

SPATIAL EQUALIZER

celebrate the sound of unity.



**WHAT
WE'LL
TALK
ABOUT**



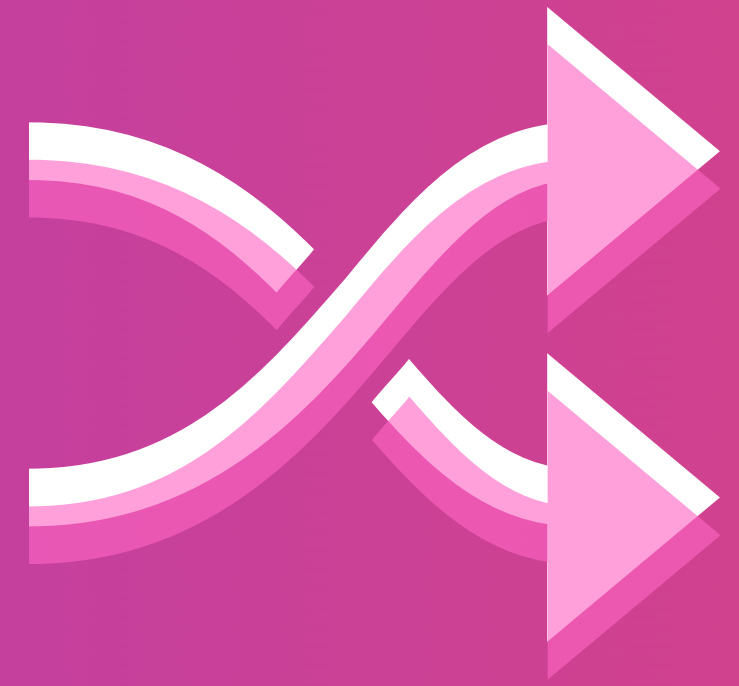
the Facts.

the Belief.

the Idea.

the Outcome.

Music is the connection
between artist & listener.



But the artists aren't always
HEARD.



STRUCTURAL RACISM IN MUSIC

“Structural racism is about mechanisms and processes. Individuals may be racist, but it’s the structures and mechanisms that perpetuate hard racism.”

- *Roger Wilson of Black Lives In Music*

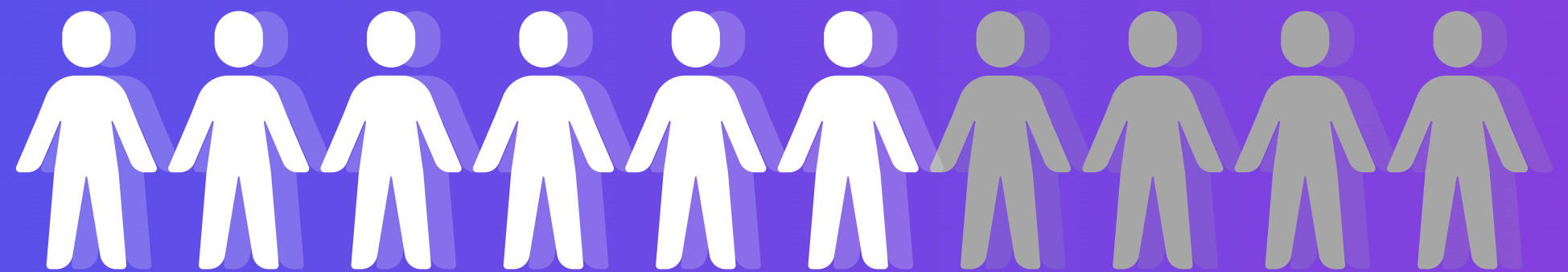
The music industry lacks
racial diversity.

Artists of color are being
exploited by white executives.

According to a Black Lives In Music (BLIM) survey taken in 2021...

6
in
10

Black music creators say
they've experienced
racism in the industry.



(BBC)

86%

say they've faced
barriers to their
career because of
their race.

