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INSIDE MUSIC'S TRUE MISOGYNY PROBLEM

THE SURVEY AS CONDUCTED BY LOW PROFILE

Beyond Blurred Lines
Inside Music's True Misogyny Problem
Low Profile, 2019

Low Profile conducted a survey of women who work in the music industry in May 2019. The purpose of the survey was to collect data about gender-related bias and discrimination in the industry, in addition to evaluating frequency in acts of sexual harassment.

Although the survey was distributed to men and women through professional and social channels, the response rate from women was much higher. Due to the low response rate and small sample size of men, this analysis focuses entirely on women's responses to the survey.

Although this limits our ability to compare responses across gender — overall, this data population represents a wide cross section of women in the industry and allows us to draw findings from a broad range of experiences.

To be clear, the point of this study is not to point a finger at large figures in the music industry, rather, it is to change something much larger—a systemic and systematic culture of bias against women.

It's not just a study - it's a call to action, with clearly defined recommendations and next steps.

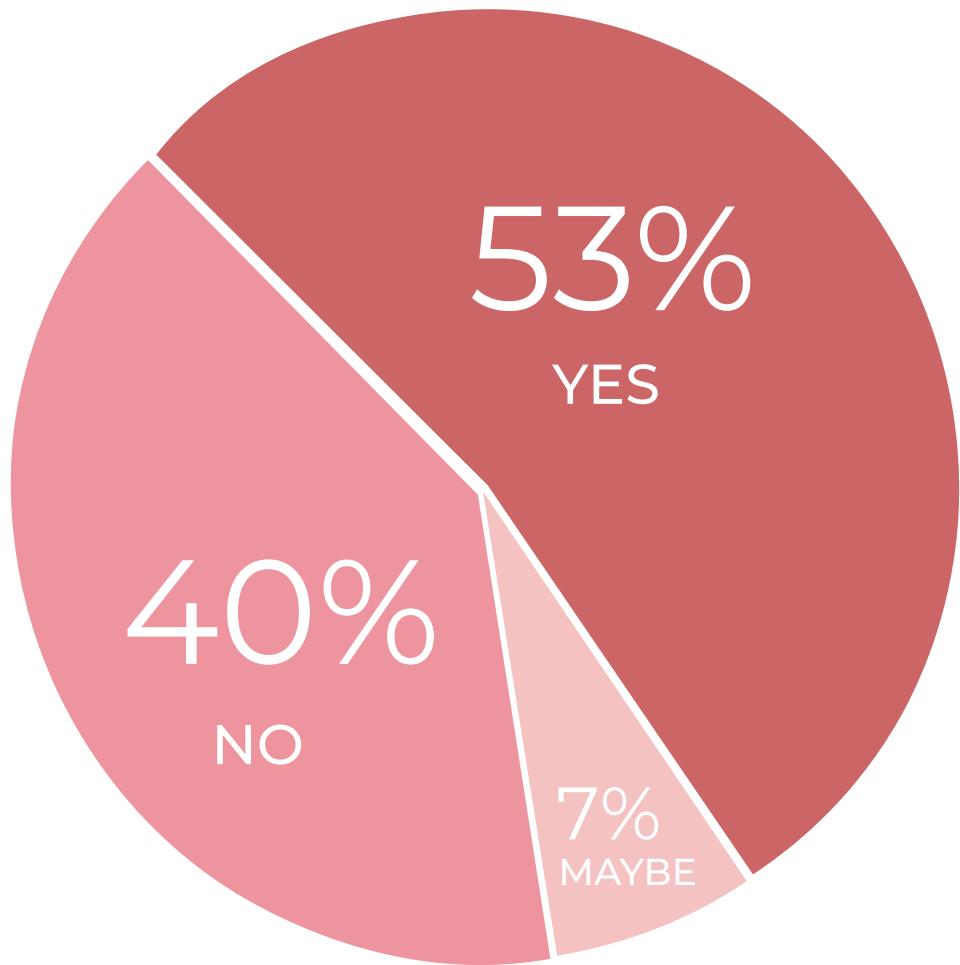
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* analyzed and compiled by
Jordana Composto

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Have you ever experienced sexual harrassment at work or a work event?

53% of surveyed women have experienced sexual harassment at work or a work event



49% of women have knowingly not reported acts of sexual harassment.

