

SOUNDBREAKING #8

I Am My Music

The final episode shifts to the experience of listening to music. From vinyl discs to the cassette tape, the CD, and the MP3, each generation has had a new way to make music its own – a way of listening that determines not only how and where we listen, but also the manner in which we collect and share the music we love.

First records were 78's

---Made of shellac, with a playing time of _____ minutes per side.

---Easily B_____.

Columbia and R_____ have a record format W_____ in 1948.

---Columbia invents the LP _____, which plays for 25 minutes.

---In 1926, _____ invented the 78 and was about to release the LP album. Through some executive shenanigans, Columbia beat them to the punch. So, R____ counters the album with the 7 inch _____, (one song per side); they also market a children's R_____ player.

This all coincides with the arrival of R_____ 'n' R_____ and portable transistor radios. (Both hand held or installed in cars.)

Paul Anka (Teen Idol from the early 60's)

---"Music was a social event all based around that funny little M_____."

Roger Daltrey (Lead Singer of The Who)

---"The rock S_____ is what made us all wanna be in a band".

George Martin

---"The L_____ you could make a pop record, the better it would sell".

The 1950's

---R&B was called "R_____ music" and many thought it too suggestive for young ears.

---The 45 record did a lot to bring the races together, eliminating the term "race."

Leiber & Stoller

---"We were young, white kids who loved B_____ music."

---They wrote H_____ D_____ for Big Mama Thornton... "It took us ____ minutes to write". (*We again hear the song phrase "Dirty mother furrier don't you know" that we heard about in the Chicago episode.*)

Elton John (1947) His mother brought home a recording of Elvis Presley's "Hound Dog." "I've never heard this kind of music before, but it's fantastic."

BTW, Elton has 70,000 items in his record collection. (*Teacher note: I always find it fascinating that the great artists are the ones with the biggest record collection.*)

Lamont Dozier (1941) (Motown writer who co-wrote 14 #1 hits)

"Thanks to E_____, we were able to combine a mixture of what they thought white and blacks felt. Elvis shakes his body and sings "Hound Dog", which now becomes A_____ because a white boy is singing it".

---Big Mama records the original version of Hound Dog in 1953. It sold between 500K and a million on a 78 record. Elvis sold 10 million on a ____ record. That was the turning point of the ____ single.

The 33-1/3 LP A_____ (1954)

---Frank Sinatra makes *In the W_____ S_____ H_____* (1955), an album for his ex-wife, Ava Gardner.

---He was an artist for Capitol who understood the power of the long form expression of the medium.

---C_____ record – an album with a related theme that tells a story. Sinatra goes through a break up and puts together sad songs about the experience.

---The album coincided with a leap in technology with the advent of M_____ tape and the Neumann vocal M_____ that gave us true hi-fidelity that meets today's standards.

---Sinatra solidifies a F_____ for all to follow.

J_____ and M_____ D_____

---The 3-1/2 minute format had been detrimental to the early jazz form; now all of a sudden jazz musicians had more time to stretch out and play longer solos as they did in the live setting.

Columbia Studios, NYC, 1959

---Miles Davis writes *K_____ of B_____*, the greatest selling jazz album of all time.

---Created a new kind of freedom; modal scales, no chordal structures. He wanted the soloists to speak in extended paragraphs. The tracks range from 9-12 minutes long. Upon its release, it instantly became "The B_____ for young jazz musicians.

---The album is still in the jazz top ten, a remarkable feat!

The Power of R_____

---Selling 45's would lead to an artist making an album. First, the 45's had to be played on R_____.

---AM R_____ stations in the 40's and 50's reached far sections of the country; especially at night, when it could reach up to 38 states.

---Tommy James explains the power of an exploding smash hit S_____: "It was everywhere at once, and went off like an atomic bomb." However, records had to be shorter than 2:30.

Bob Dylan (Born 1941) and his song *Like a Rolling Stone* (released 1965)

---Dylan records with a full B_____ (instead of just solo) and records the greatest rock S_____ of all-time according to critics.

---The message and lyrics are groundbreaking. Many think the lyrics are autobiographical since he was alienated from the folk scene. The line, "how does it feel, to be on your own," suddenly makes sense.

---It becomes the anthem for the 60's generation.

---It was 6 minutes long and the L_____ 45 record up to that point. 3 minutes per side.

---Dylan brings in "T_____ songs" influencing a generation to be as honest as possible. (*Songs seem autobiographical, which leads us to the singer-songwriter movement of the '70's. The Beatles make Dylan want to rock and Dylan gets The Beatles writing their own "truth" songs.*)

____ Radio

---Comes of age in the 60's and Tom Donahue from San Francisco begins free form programming (no real format) and sets the stage for current day FM music stations.

---Totally different from ____ radio – it's more relaxed, with no screaming or fast rhyming.

---Up to 1967-68, most bands were single acts who sold 45's. The Beatles, L_____, Z_____, and Blood, Sweat and Tears changed the tide to album acts.

---50's album covers – S_____

---60's album covers – S_____ faces

---Rock became serious and the album takes on value and importance; every song was important.

---Each project was a complete A_____ S_____.

