

Kindred 

# MUSICIANS' UNION

## COVERAGE REPORT

**SEPT-NOV 2022**

# SEPT-NOV PR RESULTS

1

## Proactive moment

Press release drafted to announce the MU's Members' Conference. Distributed to national and trade media.

2

## Reactive moments

ACE funding announcement and its impact on the ENO, and response to the CMA report; comments offered to national media.

>9m

## Total reach

Across 4 nationals, 1 consumer outlet, and 1 piece of trade press.

NB. We also passed on an interview opportunity with Amy Hitchcock at **Sky News**. Amy was keen to speak with Naomi to discuss issues of sexual harassment in the music industry. Amy and Naomi are in direct contact, and we should expect coverage in the coming months depending on the music and entertainment news agenda.

# COVERAGE HIGHLIGHTS



## Classical music's 'devastating' sexual harassment and bullying scandal is ready to erupt

EXCLUSIVE

Reports of sexual harassment are soaring in the orchestral world – but victims who speak out fear they will never work again in an industry controlled by 'fixers'



Complaints about sexual harassment and bullying are rising in the classical music world (Photo: Amy T. Ziellinski/Redferns/Getty)

Naomi Pohl, general secretary of the Musicians' Union (MU), told **i**: "It certainly is a big issue in the classical world. We've had hundreds of reports in the months since the pandemic including some really horrifying cases."

"We hoped there might have been a culture change since the pandemic but unfortunately that's clearly not the case. The numbers are rising."



## UK's music streaming platforms are NOT making 'significant' excess profits at expense of artists, competition watchdog says

- "Consumers have benefited from digitisation and competition", the CMA said
- CMA said platforms unlikely to be making significant excess profits
- Concerns have been raised by some about the sharing of profits to creators

Naomi Pohl, MU General Secretary, said today, 'The CMA have primarily focused on how music streaming works for consumers.'

'They highlight a real terms drop in pricing, for example, which may be great for consumers in the short term, but is bad news for creators and the music industry. In time, this could lead to less musicians making a living from music, or at least a less diverse range of musicians.'

'We do not want a career in music to become the preserve of the rich. Our central focus is ensuring a fair share of streaming revenue reaches musicians and the CMA say this is a matter for policymakers to look at.'

'The Intellectual Property Office is looking at this issue currently and we will continue to argue strongly for a fairer deal for our members, many of whom earn very little from music streaming at present.'



BUSINESSHALA

# COVERAGE TRACKER (KINDRED)

Date	Title	Headline	Coverage type	Reach	Spokesperson	Link
22.10.22	The i	Classical music's 'devastating' sexual harassment and bullying scandal is ready to erupt	Consumer	2,821,500	Naomi Pohl	<a href="#">Link</a>
22.10.22	MSN UK	Classical music's 'devastating' sexual harassment and bullying scandal is ready to erupt	Syndicate	N/A	Naomi Pohl	<a href="#">Link</a>
29.11.22	Thisismoney.co.uk	UK's music streaming platforms are NOT making 'significant' excess profits at expense of artists, competition watchdog says	Consumer	4,000,000	Naomi Pohl	<a href="#">Link</a>
29.11.22	Business Hala	Competition not to blame for poor musician profits	Syndicate	13,290	Naomi Pohl	<a href="#">Link</a>
30.11.22	Daily Mail	Setback for Musicians in row over streaming	Consumer	2,000,000	Naomi Pohl	N/A - print
30.11.22	Scottish Daily Mail	Setback for Musicians in row over streaming	Consumer	107,000	Naomi Pohl	N/A - print



