



MUSIC

Industry

The Next Steps

for Your

Music Tech Class

Kevin Longwill
Abington School District | M3



Who am i?

- MUSIC TEACHER - ABINGTON SCHOOL DISTRICT
 - MUSIC INDUSTRY, BAND, MODERN BAND, CHORUS
- ADJUNCT FACULTY - UNIVERSITY OF VALLEY FORGE
 - UNDERGRADUATE/GRADUATE MUSIC EDUCATION AND TECHNOLOGY
- FACULTY ADVISOR - M3/M4 (MODERN MUSIC MAKERS)

Special Thanks



Special Thanks




Will Kuhn - Lebanon, OH

**Danielle Collins -
Huntington Beach, CA**

Special Thanks



**Luis Aguilar – M3 Middle
School Director**



**Music Industry as a
course of study
is the
combination of Music
Technology and
Modern Music
(Modern Band)**



Other Names for
Programming
Music Industry
Education
Popular Music Education
Commercial Music
Program
Modern Band

Breakdown - **BIG** Picture

Pedagogy

=

Modern Band

+

Music Tech

Breakdown - **BIG** Picture

Performance

Create and curate opportunities for students to showcase, demonstrate, or otherwise display their efforts in a performance-based fashion



Extends beyond the typical limitations of a tech-lab based course, offering opportunity for expansion into live sound, recording (studio and live), and potentially other multimedia efforts (video and lighting)

Production



Pedagogy

Student agency drives learning opportunities for independent study, internships, partnerships, etc.

Pedagogical Deep Dive

Formal (Teacher Led)

Aide the conceptual understanding

“Non-formal” (Co-learners)

Build the collaborative structures

(Student Led) Informal

Encourage the student's process

If You're a Music Teacher

If you have a music technology program, I hope this encourages you to consider adding a modern band component as a practical performance-based opportunity

If you have a modern band program, I hope this encourages you to consider adding a music production/technology component

If you have neither, this provides an opportunity to discuss how to add both

If You're **NOT** a Music Teacher

The goal is a bit simpler:

Consider how allowing students the opportunity to dictate how and what they will learn can be utilized in your pedagogy/educational paradigm, and consider a “yes, and?” attitude and mentality when approaching student agency

Disclaimer





How we got here

Story Time



Spring 2021

(PTSD Warning)

Virtual Performances







Specifications of Virtual Ensembles

- Teachers provided the lesson content, rehearsing in as close to traditional fashion as possible
- Teachers would coach students on how to record, thus providing some early form of working within a recording software (DAW)
- Students recorded, and re-recorded, and re-recorded, and in the process became more comfortable with using recording/video editing software
- In some cases, teachers would outsource the editing process to their students with video/audio editing experience, creating a new opportunity for multimedia development


M3 was born.

M3
MODERN MUSIC MAKERS

M3 Goals

- Create new opportunities for students to be able to collaborate with their peers over the internet.
 - RESOURCES: BandLab, Soundtrap, Google Meet
 - Students began to collaborate to work with their peers, and had the opportunity to record and edit them within cloud-based DAWs
 - Students created original singer-songwriter works, digital music/beats, and would share them across the internet
- As restrictions relaxed toward the end of the school year, culminating concert held to showcase what students had accomplished [Open Mic type performances]
- Additionally, many of the recordings students had completed were compiled into a record, called the "Mixtap3," showcasing a variety of the different efforts and genres students had explored.





Fall 2021

Disinterest

- Many students were no longer interested in only writing and composing music using their computers.
 - Many had learned (and forgotten) how to use DAWs, but weren't interested in re-learning the platform since they could return to in person learning
 - The interest remained there in utilizing the tools, but the means of accomplishing their goals was shifting as their learning paradigm shifted as well

The Talk.

(Our spin on Modern Band/Music programming)





“Agency”

Defined Pedagogy



Spring 2022

Adapt to Survive

- Students began to write songs together
 - The agency they leveraged therein encouraged them to want to record, creating a natural pathway to dive back into the world of music production, both recording and digital applications



Adapt to Survive

- Students worked with their friends, and naturally started to form groups
 - These groups continued to write new material, as well as cover other artists to develop their own sound by combining/copying from others

Performance Focus

Adapt to Survive

- The songs they were writing/learning naturally gravitated back towards recording and producing, which were the original intent. Students had reason to **RE-LEARN** the software, platforms, and skills they had previously developed.