(BBC)



In a survey of **119 companies in the music industry**, only

19.8%

of executives were from
**underrepresented racial
or ethnic groups.**

Of the top 70 of those companies,

86.1%

WERE WHITE MALES

(The New York Times)

“Few industries are more reliant on black labor than the **record business**, and few industries have faced more frequent criticism for **exploiting** that labor.”

(Bloomberg)

When an artist of color is signed to a record label, they are signing away a **majority of their profits** and the **rights to their music** to an industry run predominately by white executives.

THE GOAL:

Get music industry executives
to diversify their workforce and
address issues of racism **by** using
Apple Music's platform to set the
standard.

**WHAT DOES APPLE
MUSIC HAVE TO
DO WITH THIS?**





Being one of the top music streaming services, Apple Music has a **responsibility** to encourage the **diversification** of the music industry.

As a parent company, **Apple** has created the **\$100M Racial Equity and Justice Initiative (REJI)** which includes...

- Propel Center, a learning hub for HBCU students
- Apple Developer Academy, to support coding and tech education for students in Detroit
- Venture capital funding for minority entrepreneurs

(Apple)

BUT SO FAR...

Apple Music itself has only participated in **#BlackoutTuesday** and recognizing **Black History** month.

**WE KNOW APPLE
MUSIC CAN DO
MORE.**

...It starts by promoting
RACIAL EQUITY
in the music industry.

Artists are more than
entertainment.

Artists are people with
stories to tell.



We want to create a
space for artists to be
represented **equally...**



...to break the **racial barriers** set
by the record labels and make
the music industry more

INCLUSIVE
&
EQUAL

A graphic of a cracked glass surface, with numerous sharp, jagged lines radiating from a central point, creating a starburst or shattering effect. The cracks are light blue/white against the darker blue background.

Here's how we can help break the
BARRIERS

It's important to
get the
perspectives of
underrepresented
people in the
workforce.

Examples:

- Anonymous dropbox submissions / recommendations
- Promoting pre-existing employees of color

FROM THE APPLE WEBSITE:

We're continuing to build a culture where everybody belongs. That's what sparks our innovation. And our progress toward a more inclusive workforce and a better world.

Overall

Leadership¹

↑ **87%**

Increase in the number of female employees in leadership globally

↑ **80%**

Increase in the number of employees from URCs in leadership in the U.S.

↑ **84%**

Increase in the number of Black employees in leadership in the U.S.

↑ **90%**

Increase in the number of Hispanic/Latinx employees in leadership in the U.S.

All data as of December 2021 unless otherwise stated. Trends account for data between 2014 and 2021.

Apple Music currently **pays** a

52%

headline rate to **all** labels -
both independent and major.

We are offering an
increased headline rate of...

55%

to Spatial Equalizer partner labels that
aim to **diversify** their workforce.

(an increase of 3% is equivalent to over \$123M total revenue based on Apple
Music's earnings in 2020)



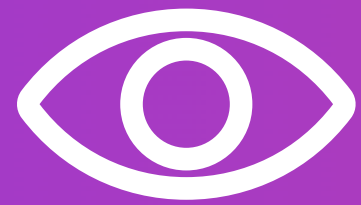
THE SPATIAL EQUALIZER COLLECTION

 MUSIC

The goal of the *Spatial Equalizer Collection* is to celebrate the diversity in music by featuring **Spatial Equalizer partnered artists and labels** within the Apple Music app.



THE THREE MAIN CATEGORIES:



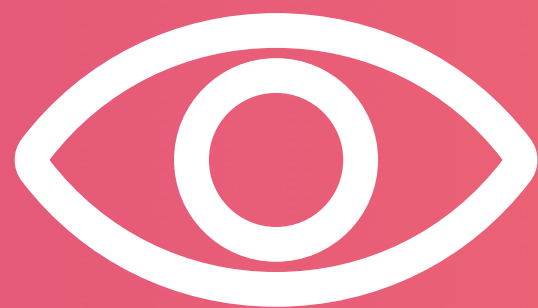
SEE



HEAR



REMEMBER



SEE THE ARTISTS

The first section will include the biography of our featured artists, allowing listeners to gain insight into the people behind the music.



