

# Women's Audio Mission 2022 ANNUAL REPORT





# WAM IMPACT

WAM had another busy and impactful year in 2022. We hosted our first in-person WAMCon since the start of the pandemic, launched our all-new WAM Academy training program, grew our enrollments and school partners in our Girls on the Mic program, supported three Local Sirens artist residencies, and delivered two amazing Local Sirens concerts.

We also placed an entire cohort of interns in jobs at Dolby and hosted a dazzling array of recording sessions in our studios - the only professional recording studios in the world specifically built and run by 100% women and gender-expansive staff.

**#changingthefaceofsound**

Read on to learn more about 2022 and all that we accomplished with your support!

## WHO WE ARE

WAM's mission is to close the gender gap in audio industries through training, mentoring, and access to creative technology.



# GIRLS ON THE MIC



“Having a space for women and non-binary people to come together and just learn more about it and be empowered in that way has made me feel like this is something I can do.”

1,419

YOUTH PARTICIPANTS

24

UNIQUE SCHOOLS

Girls on the Mic (GOTM) is WAM'S award-winning after-school training and mentoring program serving San Francisco and Oakland girls and gender-expansive youth, ages 11-18, from under-resourced communities with free music/audio production and creative technology training classes.

“WAM's amazing network and connections have allowed me access to spaces that have opened my perspective on what is possible for me in the music industry.”

16

JOB PLACEMENTS

29

INTERNS

## INTERNSHIP PROGRAM



The WAM Internship Program is widely recognized in the audio and music production industries for the caliber of training, range of activities, overall experience, as well as job placement opportunities. In 2022, interns were able to job shadow, tour, and engage in training workshops with partners like Dolby, Meyer Sound, Another Planet Entertainment, and Club Fugazi.

# ADULT EDUCATION



**364**

PARTICIPANTS

“This class was life-changing for me. I learned so much and feel so empowered!”

WAM's adult education classes provide a multitude of audio training courses, certification training, and hands-on experience for women and gender-expansive people at any stage in their career. WAM launched "WAM Academy" in 2022, providing a cohesive training series that helps students gain the skills they need to become professionals in the field.

“This was my first WAM event, and I really appreciate the openness and supportive community. There are a lot of random resources out on the internet, but WAM helps focus the search and study!”

## WAMCON LA



WAMcon, WAM'S music production/recording technology conferences featuring award-winning female and gender-expansive audio professionals as instructors and speakers, were held virtually for Nashville in April and then returned to an in-person, two-day conference in Los Angeles in October. Notable speakers included: Gena Johnson, Simone Torres, Lisa Chamblee, Susan Rogers, Leslie Richter, Laura Veltz, Yang Tan, and Blush, among many other top talents in the industry.

# STUDIO



168

RECORDING SESSIONS

3

LOCAL SIRENS ARTIST  
RESIDENCIES

WAM'S unique recording studios are in the heart of the SOMA district of San Francisco and offer professional recording sessions for musicians, authors, podcasters, and more -- all while providing mentorship to WAM students who support each session. WAM has recorded everyone from Beyonce's Band the OG's to David Sedaris, Neko Case, Toro y Moi, Kronos Quartet, and Denise Perrier.

WAM artist residencies provide local BIPOC female and gender-expansive artists with free recording services and mentoring. Resident artists this year were Dizzy Jenkins, LiL MC, and Amihan.

6

LOCAL ARTISTS/BANDS

“

Put a spotlight on programs like these so that the world can see we are just as capable as men and can do any of these things!

-LiL MC

”

2

CONCERTS

## LOCAL SIRENS



Local Sirens Concert Series is WAM's free performance series that features exceptional Bay Area women and gender-expansive musicians and performers. In addition to WAM's artist residents, performers in 2022 included Skip the Needle, Stoni, DJ Bitezise, and Nina Sol, tearing up the stage at 5M Park in SOMA and legendary bar El Rio in the Outer Mission.



# SOCIAL STATS



FOLLOWERS 22,033  
FACEBOOK PAGE REACH

**237,175** ↑ 229.4%

NEW FOLLOWERS 904  
PROFILE VISITS 13,296 ↑ 379%



FOLLOWERS 17,251  
INSTAGRAM REACH

**116,406** ↑ 384.6%

NEW FOLLOWERS 2,655  
PROFILE VISITS 19,666 ↑ 87.8%



FOLLOWERS 15,290  
TWITTER REACH

**144.3K**

TWEET IMPRESSIONS 58.9K ↑ 85.3%  
PROFILE VISITS 998 ↑ 49.2%



FOLLOWERS 2,588  
LINKEDIN REACH

**3,299**

NEW FOLLOWERS 555  
REACTIONS 4,579

## DID YOU KNOW?

Fewer than 5% of the people creating the sounds, music, and media in the daily soundtrack of our lives are women or gender-expansive individuals.

### IN STEM FIELDS:

Women are nearly half of US workforce but only 27% of STEM workers.