Production Focus

Adapt to Survive

- The year culminated with the simultaneous launch of five student albums and a culminating concert, which saw some fourteen different groups of students and individuals perform

Production Focus



“Agency”

Defined Pedagogy



April 2022 - PMEA All State Conference



“Modern Band”

Defined Pedagogy

Modern Band

Modern Band is a new school based music program that utilizes popular music as its central canon. Modern band teaches students to perform the music they know and love and to compose and improvise. Styles that are studied include rock, pop, reggae, hip-hop, rhythm & blues, electronic dance music, and other contemporary styles as they emerge.

-Musicwill.org



Modern Band

“Modern band teaches students to perform the music they know and love and to compose and improvise.”

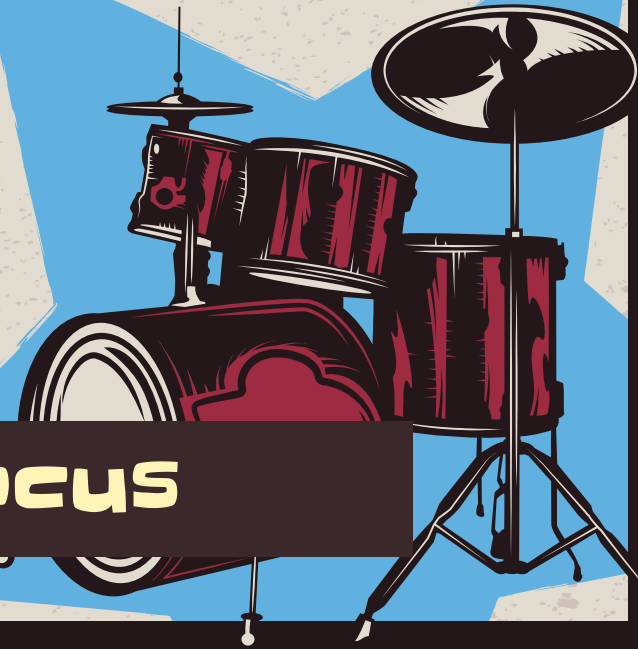
Defined Pedagogy



Modern Band

“...perform the music they
know and love...”

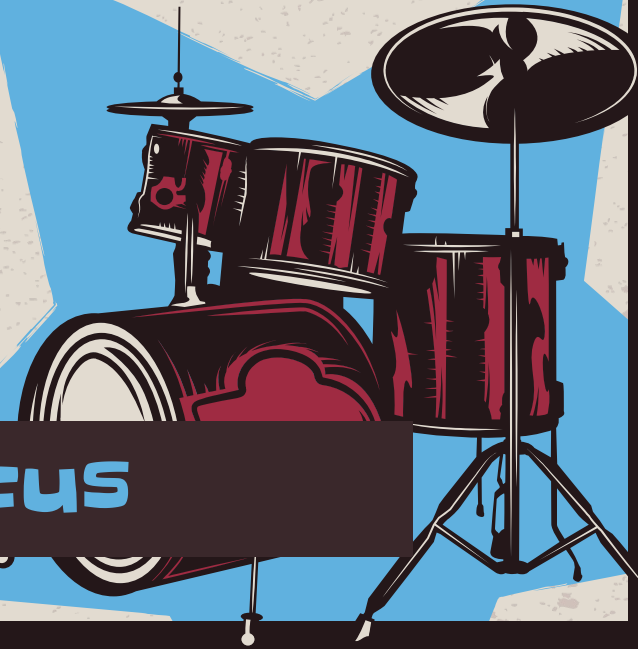
Performance Focus



Modern Band

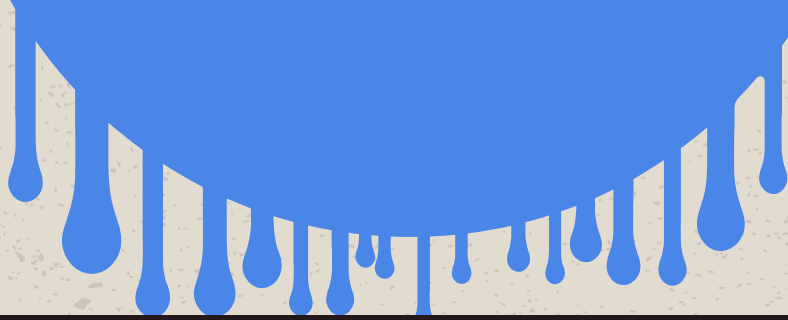
**“...to compose and
improvise.”**

Production Focus



**Modern Band
=
Modern Music**

ROCK



Music Industry



01

Music Performance

Curating experiences for students to **PERFORM** the types of music that they want to make



