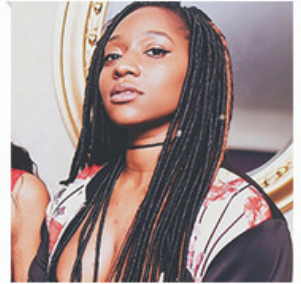




WOMEN'S AUDIO MISSION
CHANGING THE FACE OF SOUND



WAM @ CAPITOL **LOS ANGELES 2018**

WOMEN'S IMMERSIVE
RECORDING ARTS CONFERENCE



PROGRAM

• JUNE 9, 2018 @ CAPITOL •



12:30 PM - 1:00 PM

Registration

1:00 PM - 1:10 PM

Welcome by Terri Winston
(Women's Audio Mission)

1:10 PM - 1:25 PM

Introduction by Paula Salvatore (Capitol Studios)

1:25 PM - 1:55 PM

Conversation with
Michelle Jubelirer (Capitol Music Group)
and Jennifer Baltimore (Universal Music Group),
moderated by Katie Fahey (WAM)

1:55 PM - 2:35 PM

Conversation with Marcella "Ms. Lago" Araica,
Michel'Le Baptiste, Blush, Amanda Davis,
Jane Handcock, and TRAKGIRL,
moderated by Terri Winston (WAM)

2:50 PM - 5:20 PM

Mixing, Beat Making, Studio Tracking, and
Songwriting Workshops

5:30 PM - 7:00 PM

Reception
DJ'd by Girls Make Beats

**WOMEN'S IMMERSIVE RECORDING ARTS
CONFERENCE**



PROGRAM

• JUNE 9, 2018 @ CAPITOL •



DETAILED WORKSHOP SCHEDULE

**2:50 PM -
4:00 PM**

- **Deconstructing a Mix** - Watch Marcella "Ms. Lago" Araica break down a mix and explain her process of mixing hits for artists from Beyoncé to Usher to Madonna (Studio A Control Room)
- **Life on Tour for a Live Sound Engineer** - Learn what it is like to be Front of House (FOH) engineer on tour with Janelle Monáe with Amanda Davis (Studio B Café)
- **Studio Session - Recording Drums** - Experience a high-level drum recording session with Terri Winston and the amazing professional drummer Michel'Le Baptiste (Studio B)
- **Writing Hit Songs I** - Learn how the songs for Meghan Trainor, Macy Gray, and K. Michelle were crafted by the Disney Songwriter Blush (Studio A Lounge)
- **Writing Hit Songs II** - Hear how Jane Handcock collaborated to create original songs for Raphael Saddiq and Rick Ross (Gogerty 1st Floor Conference Room)
- **Producing Beats** - Watch TRAKGIRL deconstruct beats and learn how she builds tracks for artists like Jhene Aiko and Luke James (9th Floor Conference Room)



**4:10 PM -
5:20 PM**

- **Deconstructing a Mix** - Watch Marcella "Ms. Lago" Araica break down a mix and explain her process of mixing hits for artists from Beyoncé to Usher to Madonna (Studio A Control Room)
- **Studio Session - Recording Drums** - Experience a high-level drum recording session with Terri Winston and the amazing professional drummer Michel'Le Baptiste (Studio B)
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WOMEN'S IMMERSIVE RECORDING ARTS
CONFERENCE

FEATURED ENGINEERS & MUSIC PROFESSIONALS



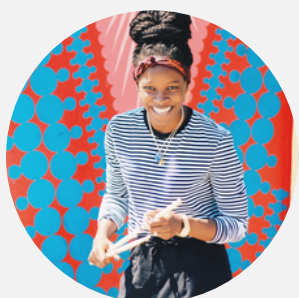
MARCELLA "MS. LAGO" ARAICA

Pioneering powerhouse, Marcella "Ms. Lago" Araica, has burgeoned into a towering beacon of talent as one of the music industry's hottest, most prolific sound engineers. Credited for mixing over 100 chart-topping tunes, Marcella has worked with world-renowned musical icons such as Beyoncé, Britney Spears, Madonna, Nelly Furtado, Usher, Joe Jonas and Missy Elliot, along with super producers Timbaland, Danja, and Polow Da Don. In a few years, she has accomplished what most strive to achieve in a lifetime. "Ms. Lago" works with thriving independent label, N.A.R.S. (New Age Rock Stars), and the newly built recording studio DREAM ASYLUM STUDIOS in Miami.



