



Week 7: Oct 1-7

Edit Mode is: **ON**

Week 7: Oct 1-7

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

Start Here

Schedule

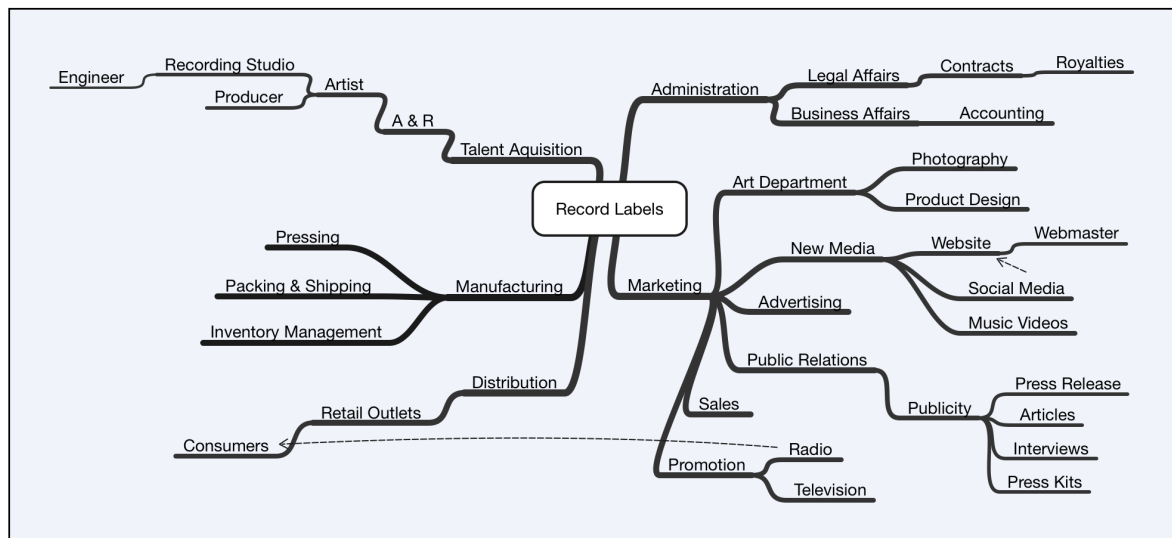
We will not meet next week due to Fall Break.

Study

Read Chapter 6 in textbook about the recording industry.

Specifications - Assignments due before class on Tuesday, October 9th

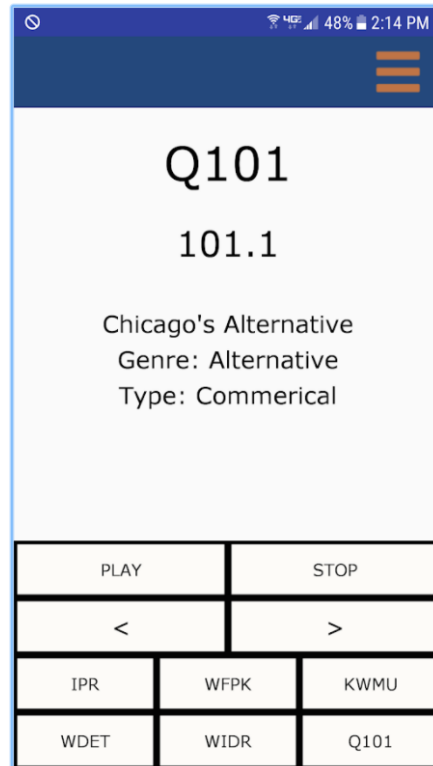
- [R-7] Reading Assignment 7 on Chapter 6 in the textbook about the recording industry: Answer the following questions about Chapter 6 in your own words.