# GENERAL MU PRESS COVERAGE

# COVERAGE TRACKER (NON-KINDRED)

Date	Title	Headline	Coverage type	Reach	Spokesperson	Link
09.09.22	Complete Music Update	Music community pays tribute to Queen Elizabeth II	Trade	86,190	Naomi Pohl	<a href="#">Link</a>
13.09.22	We Rave You	Some events cancelled in the UK as a 'mark of respect' due to passing of Queen Elizabeth II	Consumer	379,950	Naomi Pohl	<a href="#">Link</a>
26.09.22	Classical Music	TBC	Trade	1,523,100	N/A	N/A - print
29.09.22	Classical FM	New report reveals 'devastating scale' of harassment and discrimination in the music industry	Consumer	1,523,100	N/A	<a href="#">Link</a>
17.10.22	PRS for Music M Magazine	Cost of Living crisis: the impact on the music industry	Trade	294,780	Naomi Pohl	<a href="#">Link</a>
18.10.22	Left Foot Forward	TUC backs Musicians' Union's call for support for artists touring the EU post-Brexit	Political	129,780	Naomi Pohl	<a href="#">Link</a>
20.10.22	Record of the Day	Classical Music sector is failing its parent & carer workforce	Trade	37,139	Naomi Pohl	<a href="#">Link</a>
20.10.22	The Strad	'It's a huge juggle': new research highlights financial deficit among classical musician parents	Trade	80,850	N/A	<a href="#">Link</a>
20.10.22	Complete Music Update	Classical sector risks losing talent because of outdated working practices, says PiPA	Trade	86,190	Naomi Pohl	<a href="#">Link</a>
21.10.22	Classical FM	New report warns of 'talent exodus' in classical music, as parents and carers struggle	Consumer	1,523,100	N/A	<a href="#">Link</a>
23.10.22	The Observer	Musicians pull the plug on costly live dates	National	550,000	Kelly Wood	N/A - print
23.10.22	The Guardian	Rocketing costs and drop in ticket sales force musicians to pull tour dates	National	3,187,000	Kelly Wood	<a href="#">Link</a>
04.11.22	The Stage	Breaking news: NPO funding decisions 2023-26	Trade	252,810	N/A	<a href="#">Link</a>



# COVERAGE TRACKER (NON-KINDRED)

Date	Title	Headline	Coverage type	Reach	Spokesperson	Link
04.11.22	Classical Music	ARTS COUNCIL ENGLAND ANNOUNCES 2023-26 NATIONAL PORTFOLIO	Trade	13,200	N/A	<a href="#">Link</a>
06.11.22	Record of the Day	Musicians' Union in Urgent Talks Following Major Funding Cuts to English National Opera and Other Arts Organisations	Trade	86,190	N/A	<a href="#">Link</a>
10.11.22	Complete Music Update	One Liners: Economics Of Streaming, Slowthai, The Flaming Lips, more	Trade	86,190	N/A	<a href="#">Link</a>
11.11.22	The Strad	Analysis December 2022: A safe space for musicians?	Trade	80,850	N/A	<a href="#">Link</a>
14.11.22	Complete Music Update	Culture select committee outlines the agenda of its economics of music streaming update session	Trade	86,190	N/A	<a href="#">Link</a>
14.11.22	Classic FM	ENO chorus sing 'You'll Never Walk Alone' outside Arts Council office as 300 jobs at risk	Consumer	1,523,100	N/A	<a href="#">Link</a>
14.11.22	Music Ally	BPI trumpets indies' growth ahead of streaming inquiry follow-up	Trade	539,126	N/A	<a href="#">Link</a>
16.11.22	Music Business Worldwide	MERCK MERCURIADIS SLAMS 'TRAGEDY' OF UK STREAMING INQUIRY OUTCOME FOR SONGWRITERS, AS RECORD LABELS APPLAUD INDUSTRY'S 'STRONG PROGRESS	Trade	1,074,180	N/A	<a href="#">Link</a>

