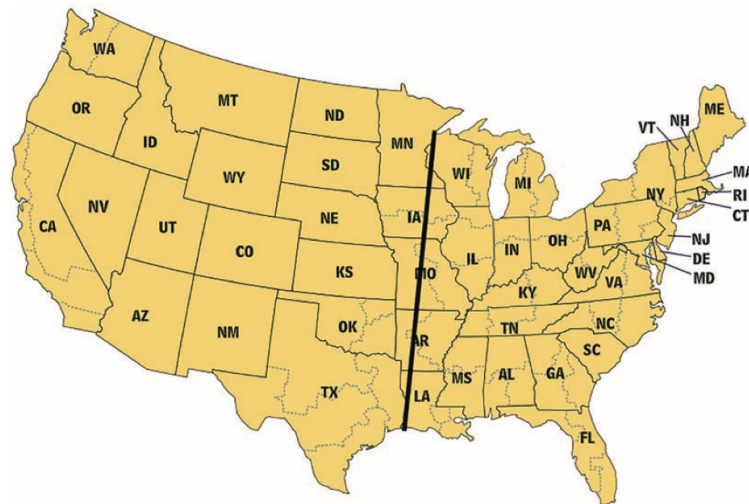




Week 10: Oct 22-28

[Build Content](#)[Assessments](#)[Tools](#)

Start Here



Most big cities in the U.S. are to the right of the line on this map.

What You Will Learn This Week

- This week you will learn about some distinctive features of the music and entertainment scene in the Midwest, including the Americana style of music, a lower cost of touring and living, and opportunities in manufacturing and retail sales.
- You will also learn about Sweetwater Sound, the largest online music instrument and audio retailer in the United States. They are located in Fort Wayne and are the economic engine for the music retail sales business in the Midwest.

Assignments

- [R-10] Reading Chapter 10: Post your answers as text in the appropriate area below to the following six questions. Click on the red "[R-10]" link below and fill in your answers in the text box that opens after you click on the "Write Submission" button. Do not upload your work in a file or put it in the Comments section at the bottom of the window. See the instructions in previous weeks if you do not know how to do this, and contact your teacher if you don't understand. Separate your answers with a blank line between each one. Due before class on Tuesday, October 30.
 1. Describe "Americana" music for someone who hasn't heard of the genre before. What elements does it incorporate, and who are some representative artists?
 2. Describe [Pokey LaFarge's music](#) for someone who hasn't heard it before. [[more on Spotify](#)] In what way is it representative of Americana music? You can get more information on Pokey and Americana music in [the interview with T.J Müller](#), a former trumpet player for Pokey who is active on the traditional music scene in St. Louis.

3. Describe [John Mellencamp's music](#) for someone who hasn't heard it before. In what way is it representative of Americana music? You can get some information from [Troye Kinnett's interview](#), and from [listening to Mellencamp's music online](#).
 4. The cost of living is lower in the Midwest than on the East and West coasts, and the cities are close together. How can this be an advantage for bands developing their act? You can get more information on the music scene in the Midwest in [the interview with Katie Carlson](#), a Butler college student who went from superfan to be Creative Director for the band WALK THE MOON.
 5. Watch [this video](#) about careers at Sweetwater to fill out what is described in Chapter 10 about the company. What is "the Sweetwater Difference" for the customer? How is carried applied to the experience employees have at work? You can get more information on Sweetwater from reading [the interview with Rick Kinney](#), an inspiring story of getting one's ducks in a row and working towards the long term goal of renovating the Clyde Theatre in Ft. Wayne, in order to create the premiere standing venue in northern Indiana.
- [A-9] See Week 9 for this Activity assignment, and for the place to it in. Due before class on Tuesday, October 30.
 - [D-4] Discussion activity assignment. You may collaborate with another student in your small group and turn in one assignment with both your names on it. Make an 8-slide Google Slides presentation in which you make a budget for a band or artist making a 3-city tour. You may use the venues that you described in [A-8] (Week 9). Here is [a model of a presentation](#). Read the information below on saving money on sleeping arrangements while on the road, and watch Amanda Palmer's TED talk.

Part 1) Post the link to your slide presentation by October 31st.