1. What are the three phases of the recording process? Describe an action from each one. In which of the three phases do you think you could contribute most? Which of your skills would you use?
2. Which artist team members described in Chapter 2 could contribute to the recording process? In which phase might they be the most helpful?
3. Describe the skills that you think would be necessary to perform a record label role mentioned in Chapter 6. Do this for three of the roles.
4. Which of the five departments shown in the diagram would you be most interested in working in at a record label—Talent Acquisition, Administration, Manufacturing and Distribution, Marketing and Sales, or Public Relations? Why? What skills do you have that you could apply there?
5. Do a Google search for recording studios in your hometown. If there aren't any in your town, pick the nearest bigger city that has some? Which one looks like it would be best for a band to record

their first record in? What criteria did you use to base your decision on?

6. If you worked A&R talent acquisition, how could you use the sources of social media discussed in Chapter 4 to identify talent that might be suitable for your label?
 7. What percentage of money collected from Sound Exchange goes to artists?
 8. How do the terms and services from [Distrokid](#) compare with [CDBaby](#) or [TuneCore](#) to sell your music online and get your own music on streaming services? Which one would you suggest an independent artist use, and why?
- [A-7] Radio Log. Listen for 15 minutes to three different radio stations, and then turn in a log of what you heard on them and how well you liked each one. Pick one example from the three different types of radio stations in the following order:
 1. A college station, such as Ball State's WCRD.
 2. A non-profit listener-supported radio station.
 3. A commercial radio station It can be a network station like iHeart Radio, or an independent like WLBC.
 - You may wish to listen to the listener-supported and college radio stations through our free *Midwest Radio Player* app that is available for both [iOS](#) and [Android](#) phones. It acts like an Internet car radio, complete with buttons for scanning stations. If you find a station you like you can long-press on a memory location to store it for easy recall in the future. Each station's type (i.e. college, listener-supported, or commercial) is displayed in the middle of the screen. Find similar apps for west coast and southern stations at [purplecalves.com](#). You can also find radio stations on [the radio-locator.com website](#).



Create a log of what you hear on each station.

- Start a new section for each station with a heading with the name of the radio station and which of the three types of stations it is. Underneath the heading, describe the different things that you heard, preceded each thing with the time it started.
- At the end of the 15 minutes rate how much you liked listening to that station on a scale from 1-5, where 1 is "Couldn't stand it" and 5 is "As good as I've ever heard on radio". At the bottom of each station's section, add a sentence or two describing what you liked and/or didn't like about it. Here is an example of what your completed log should look like. Separate the information for each station with a blank line:

WCRD - Ball State University College Radio

12:45 p.m.: already playing a song when I started - alternative rock sounding
12:49: a mellow song with vocal, guitar and strings
12:51: station ID message
12:51: alternative rock song
12:55: this song starts out weird with backward instruments, settles into an alternative rock song
12:59: station ID message
12:59: public service message for the Forest Service
12:59: public service message from Highway Safety Council about not drinking and driving
13:00: weather report and station ID

Rating: 3. I liked that they don't have commercials and that the music was new for me. The music they were playing at this time wasn't as interesting to me as what I've heard in the past on WCRD. I didn't mind that they didn't announce the title of each song and the artist. It sounded like the program was all pre-recorded, except for the weather report that cut in on the hour.

WVXU - Listener-supported station from Cincinnati, OH

A log of what they played for 15 minutes like you did for the first station

Your rating for that station, and what you liked/disliked about it

The Move - Commercial radio from Toronto, ON

A log of what they played for 15 minutes like you did for the other two stations

Your rating for that station, and what you liked/disliked about it.

- [D-3]. Discussion assignment 3. This is a role-playing exercise where you express the opinions of the character that you have been assigned to represent, such as whether you think it should be legal to sample other people's music without paying a royalty, and whether musicians on records should be paid when their performance is sampled.

