. This event was in collaboration with She Knows Tech & Women in Music.

Results: The 100 RSVP target was hit, the event ended up having more attendees than expected, including Berklee Valencia students and faculty, as well as members of the Valencian community. It ran successfully and smoothly.

Attendees: 110 **Facebook:** 6.1k people reached, 174 responses **Instagram:** 1.k impressions



Girl Talk with Yvette

Date: March 13th, 2019

Venue: Sorsi e Morsi Restaurant

Summary: An opportunity for female, non-binary, and female identifying students to share an intimate dinner with publicist Mrs. Yvette Noel-Schure in order to spark conversations about the female experience in the music industry, share stories and seek advice from one of the top

industry professionals in the world. The team put out an application and selected the submission which best fitted the purpose of the event and conversation.

Results: The team received twenty-three applications and eleven students were selected to join Yvette and the team for a dinner. Stories were shared, tears were shed, the table turned into a safe space where every guest shared their story and felt supported by everyone in the room. A real intimate bond was created between the students and Mrs. Noel-Schure. Students were elated and so grateful to have shared this bonding experience.



Berklee honors
Master of Global Entertainment

Yvette Noel-Schure

Schure Media Group

14 March 2019
5:30pm-6:30pm
Berklee Library

RSVP below
bit.ly/YNSaward



Yvette Noel-Schure ‘Master of Global Entertainment’ Award Ceremony

Date: March 14th, 2019

Venue: Berklee Library & Aula Magistral

Summary: The team along with Berklee faculty organized a ceremony in honor of Mrs. Noel-Schure, the first Global Entertainment Award recipient. The ceremony involved two curated live musical performances, spoken word, and an interview by Tayler Mooney. It was a celebration of Yvette’s career, contribution to Berklee, and the music industry.

Results: A successful ceremony we approximately sixty in attendance. This event ran smoothly and on time, all participants delivered and it was perfectly executed. This ceremony was followed up by a congratulatory mixer for Mrs. Yvette. The ceremony was featured on Billboard and Variety the following week.

Breakfast with Georgia Meyer

Date: April 16th, 2019

Venue: Mama's Bakery

Summary: An opportunity for female, non-binary, and female identifying students to share an intimate breakfast with Georgia Meyer in order to spark conversations about the female experience in the technology space and music industry and seek advice from an industry professional.



Results: Women in Music paid for the breakfast for the five attendees.

Beyoncé's Homecoming Documentary Viewing Party

Date: April 17th, 2019

Venue: Marina Real Collegiate- Theatre Room

Summary: A viewing party experience of the Netflix 'Homecoming' documentary by Beyoncé. A celebration of the artist's career and Coachella performance.



Results: Ten guests plus the team attended the very fun watching party where Women in Music provided drinks and snacks to enhance the experience. Not only did the guests provide positive feedback, but the Women in Music Instagram account had a surprising amount of responses to the team's live updates.

Mental Health Awareness Week

The purpose of MHAW was to educate and continue to build awareness and support for mental health issues. This gave our student community an opportunity to think about how we all play a vital role in creating a more inclusive community. These events focused on supporting one another, acknowledging struggles, celebrating resiliency, and continuing to work toward positive mental health as a community. We wanted to spread the message that we are never alone.

Acceptance of Self Workshop

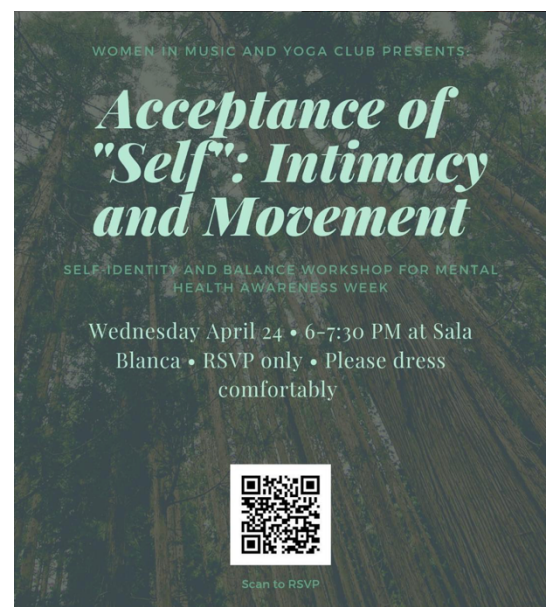
Date: April 24th, 2019

Venue: Sala Blanca

Summary: In alliance with the yoga club and Berklee counselor Maria Zara, Women in Music organized a self-identity workshop with a yoga and mindfulness movement exercise. Participants got the opportunity to reflect, experience, and learn about the connection between

sexism, homophobia, trauma, and our own perception of the “self.” This workshop encouraged students to connect with their bodies in a positive, warm, accepting, respectful way.

