

# equalaccess

Launched in 2022, Equal Access is an mtheory equity initiative designed to empower artists and artist managers from underrepresented demographics in country music via financial resources, personalized support, and networking opportunities

WWW.EQUALACCESSMUSIC.COM

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## HOW DOES IT WORK?

Each year, a cohort of at least 2 artists and 2 artist managers are chosen via an application process. Then each cohort member:



Is given at least \$20,000 to grow their business



Has dedicated staff to create bespoke plans for marketing, budgeting, strategy, digital services, touring and more.



Attends at least 2 partner events per month with industry leaders, resulting in over 100+ new industry contacts

## WHY IS THIS NECESSARY?

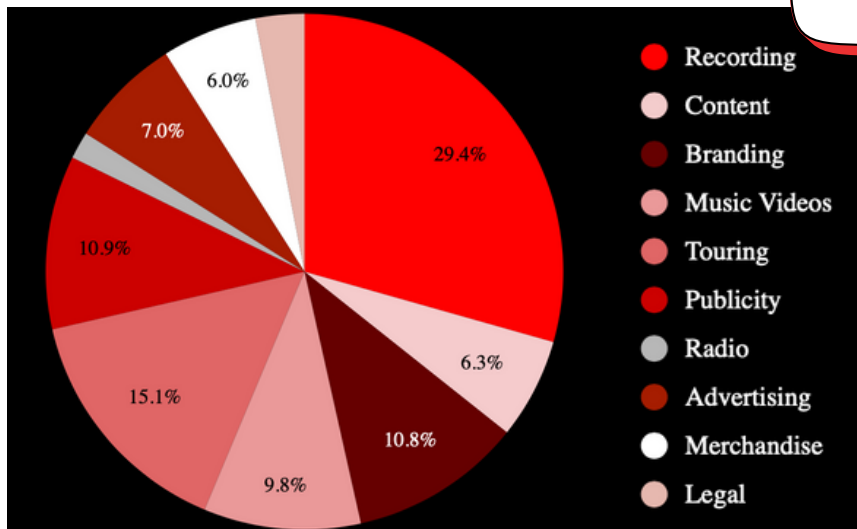
58% of hispanic adults and 49% of black adults listen to country music \*, but People of Color make up less than 4% of the commercial country music industry\*\*. And we unfortunately have even less data on queer representation and what the representation behind the scenes looks like.

\*CMA Study, 2024

\*\* Dr. Jada Watson Songdata Study, 2021

## HOW DOES THE FUNDING GET SPENT?

How participants spent the grants we gave them, across the first 3 cohorts



## ACKNOWLEDGEMENTS:



Equal Access wouldn't be possible without our sponsors. Equal Access is a fiscally sponsored project of the Arts & Business Council of Greater Nashville, a nonprofit organization. Contributions are tax-deductible. If you'd like to donate, please scan the code. If you'd like to become a sponsor, please reach out to our Executive Director, Tiffany Provenzano at [tiffany@mtheory.com](mailto:tiffany@mtheory.com) for details.

## WHAT IS THE IMPACT?

22

Underrepresented individuals supported

5

Managers added country artists to their roster

46

Average % growth in followers for each artist

23

Music videos created

4

Managers hired by labels

75

New Country songs out in the world

And a lot more first milestones for the artists! Debut releases, music videos on CMT, radio airplay, playing The Grand Ole Opry, signing publishing deals, record deals, distribution deals, and with booking agencies, all happened for the first time while in our program!

\$560,000

Dollars Distributed



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