



Week 5: Sep 17-23

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Start Here



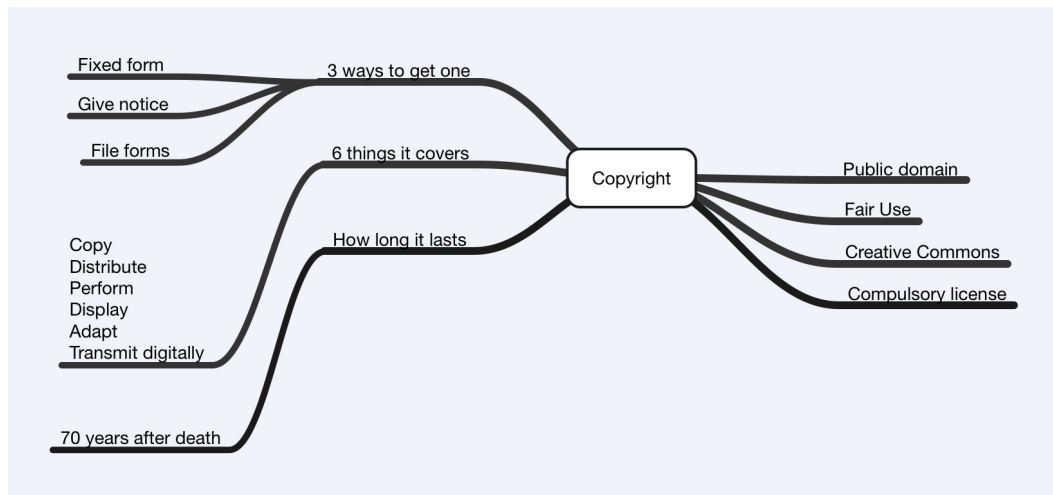
This week you'll craft social media messages based on the concepts presented in Chapter 4, and read Chapter 5 to learn what copyright covers.

Turn in the following two assignments on Blackboard before class on Tuesday, September 25th.

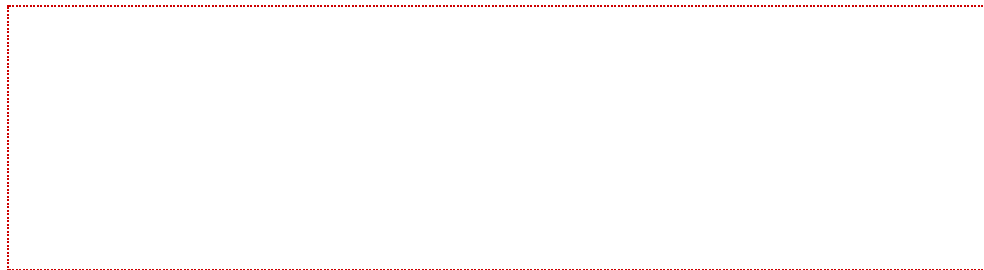
Study

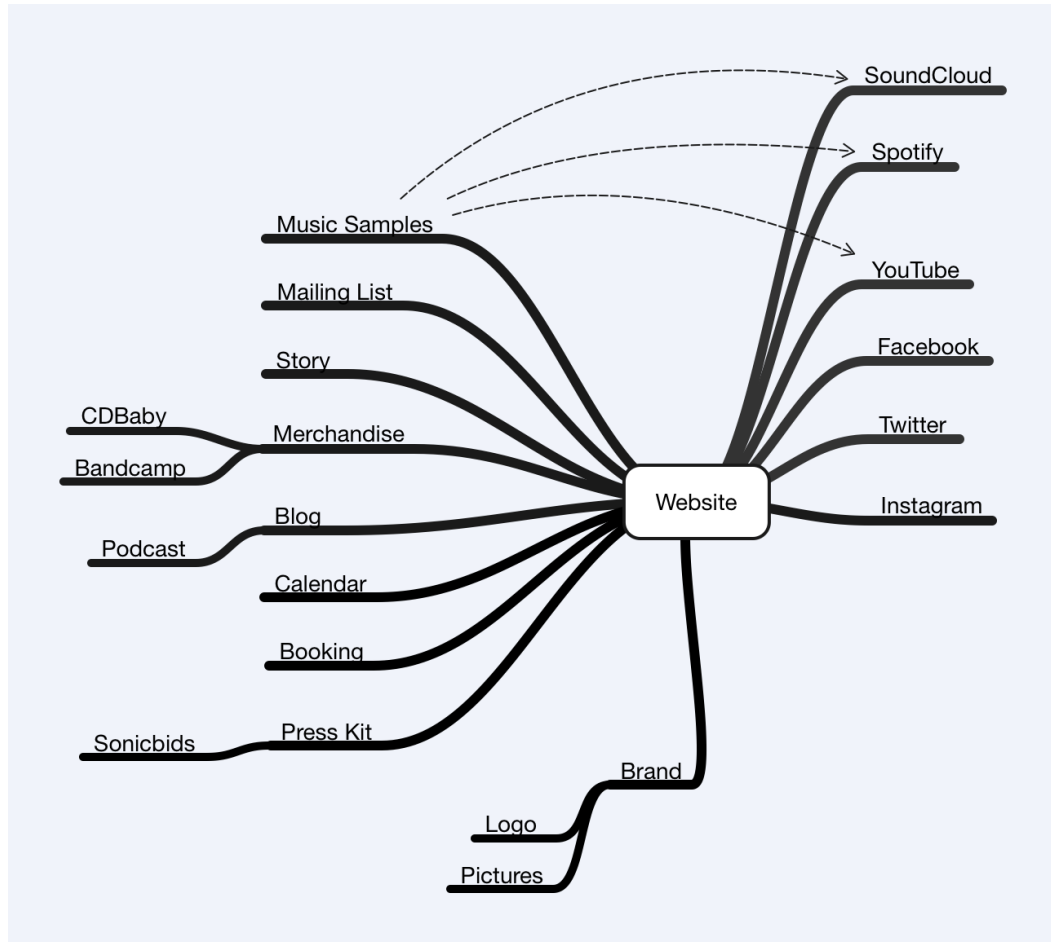
- Read Chapter 5 about songwriting and copyright
- Look at the model below for how a completed [A-5] might look.