Results: Fifteen students rsvp through our type form link created and nineteen students attended the workshop.



Meet Your Counselor: Maria Zarza

Date: April 26th, 2019

Venue: A26

Summary: Maria Zarza held 30-minute individual sessions available for students to discuss any and all issues pertaining to their mental wellness.

Results: Ten sessions were available through Google calendar and six were scheduled.



Hike for the Mind

Date: April 28th, 2019

Venue: Chulilla Hiking Trails

Summary: In honor of Mental Health Awareness Week

Women in Music Berklee organized a hike in Chulilla.

A hiking day sightseeing mountain, rivers, reservoirs, hanging bridges, and rock painting. The route is one of the classic Valencian trails that took about three hours (moving)

which is approximately 15km. This tour was planned through a Valencian company called International VIP tours. This company provided us with transportation, tour guide, and proper insurance for safety for €15 per student.

Results: Forty-three students rsvp through our typeform link and forty students attended the excursion.



Disrupción Five Year Anniversary Party

Date: May 3rd, 2019

Venue: Funkadelia

Summary: Disrupción Records celebrated their five-year anniversary with a live music showcase. Three songs from the album were selected to be debuted at this party.

Results: Exposure for Women in Music Berklee Album

release to a sold-out venue served as promotion for both the artists and the organization.



Musaico Music Festival

Date: May 4th, 2019

Venue: City of Arts and Sciences

Summary: Musaico is a free one-day, family-friendly festival, a full day of eclectic music by undeniably-talented artists from Berklee College of Music. Women in Music Berklee was granted a 20-minute slot on the B stage to showcase the Women in Music Berklee Album release. Four of the most upbeat songs were selected to be performed in front of the Valencian community. In addition, Women in Music Berklee had a promotional stand at the festival's 'social village' that expounded on our mission and social efforts.



release. Four of the most upbeat songs were selected to be performed in front of the Valencian community. In addition, Women in Music Berklee had a promotional stand at the festival's 'social village' that expounded on our mission and social efforts.

Results: Women in Music had a successful set which allowed our talent to be exposed and interact with the Valencian community, the same goes for the organization itself, since many conversations were had with locals about Women in Music and possible involvement.



VI. Women in Music Berklee Presents “SOMEONE”

Summary: The women in music team curated a compilation album of works created by Berklee students from both Valencia and Boston campuses called “SOMEONE”. Stories told by women, different perspectives on growth, strength and resilience was the essence of the album. Students at Berklee College of Music Valencia campus were selected by the Women in Music team to be featured in this album and share snapshots of their stories with the world. A story told through pop, R&B and alternative sounds that create a piece of work that could only come out of the creative hub like Berklee. This project was released to all major streaming platforms on May 3rd, 2019.

Curation: The team received over thirty submissions from students across various programs. The selection criteria consisted on three main points: Quality of production, theme and sound. The selected songs had to be of the best quality, as well as align with the message of the album, and have a coherent sound to make a cohesive body of work. The team listened to every submission and selected a total of eleven tracks. The tracks vary from pop to alternative and follow a theme of storytelling from a female perspective, stories of growth, evolution and empowerment.

Artwork: The artist was selected after conducting an extensive social media research. The team wanted the artwork to be designed by the female/fem identifying creative and efforts were put in to find the best one that could fit our budget. Instagram digital artists, Athina Efthimiopoulou, was the selected designer. The team explained the concept and Athina and she exceed our expectation in her delivery. The artwork received many praises.

Marketing & Promotion: The team focused the marketing in three principal aspects, first pre-promotional campaign with an Instagram story video teaser at midnight when the album went live. The second step was the IG post of each artist personally, explaining the song and what it meant to them. The third step the team took was to highlight each girl individually on the Social Media account, writing a review on the song they each wrote and short review of their careers and aspirations.

Challenges: Releasing “SOMEONE” proved difficult because the release depended on third parties to deliver material. Gathering paperwork from all the artists was very time consuming and required the team to remind the talent multiple times of what was needed. The team was always patient and understood that paperwork will never be an artist’s priority. The biggest challenge for the team was solving the mistakes Disrupción Records made after the release. To this day, some songs and artist names are misspelled and the album is not the easiest to find. The metadata sent to the label has been checked and confirmed correct. Unfortunately, the artists affected were quite upset and to this day the WIM team hasn’t heard a resolution back from Disrupción Records.

