

# WAM Expands To Oakland

SAN FRANCISCO, CA—Women’s Audio Mission (WAM), a non-profit professional recording studio built and run by women in San Francisco, has long provided free afterschool training and mentoring to thousands of women and girls each year. August saw that effort expand as the organization opened a new, secondary training location in nearby Oakland.

Every year in the San Francisco Bay Area, WAM trains more than 1,500 women and girls—96 percent low income, 90 percent girls of color—in creative technology and music/media production. With the new addition of the new Oakland facility, located in the Fruitvale District’s Unity Council building (1900 Fruitvale Ave.), WAM will greatly expand its reach as fall training programs begin this month.

“We have been partnering with underserved Oakland schools for over five years now,” said WAM founder and executive director Terri Winston. “With so many partner schools within walking distance, we can now easily reach the schools and girls that need our programs the most.” The new location is within walking

distance to eight Oakland Unified School District school partners and accessible by public transportation to seven additional schools, allowing WAM to reach an additional 10 schools in Oakland in 2017-2018.

“The City of Oakland is excited to have Women’s Audio Mission and their groundbreaking training programs in our city,” said Oakland mayor Libby Schaaf. “Using music and media to pique students’ interests in STEM studies and careers, WAM inspires and motivates underserved girls and provides innovative supports to ensure they thrive academically.” According to WAM, less than 5 percent of the people creating and shaping all of the sounds, messages and media heard in daily life are women. WAM was created to address this issue, as well as the decline in women enrolling in college STEM (Science, Technology, Engineering, & Math) programs (a 70 percent drop since 2000, according to a 2015 UCLA study).

The new Oakland training center has opened with help; via its US distribution partner, Momentum Audio Sales, Audient donated 10 iD4 USB audio interfaces to the new space—a



Women’s Audio Mission has opened a second training facility in Oakland, outfitted with gear from Audient and Mackie. An Audient ASP8024 console (seen here) is in use at WAM’s main facility in San Francisco.

good fit, as Winston had been looking for audio interfaces with iOS compatibility for both iMacs and iPads. Adding to the choice was the fact that an Audient ASP8024 mixing console already sits at the heart of the original San Francisco facility. Winston commented, “I had used various DDA consoles so I was familiar with David

Dearden’s console designs and was already a fan.”

Mackie, too, donated speakers and a console for the new studio. WAM expects the new Oakland facility to reach 3,000 underserved girls annually by 2020.

Women’s Audio Mission  
womensaudiomission.org

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