**“ I have been
repeatedly sexually
harassed by my boss
with no formal HR in
place to approach about
the situation. ”**

- Survey Participant

**“ Where do I start
about sexism? For
example, I've had an
artist write a song about
how he'd like to have
sex with me, using my
name in the song, and
the label released it
without my permission.**

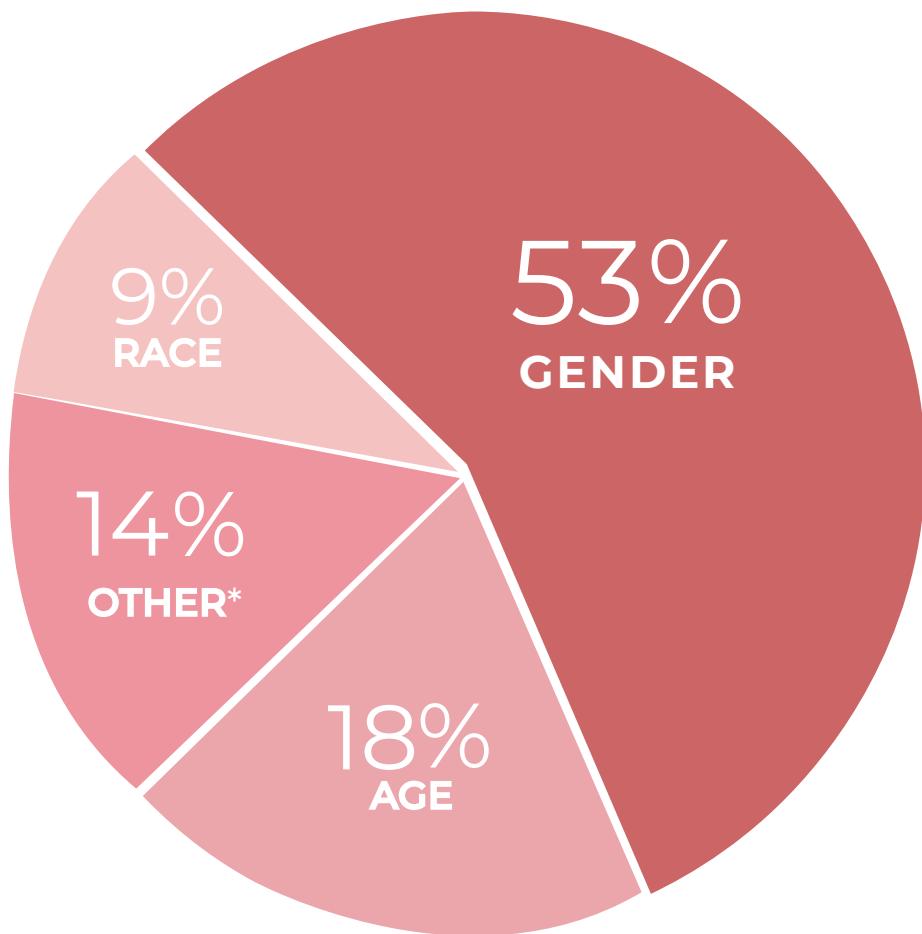
**”
He is very famous.**

- Survey Participant

Have you ever experienced any form of discrimination at work?

80% of surveyed women have experienced discrimination at work

TYPES OF DISCRIMINATION



13 respondents did not respond to this question

* OTHER = general, health, sexual orientation

“I have considered filing a sexual harassment suit but it happened years ago at this point and I was too scared and embarrassed and shocked to handle it properly when it first occurred. Subsequently, that company I worked at was purchased by a larger conglomerate and another woman actually went to HR (since they now have that resource available but did not when I was working there) about the same employee that I had issues with. She left the company on account of similar behavior. He is still employed there to this day.

— Survey Participant

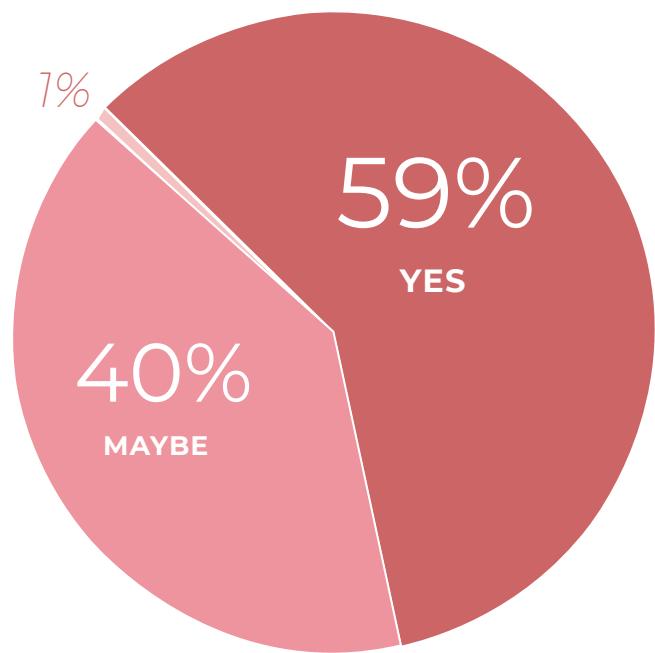
“I’ve been called ‘hun’ or ‘babe’. I’ve been belittled and spoken over. I’ve been interrupted and left out of meetings or calls. I’ve been literally ignored in a line of other executives. And I’ve been groped in a room full of men.”

