



Guitar Center and *She Is The Music* Celebrate Women’s History Month with “Women on Record” Event

The “Women on Record” event was a celebration of women shaping the future of music production

Westlake Village, CA (March 27, 2025) – Guitar Center’s flagship Hollywood location was alive with energy on the evening of Tuesday, March 25th as artists, producers, engineers, and music lovers gathered for a special Women’s History Month celebration. In partnership with *She Is The Music*, the nonprofit founded by Alicia Keys and Ann Mincieli, this “Women on Record” event honored the creative powerhouses shaping today’s sonic landscape while paving the way for future generations of women in music.

Moderated by Guitar Center’s Chief Human Resources Officer Anne Buchanan, this special panel featured some of the most influential names behind the recording studio glass: engineer and *She Is The Music* co-founder and multi-GRAMMY® Award winner Ann Mincieli; GRAMMY-nominated genre-defying producer and Young Art Records founder TOKiMONSTA; and multi-GRAMMY-winning songwriting/production duo Nova Wav—Denisia “Blu June” Andrews and Brittany “Chi” Coney.

Buchanan opened the evening by sharing statistics from the 2025 USC Annenberg Inclusion Initiative, underscoring the gender disparities in the industry. While women now represent 37.7% of artists on the Billboard Hot 100, they account for only 18.9% of songwriters and a mere 5.9% of producers. “I think we all can agree, there’s so much work that needs to be done,” Buchanan remarked. To help drive change, Buchanan announced a \$5,000 instrument grant from the Guitar Center Music Foundation to *She Is The Music*, reaffirming Guitar Center’s commitment to fostering gender equity in music.

Each panelist shared personal insights into their journey through the music industry, highlighting the people and moments that helped shape their careers. Mincieli reflected on her decades-long collaboration with Alicia Keys and her efforts to make Jungle City Studios a sanctuary for creativity and inclusion. She also discussed her work with Sony’s Global Studio Initiative, which is expanding access for women in recording spaces worldwide. TOKiMONSTA spoke about the evolution of her unique sound, the 10-year milestone of Young Art Records, and the resilience behind her latest album *Eternal Reverie*. Nova Wav (Denisia “Blu June” Andrews and Brittany “Chi” Coney), the duo behind hits for Beyoncé, Rihanna, and Jazmine Sullivan, provided an inside look at the songwriting and production process, emphasizing their role in shaping major cultural moments like Beyoncé’s *Renaissance*.

“I’ve learned so much from mentoring personally,” said Brittany “Chi” Coney of Nova Wav. “You’re still the student... that’s been so instrumental for us. Thank you [*She Is The Music*] for letting us be a part of that.”



The panel also delved into creative rituals, must-have studio gear, and strategies for navigating challenges in a male-dominated industry. Attendees participated in a dynamic Q&A session, discussing mentorship, workflow techniques, and favorite production tools.

"I think for me, just being a music producer beat maker in LA, there weren't a lot of mentors, but because of that, I make sure that I am that person for other artists that are up and coming, struggling or need some support, because there's a lot of shortcuts that I can help people with so they don't have to suffer in some of the ways that I have," said Young Art Records founder TOKiMONSTA. "I grew up in this industry. I have all these tools that I can really impart on other people."

As the event concluded, Buchanan expressed gratitude to the panelists and audience, and Guitar Center presented each guest with a bouquet as a gesture of appreciation. The evening ended with an invitation for attendees to network, celebrate, and continue amplifying the voices of women in music.

Recalling the upcoming anniversary of *She Is The Music*, co-founder, Ann Mincieli remarked, "Seven years later, we've come a long way, and it's only the beginning! To look at all the committees that we have, the initiatives that we do, from Barbie to Mercedes to Gucci, everyone is on deck to really support the next generation so we're super grateful. And thank you to Guitar Center for hosting this today."

Guitar Center and *She Is The Music* remain dedicated to championing female-identifying artists and professionals in the recording arts, ensuring that the next generation of music makers has both the inspiration and the resources to thrive.

Click [here](#) to see highlights from the event. You can also watch the full video on Guitar Center's YouTube channel: [Youtube.com/@guitarcenter](https://www.youtube.com/@guitarcenter)

###

About She Is The Music:

SITM is a 501c3 nonprofit organization founded by Alicia Keys, Jody Gerson, Ann Mincieli and Sam Kirby Yoh to increase the number of women working in music – songwriters, engineers, producers, artists and industry professionals.

We are an independent, global network that operates as a unifying organization for women from across the industry, creating strength and impact on a global scale. As an umbrella nonprofit, we also provide resources and support for women-focused initiatives that are working to create meaningful change – both through our own programs, as well as external efforts around the world.



Our programs include global all-women songwriting sessions, mentorship and education programs, and the largest industry database of women creators. Our initiatives serve women in the industry today while fostering the development of future generations.

www.sheisthemusic.org

About Guitar Center:

Guitar Center is the leading retailer of musical instruments, lessons, repairs and rentals in the U.S. With more than 300 stores across the U.S. and one of the top direct sales websites in the industry, Guitar Center has helped people make music for more than 60 years. Guitar Center also provides customers with various musician-based services, including Guitar Center Lessons, where musicians of all ages and skill levels can learn to play a variety of instruments in many music genres, GC Repairs, an on-site maintenance and repairs service, and GC Rentals, a program offering easy rentals of instruments and other sound reinforcement gear. Additionally, Guitar Center's sister brands include Music & Arts, which operates more than 250 stores specializing in band & orchestral instruments for sale and rental, serving teachers, band directors, college professors, parents and students, and Musician's Friend, a leading direct marketer of musical instruments in the United States. For more information about Guitar Center, please visit guitarcenter.com.

FOR MORE INFORMATION PLEASE CONTACT:

Clyne Media | pr@clynemedia.com

Guitar Center | media@guitarcenter.com