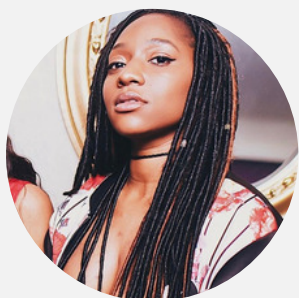
JENNIFER BALTIMORE

Jennifer Baltimore is Sr. VP of Business & Legal Affairs at Universal Music Group (UMG), where she focuses on film and television initiatives, live events and direct-to-consumer offerings. She supports UMG's Executive Management Board on global projects that leverage the company's diverse artist roster and catalogs. Baltimore joined UMG in 2016 after a decade of working in the digital arena with AOL/Verizon, Hearst and Fox Interactive Media. She also served as Deputy General Counsel of Lincoln Center for the Performing Arts. Baltimore received her B.A. in Economics, with a French minor, from University of Pennsylvania, and her J.D. from Duke University School of Law. She is a member of Corporate Counsel Women of Color.



MICHEL'LE BAPTISTE

Michel'Le Baptiste is an award-winning drummer and vocalist from Houston, Texas. She started playing drums at two years old, performing at church, school, and other gigs. A graduate of Berklee College of Music with a Bachelor's of Music, Baptiste has performed with a star-studded list of artists, including Beyoncé, Fifth Harmony, Chloe x Halle, Ashley Rodriguez, Harvey Mason, Harry Belafonte, and more. Some of her many awards include the North American Scholarship Tour for Berklee College of Music Awards: All State Jazz Band 2006-2008, North Texas State Jazz Festival 2007, University of Houston Outstanding Musician Award, and more.



BLUSH

Bianca Deiandra Atterberry, known as Blush, is a singer and songwriter. Her interest in music started young, as she sang in her church's youth choir and performed in talent shows around Fort Dix, New Jersey, where her family lived. After relocating to Pittsburgh, she studied voice at Pittsburgh's High School for Creative and Performing Arts. Since her debut, Blush has written for artists such as Keke Palmer, Meghan Trainor, Pia Mia, Angie Stone, Rick Ross, Elijah Blake, Sevyn Streeter, and K.Michelle whom she Executive Produced and wrote every song on her album "Anybody Wanna Buy A Heart". Currently, Blush is completing her EP "Songs That Make You".



AMANDA DAVIS

Amanda Davis is Front of House (FOH) engineer for Janelle Monáe and FOH engineer & Production Manager for Tegan and Sara. Davis has mixed for artists like Prince, Stevie Wonder, Wale, Jidenna, Olivia Newton John, SWV, and R. Kelly and at famous venues such as the White House, Madison Square Garden, Radio City Music Hall, Hollywood Bowl, Good Morning America, The Today Show, Saturday Night Live, BET Awards, and American Idol. Davis holds a BA in Music from Roosevelt University and is a graduate of SAE Institute. Upon graduating, Davis was hired as SAE Atlanta's first female Lab Supervisor and became their first female Music Theory instructor.

FEATURED ENGINEERS & MUSIC PROFESSIONALS

JANE HANDCOCK



Jane Hancock is an Oakland-bred and Richmond, CA-raised singer/songwriter. After graduating from Oakland School for the Arts, she relocated to Atlanta, Georgia to write with singer/songwriter/rapper, Adrian Marcel. Hancock has been featured on Rick Ross' album "Rather You Than Me," co-written songs with artist Raphael Saadiq, and collaborated with many artists/producers such as Justice League, James Fauntleroy, Waka Flocka, and Kelly Rowland. Hancock recently released her first two mixtapes, "Truth Be Told" and "Truth Explains A Lot (T.E.A)", which bridges her love of Bay Area hip-hop and Atlanta's trap scene.

