



SeeHer Hear Her Task Force Recap

January 12, 2023

Introduction and Welcome (2 min)

Christine Guilfoyle, President, SeeHer

Co-Chairs (5 min)

Jennifer Breithaupt, Industry Leader

John Nitti, SVP Strategic Partnerships, New Business Development and Chief Investment Officer, Verizon

Hear Her Music: Shorty Award Winner (20 min)

Tony Brown, CEO, Breakr

Patty Kerr, Co-Founder, SeeHer

Mary Zambri, Executive Advisor, SeeHer

SXM Media “Advancing Gender Equality in Audio and Advertising” (15 min)

Jocelyn Hudak, Director, B2B Content and Digital Marketing, SiriusXM

Nidia Serrano, VP Sales Marketing, SiriusXM

iHeart Media: SeeHer Hear Her Women in Music and Culture Celebration (15 min)

Jennifer Hageney, EVP, Brand Strategy, Innovation and Purpose, iHeartMedia

SeeHer Seventh Critics’ Choice Awards (5 min)

Patty Kerr, Co-Founder, SeeHer

Q&A and Closing

Meeting Highlights:

Women drive the creativity and profitability of the music industry, but remain underrepresented and under-acknowledged, proving why our work is so important:

- Female digital music listeners account for 45 percent of the total number of digital music users.
- The top-selling digital music artists are women.
- Despite this, women are still largely underrepresented as artists and behind the scenes in the music industry.
 - In 2021, 14.4% of songwriters were women.
 - Women held only 3.9% of all producing positions across the songs on the 2021 Billboard Hot 100 Year End Charts.

SeeHer Hear Her Accelerator/Shorty Award WIN/Breakr

- SeeHer and Breakr launched #HerBigBreak contest and mentor program to elevate women artists in the music industry. The program won a Shorty Impact Award, beating out competing high profile marketers and media organizations. Our goal was to create a pilot program transforming how brands and creators interact via technology and cultural programming, while elevating and mentoring emerging women in music. We empowered three independent artists, provided mentorship and coaching from leading music executives, shared insight on the development of marketing campaigns, and provided a concert platform on Twitch, all the while garnering massive earned media for the SeeHer brand with a not-for-profit budget. Imagine if we put the power of our collective behind it and expanded the program. This model not only has the potential to change the industry, but it has already changed lives.
- Breakr is one of the world's largest global creator community & activation platforms, helping partners move at the speed of culture. CEO and co-founder Tony Brown shared case studies highlighting how they have connected brands, publishers and partners to artists, helping musicians begin to realize their full potential. Sample artist video: [Mar'yana](#)
- Introducing "Hear Her Music" program, a talent accelerator program, sync licensing library, and record label. The program is designed specifically to work against the gender bias that exists within the music industry by economically empowering female artists in a multifaceted approach.
 - A Sync Licensing Library for brands to invest in female artists' music through a range of different financial pledges and commitments.
 - Take the 23% in '23 pledge: a commitment to sparking a 23% increase in the music featured in your content via the "Hear Her" Sync library.
 - Building off the success of #HerBigBreak, the "Hear Her Accelerator" is a bi-annual program that offers brands the opportunity to source and nurture female musicians.
 - The "Hear Her" Label leverages the Sync Library and Accelerator Programs to find the top 1-2 female artists to sign to Breakr records, offering brands the opportunity to align themselves with future hitmakers at the ground level.
- View the full presentation [here](#). Please reach out to pkerr@ana.net and mzambri@ana.net for more information.

SXM Media "Advancing Gender Equality in Audio and Advertising"

- Explore SXM Media's [Pass the Mic](#) site and learn more about all the badass women in our industry.
- Check out the webinar SXM Media did in partnership with the ANA about its Female Listenership Study, featuring actress Jameela Jamil: [Female Podcasting Is a Community. Here's How Brands Can Move In.](#)
- For questions, please reach out to Ryan Lenze at Ryan.Lenze@siriusxm.com.

iHeartMedia: SeeHer Hear Her Women in Music and Culture Celebration

- iHeartMedia is launching the third year of the “SeeHer Hear Her Women in Music and Culture Celebration.” Starting March 1, in honor of Women’s History Month, it will start an eight-day countdown highlighting gender equality on over 660 iHeart stations and all iHeartRadio social platforms, leading up to a special event on March 8. That day, women will lead the conversations on all their radio stations across America, and from 5:00 to 6:00 p.m., “SeeHer Hear Her Hour” will spin music from only female performers and feature playlists with iconic or new-and-noteworthy female artists.
- iHeart has joined the metaverse with iHeartLand, where it plans to mirror all its content for the celebration.
- For questions, please reach out to Jennifer Hageney at JenniferHageney@iheartmedia.com.

SeeHer Seventh Critics Choice Awards

On Sunday, January 15, singer Janelle Monáe received the SeeHer Award at the 2023 Critics’ Choice Awards, presented by her *Glass Onion* co-star Kate Hudson. Watch highlights of her speech [here](#).

New SeeHer Anthem

Watch our anthem featuring new music from SeeHer Board Advisor MILCK [here](#).