



The Inclusion Riders

*striving for change and equity
within the music business*

an initiative by

FULL GALLOP

Inspiration & History of Concept

- Frances McDormand 2018 Oscar acceptance speech
 - Moments after asking every female nominee to stand up, she drilled her subtle point home by concluding her speech with: "I have two words to leave with you tonight, ladies and gentleman: inclusion rider."
- Dr. Stacy L. Smith, USC Annenberg Inclusion Initiative
 - First proposed the idea in 2014 Op-Ed (Hollywood Reporter) and 2016 TED Talk
- Kalpana Kotagal, Cohen Milstein Sellers & Toll
 - Drafted Inclusion Rider template March 2018
- Fanshen Cox DiGiovanni, Pearl Street Films
 - Actress & writer announced at 2018 SXSW Inclusion Riders to be used on all Pearl Street projects (produced by Ben Affleck & Matt Damon)

Definition of terms

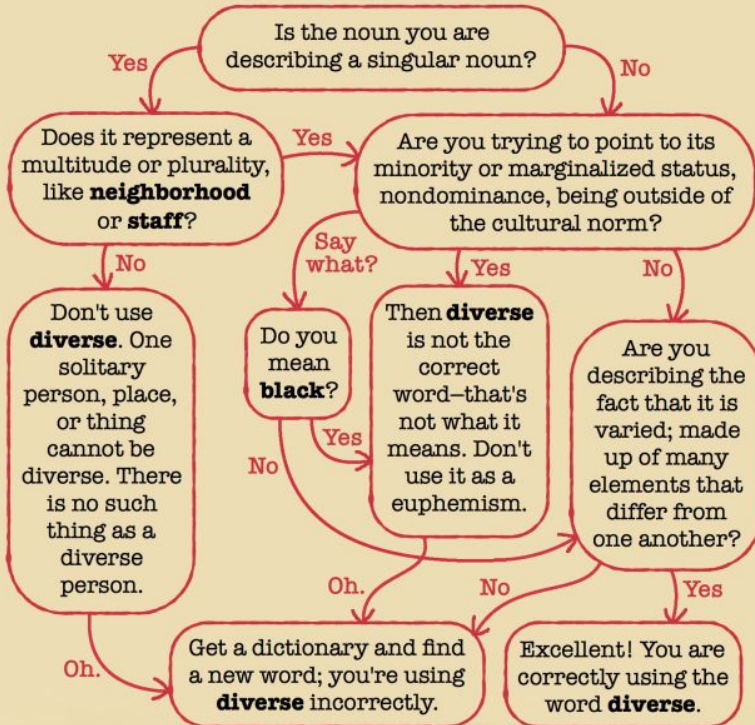
Diversity: made up of many elements that differ from one another, with a group of people: the range of human differences, including but not limited to race, ethnicity, gender, gender identity, sexual orientation, age, social class, or physical ability.

Inclusion: involvement and empowerment, where the inherent worth and dignity of all people are recognized.

Equity: the quality of being fair and impartial, ensuring access to all and recognizing that not everyone started from the same place.

Equality: offering the same opportunities and amount of resources to all despite their ratio to the total population.

Should I Use the Adjective **Diverse**?



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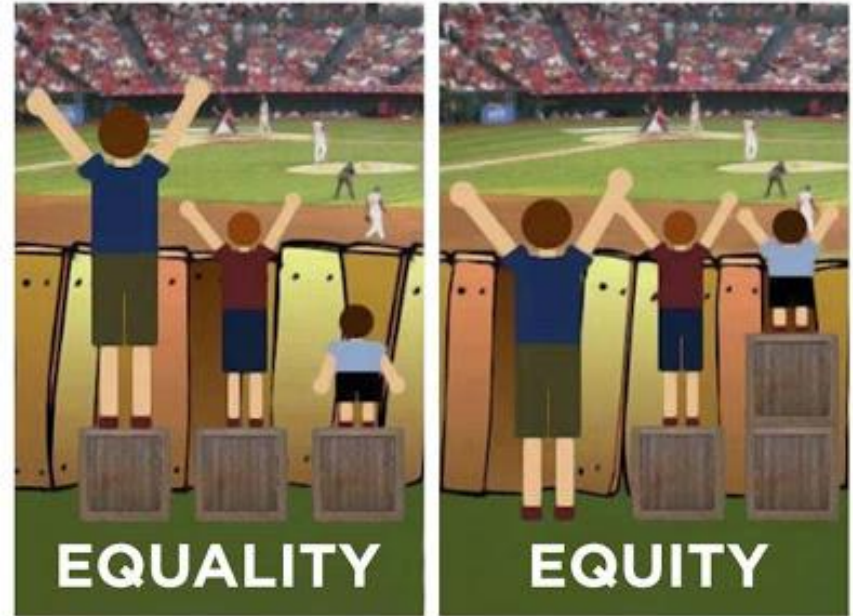


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United Way of the Columbia-Williamette

The need for this practice in Austin, TX

- According to the 2010 Census, the composition of Austin was:
 - White: 68.3% (non-Hispanic: 48.7%) - now less than 50%
 - Hispanic or Latino: 35.1%
 - African American: 8.1% - has dropped to ~5%
 - Asian: 6.3%
 - American Indian: 0.9%, Native Hawaiian and Pacific Islander: 0.1%, Two or more races: 3.4%
- Austin Music Census Data for Musicians-only: GENDER 80% are male, 20% are female
 - [General Population: 50.1% Male, 49.9% Female]
- Austin Music Census for Musicians-only RACE/ETHNICITY 4.4% African American, 10.4% Hispanic (any race), 66% White
 - Either: limited outreach, distrust of participation or drastic inequity

National trends

- R&B and Hip Hop equal 25% of all U.S. “music consumption” surpassing Rock (2017 mid-year Nielsen report)
- 4.9 men to every 1 woman musical artist (2018 Annenberg Report)
- “Companies that promote diverse workforces....develop more innovative product pipelines, which lead to stronger financial performance.” (2018 Financial Management journal)
- Goal: for change to be initiated by artists but also supported by venues, bookers, and the rest of the industry

Excerpts from sample rider or clause

- Statement of Purpose: Recognizing that hiring women, people of color or other under-represented groups whenever possible in a manner that retains authenticity, will facilitate employment and create a stronger pipeline for more diverse representation and that increasing the number of individuals from under-represented groups, and hiring them whenever possible, will similarly facilitate employment and create a stronger pipeline, and will ultimately give rise to greater diversity off-stage.
- Objective: The individual(s) responsible for interviewing and hiring will interview at least one female and one person from any other under-represented group for the position/performance
- Reporting/Compliance: hiring company is to contribute to a fund for equity if they do not fulfill the requests in the rider

Examples of possible use in music and other creative industries:

- Performance contracts, especially festival headlining acts
- Employment contracts, ranging from large music companies to smaller arts organizations
- Roles within the recording industry
- City government contracts with artists

Proposed next steps

- Equity clause in City of Austin contracts
- Sample clause language written for common music contracts
- Set a rubric for reporting, incentives and compliance
- Role of Mayor's EDI task force and other members of Equity committee

Longer term change

- Form an organization to address equity in the arts in Austin
- Fair Trade Music ATX program - restart conversation and add equity

Conclusion

- Start to a conversation about change
- Inclusion Rider or Equity Clause as one example of taking the next step
- Keeping the music and arts industries in line with the film industry
- Showing our city is welcoming to all and is growing as a creative hub