Specifications



- Reading [R-5] Songwriting and Copyright: Answer the following questions about Chapter 5 in your own words. You should read Chapter 5 before doing Activity [A-6] and [D-3] so that you'll be able to apply your understanding of copyright and sampling to those assignments.
 1. Who in a composer's team can help them make connections with record labels? What resources mentioned in Chapters 3 or 4 could also help with this process by creating a buzz?
 2. What is intellectual property? What is an example of intellectual property that you, a family member, or friend has that they might want to protect?
 3. What are the two interests that copyright tries to balance? Explain an example of this how this balance is maintained.
 4. What are the three ways that you can get a copyright?
 5. How long does a copyright last?
 6. What are the six things that copyright covers?
 7. Does copyright cover the performance of a song? Is there anything in the things that it covers that protect the rights of Artists or bands that record songs composed by other people?
 8. Is it legal if you give someone a copy of something as long as you don't charge them any money for it?
 9. What is the difference between Fair Use and Public Domain?
 10. What is Creative Commons? What would be the benefit to you, a family member, or a friend by using it rather than using conventional copyright?
 11. In 1987 the group Public Enemy incorporated [9 samples of other people's songs](#) in their song "Bring The Noise". Why wouldn't it be possible today to combine samples from so many records? In what ways is [the lyric](#) equally complex as the texture of the music? How would you compare the song with what Kendrick Lamar did last year in "Humble"?





- Activity 5 [A-5] Social Media: Create a Word or PDF file with text messages suitable for email, Facebook, Twitter, Instagram, and YouTube about any band, artist, or venue that you think would be appropriate for them to send to their fans. You can create imaginary events to promote as long as they are within the realm of possibility. Refer to the guidelines for each platform in Chapter 4 of the textbook, and check out the model below of what a finished [A-5] assignment might end up looking like.

Upload a Word or PDF with text in response to the seven sections below. Separate each item from the others above and below it with a blank line to make it easy to see what you wrote for each one.

Put your messages in the following order:

1. Subject: Provide a short description of the subject of a communication that you want to communicate to your audience about an interesting band, artist, or venue, like where they are playing or who will be appearing there. It can be for the same musician(s) you've used in previous assignments, or you might consider picking the best band, artist, or venue in your hometown that you think other people would enjoy. If you're an entertainer you can take the opportunity to create some material for yourself, or you can help someone you know or would like to know. In order to develop your communication skills, consider using the activity as an opportunity to communicate with someone you don't know. Describe something your band, artist, or venue is doing or has done that you think others would be interested in and want to share with their friends. You will use this subject for posting on a variety of social media platforms in the rest of the assignment.
2. Demographic: Provide a short description of the type of people that you are trying to reach that you think would be interested in hearing about the subject that you picked in Step 1. Who would it appeal to? Who wouldn't like it? What age range would you imagine them to be? What styles of music do you

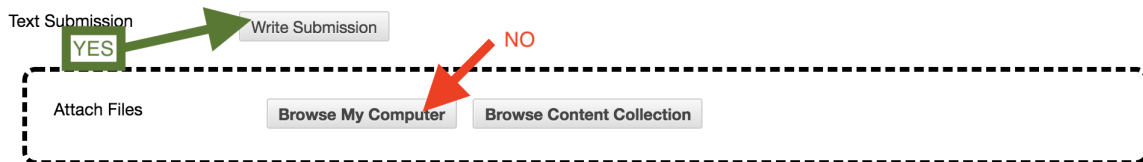
think they like? What sort of music do they like? What about this band, artist, or venue would appeal to them?