### IN THE MUSIC INDUSTRY:

3.4% are producers/engineers

12.8% are songwriters

22.3% are artists

# WAM IN THE NEWS



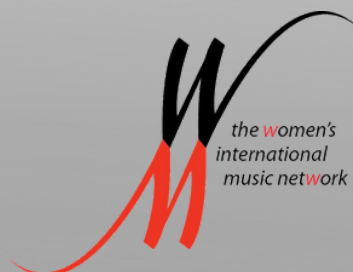
RECORDING ACADEMY™  
**GRAMMY AWARDS**

**ESPN**  
Front Row

**channel kindness**  
A Project of Born This Way Foundation

(—) Soundtrap®

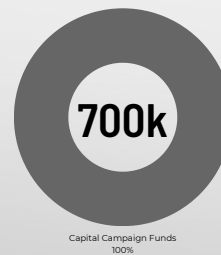
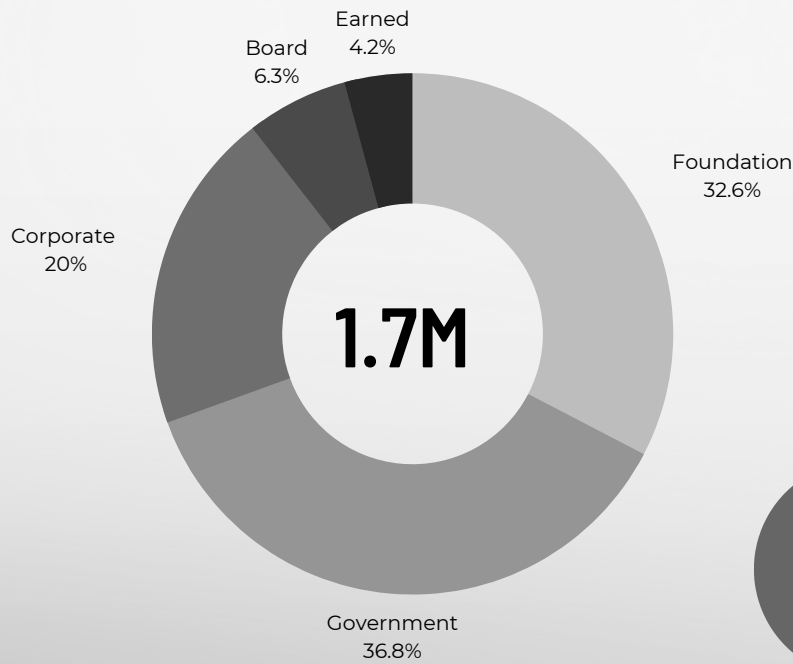
**MUSIC**  
CONNECTION



**AARP**

**DATEBOOK**  
SAN FRANCISCO CHRONICLE

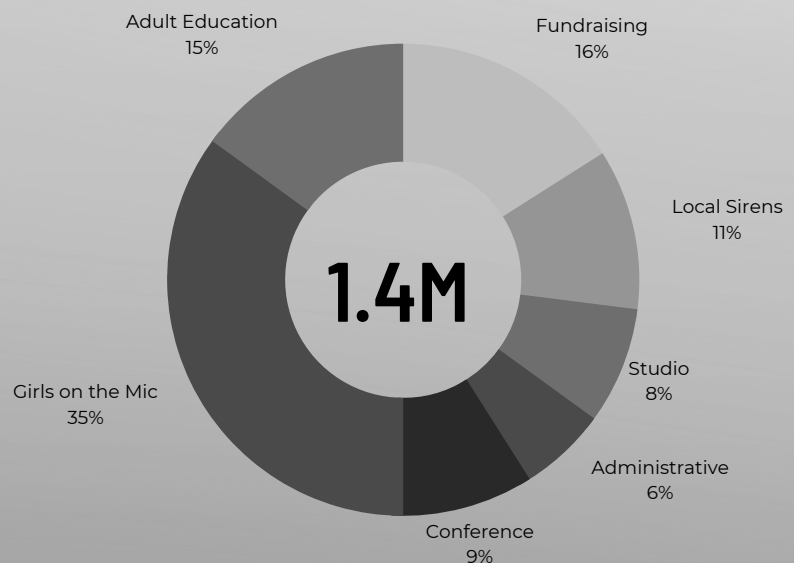
# 2022 REVENUE



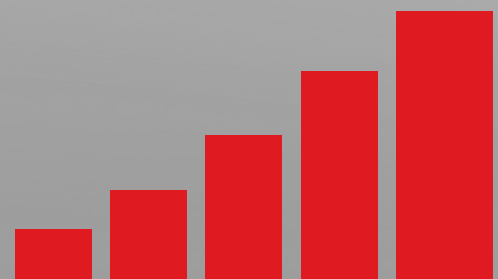
“ WAM has been a true game changer for me. [The internship] has provided me with a rockstar community of women and gender nonconforming friends that truly inspire me and want to help elevate my artistry. ”

“ Often I feel discouraged in other larger organizations with tons of men. This was my first WAM event, and I really appreciate the openness and supportive community. There are a lot of random resources out on the internet, but WAM helps focus the search and study! ”

# 2022 EXPENSES



Note: \$270,000 of \$300,000 surplus revenue is restricted for 2023 activities



Dear WAM Fam,



I'm incredibly proud of the work we've done this last year. It was a year of growing our reach to Los Angeles and Nashville while also deepening our impact in Northern California. As we enter our 20th year, I am so grateful for each and every one of you for being a part of WAM's family, and for believing in our vision of seeing women, girls, and gender-expansive people fully reflected and represented in music and technology careers and in the sounds we hear every single day.

Thank you for changing the face of sound!



Terri Winston  
Executive Director & Founder  
Women's Audio Mission

*DEEPEST  
GRATITUDE  
FOR YOUR SUPPORT!  
Terri*

