

## WAVE + Kari Martinez Release AV Industry's Landmark Female Representation Survey Results

*The Kari Martinez and Women in AV (WAVE) organization publish results from AV Industry's benchmark demographic research focused on women in the audiovisual industry.*

**Silicon Valley, CA** – The Women in AV (WAVE) and The Kari Martinez have announced the release of results from the **2020 Women + Girls in AV Survey**, the industry's first data gathering research focused on creating a baseline of the female representation working in the AV Industry.

506 professional women participated worldwide in this historic study providing vital insights into 4 major statistical categories of human demographics, industry statistics, passions and preferences, and women's advancement. The survey produced several major conclusions about females in the AV Industry, including:

- 80 percent are White/Caucasian and 92 percent live in either USA or Europe.
- 67 percent "Fell Into It" as their career path into the AV Industry.
- 58 percent hold non-technical positions

Women identified Leadership, Career Advancement, and Technical Training as the top 3 areas of professional growth they want more future opportunities made available.

"This is a thrilling, game-changing moment for all women working in the AV industry and another huge win for advancing gender equality in technology industries" Jennifer Willard, Founder of Women in AV, said. "For the first time, we truly have meaningful data about who our female colleagues are around the world, what we do, and where to develop effective career training initiatives to improve our professional skills and inspire more women and young girls to be excited about joining us as Women in AV."

The data results confirmed some presumptions about unique barriers women face plaguing other STEM and technology fields. However, there are many encouraging signs about female leadership, being welcomed by male peers, and women working in AV having a global, growing presence.

- 28 percent count male colleagues are their current mentors and teachers
- 51 percent have started their career in AV within the last 10 years.

"Being fairly new in the industry, I have yet to feel unaccepted from my male colleagues and mentors. They're the ones who have actually accepted me, taught me most of what I know, and encouraged me to continue." said Kari Martinez, professional live audio engineer. "With these stats, I think we can see that women feel accepted, the industry is welcoming to young females, and everyone can help contribute to a more inclusive industry."

Women in AV + Kari Martinez include 5 key recommendations to improve female representation and professional satisfaction in their full report. Developing a WAVE Cultural Ambassador Program to expand minority and international participation, creating formal mentoring for male allies, and launching WAVE Society, a virtual women's professional resource center are all areas focused efforts will improve women's careers and recognize their valuable role in creating a diverse, equal, and innovative future for the entire AV Industry.

**2020 Women + Girls in AV** full report can be access at:

Women in AV: <http://www.womeninav.com/kmwavesurvey2020>

The Kari Martinez: <https://www.thekarimartinez.com/the-women-girls-in-av-study>

For all inquires, please email [womeninav@gmail.com](mailto:womeninav@gmail.com) or [thekarimartinez@gmail.com](mailto:thekarimartinez@gmail.com).

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**About Kari Martinez-** TheKariMartinez.com is an online platform where Kari uses her communication skills and experience in live sound to create a community where girls can get encouragement, information, relate, and be empowered using diverse tools of research, blogs, lifestyle options, and more. Get involved at [www.thekarimartinez.com](http://www.thekarimartinez.com) and follow her on Twitter [@thekarimartinez](https://twitter.com/thekarimartinez).

**About Women in AV -** Women in AV (WAVE) establishes a multifaceted approach to educating, supporting, mentoring, and inspiring women in the audiovisual industry through collaboration, research, career development, and community engagement opportunities.

For more information, visit [www.womeninav.com](http://www.womeninav.com) and follow the group on [Twitter](https://twitter.com/womeninav), [Facebook](https://facebook.com/womeninav) and [LinkedIn](https://linkedin.com/company/womeninav).

**KARI MARTINEZ**

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