Look for the date and time that your small group meets on the Class Meeting Schedule, and find out which of the 5 characters you've been assigned to answer on the Small Group Assignments page. This will be the same character that you used for [A-6] last week:

1. Gilbert O'Sullivan, a songwriter
2. Ken Freundlich, a lawyer for record labels
3. Clyde Stubblefield, James Brown's drummer
4. Hank Shocklee, one of Public Enemy's producers
5. Steve Albini, recording engineer



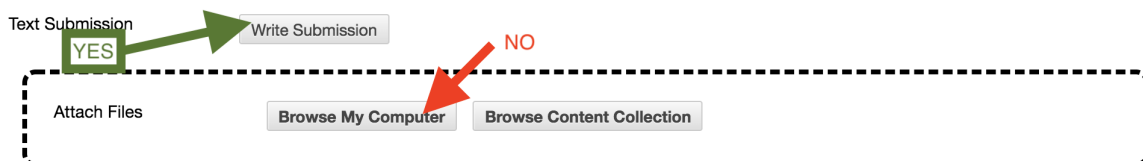
Suggestion Box

Please leave feedback on what is helping you learn and/or suggestions for how to improve the class.



[R-7]

Reading assignment 7. Click on the red link "[R-7]" above to open the place to submit your answers to the questions listed above in the specifications. Then click on the "Write Submission" button, not the "Browse My Computer" button:

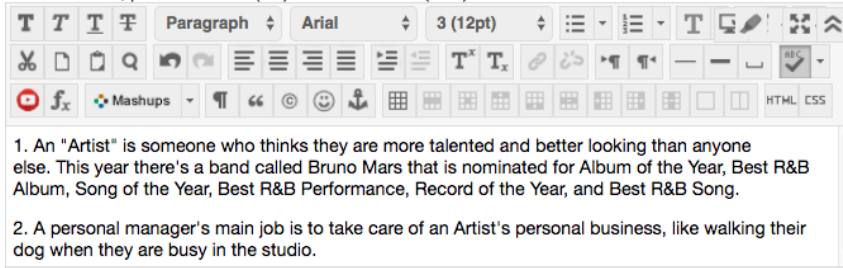


You should then see an area under the "Write Submission" button where you can type or paste in your answers. You don't need to number your answers, but put a blank line between each one, so that it looks something like the following. See last week's announcement if you're having trouble inserting blank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

Text Submission

Write Submission

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



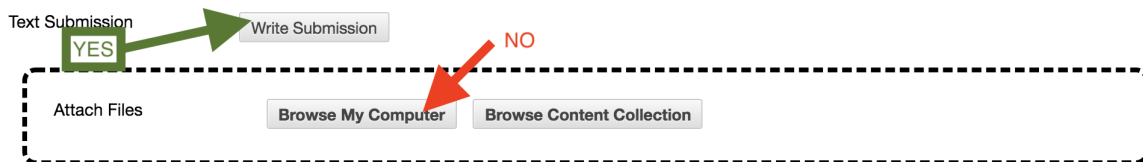
The screenshot shows a rich text editor interface. At the top, there is a toolbar with various icons for text formatting (bold, italic, underline, strikethrough), paragraph alignment (left, center, right, justified), font color, background color, and other options. Below the toolbar, the text area contains two numbered paragraphs:

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.



[A-7]

Activity assignment 7. Click on the red link "[A-7]" above to open the place to submit your answers to the questions listed above in the specifications. Then click on the "Write Submission" button, not the "Browse My Computer" button:



The diagram shows a section of the submission interface. At the top, there are two buttons: "Text Submission" and "Write Submission". A green arrow points from a box labeled "YES" to the "Write Submission" button. Below these buttons is a dashed rectangular box containing three options: "Attach Files", "Browse My Computer", and "Browse Content Collection". A red arrow points from a box labeled "NO" to the "Browse My Computer" button, indicating it is not the correct choice.

You should then see an area under the "Write Submission" button where you can type or paste in your log. Put a blank line between each of the three stations that you reviewed. See last week's announcement if you're having trouble inserting blank lines between your answer.



invisible backup notes

Availability: Item is not available.

Attached Files:  week 7 fall 2018 sampling backup.pdf (15.89 MB)