- Survey Participant

Have you ever been paid less than a man with the same or similar role?

59% of surveyed women have been paid less than a man in the same or similar role

Less than 1% of participants are sure they have never been paid less than a man with the same job



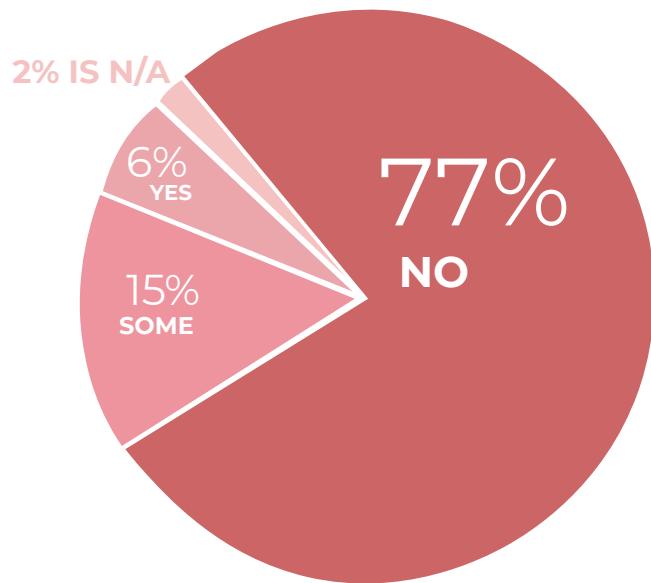
Did you have to ask for your most recent raise?

63% of respondents asked for their most recent raise

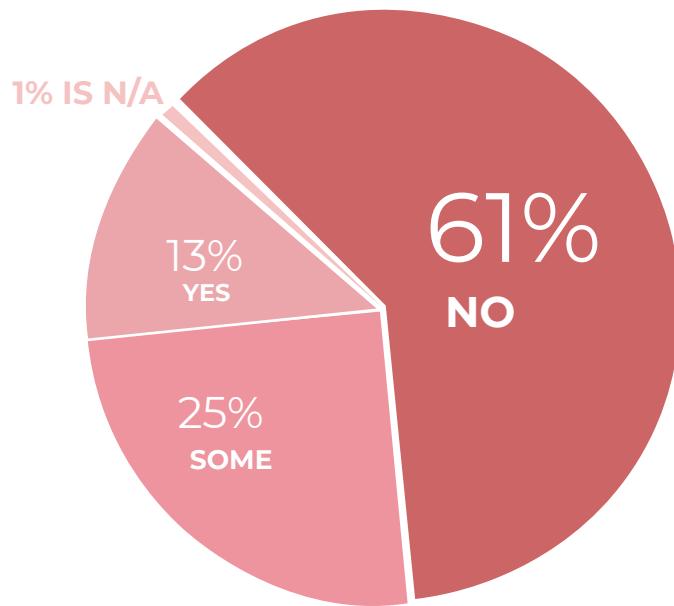
Of women who asked for a raise,
70% were met with resistance

46% of the original population responded to questions about raises

Do any of the men at your company talk openly about their salary?



Do any of the women at your company talk openly about their salary?



As reported by women, women discuss salary openly more often than men.

This difference is statistically significant, as determined by a matched pairs t-test.

“Yes, men often talk down to me. They often act like I am not able to do my job as well as they might be able to. I was also asked by my boss in my job interview how old I was and am often judged for my age. ”

— Survey Participant

“I am paid likely close to half of my (older) male counterparts in the same role but in different offices - although my office is one of the most successful. My company definitely has a “boys club” environment in upper management and I am often not included in decisions regarding staff and those that affect my own office (that I am “in charge” of running) I have been forced to insist on being included in decisions that affect my own office. I also have had to learn other aspects of navigating a predominantly male company - from unwanted male attention from a coworker, to completely inappropriate language about me/women in general from male coworkers, to having to constantly remain “calm” and “nice” to avoid coming off as a bitch. I feel I am unable to be direct with my team, as a man would be able to be, because I manage all men....and their fragile male egos. I am constantly being reminded of my age, which I feel is a veiled way of saying “it’s surprising that someone would let a young woman be in charge”. I have also witnessed male counterparts get away with extremely poor performances, something I know I would not be afforded due to being a young woman and constantly needing to prove myself. ”