# COVERAGE TRACKER (NON-KINDRED)

Date	Title	Headline	Coverage type	Reach	Spokesperson	Link
16.11.22	Complete Music Update	Artist remuneration remains a key sticking point as MPs return to the economics of streaming debate	Trade	86,190	N/A	<a href="#">Link</a>
22.11.22	The Guardian	Arts funding cuts ‘cultural vandalism’, says Juliet Stevenson, at DCMS protest	National	3,187,000	N/A	<a href="#">Link</a>
23.11.22	Now Then magazine	New alarm bells ring for UK’s live music industry	Regional	34,900	Kelly Wood	<a href="#">Link</a>
23.11.22	Classic FM	90 percent of musicians are worried about affording food due to the cost of living crisis	Consumer	1,523,100	N/A	<a href="#">Link</a>
23.11.22	Huck magazine	Protestors gather to oppose brutal cuts to arts funding	Consumer	236,900	N/A	<a href="#">Link</a>
29.11.22	Yahoo! Finance	Watchdog’s music industry probe finds no competition problems	Consumer	6,200,000	N/A	<a href="#">Link</a>
29.11.22	FT	Music streaming is not unfair to artists, UK competition watchdog finds	National	987,000	N/A	<a href="#">Link</a>
29.11.22	Classical Music	PERNAMBUCO BOWS SAVED FROM INCREASED CITES RESTRICTIONS	Consumer	13,200	N/A	<a href="#">Link</a>
29.11.22	Music Ally	UK’s CMA publishes its final report on music streaming market	Trade	539,126	The MU - no specific spokesperson attributed	<a href="#">Link</a>
29.11.22	Manchester News Today	Watchdog’s music industry probe finds no competition problems	Regional	47,070	The MU - no specific spokesperson attributed	<a href="#">Link</a>



# COVERAGE TRACKER (NON-KINDRED)

Date	Title	Headline	Coverage type	Reach	Spokesperson	Link
29.11.22	Romford Recorder	Watchdog's music industry probe finds no competition problems	Regional	224,500	The MU - no specific spokesperson attributed	<a href="#">Link</a>
29.11.22	Guardian-series	Watchdog's music industry probe finds no competition problems	Regional	179,200	The MU - no specific spokesperson attributed	<a href="#">Link</a>
29.11.22	Welwyn Hatfield	Watchdog's music industry probe finds no competition problems	Regional	113,900	The MU - no specific spokesperson attributed	<a href="#">Link</a>
29.11.22	Islington Gazette	Watchdog's music industry probe finds no competition problems	Regional	161,500	The MU - no specific spokesperson attributed	<a href="#">Link</a>
29.11.22	Hackney Gazette	Watchdog's music industry probe finds no competition problems	Regional	152,500	The MU - no specific spokesperson attributed	<a href="#">Link</a>
29.11.22	Times and Star (West Cumberland)	Watchdog's music industry probe finds no competition problems	Regional	12,900	The MU - no specific spokesperson attributed	<a href="#">Link</a>
29.11.22	Cork Live	Watchdog's music industry probe finds no competition problems	Regional	1,740	The MU - no specific spokesperson attributed	<a href="#">Link</a>
29.11.22	Ipswich Star	Watchdog's music industry probe finds no competition problems	Regional	1,200,000	The MU - no specific spokesperson attributed	<a href="#">Link</a>
29.11.22	Morning Star	Watchdog's music industry probe finds no competition problems	Regional	718,400	The MU - no specific spokesperson attributed	<a href="#">Link</a>
29.11.22	Newham Recorder	Watchdog's music industry probe finds no competition problems	Regional	11,090	The MU - no specific spokesperson attributed	<a href="#">Link</a>
29.11.22	Market Screener	Watchdog's music industry probe finds no competition problems	Financial trade	6,100,000	The MU - no specific spokesperson attributed	<a href="#">Link</a>
29.11.22	Shares magazine	Watchdog's music industry probe finds no competition problems	Financial trade	128.100	The MU - no specific spokesperson attributed	<a href="#">Link</a>