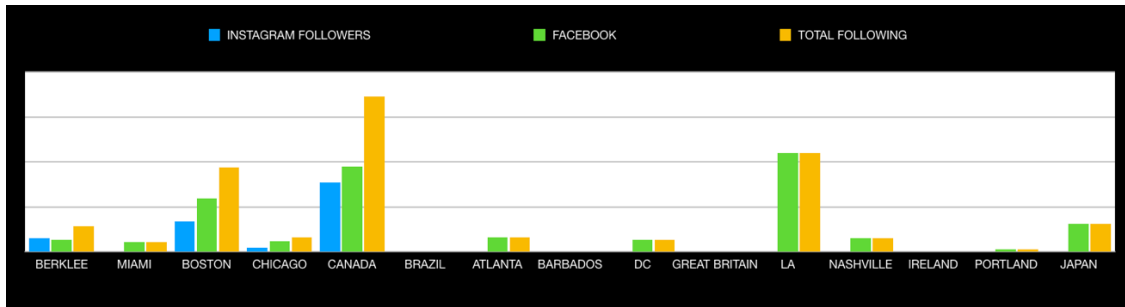
Marketing Results: The teaser campaign was a great success. I was shared more than 500 times, made it to different outlets, a few music high executives also shared it. More importantly it was the first initiative of Women in Music Berklee to be posted at the Women in Music's main Instagram account, it was shared by them for a total of four times.

Overall Results: Over 50k cumulative streams on Spotify, posted on social media by Atlantic Records A&R Ed Grand. For all the artists featured, this was their first released through a major distributor (The Orchard) and was the first ever release for some of these artists.

VII. Marketing & Promotion

Summary: Social media was one of the most important tasks of the project for the team, we believed that social media would help mold our organization, by achieving long term results. For this we started different segments inside our social media pages. The first main decision was to focus on Instagram instead of Facebook because all other Women in Music chapters are based on Instagram.





Humans of Berklee

Summary: Weekly posts featuring female Berklee Valencia students from different programs. A platform where students could share their stories, experiences, and advice for other upcoming students, as well as being professionally exposed the music industry executives following the account.

Results: Ten student features with high rates of social engagement.

Instagram Inspirational Profiles

Summary: Featuring female GEMB seminar guests' speakers to highlight their careers and promote campus activities as well as present the internet with inspirational success stories of women in the music industry. In addition to visiting speakers, the team reached out to outside industry professionals and featured profiles for them as well.

Results: Nine inspirational profiles, which actually reached accounts that weren't following Women in Music Berklee. Each profile had at least a 6% rate of engagement from non-followers.