— Survey Participant

A Look at the Top; Size Matters, Race Matters More

Executive Positions - Gender Breakdown by Company Size

Small Companies (≤ 15 employees)

Average salary of surveyed women is \$54,844

43% of executive roles at small companies are held by women

3% of executive positions at small companies are held by women of color

Large Companies ($15+$ employees)

Average salary of surveyed women is \$70,182

22% of executive roles at large companies are held by women

3% of executive positions at large companies are held by women of color

**“ From me being a dumb woman, to my
boss needing to add “token blacks”
into the bills, to bashing people with
mental health issues and LGBTQIA
members. What hasn’t happened? ”**

- Survey Participant

APPENDIX

Primary Population

151 women who live in the US were surveyed

Average age is 31 years (SD = 6.8 yrs)

Average years worked in the music industry is 9 years

24% are women of color

Current average salary of surveyed women is \$66,522/yr

Average starting salary of surveyed women is \$26,871/yr

25% of surveyed women have held an executive position in the industry

Primary Population

Sector of the Music Industry	% of Pop
Label	26%
Licensing	19%
Other (Live Music, PR, Tech, etc)	17%
Publishing	16%
Management	12%
PR & Marketing	10%

Primary Population

Job Title	% of Pop
Manager	38%
Associate	18%
Director	17%
Sr. Manager	6%
Assistant Admin	5%
Sr. Director	4%
SVP	4%
A&R	3%
VP	3%
CEO/President	2%

Company Information - Gender breakdown

Surveyed women work at companies with an average of 253 employees

Surveyed women work at companies with an average of 46% women

Small Companies (≤ 15 employees)

Average company size is 8 employees (SD = 4)

Small companies have an average of 55% female employees

Large Companies ($15+$ employees)

Average company size is 365 employees (SD = 1115)

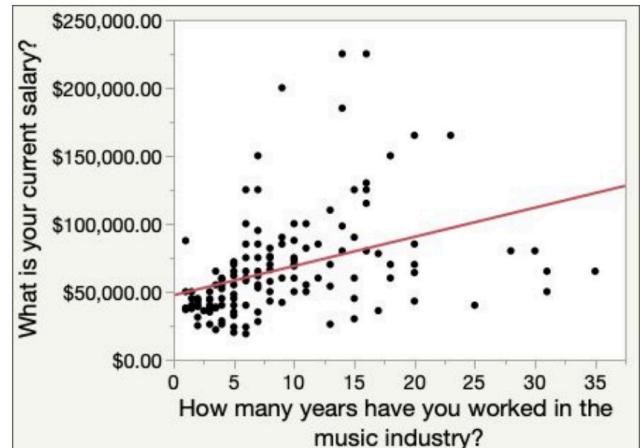
Large companies have an average of 42% female employees (SD = 11%)

Average Salary by Tenure

There is a moderately strong positive correlation between annual salary and tenure in the music industry.

$$[\text{Current Salary}] = 31934 + 4494 \cdot [\text{Tenure}]$$

$$R^2 = 0.243$$



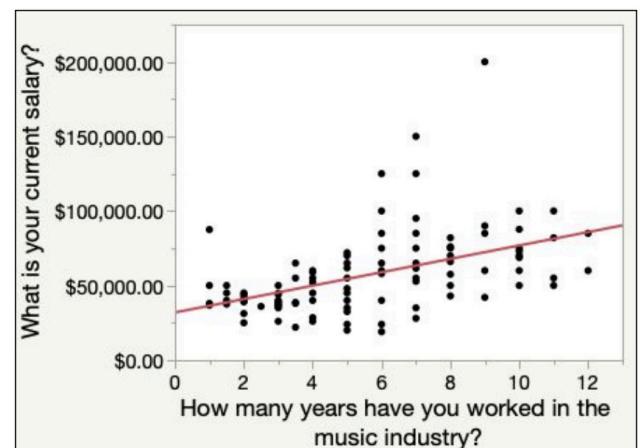
Average Salary by Tenure

(0-12 Years)

The correlation between annual salary and tenure is strongest in one's first 12 years working in the music industry.

$$[\text{Current Salary}] = 31934 + 4494 \cdot [\text{Tenure}]$$

$$R^2 = 0.243$$



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Recommendations and Resources

by Aaron Rose, Corporate Inclusion Expert

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RECOMMENDATIONS & RESOURCES

You're ready to make a change. But where do you start? The following list provides multiple entry points for creating gender equality in your workplace, your industry, and your life. While investing in customized strategic plans is important, what matters most right now is that you simply begin. Start now, where you are. Shift the dynamic of secrecy and delay by naming the problem out loud, and taking action to address low-hanging-fruit.

