

## SPEA A450 (A236) Music Industry I Spring 2009

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### **Materials:**

A 450 Packet of materials

Goodman, Fred., *The mansion on the hill : Dylan, Young, Geffen, Springsteen, and the head-on collision of rock and commerce*. New York : Times Books, c1997.

### **Description:**

The purpose of this class is to gain a historical overview on the development of the Music Industry from its beginnings to current issues. Special focus will be on the development of legal issues, i.e. copyright, licensing, and piracy and the role of record labels.

### **Objectives:**

The student will

- understand the historical origins of the recording industry
- explore the historical development of copyright, licensing, and publishing, and current issues, especially piracy and peer-to-peer sharing
- interact with music business professionals from the region
- complete a 3-5 hour music business practicum in the community
- demonstrate understanding of critical conflicts and important personalities during the last 30 years, by completing a report on “The Mansion on the Hill”
- demonstrate critical thinking in the field by completing three essay quizzes

### **Grading:**

Midterm Exam	100 points
Final Exam	200 points
Book Report	100 points
Quizzes (3)	150 points
Practicum	100 points
Article Discussions (3 @50 each)	150 points
Concert Project Participation	100 points
Class Participation/ Attendance	<u>100 points</u>
Total possible points	1,000 points

**Grading Scale:**

A+ 975	A 925	A- 900
B+ 875	B 825	B- 800
C+ 775	C 725	C- 700
D+ 675	D 625	D- 600
F 599 and below		

**Note:**

No exam will be made up unless the instructor is notified in advance.

Date	Topics
Jan 12, 14	Class Overview, current economics and trends <i>Chris Anderson: The Long Tail</i> <i>David Byrne: David Byrne's Survival Strategies for Emerging Artists – and Megastars (both articles from Wired Magazine)</i>
Jan 21	“Good Music” <i>List of characteristics of a hit</i> <i>Jo Tatchell: Together in electric dreams</i>
Jan 26	Beginnings of the Recording Industry <i>Pennies from Heaven, p. 22 – 44</i> 3. <i>The Victrola and the Pianola</i> 4. <i>Inside the Popular Music Business</i> <i>A Timeline of Milestones in Popular Music/ Recording History, 1877 - 1954</i>
Jan 28	<b>Concert Planning Session I</b>
Feb 2	Performing Rights Organizations, History and Current State <i>Comparison chart of ASCAP, BMI, SESAC</i> <i>History of each organization at ASCAP.com, BMI.com, SESAC.com</i>
Feb 4	Licensing Wars in the 40s and current licensing issues <i>Hurdy-Gurdy Hare (Bugs Bunny Cartoon with reference to Petrillo)</i> <i>Down Beat announcements of strike</i> <i>Future of Music Coalition on Public Performance Right for Sound Recordings</i> <i>Will Radio Pay Artists and Labels - Billboard</i> <i>House Committee approves Performance Rights Act</i>
Feb 9	Record Labels <i>Inside a Record Label chart</i> <i>History of Record Labels and the Music Industry by Alex Cospers</i> <i>Steve Albini, The Problem with Music</i>
Feb 11	Independent Labels then and now <i>Kennedy/ McNutt: Gennett Records – from Little Labels – Big Sounds, p. 1 – 19, and King Records, p. 57 – 72</i> <i>Todd Martens, The Secret is Out</i> <i>Are You Secretly Canadian?</i>
Feb 16	Visit from Secretly Canadian
Feb 18	The CD at 25, Market Reports <i>Toby Sterling: The Compact Disc turns 25</i> <i>Mid-Year Sales Report 2008</i> <i>Silver Linings - Billboard</i> <i>RIAA Shipping Chart, Consumer Profile</i>
Feb 23	Alternative Models, 360 Deals <i>The Impact of New Business Models on Artists by Michael Milom</i> <i>The New Deal: Band as Brand</i> <i>Nickelback bags Live Nation Deal - Billboard</i>
Feb 25	<b>Concert Planning Session II</b>
Mar 2	Review

- Mar 4 **Midterm Exam**
- Mar 9 **Career Day**
- Mar 11 Radio – then and now  
*A Century of Radio by Mike Adams*  
<http://www.arbitron.com/downloads/radiotoday08.pdf>  
*FMC Radio Study 06 (not in packet, view online)*
- Mar 23 WFIU Visit (note change from March 11)
- Mar 25 Inside Local Radio  
*A Brief History of WFHB*
- Mar 30 Payola, history and current issues, **Class Discussion – Assignment questions posted on Oncourse Assginments**  
*The Deputy and the President – from Damen: Hit Men, p. 3-27*  
*Rossmann, Chiu, Mol. Modeling Diffusion of Many Innovations via Multilevel Diffusion Curves: Payola in Pop Music Radio*  
*Change That Tune - FOMC*
- Ap 1 **Concert Planning Session III**
- Ap 6 Copyright Basics  
*Copyright Timeline: A History of Copyright in the United States*  
*Copyright Office Basics*  
*Check out case samples at benedict.com (not in packet)*
- Ap 8 Music Piracy, file sharing **Class Discussion – Assignment questions posted on Oncourse Assginments**  
*Billboard, May 24, 2008: ISP marks the spot?*  
*Digital Music Report 2008 – Summary*  
*Rebekah Martin: A Comprehensive Look at A&M Records vs. Napster, its Components and Consequences*
- Ap 13 **Goodman Book Report due**
- Ap 15 Ask the expert, copyright loose ends
- Ap 20 Review
- Ap 22 Final Exam
- Ap 27 The Future of Recordings, **Class Discussion – Assignment questions posted on Oncourse Assginments**  
*Record Labels: Survival of the Fittest*  
*The Graying of the Record Stores, NY Times, July 16, 2006*
- Ap 29 Review, **Practicum Report due**

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- b. Paraphrases another person's words, either oral or written;
- c. Uses another person's idea, opinion, or theory; or
- d. Borrows facts, statistics, or other illustrative material, unless the information is common knowledge.

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