Mental Health Awareness Week- Social Media Takeover

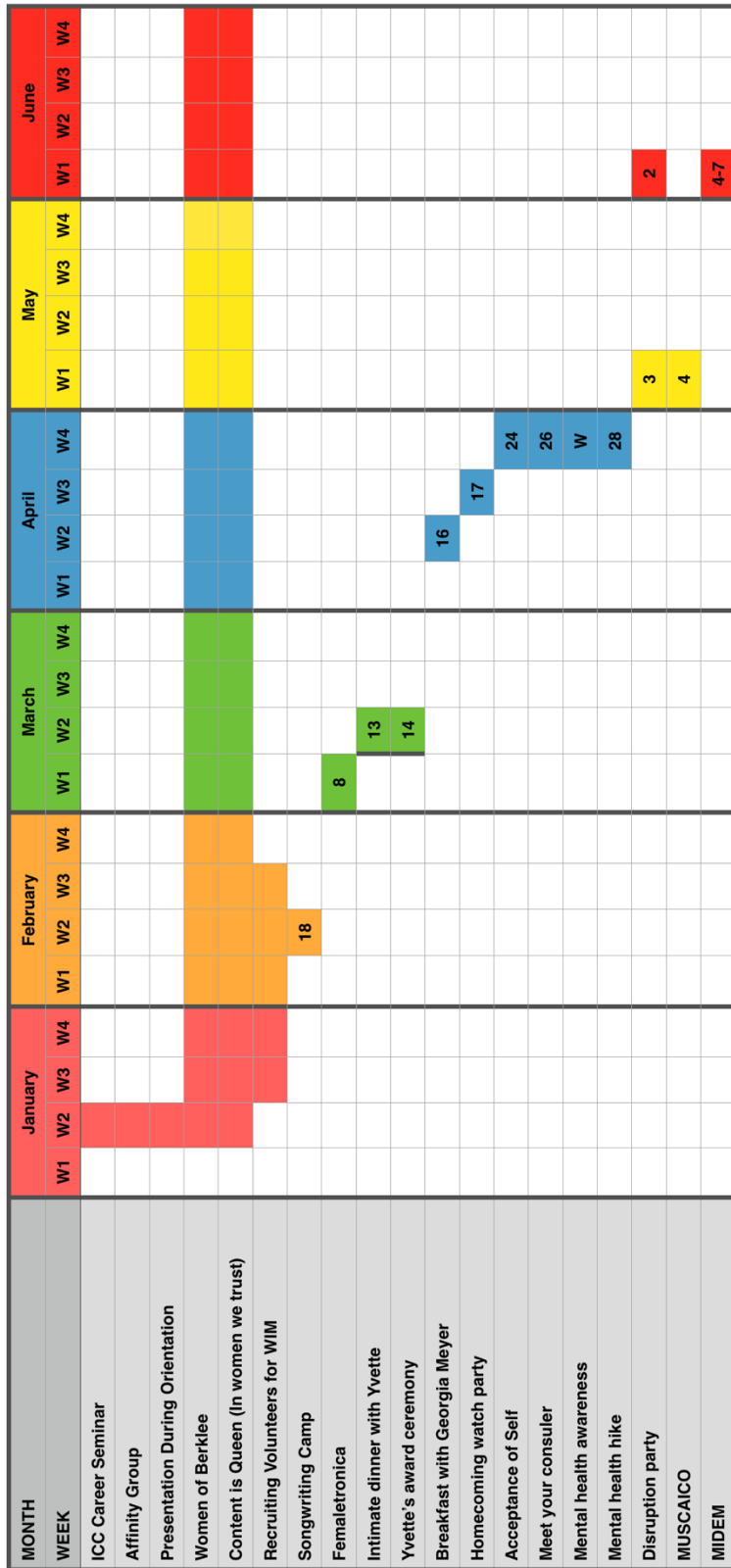
Date: April 22nd - 28th, 2019

Summary: Casper Schadt, Berklee Study Abroad student, served as a great asset this year. She did a very successful social media takeover for specialized content during Mental Health

Awareness Week. These posts aimed to get the online community engaged, open, and in honest conversation about mental health and encourage to destigmatize the topic.

Results: Strong engagement at the beginning of the takeover, which decrease throughout the week. It wasn't unsuccessful but it showed the team that the Instagram audience prefers more spread out posts over everyday multiples.

VIII. Gantt Chart



IX. Limitations

Sadly, the legal battle on becoming an official chapter was not been solved yet. This put a hold on many of the great ideas we wanted to achieve. For instance, we had a great idea to create t-shirts with the logo to sell on campus. This would have provided us the opportunity to create more awareness and grow our funds for the year. Nonetheless, we decided to go forward and produce other merchandise such as stickers and an informational banner for subsequent chapters to utilize. These types of merchandise were selected because it was less likely for our chapter to get sued.

Although, the diversity grant was crucial to our success this year it was also a limitation. In order to utilize the money to fund our activities we had to come out of our own budget first and then give the receipt to Clara for reimbursement. We believe that there should be easier process that not only benefits the school but the students as well. Perhaps Berklee can give the organizations who receive Diversity Grants a pre-paid debit that has the fund allowed to them in return for the receipts at the end of the term. Because most students do not have disposable incomes, this takes the stress off of them having to fund their organizations.

X. Conclusion

All in all, Women in Music Berklee was no easy feat. This initiative took patience, determination, and poise. Three young ladies came together from different cultural backgrounds, views, and professional expertise to take this project a step further. Our greatest commonality was the fact that we wanted to make our mark to make a



change. Our job was to advance the hard work completed in the inaugural year. January 2019 was the relaunch of the chapter; however, our activation strategy was slowly coming together. With the help of Berklee's graduate fellow Jasmine and our supervisor Clara, we were reassured to focus on our initial goals and to make those most impactful as possible. Getting the student body involved, creating an international footprint through our social media campaign, and becoming the first official collegiate chapter of Women in Music were our top goals. Even though we weren't able to become an official chapter we have created a solid relationship with Mayna Nevez, head of Women in Music HQ Communications and the Miami chapter. Mrs. Nevez has stated desire to have a mentorship program between our two chapters in the coming years. We have also established lasting relationships with other operating chapters throughout the United States. Tangibly we were able to execute thirteen events, a second annual album release, Mental Health Awareness Week that Berklee will continue in the coming years, and three curated live music showcases. Our hope is for the future students of this organization to continue to strive for greatness. As we continue to progress through our careers in the music industry and set out to be a part of this present-day women empowerment movement, we can proactively act in breaking barriers. Although this year's journey is coming to an end, with

gratification we would like to thank Berklee for the immeasurable support behind us and for trusting us with this job, even through our mishaps and obstacles.

XI. Bibliography

1. Women in Music (2019) *About Us*. Available at: <https://www.womeninmusic.org/about-us.html> (Accessed June 10th, 2019)
2. Shesiad.so (2019) *Our Story*. Available at: <https://www.shesaid.so/our-story> (Accessed June 10th, 2019)