HEAR THE STORIES

The second section contains audio from one-on-one interviews with the featured artists telling their own personal experience with racism in music.



REMEMBER THE MUSIC

The third section will showcase all the featured artists' music, which gives them the opportunity to reach a broader demographic of listeners.

INTRODUCING

THE

EQUALIZER

TOUR

 MUSIC

CELEBRATE DIVERSITY

The Equalizer Tour promotes a culture of acceptance through a vibrant celebration.

While also providing a live platform for featured artists to perform.

SUMMER 2023

10 CONCERTS.

10 WEEKENDS.

30 ARTISTS.

THE TOUR DATES

Summer 2023

5/6	Seattle, WA
5/20	Portland, OR
6/3	San Francisco, CA
6/17	Oakland, CA
7/1	Denver, CO
7/15	Austin, TX
8/5	Minneapolis, MN
8/19	Boston, MA
9/2	New Jersey, NJ
9/16	Washington, D.C.

*Based on a report from the Office of Legislative Research for Connecticut the top 10 cities that attract young people at the fastest rate



==QUALIZER TOUR CONCERT POSTERS

SPATIAL ==QUALIZER

Apple MUSIC



KALI UCHIS
JENE AIKO
TYLER THE
CREATOR

AUSTIN,
TEXAS

SATURDAY 15 JULY 2023
8 PM - MIDNIGHT

Existing Users \$10
New Users \$15



Scan to subscribe

SPATIAL ==QUALIZER

Apple MUSIC



KALI UCHIS
JENE AIKO
TYLER THE
CREATOR

PORTLAND,
OREGON

SATURDAY 20 MAY 2023
8 PM - MIDNIGHT

Existing Users \$10
New Users \$15



Scan to subscribe

Implementing Action Online



Twitter

Artist takeover.

People send in questions and artists spend a few hours replying.



Apple Music

Artists create their own playlists and share with consumers.



TikTok

Ads of artists speaking on their experience with racial injustice and discrimination in the industry.



Instagram

Artists take over Apple Music Instagram account and go live; post stories throughout their day.

Apple Music Instagram posts on individual artists.

Top related **hashtags** across social media platforms in regards to racial inequality:

#ShareBlackStories

#Allyship

#SolidarityIsForWhiteWomen

#RacialInjustice

#NotYourAsianSidekick

#EducateYourself

#DismantleWhiteSupremacy

Spatial Equalizer will utilize hashtags **unique to their platform** in order to spread racial equality in the music industry:

