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**For Immediate Release**

**PAMA to host online presentation with Hannah Brodrick, “How to attract and retain a gender-balanced workforce in the live audio industry” on Thursday, Dec. 15**

– Brodrick, co-founder of Women in Live Music, will lead the presentation, beginning at 12 p.m. EST; register at <https://www.pamalliance.org/events> –

Lemoyne, PA, December 12, 2022 – As part of its ongoing commitment to inclusion and diversity in the audio industry, the Professional Audio Manufacturers Alliance (PAMA) will be hosting a live webinar presentation, “How to attract and retain a gender-balanced workforce in the live audio industry,” on Thursday, December 15, 2022, at 12 p.m. EST / 9 a.m. PST. The conversation will be led by Hannah Brodrick, co-founder of [Women in Live Music](https://womeninlivemusic.eu/).

Brodrick is a noted London-based live sound engineer specializing in monitor mixing. In 2018 she co-founded the organization Women in Live Music to connect women working across Europe in the live music industry and try to address the gender imbalance. Women currently only represent between 5-10% of all audio engineers in the UK and US, and there are many common misconceptions as to why. In this presentation, Brodrick will discuss the causes of this lack of diversity and what can be done to achieve a more balanced future for live audio.

This meeting is open to all; register here: <https://www.pamalliance.org/events>.

Learn more about PAMA’s advocacy for audio excellence at [pamalliance.org](https://www.pamalliance.org/).

Photo file 1: Hannah\_Brodrick.jpg

Photo caption 1: Live sound engineer Hannah Brodrick, co-founder of Women in Live Music, will host the PAMA online event “How to attract and retain a gender-balanced workforce in the live audio industry” on Thursday, Dec. 15

Photo file 2: Hannah\_Brodrick2.jpg

Photo caption 2: Live sound engineer Hannah Brodrick, co-founder of Women in Live Music, will host the PAMA online event “How to attract and retain a gender-balanced workforce in the live audio industry” on Thursday, Dec. 15

Photo file 3: Hannah\_Brodrick3.jpg

Photo caption 3: Live sound engineer Hannah Brodrick, co-founder of Women in Live Music, will host the PAMA online event “How to attract and retain a gender-balanced workforce in the live audio industry” on Thursday, Dec. 15

**About PAMA:**

Founded in 2003, the Professional Audio Manufacturers Alliance (PAMA) is the collective voice and forum for the leading manufacturers of professional audio products and the people who use them. PAMA member companies conduct business worldwide in support of high-quality audio across a wide range of industries – pursuing the state of the art in technology and practice to enable audio professionals to elevate their craft and delight listeners and audiences every day. PAMA’s mission is to promote awareness and appreciation of high-quality professional audio through market leadership, communication and education. Our core customers are pro-audio professionals around the world with an interest in promoting high-quality audio. Learn more at [www.pamalliance.org](http://www.pamalliance.org).