M_____ G_____

---Has a long history at M_____; as drummer, duets with Tammi Terrell (1945-1970) (*Terrell dies from a brain tumor, initially falling over on stage as MG catches her in 1967.*)

---Many events upset him: His brother comes home from V_____, Civil Rights, Kent State college student shootings, MLK, RFK.

---He wants to release a serious socially conscious album. Gordy says no. The album lyrics conflict with the Motown mantra – “Keep it happy!”

---“What’s G_____ O___” is released and a huge success. It’s a C_____ album about the troubled times.

---Questlove quote “What’s Goin’ On” is B_____ peoples “these times are a changin”

---Side One is one song (a suite)

---“Our L_____ are on that vinyl”.

---Moving into the 70’s, the LP Album was king.

(8 track Tape- perfected in 1964 and put in Ford models in 1966. It was popular up into the late 70’s when cassettes became preferred. Both formats were perfect for portable players and cars.)

The C_____ T_____

---Sound quality wasn’t any better, it was however very P_____, especially in cars.

---It was easy to make a “cheap” recording at home.

---It allowed the public to make C_____ of albums and to record off the radio.

---Grohl: “We would pass around C_____ to friends and then go see those bands when they came to town. We felt like that music was O_____.”

---You could create your own M____ tapes, in essence, your own LP or A_____. It was your musical identity on tape!

---Hip-Hop and Punk also use C_____ as a DIY way of selling product.

---Grohl: The punk scene was a total underground N_____ that escaped the public eye.

---The Grateful Dead used bootleg live C_____ recordings as a way to bring fans to concerts.

Mickey Hart (Drummer for The G_____ D_____)

---The Grateful Dead’s live shows were like a D_____; i.e., it only came out at live shows, not in the studio. Concerts were a scene with drugs (LSD), creating a Tribe-like bond. Fans started T_____ shows and instead of being cops, the band decided to let it go and eventually gave them their own S_____. Fans shared T_____ and the army of fans grew.

---The band even produces their own concert recordings known as “B_____ Boards” which were near perfect quality. Since the late ‘60s, almost every S____ has been recorded!

---The Dead has to be the most recorded ensemble in history and led tour grosses for decades.

S_____ W_____ (Introduced in the USA in 1980 and by 1999 sold 186 million units)

---Boosts sales of C_____ over vinyl discs (albums)

---Begins the era of P_____ listening and soundtracks.

(Not mentioned here is the very first personal listening device introduced in 1954, the small transistor radio, which included an ear piece. Billions were sold and it was the most popular listening device of the 60’s and 70’s. This technology also made car radios standard in the 1930’s (with AM only) with FM being introduced in 1952.)

The ___

- Makes records and tapes O _____
- The industry fights the new ___ technology. Even C _____ copies sounded great. Eventually you could copy CD to CD for perfect quality. In the 90's, the car CD player was introduced.
- Dire Strait's CD, *Brothers in Arms*, is an all D _____ recording that sells ___ players to converts.
- By 1990, people are replacing their entire vinyl collections with CD's.
- CD's were \$18 and LP's were \$9. CD's were even cheaper to make than LP's.
- The public would have to pay \$18 to get the one song they wanted. CD's could hold up to 60 minutes of playing time.
- A _____ sales plummet and record stores start struggling financially in the 90's. Both will be gone by 2000. (*But wait, vinyl sales are on the rise in 2020!*)

The _____

- N _____ arrives in 1999 and allows free D _____ of music. It was a gold mine for music lovers.
- 40 M _____ people participate.
- After 2 years N _____ was gone, thanks to lawsuits. Other sites, however, used the software to make it a pest that wouldn't go away. (*Limewire, BearShare, Kazaa would also come and go*)
- Suzanne Vega, "M _____ of the ___" "How can we compress music so it fits thru a P _____ line?"
- Karl Heinz Brandenburg figures out how to play music on your P _____.
- The _____ recalibrates how we consume music in a new way.

The iPod (2001)

- iTunes (2001) sells songs for 99 cents.
- We have come full circle back to being a S _____ driven culture.
- The iPod allowed us to have 10,000 songs in our P _____.
- Y _____ allows users to upload their own music videos and play others' music.
- Youtube was the #1 streaming service for a time, even though it's Free.
- S _____ is the number one streaming service and has more subscribers than ever.
- J _____ B _____ was the first Youtube artist sensation. His songs were listened to 400 million times.

Y _____ is the new R _____

- ___'s are dead.
- S _____ – paid subscription
- P _____ – free with ads

iTunes is almost dead. They tried to change to streaming to late in the game.

- People don't O _____ music anymore and have trouble comprehending that people once paid for it.
- People want music I _____ at their fingertips.
- The problem with the over-abundance of music is D _____ new music out there.
- Strangely enough, Vinyl makes a comeback as a new generation discovers the amazing presence of vinyl. (*2019=18.84 million units sold and sales increase 14% from 2018.*)

F_____ shifts seem to happen every 15-20 Y_____

--- The next 10 years will be interesting, but the power of music will always be massive. It's about the S_____, not the medium.

---Music transcends the format.

---What won't change is our R_____ with music, because eventually everyone will hear a song that makes them happy or sad.

---What is it about music that elicits an E_____ response? It's still a mystery.

---With over 100 years of recorded music now, we have seen the effect it's had, and it is indeed remarkable how it has changed our lives.