#CelebrateTheSound

#SharePOCStories

#SpatialEqualizer

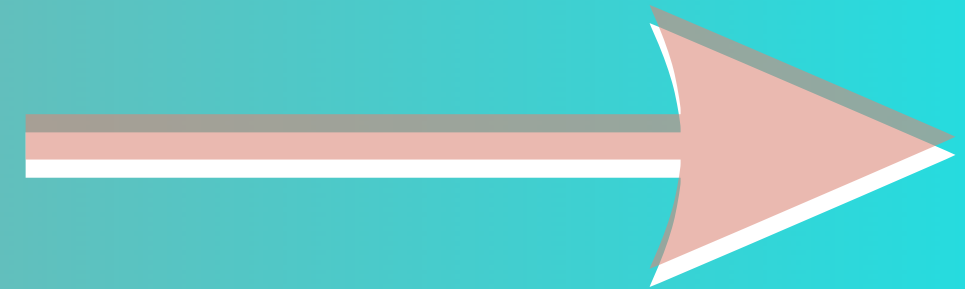
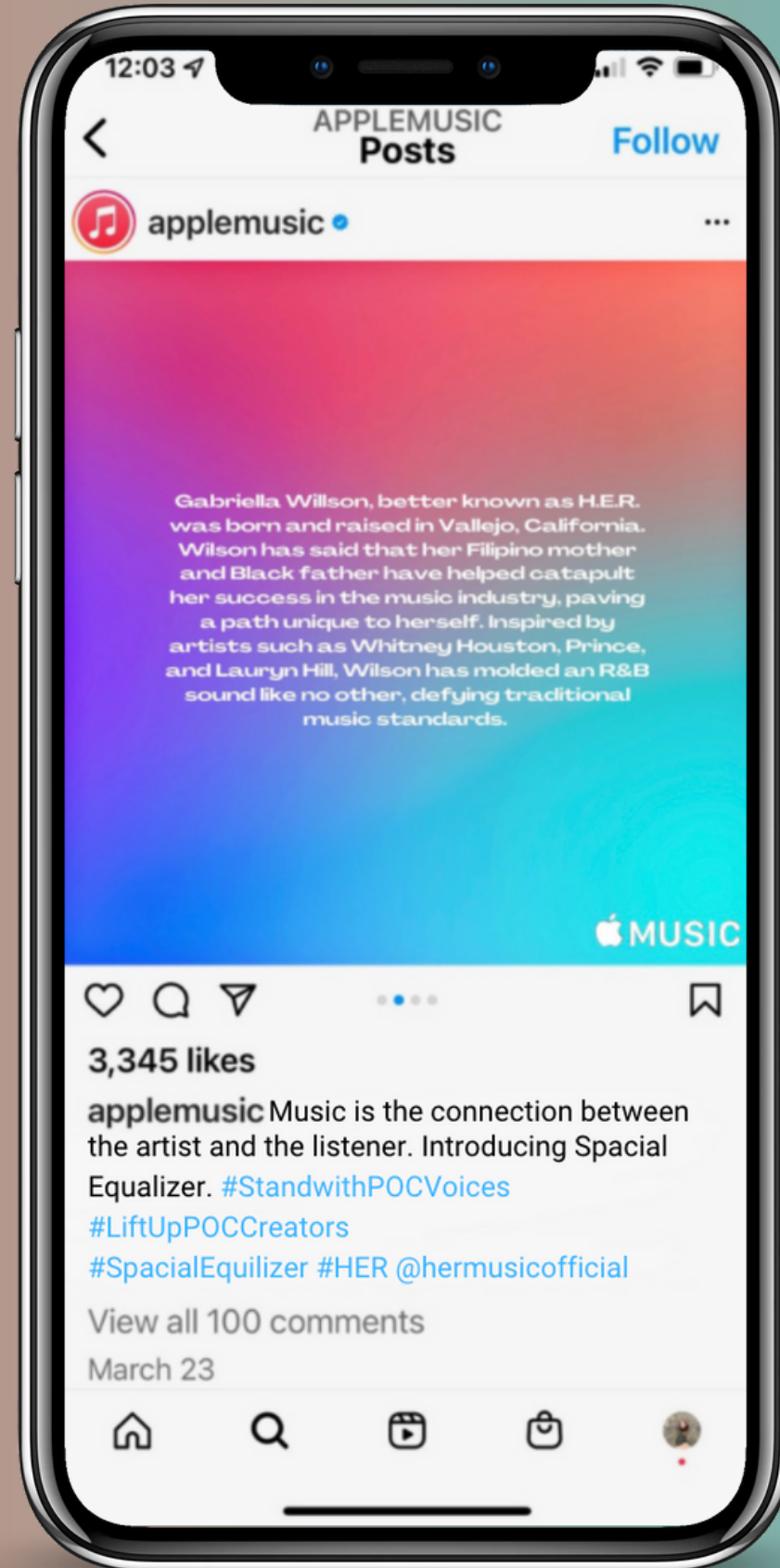
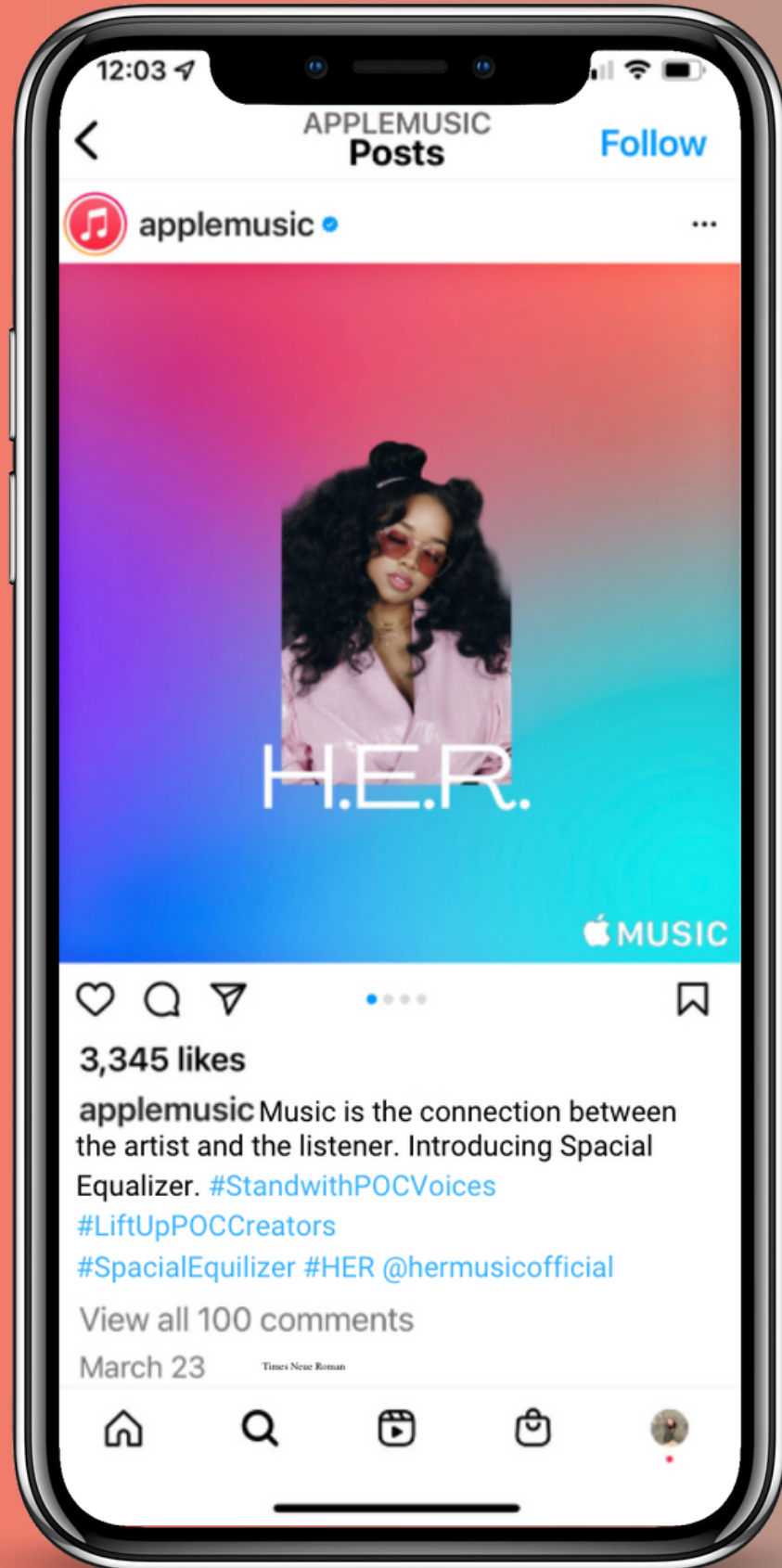
#LiftUpPOCArtist

