



Dr. Joan Cartwright has dedicated her life to promoting women musicians, globally, and is the founder and executive director of Women in Jazz South Florida, Inc., a non-profit organization with members in 12 countries and several states in the U.S.A.

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This qualitative case study explored the relationship between women jazz musicians and their earning capacity as composers and music publishers. The study examined the business practices of a sample of 20 women in jazz in the United States, between the ages of 30 and 64, who compose jazz music and brand themselves through performance and marketing their published music. Aside from articles posted by organizations with the mission of promoting women musicians, very little scholarly literature addressed this segment of the music industry. The variables of this qualitative study were education, the number of songs the participants composed, incorporation as a publishing company, affiliation with a royalty collection organization, and how they used marketing, branding, promotion, and advertisement techniques to identify, attract, and negotiate opportunities to perform, teach, and distribute music (Anonymous, 2014b). Participants discussed financial challenges based upon gender and age discrimination on the part of family, friends, associates, teachers, musicians (male and female), radio hosts, agents, managers, promoters, venue owners, cultural producers, grantors, reviewers, critics, record labels, publishers, filmmakers, music contractors, and educational institutions. However, this study remained focused on how their understanding and utilization of business tactics and strategies for operations and marketing, affected the professional musical careers of women jazz musicians. This study explored the best business practices for women musicians in the jazz genre and prescribed guidelines for young women coming into the music industry. Furthermore, this study provided suggestions for how private corporations and government entities could be more inclusive of women's music through programming and grant-making (Appendix S), and offered recommendations for future research and policy regarding equitable treatment of women in the music industry, particularly in media and film.

Women in Jazz: Music Publishing and Marketing

Dr. Joan Cartwright