Inclusive culture is built moment by moment.

No matter how systemic a problem, inequality is still created and reinforced by the everyday decisions of everyday people. A mildly demeaning comment about women from a male colleague may feel like "not a big deal" or "just a joke," especially if no women were present. However, these "small" moments add up and contribute to hostile work environments and biased decisions around hiring and compensation. Practice shifting the dynamic, by asking someone Bystander intervention training and conscious culture design consulting (see below) can help you learn how to interrupt unconscious bias in a way that still feels authentic to you. If you see something, say something.

Audit salaries and close the pay gap between men and women.

Audit salaries, note where people are being paid differently for the same job, and make a plan to close the gap. Salesforce has led the way in showing how to close the pay gap. Salesforce completed a full audit that revealed massive disparities between men's and women's salaries, and leadership committed \$6 million over several years to balance it out. No matter how limited your resources feel, this change is a must.

Ensure that women are always at the table.

Salesforce has also modeled another simple but powerful guideline for shifting gender inequality: no meeting should happen unless 30% of the participants are women. Other cultural shifts that ensure women are not being excluded from leadership and growth include: rotating note-taking in meetings to interrupt the default assumption that women do that work, giving parental leave for people of all genders, and creating lactation spaces in the office.

Know that unconscious bias leads to unequal assessment of women's merit.

When assessing your pay gap, you may encounter moments of resistance where a man seems more qualified, or is more of a team player, or has a longer history with the company. Understand that culturally-reinforced unconscious bias towards women leads to "fundamental attribution error." This is the tendency for people to over-emphasise personality-based explanations for some people's behavior while under-emphasising situational explanations. For example: "Marcia was late again today, she really is such a slacker these days" (emphasizing a personality trait). Versus: "Yes, Joseph was late today, but he's having a hard time with his kid being sick" (emphasizing situational explanation).

Remember that not all women have the same experience.

Kimberlé Crenshaw's concept of intersectionality reminds us that we all have many different identities. She shines a light on the experience of black women in the workplace, who deal with not only sexism, but also racism. This is reflected in pay gap statistics that show black women earning 63 cents for every dollar a man earns doing the same job, whereas white women earn about 80 cents. Particular care must be taken in ensuring that gender equality work truly serves all women, not simply white women.

Create a comprehensive strategic plan.

Every organization is different. Take the time to identify your specific growth areas and commit to change over time. Seek the support of professionals to guide this process.

Take inspiration and guidance from other industries.

Other industries, such as tech and film, have already started their gender equality overhauls. A quick google brings up many case studies that can support your work.

Invest in culture design consulting.

Hiring and promoting more women of all backgrounds will not create a truly equal workplace unless the day-to-day culture is truly welcoming to women. Most companies have powerfully articulated values, such as being a team player, acting like a family, and ensuring the best idea wins. But how do people actually speak to each other in your workplace? When conflict occurs, is it handled passively or explosively? Whose ideas are prioritized? What kind of people seem to stay, and who seems to leave quickly?

A conscious culture design process allows you to close the gap between your values and your lived experience at work.

Hold diversity & inclusion trainings at consistent intervals.

Diversity & inclusion training and storytelling is a crucial part of creating gender equality. Research shows that a non-mandatory, regularly scheduled, and blame- and shame-free approach creates the most lasting change. Trainings are not punitive sentences; they should be invitations to grow and learn together. Making conversations about identity and culture regular parts of the monthly or yearly schedule ensures that it becomes a normal part of culture, rather than being perceived as a one-time attempt to fix or erase a problem. Focus on starting the conversation, and not letting it die out after one or two attempts.

Understand that inequality hurts men too.

Institutionalized gender equality, also known as the patriarchy, harms us all. As a man, even if you have never assaulted a woman or made a biased hiring decision, you have still witnessed. Furthermore, the rigid mainstream gender expectations placed on men and women force men to curtail their emotional expression, take on excessive responsibility, and limit their authentic connection with people of all genders. Change starts internally, within each of us. If you are a man, take the time to look into organizations for peer-to-peer male support, such as Evryman and Sacred Sons. They create experiences for men to shed the pain of their past, reimagine what being a powerful man means today, and build supportive masculine community.



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profile**