#LetsHarmonize

#StandWithPOCArtists

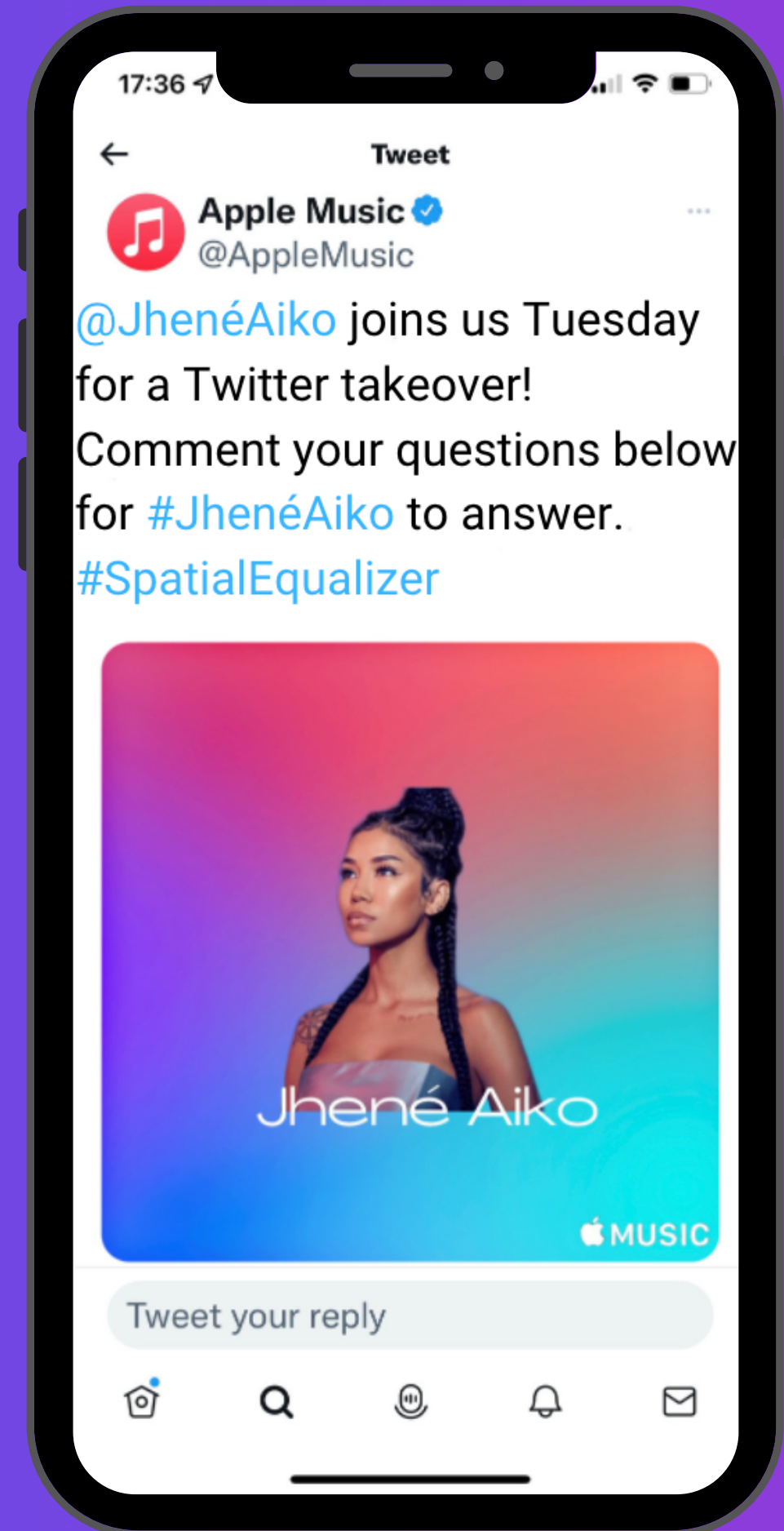
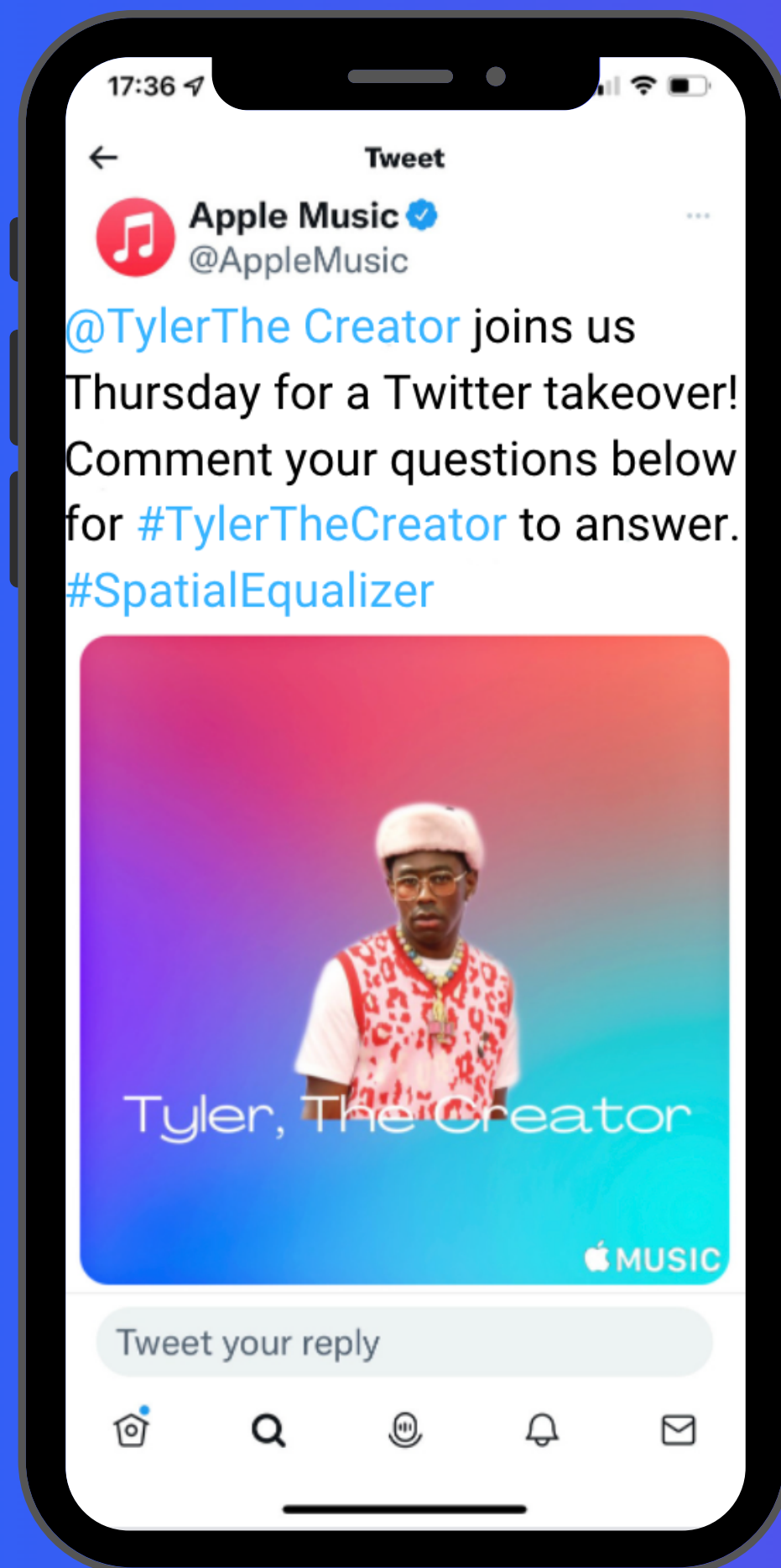
#EqualizerTour

#DismantlePerformativeAllyship



Gabriella Willson, better known as H.E.R., was born and raised in Vallejo, California. Wilson has said that her Filipino mother and Black father have helped catapult her success in the music industry, paving a path unique to herself. Inspired by artists such as Whitney Houston, Prince, and Lauryn Hill, Wilson has molded an R&B sound like no other, defying traditional music standards.





SAMPLE AD:

celebrate the sound of unity.



SAMPLE AD:

let's harmonize.



SPATIAL EQUALIZER

The music industry would struggle if not for these artists. *Our goal* is to push for a more diverse and inclusive space for **everyone in the music industry.**



OUR TEAM



JEREMY BLACKER
ACCOUNT EXECUTIVE



AUDREY ALAN
STRATEGIST



AINSLEY MADDALENA
MEDIA PLANNER



AMELIA TRAN
DESIGNER



MATT MABEN
COPYWRITER



HAILEY JENSEN
DESIGNER

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