



EnterGain Shares Snapshot of Diversity, Equity, and Inclusion Survey at Start of AIMP Global Music Publishing Summit; Registration Opens for DEI Education Series for AIMP Members

June 7, 2021 (Los Angeles, Nashville, New York) – To begin its Diversity, Equity, and Inclusion (DEI) Initiative, the Association of Independent Music Publishers (AIMP) tapped the strategic HR firm EnterGain to conduct a survey of its members in May in order to have a starting point for its efforts to be a more diverse and inclusive organization that promotes equity for its members. EnterGain Senior Advisor Yuna Perry and Managing Directors James Celentano and Mikal Celentano presented the results at the AIMP Global Music Publishing Summit this morning.

“Response to the survey showed that the AIMP community is ready to engage in these important topics,” said EnterGain co-founder and Managing Director Mikal Celentano. “A lot of actionable insight is coming out of the survey phase of the AIMP’s DEI initiative, and we look forward to facilitating the upcoming DEI workshops, to explore how AIMP members can foster an even more welcoming and equitable independent publishing community,” added Yuna Perry, Senior Advisor at EnterGain.

“It was so important for us to ask our members the kind of questions that don’t come up in typical day-to-day conversations, so we can see where we can help support and educate our community to be a better environment for everyone,” said John Ozier, AIMP National Chair and Nashville Chapter President. “We are already addressing some of the specific requests with the trainings, upcoming new website, an initial meeting on July 15 to gauge interest in an Atlanta chapter, and our LA Chapter has already established a DEI Committee. And we’re so pleased to be able to offer to our members a free, three-session workshop on DEI from EnterGain to help educate and empower our members around these issues.”

- **Demographics**

While this was the first survey of its kind for the AIMP, the initiative yielded a sufficient sample size to begin to understand the diversity and experiences of the organization’s membership. Conducted anonymously by EnterGain via email from May 21-31, 2021, it was sent to all 1,006 AIMP members as of the start date, with a 16% response rate. 80% of respondents said over 80% of their income comes from music-related activities. They work across a multiplicity of genres, and 52% are self-employed or work at companies with 5 or fewer employees. Most noted they rely on the AIMP for education and networking. And this is an educated group, looking at highest level of formal education achieved: 26% have a 4-year non-music degree; an additional 25% have a 4-year music business degree; and 8% earned a 4-year music degree and 18% of respondents have a graduate degree.

Almost 80% of respondents chose “white” as one of their ethnicities, and compared to the U.S. population, membership was underrepresented in all other ethnicities. For example, 6.6% identified as

Black/African American, and 7% as Hispanic/Latinx. 82% of respondents identify as straight, 10% “preferred not to say,” and LGBTQ is well-represented at 8%.

While a majority (92%) said they did not have a disability, when asked about their needs at future in-person events, many had the same requests for accessibility options as respondents who did indicate they have a disability. These groups expressed interest in visual and auditory assistance, accessible restrooms, ramps/elevators, parking, and service animals. Also, approximately 40% of all respondents showed interest in continuing virtual/online events.

- **Perception**

On a 5-point scale ranging from Not Diverse at All to Exceptionally Diverse, nearly 90% of respondents rated the independent music publishing community as at least Somewhat Diverse or better. However, men were more likely to describe the community as either Not Diverse at All or Very Diverse, compared to ratings from women, which were more likely to concentrate around Somewhat Diverse. While whites and people of color were equally likely to rate the community Somewhat Diverse (53% each), whites were more likely to rate the community as Diverse, and people of color were more likely to rate the community as Not Diverse at All. Regarding inclusivity, whites and men were more likely to view the independent music publishing industry in the middle of the range at Inclusive, compared to ratings from women and people of color, which indexed lower at Somewhat Inclusive.

- **Moving Forward: DEI Training**

The survey provides a baseline understanding of where the community is today, and serves as a starting point for increasing empathy and understanding toward a more welcoming and equitable future. EnterGain will conduct a three-session workshop series at no cost to AIMP members interested in deepening their understanding of the barriers and solutions around diversity, equity, and inclusion and provide actionable takeaways that can be applied in their professional lives. The three training sessions are scheduled for June 21, June 28, and July 6 at 2pm ET/ 1pm CT/ 11am PT, and each session will be 90 minutes. They will be co-led by two executive-level facilitators from EnterGain, with virtual session tools and interactive discussions. As these initial sessions will be limited to 50 participants, early priority registration was offered to those that completed the survey and then indicated they had interest in more training, and also to AIMP Chapter Board members. Registration is now open to all AIMP members [here](#); if there is more interest, another series may be scheduled later in the year.

The AIMP Global Music Publishing Summit started this morning and continues through Wednesday, June 9. This year’s event is being conducted online, and today’s agenda includes keynotes from songwriter, producer, and Big Loud Publishing founder Craig Wiseman, as well as the legendary songwriters, producers, artists, and entrepreneurs Hank Shocklee (Public Enemy, The Bomb Squad) and David Porter (Stax Records, Made in Memphis Entertainment). Today’s program closes with a showcase presented by NYC3 in coordination with Music Publishers Canada (MPC). Tomorrow’s agenda focuses on the business of music publishing, with a keynote from U.S. Sen. Marsha Blackburn (R-TN); the “Indie Perspective” roundtable with leading independent music publishers; the “U.S. Alliance” panel with the heads of the NMPA, RIAA, A2IM, NSAI, AIMP, and the Music Business Association; and a special presentation from the U.S. Copyright Office and The MLC. Wednesday’s focus is International, starting with a networking mixer between the IMPF and the AIMP, sponsored by Angry Mob Music, Reach Music Publishing, and Reel Muzik Werks. The day’s conference agenda includes an update from CISAC Director General Gadi

Oron; an overview of the global Cue Sheet Harmonization effort and Music in Commercials; and the “International Alliance” panel including Margaret McGuffin, CEO, Music Publishers Canada; Annette Barrett, President/Chair of the Board, IMPF; Will Kreth, EIDR/DDEX; Dr. Kristina Janušauskaitė, Director of European Legal Affairs, IFPI; Michael Lau, NY Chapter President, AIMP; and moderator Ger Hatton, Principal, Hatton.eu. For more information or to register for the Summit, visit www.aimpsummit.com.

About EnterGain

EnterGain is a consultancy focused on enterprise growth. EnterGain empowers organizations to gain talent through executive search and placement services, gain capability through leadership and talent development programs, and gain scale through best practices and strategy solutions. EnterGain has served a wide range of clients in the music ecosystem including AZIM, eOne, Merlin, NIVA, Reservoir Media, Secretly Group, Seeker Music, TIDAL, Sony Music, and YouTube Music. For more information visit www.EnterGain.com.

About AIMP

The Association of Independent Music Publishers (AIMP) was formed in 1977 and has local chapters in Los Angeles, New York, and Nashville. The organization’s primary focus is to educate and inform music publishers about the most current industry trends and practices by providing a forum for the discussion of the issues and problems confronting the music publishing industry. The opportunity to exchange ideas and opinions with others on issues of mutual concern is fostered by the atmosphere at the AIMP’s monthly meetings, forums, and workshops, the videos of which can be seen (along with more general info on the organization) at www.aimp.org.

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