3. Facebook message: You are turning this assignment in as a Word or PDF file to give you the option to insert pictures. Compose a message about your subject for a Facebook posting. Limit yourself to 80 words or less. Provide a link to a video or insert a picture above the text to make your posting more engaging. Include one of the following [Calls to Action](#) in your message—to sign up for the group's mailing list, to subscribe to their YouTube channel, or to follow them on Twitter or Instagram.
4. Instagram: Adapt your subject for posting on Instagram. Insert a graphic image file with a picture to go along with it.
5. YouTube: Find a video related to your band, artist, or venue on YouTube. Get the link to it by clicking on the "Share" button, copy it, and then paste it into your homework. Underneath the link, compose a description for it, including the name of the band, the title of the song they are playing, and the city and state that they are from, if you can find it. Incorporate a [Call to Action](#) to visit the band, artist, or venue's website, like them on Facebook, or follow them on Instagram or Twitter.
6. Twitter: Create a version of your subject using 140 characters or less suitable you think would be good for the band or Artist to post on their Twitter account. Include a hashtag.
7. Email: [Marketing maven Ariel Hyatt says](#) that you shouldn't always be trying to sell something when you send an email to your mailing list, that at least 40% of the time you should be cross promoting other things of interest to your audience. Write a short email message talking about a different subject from the one you chose about your band, artist, or venue you that you think would appeal to people who like the band, artist, or venue you have promoted in parts 1–6 of the assignment. Add value by adding a link to a video or other content that could delight them. Include one Call to Action inviting them to visit the band, artist, or venue's Facebook, Instagram, YouTube, or Twitter channels.



[R-5]

Reading assignment 5. Click on the red link "[R-5]" above to open the place to submit your answers to the eleven questions listed above in the specifications. Then click on the "Write Submission" button, not the "Browse My Computer" button:



You should then see an area under the "Write Submission" button where you can type or paste in your answers. You don't need to number your answers, but put a blank line between each one, so that it looks something like the following. See this week's announcement if you're having trouble inserting blank lines between your answer.

Text Submission

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

1. An "Artist" is someone who thinks they are more talented and better looking than anyone else. This year there's a band called Bruno Mars that is nominated for Album of the Year, Best R&B Album, Song of the Year, Best R&B Performance, Record of the Year, and Best R&B Song.

2. A personal manager's main job is to take care of an Artist's personal business, like walking their dog when they are busy in the studio.



Model of what an [A-5] assignment might look like

The notes below in italics that follow and the examples of the images that have been attached are just to point some things out. You don't need to include that sort of comments in the text you write for your homework.

Subject

Computer Science students at Ball State University are designing a free phone app called "Midwest Radio Player" to make it easy for listeners to enjoy listening to their favorite Midwestern streaming radio stations. Beta versions are now available for download now through the Apple and Google app stores.

Demographic

Listeners of all age groups and musical tastes can get the app for either Android or Apple phones. People who want to listen to college, listener-supported, and independent stations will appreciate the alternatives provided to normal network radio material.

Facebook

*Note: the call to action in this posting has been highlighted in **bold**.*



Middletown Radio is excited to announce the launch of beta versions of "Midwest Radio Player", a free phone app available through both Apple and Android stores. **Find the link to download the app for your device at <http://purplecalves.com>**

Instagram



Get your free copy of Midwest Radio Player phone app at <http://purplecalves.com>.

YouTube

In this interview from 2011 recorded at the Electrical Audio studio, renowned recording engineer Steve Albini talked about changes in the Chicago music scene that had taken place since the 1990s. He said that bands had become less of a community because of all the time people were spending on the Internet instead of talking to each other. Visit Middletown Music at middletownmusic.org to get links to its YouTube channel and other resources about Midwest music.

Twitter

We're excited to see the Midwest Radio Player app make it into the Apple and Android stores. Find out how to get your free copy at <http://purplecalves.com>. #middletown

Email

*Note: the call to action in this email has been highlighted in **bold**.*

Here at Middletown Music we've been busy finding listings of Internet radio streams of the Midwest which we're preparing to add to the database of stations in our Midwest Radio Player app.

One of the best tools we've found to find information on radio stations across the United States is at <http://radio-locator.com>

Another interesting resource that can be applied to researching venues in the region is offered by Indie On The Move (<http://indieonthemove.com>). They offer a bunch of free resources and some paid ones for subscribers to help bands find places to perform.

We've also been updating our YouTube channel. **Search for Middletown Music on YouTube if you'd like to check out our new playlists organized by state.**



[A-5]

Activity assignment 5. Upload a single Word or PDF file with your work on Activity 6.

Click on the red "[A-5]" link above. Then click on the "Browse My Computer" button to the right of "Attach Files", find the file with your work, and then upload it.

ASSIGNMENT SUBMISSION

Text Submission

Attach Files