



INDEPENDENT MUSIC PUBLISHERS
INTERNATIONAL FORUM

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IMPF signs Keychange pledge

<https://www.keychange.eu/directory/music-organisations>

To honour International Women's Day, IMPF has signed up to the Keychange initiative, making a commitment to aim for gender equality and empowering minority genders in its work.

Led by Reeperbahn Festival, PRS Foundation and Musikzentrum Öst, and supported by the Creative Europe programme of the European Union, Keychange is an international gender equality campaign that invests in emerging talent while encouraging festivals, conferences and a growing range of music organisations and institutions to sign a pledge to include at least 50% women and under-represented genders in their programming, staffing and beyond.

By becoming a signatory of the Keychange pledge, IMPF commits to work towards ensuring that at least 50% of speakers, presenters and panellists at our conferences and webinars are women; enabling our publisher members to consider the balance of artists they sign; working towards equal representation of women on our Board of Directors; and encouraging our members to sign up to Keychange via our newsletter and social media.

IMPF President Annette Barrett said: "IMPF has sought, since its inception, to reflect the broad diversity and values of the global independent music publishing sector. This not only includes repertoires that are commercially and linguistically varied, but also, politically, the Forum has endeavoured to have equality of representation for women in the conferences and seminars we host and promote. Similarly, IMPF has had an active outreach to women music publishers to seek their input, inclusion and participation to the decision-making bodies of the Board of Directors and Working Groups of the Forum and, more generally, passionately advocates for gender equality across its policy positions."

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To further acknowledge International Women's Day, IMPF heard from some of the women that sit on our Board. We asked about their careers in the industry and what advice they would give to young executives looking to follow a similar path.

Francesca Trainini – Vice President of IMPF and Chair of IMPALA

What was your first big break into the industry?

It was actually getting to work in the music business and in the place where 'it was all going on' - London in the '80s.

Did you have any key role models or mentors as you came through? If so, what did you learn from them?

My first key role model was Richard Branson. Not as a mentor, as I was not actually working with him though he was close enough for observation. I learnt to put passion and enthusiasm in any enterprise and persevere even in the face of criticism or scepticism.

What would be your advice for a young woman starting out in the business today?

I would suggest she actually takes advantage to learn of the opportunities that young women have today. Learn to share and network, and to look up to other women.

What would you like to see happen in the industry to push towards greater equality?

I would like my colleagues (both men and women) in positions of power to stop pretending there isn't a problem. That would be a first step forward.

Teri Nelson Carpenter – Vice President of IMPF, President & CEO, Reel Muzik Werks

What was your first big break into the industry?

I answered a blind ad in the Hollywood Reporter the day after I graduated from college with my music degree. I got the job! Working at the largest PRO in the world, BMI, and working for the head of film/TV music. The rest is history. I found my musical passion and what would become my life's work.

Did you have any key role models or mentors as you came through? If so, what did you learn from them?

At BMI, I worked for Doreen Ringer Ross. She was a strong and incredibly talented music executive. She taught me all that I needed to learn to begin my journey in becoming a successful music executive in film and TV. She told me what I needed to hear, not what I wanted to hear. She challenged me and provided opportunity for me to grow. I felt empowered by her to reach as high as I could in reaching my career goals. All things were possible, but I needed to put in the work - and I have and still do!

What would be your advice for a young woman starting out in the business today?

Find your passion and follow it. You won't be happy if you don't. Then, find a mentor or, better yet, a few mentors to help you along the way. You won't be sorry!

What would you like to see happen in the industry to push towards greater equality?

In a perfect world I would love to see that all people would be judged by their talent and abilities, not their sex or the colour of their skin. That people would embrace what is so very special and unique about each of us and celebrate those differences so we can learn from and grow with one another. What an amazing gift we can be for each other if only we truly opened our hearts and minds.

Mary Jo Mennella – IMPF Board Member, CEO, Music Asset Management

What was your first big break into the industry?

I was hired by a very nice woman named Florence Soloman at ASCAP in its NY HQ after college graduation. I interviewed on a Friday and started the following Monday. The big break came when I transferred to their West Coast office a couple of years later. It was a great time to be working on so many high profile deals, innovative workshops and the very first ASCAP Pop Awards -their first award show! We accomplished a great deal with 10 of us in the entire office. It was an honor for all of us to be working with the iconic lyricist Hal David who was ASCAP's President/Chairman at the time.

Did you have any key role models or mentors as you came through? If so, what did you learn from them?

Women role models when I was coming up were Gloria Messinger (the late MD of ASCAP and the great Frances Preston (former CEO at BMI) and more recently Linda Moran (Warner Music Group Senior Exec and current CEO of the Songwriters Hall of Fame) as "godmother"....giants in the industry who've always extended kindness and words of advice through friendship, mutual respect and strength which are key to a lengthy career. Then again it was usually men who often had hiring power and personally helped me advance as I moved to 20th Century Fox and eventually launch my own company 15 years ago.

What would be your advice for a young woman starting out in the business today?

Show up and meet people! And when you do, know your stuff to do your best work and shine as you build on those relationships made along the way.

What would you like to see happen in the industry to push towards greater equality?

Consider term limits, rotating seats or impose a hiatus on various industry Boards, to enable a more diverse & wider net of talent to push through and gain experience.



IMPF serves as a global network and meeting place for independent music publishers to share experiences and best practices; exchange information on the legal framework and music publishing environment and to coordinate actions and support projects relevant to songwriters, composers, and music publishers. IMPF represents the interests of the independent music publishing community internationally and aims to ensure a favourable environment for artistic, cultural, linguistic, and commercial diversity. www.impforum.org