Part 1

You might be surprised—if you focus and listen carefully—at just how much recorded music you hear each day. Let’s listen up and find out! Use the chart below to keep track of one day’s worth of music. (Make copies of the chart if you want to listen up for more than one day.)

You’ll really need to listen to notice some of the recorded music, because it might be very subtle. So tune in and take notes. The chart is divided into four sections—morning, school time, after school, and nighttime. In each section there’s space to write what you heard (and we mean everything—from the church chimes down the street to what’s playing in the background of your favorite TV show or websites you visit) and where you heard it.

Now, start listening!

<table>
<thead>
<tr>
<th>Music I Heard</th>
<th>Where I Heard It</th>
</tr>
</thead>
<tbody>
<tr>
<td>MORNING</td>
<td></td>
</tr>
<tr>
<td>SCHOOL TIME</td>
<td></td>
</tr>
<tr>
<td>AFTER SCHOOL</td>
<td></td>
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<tr>
<td>NIGHTTIME</td>
<td></td>
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</tbody>
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When you have completed your log, share your findings with your classmates. As part of that discussion, answer these questions:

- How many different kinds of music did you identify?
- What was the most unusual/surprising use of music?
- What have you learned about the use of music in our world?

Part 2

In Meet the Music Makers, you’ve already met some of the people responsible for bringing music into your life. But there are many, many more people who depend on the music industry for their livelihoods, even though they’re not musicians. For example:

- **Music Agent** – organizes performance tours; negotiates deals
- **Music Publisher** – looks after the songs; pays the songwriter; deals with copyrights and royalties
- **Music Studio Manager** – organizes recording sessions
- **Business Affairs Manager** – deals with the legal and accounting aspects of the music business
- **Music Journalist** – writes about music and musicians for magazines, newspapers, and even online blogs

What other jobs can you think of that have a connection to the music industry? Advertising agencies, movie studios, and website designers all use music. List some other music-minded careers here:

______________________________

Which of these jobs would you like to know more about? ______________________

Do some research about that job and share what you learn with your classmates!

Challenge:

Do some research to find out more about the job that is most interesting to you. Find out about the kind of classes you would need to take in high school, vocational school, and/or college to prepare for a career in that field, and the kinds of things you might do when you are first starting out in that job. Make some notes and be prepared to share what you have learned in a class discussion.
Beat Out Piracy

Imagine that you are in the music industry, and you want to send a message about the consequences of songlifting. Complete the chart below noting what each music industry professional would say about the effects of songlifting on their career.

<table>
<thead>
<tr>
<th>Industry Professional</th>
<th>How does songlifting affect me?</th>
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</thead>
<tbody>
<tr>
<td>Singer</td>
<td></td>
</tr>
<tr>
<td>Band Member</td>
<td></td>
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<tr>
<td>Studio Technician</td>
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<tr>
<td>Music Producer</td>
<td></td>
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<tr>
<td>DJ</td>
<td></td>
</tr>
</tbody>
</table>

With your team of fellow music industry employees, plan an information campaign that lets others know why it's important to get their music the right way. To begin, answer the questions below. Then, sketch your ideas in the space provided. Once you have your ideas on paper, work with the members of your team to develop your final ideas.

Who is the target audience for your campaign (students in a certain grade, the entire school, members of the community, etc.)?

What will the theme of your campaign be?

What medium(s) will you use (posters, a video, ads, news stories, a one-act play, etc.)?

How will you reach your target audience (post on bulletin boards, ads/stories in school paper, school and community cable channels, school website, etc.)?

Use the space below to sketch your ideas for your campaign.

Challenge:

Take your campaign a step further by contacting the editor of your community newspaper or the director of your community cable television station to see if you can submit an article or a video about your campaign.