

▼ **Look for Women's Music  
at These Stores**

**California**

**Bakersfield**

*Sage Music Mart*

**Claremont**

*Folk Music Center*

*Rhino Records*

**Fontana**

*Little Sandy's Music  
Fantasy*

**Hermosa Beach**

*Either/Or Bookstore*

**Hollywood**

*A Different Light*

**Laguna Beach**

*Sound Spectrum*

**Long Beach**

*Chelsea Books*

*Pegasus*

*Ron's Records*

**Los Angeles**

*Aron Records*

*Bodhi Tree*

*Record Retreat*

*Ron's Records*

**Newport Beach**

*Magic Speller*

**Palm Springs**

*The Record Alley*

**Pasadena**

*Page One*

*Poo Bahs*

**Santa Monica**

*McCabes*

*Inner Works*

**West Los Angeles**

*Music Odyssey*

**Westwood**

*Rhino Records*

*Sisterhood Bookstore*

**Santa Barbara Area**

*Gramophone Shop*

*Morninglory Music*

*Record Rack*

*Turning Point*

*Womankind Books*

**San Diego Area**

*Charmed Circle*

*Grass Roots*

*Groundworks*

*Plum's Books*

**Arizona**

**Bisbee**

*Atalanta*

**Flagstaff**

*Aradia*

*Circles*

**Phoenix**

*Bill's*

*Circles*

*Eli's*

*Rolling Stone*

*Womansplace*

*Bookstore*

**Tucson**

*Antigone*

*Discount*

*Hollywood*

*Loco*

*Whistling Shrimp*

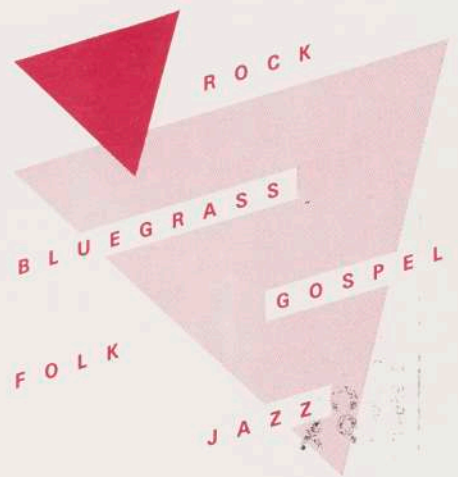
*Zips*

Also available throughout **Southern California, Arizona, and Las Vegas** at *Tower Records, Music Plus, Licorice Pizza, Wherehouse Records, and Big Bens.*

**Women's Music Distribution Company**  
419 East Elk Avenue  
Glendale, CA 91205



**Women's  
Music**



**Women's Music  
Distribution Co.**

## ▼ **Women's Music Distribution Company**

**Women's Music Distribution Company (WMDC)** is a Southwest women-owned business. The major focus is the distribution of records and tapes, along with songbooks, from over twenty-five independent record labels which feature women. As a distribution company **WMDC** wholesales to well over 100 retail outlets in Southern California, Arizona, and Las Vegas.

**WMDC** began doing business in 1974 in Boston and opened new headquarters in Los Angeles in 1980. Results in Los Angeles have been very good.

Beyond actual distribution, **WMDC's** tasks are many. They include promotion with print and radio, arranging interviews and record reviews, speaking to local groups, and creating advertising plans. All such work is focused on developing the market in the territory.

## ▼ **"Women's Music"**

What is "women's music?" It is music characterized by lyrics which celebrate women's strength, independence and struggle in the face of discrimination and oppression, as well as the love and support women share. Women's music presents a needed alternative to sexist images of women which are constantly portrayed in popular music. The idea of using artistic means of expression to convey a political message is not a new one. Many movements have been supported by music throughout the centuries, and the feminist movement is no exception. Changes in women's accepted societal roles have both helped to create and in turn have been encouraged by the development of what has come to be called "women's music."

## ▼ **The Beginnings**

The existence of women's music is not new; listen sometime to Bessie Smith, Malvina

Reynolds, union songs, etc. What is new is the business aspect that has been developing over the past decade. Feminist recording, production and distribution companies have formed, making business networks which are attempting to provide an alternative economic base for women in the cultural sphere.

Women's music/culture notably began in 1972 at the First National Women's Music Festival. The festival and general cultural movement began as a response (reaction?) to the traditional music industry's stereotyping of women performers, through their material and "packaging." Today this cultural movement has developed into networks which include musicians and their support staff, women's recording companies, studio engineers, record distributors and promoters, concert producers, sound and light technicians, festival organizers, and many, many more.

In 1973 Olivia Records was formed and was to become the largest women's music recording company. Olivia's first product was a '45 featuring two artists who later created Olivia's first two albums: Meg Christian's "I Know You Know" and Cris Williamson's "Changer and the Changed." Other labels sprang up producing more great music: Redwood Records, also formed in 1973, became women-owned and operated in 1976, producing Holly Near and Sweet Honey in the Rock, Pleiades Records, formed in 1976, features Margie Adam. This list goes on to include many labels featuring one or more artists.

Women's music has always been seen as an alternative to the major recording labels music industry. This structure started with Olivia doing its own distribution while asking the audience following concerts if anyone wanted to distribute records locally. From this small yet significant beginning a nation wide network of distribution would soon follow. In 1979 distributors of women's music met and formed the Women's Independent Label Distribution Network (WILD).

Since 1979 WILD has gone international with distributors throughout the USA and in

Europe. WILD members continue to work on the promotion and distribution of women's culture (which includes music, comedy, storytellers, etc.) in a highly competitive market and to work on ways of doing a job in a non-oppressive environment.

## ▼ **Festivals and Formats**

Today, while remaining close to the roots of the feminist movement, women's music is reaching out in various directions and learning from many sources. It is rediscovering classical women composers, exploring its multi-ethnic and multi-racial history, reclaiming folk, jazz, gospel, bluegrass, blues, rock, pop, and branching out to include non-sexist/racist children's music and world fusion music.

Besides actual record promotion there have been other ways of introducing the artists to the public. The women's music network includes many women-produced concerts and festivals. Festivals are a major place to introduce entertainers and new music. These festivals include the National Women's Music Festival, the Michigan Women's Music Festival, the New England Women's Music Festival, and the West Coast Women's Musical and Cultural Festival.

## ▼ **Sales and Stores**

The two major labels distributed by **WMDC** are Redwood Records, with sales over 360,000 and Olivia Records, with sales over 450,000. The records of the two predominant artists, Holly Near and Cris Williamson, can be found in major record chains across the country such as Strawberries, Sam Goody's, Kemp Mill, Record Bar, Record Factory, Stark, Cactus, and Street-side. Local chains carrying women's music include Music Plus, Tower, Warehouse, and Licorice Pizza in California, and Bill's, Eli's, Circles, and Hollywood in Arizona.

**WMDC** is one of a number of distributors around the country committed to alternative music/culture. For more information write to **WMDC** at the address enclosed.