MICHELLE JUBELIRER



Michelle Jubelirer has been COO of Capitol Music Group since 2015. Her numerous responsibilities include overseeing business and legal affairs, A&R administration, and release planning for Capitol, and for CMG's label imprints: Astralwerks, Blue Note, Caroline, and Harvest. Michelle began her career as an attorney at New York's Simpson Thacher & Bartlett in 1999 before joining Sony Music in 2003. She moved to Los Angeles in 2005 where she served as a Partner at King, Holmes, Paterno & Berliner for nearly five years. She joined Capitol Music Group as Executive Vice President in 2013.

PAULA SALVATORE



Paula has been an anchor of excellence in the L.A. recording world for many years, and is held in high esteem amongst her colleagues. As Vice President of Capitol Studios since the early nineties, she has become an integral part of recording sessions for top-line artists. Her clients include Paul McCartney, James Taylor, Bob Dylan, John Mayer, Jack White and Michael Bublé, to name a few.

TRAKGIRL



Shakari "TRAKGIRL" Boles is a versatile and dynamic music producer, songwriter, entrepreneur, tech enthusiast. Recent works include Jhene Aiko's "Overstimulated", Luke James' "Bad News", "Pearls", & "Black Jesus", Harlem's Crystal Caines, King Chip's "Queen", co-produced by DJ Dahi and AX Diamonds, "Mansions on the Moons", "Where You Are", and "Recover" by Anais Aida. TRAKGIRL also launched lifestyle brand, PAY US TODAY, promoting fair pay and business practices for creatives and producers. She has been featured in BET's new digital docu-series "Beauty & The Beats", NYLON, L.A. Times, ID magazine, The Fader, Complex, Huffington Post, Saint Heron and more.

TERRI WINSTON



Terri Winston is Founder & Executive Director of Women's Audio Mission and former Professor & Director of the Sound Recording Arts Program at City College of San Francisco. Her career as a songwriter, composer, recording engineer, and producer spans 30 years. Winston was signed by Polygram and BMG, and shared the stage with P.J. Harvey, Pixies, Throwing Muses, Flaming Lips and Fugazi. In the studio she has worked with Lenny Kaye (Patti Smith), Greg Hawkes of The Cars, Kronos Quartet, St. Lawrence String Quartet, Wu Man, and Tanya Tagaq. Winston holds a B.S. in Electrical Engineering from Purdue University.



WOMEN'S AUDIO MISSION

CHANGING THE FACE OF SOUND



Dear WAM at Capitol Friends,

Thank you for being a part of this breakthrough conference for women in the recording arts at the legendary Capitol Studios! Women's Audio Mission is thrilled to partner with Capitol Music Group and Studios on this event, featuring some of the world's top women engineers, producers, songwriters and music executives.

I founded Women's Audio Mission (WAM) in 2003 in response to two critical issues:

1. Less than 5% of the people creating the sounds, music, and media in the daily soundtrack of our lives are women.
2. The alarming 70% decline in women/girls enrolling in college STEM (Science, Technology, Engineering, and Math) programs since the year 2000.

I started WAM with what I had: a shopping cart full of audio gear that I wheeled around from classroom to classroom, teaching young women and girls how to use technology to express themselves. Now, WAM has grown into multiple world-class training and recording environments that inspire over 1,500 women and girls every year to amplify their voices and become the innovators of tomorrow. WAM has placed over 650 women in audio positions at places like Dolby, Pixar, Electronic Arts, Google and on recording projects with Tracy Chapman, Mary J Blige, tUne-Yards, and more.

Women's Audio Mission thanks Capitol Music Group and Universal Music Group for their collaboration on this special event. We are also grateful to the Recording Academy's Producers & Engineers Wing for their support.

Terri Winston
Executive Director, Women's Audio Mission



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