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Date	Title	Headline	Coverage type	Reach	Spokesperson	Link
29.11.22	The Blog 101	Watchdog's music industry probe finds no competition problems	International syndicate	36,210	The MU - no specific spokesperson attributed	<a href="#">Link</a>
29.11.22	Great Yarmouth Mercury	Watchdog's music industry probe finds no competition problems	Regional	222,858	The MU - no specific spokesperson attributed	<a href="#">Link</a>
29.11.22	Weston Mercury	Watchdog's music industry probe finds no competition problems	Regional	131,621	The MU - no specific spokesperson attributed	<a href="#">Link</a>
29.11.22	The Herts Advertiser	Watchdog's music industry probe finds no competition problems	Regional	33,941	The MU - no specific spokesperson attributed	<a href="#">Link</a>
29.11.22	Ilford Recorder	Watchdog's music industry probe finds no competition problems	Regional	245,900	The MU - no specific spokesperson attributed	<a href="#">Link</a>
29.11.22	Granthshalan News	Watchdog's music industry probe finds no competition problems	International syndicate	35,700	The MU - no specific spokesperson attributed	<a href="#">Link</a>
29.11.22	The Cumberland News: News & Star	Watchdog's music industry probe finds no competition problems	Regional	1,700,000	The MU - no specific spokesperson attributed	<a href="#">Link</a>
29.11.22	The Hunts Post	Watchdog's music industry probe finds no competition problems	Regional	86,700	The MU - no specific spokesperson attributed	<a href="#">Link</a>
29.11.22	Barking and Dagenham Post	Watchdog's music industry probe finds no competition problems	Regional	122,600	The MU - no specific spokesperson attributed	<a href="#">Link</a>
29.11.22	Eastern Anglian Daily Times	Watchdog's music industry probe finds no competition problems	Regional	2,700,000	The MU - no specific spokesperson attributed	<a href="#">Link</a>
29.11.22	Eastern Daily Press	Watchdog's music industry probe finds no competition problems	Regional	5,000,000	The MU - no specific spokesperson attributed	<a href="#">Link</a>
29.11.22	The Impartial Reporter	Watchdog's music industry probe finds no competition problems	Regional	262,800	The MU - no specific spokesperson attributed	<a href="#">Link</a>

# COVERAGE TRACKER (NON-KINDRED)

Date	Title	Headline	Coverage type	Reach	Spokesperson	Link
29.11.22	Yahoo! Sports	Watchdog's music industry probe finds no competition problems	Consumer	31,675,000	The MU - no specific spokesperson attributed	<a href="#">Link</a>
29.11.22	The Comet	Watchdog's music industry probe finds no competition problems	Regional	429,300	The MU - no specific spokesperson attributed	<a href="#">Link</a>
29.11.22	The Mail	Watchdog's music industry probe finds no competition problems	Regional	2,000,000	The MU - no specific spokesperson attributed	<a href="#">Link</a>
29.11.22	Hampstead & Highgate	Watchdog's music industry probe finds no competition problems	Regional	179,700	The MU - no specific spokesperson attributed	<a href="#">Link</a>
29.11.22	ELY Standard	Watchdog's music industry probe finds no competition problems	Regional	56,800	The MU - no specific spokesperson attributed	<a href="#">Link</a>
29.11.22	The New York Ledger	Music streaming is not unfair to artists, UK competition watchdog finds	Online	36,510	The MU - no specific spokesperson attributed	<a href="#">Link</a>
29.11.22	Perspective Magazine	Watchdog's music industry probe finds no competition problems	Online	5,940	The MU - no specific spokesperson attributed	<a href="#">Link</a>
29.11.22	City AM	Music to Spotify's ears: Watchdog says streaming intervention not needed	Consumer	1,000,000	Naomi Pohl	<a href="#">Link</a>
30.11.22	Socialist Party	Quarter of jobs to go at English National Opera - unions must act	Online	18,960	The MU - no specific spokesperson attributed	<a href="#">Link</a>
30.11.22	Daily Express	Musicians Lose Streaming Dispute	Print	182,445	The MU - no specific spokesperson attributed	N/A - print
30.11.22	The Yorkshire Post	Watchdog reports over streaming music	Print	12,408	The MU - no specific spokesperson attributed	N/A - print

**THANK YOU**