- Be sure to share your presentation such that anyone with the link can VIEW it.
- Your 8 slides should be in this order:
 - Slide 1: The title of the tour, your name(s), and a picture of the band or artist. You may collaborate with another student.
 - Slide 2: Another picture of the band or artist. While you this slide is displayed during your presentation, you should describe their brand and estimate where they are in their career, that is, how well-known they are at home and outside their hometown. For example, Chance the Rapper has a huge fan base and is known around the world, so he will have no trouble selling out shows wherever he goes, and in fact, needs to stick with large venues so that the area doesn't get too congested. On the other hand, some of you who are promoting your own shows may not be known well at home let alone outside your hometown, so it would be better to stick to very small venues that may have a few people showing up every night because it's their favorite neighborhood bar.
 - Slide 3: Name and city of venue #1. Include the style(s) of music they host, the number of people it can accommodate, and a picture of the venue.
 - Slide 4: Name and city of venue #2. Include the style(s) of music they host, the number of people it can accommodate, and a picture of the venue.
 - Slide 5: Name and city of venue #3. Include the style(s) of music they host, the number of people it can accommodate, and a picture of the venue.
 - Slide 6: Budget showing income for the 3 shows. At the bottom of the slide, show clearly the total income from the 3 shows..
 - Slide 7: Budget showing expenses for the 3 shows. At the bottom of the slide, show clearly the total expenses from the 3 shows.
 - Slide 8: Show the summary for the whole tour. Repeat the figures you calculated for total income on Slide 6 and the total expenses from Slide 7. The Grand Total will be their total income minus the total expenses. Indicate clearly whether the group made or lost money overall.
- Post the URL for your slide presentation on the Discussion Board below.

Part 2) See the Class Meeting Schedule to find out when your small group is presenting.

- Present your slide presentation to your small group.





Reading Assignment #10. Post your answers to the questions in the text box that opens after you click on the "Write Submission" button.

Put a blank line between each of your answers to make it easier to see where one ends and the next begins.



Saving money on sleeping arrangements

Here is some info from Indie on the Move on saving money on lodging:

[Sleeping Arrangement Tips While on the Road](#) - **Guest post written by Andrew Tufano, Nashville based Acoustic Pop Singer-Songwriter.

"It's not always practical to only tour in cities that you know friends with couches you can crash on, and nightly hotels might not make sense in your budget. Finding cheap or free places to sleep is one of the easiest ways to slash your expenses on the road. The following outlines what I did from age 19 to 21 to tour over 100,000 miles in 40+ states without bequeathing my life savings to the Holiday Inn." Read more [HERE](#).

The art of asking - Amanda Palmer



[D-4]

Be sure that you have shared your Google Slide presentation so that anyone with the URL **can view** it. When you are working on it, click on the **SHARE** button in the upper right-hand corner, then click on the "Copy link" button when this window pops up:

Share with others

Get shareable link 

Link sharing on [Learn more](#)

Anyone with the link can view ▾	Copy link
https://docs.google.com/presentation/d/1mpen4Vu52X197woL6iyj1B1QyfD63rnk0ocmNMkl2wg/edit?usp=sharing	

People

Done

Advanced

Click on the red "[D-4]" link above, and then on the "Create Thread" button.

The subject of your new thread should be the name of the band or artist for whom you are designing a tour.

In the box under the palette of tools, enter the URL that you copied for your shared Google Slide presentation:

MESSAGE

* Subject

Message

For the toolbar, press ALT+F10 (PC) or ALT+FN+F10 (Mac).



<https://docs.google.com/presentation/d/1mpen4Vu52X197woL6iyj1B1QyfD63rnk0ocmNMkl2wg/edit?usp=sharing>

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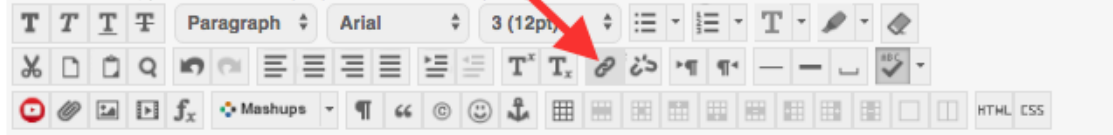
Words:1 

If you want to go the extra mile, select the whole URL and then click on the link button.

* Subject

Message

For the toolbar, press ALT+F10 (PC) or ALT+FN+F10 (Mac)



<https://docs.google.com/presentation/d/1mpen4Vu52X197woL6iyj1B1QyfD63rnk0ocmNMkl2wg/edit?usp=sharing>

You may have to try more than once to get to this next dialog box, where you paste in the URL into the box for the Link Path, and then select "Open in New Window (_blank)" as the Target:

General

Link Path

*You can drag a file from your computer to the **Attachments** repository. If you want to email a link to an upload*

Target

Now your URL is clickable:

* Subject

Message

For the toolbar, press ALT+F10 (PC) or ALT+FN+F10 (Mac)



<https://docs.google.com/presentation/d/1mpen4Vu52X197woL6iyj1B1QyfD63rnk0ocmNMkl2wg/edit?usp=sharing>

When you've finished you should see your new thread listed in the discussion board:

Thread Actions

<input type="checkbox"/>	Date	Thread	Author
<input type="checkbox"/>	10/21/18 1:45 PM	The Indigos	Robert Willey

Thread Actions