02

Music Production

Curating experiences for students to **PRODUCE** the types of music that they want to make

Music Industry



01

Modern Band/Music

Curating experiences for students to **PERFORM** the types of music that they want to make



02

Music Tech/Production

Curating experiences for students to **PRODUCE** the types of music that they want to make

M3 Goals

(2021 Revisited)

- Create new opportunities for students to be able to collaborate with their peers over the internet.
 - **RESOURCES:** BandLab, Soundtrap, Google Meet
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**Where does it
go from there?**





Music Industry



Music Industry

**Performance
(Modern Band)**

Shows

Both at home and
in the community

Curation

Developing the
meaningful
experience for
themselves

**Production
(Music Tech)**

Record Label

Recording and
releasing music

Pedagogy

Berlin **AND**
Nashville



Music Tech Specifics

- Create new opportunities for students to be able to produce music using means of technology
 - **Berlin/LA:** Electronic/Digital Music experiences
 - **Nashville:** Traditional studio/recorded music

Production Focus

Music Tech Specifics

- **Berlin/LA:** Electronic/Digital Music experiences
 - Utilizing and creating almost exclusively within a DAW
- **Nashville:** Traditional studio/recorded music
 - Curating acoustic and digital resources
- **Other:**
 - Live sound/monitoring
 - Live streaming/video

Performance Focus



**Our Examples of Music Industry
Programming and Execution**



“Yes, and?”

Music Industry Opportunities

Overseeing form and function of the program/label, including orchestrating performances and future development

Management

Designing and implementing apparel and logos; maintaining social media presence

Marketing

Recording and producing audio and video for distribution on streaming platforms and promotional material

Media

Aiding in younger student development and pedagogy

Mentorship

M3 RECORDS



M3 the BAND.

Management

- Students coordinate specifics relative to individual, small group, and large group performances
 - Planning includes developing arrangements relative to group construction
- Skills branch out as students develop their own performance skills, and begin seeking out external performance opportunities

Student Performances



2022-2023 M3 the Band(s)



DETOUR

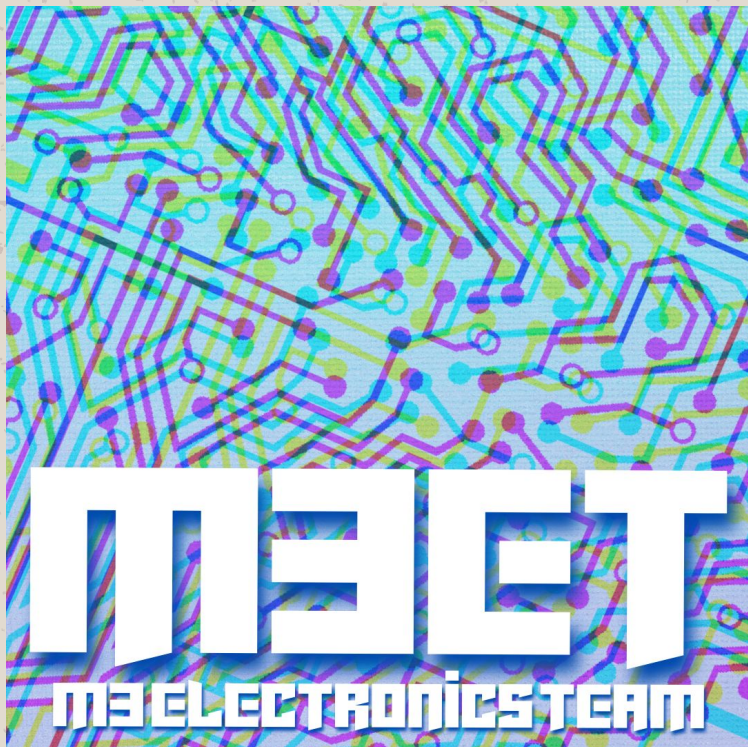
2022-2023 M4 the Band(s)

ECLIPSE



SILHOUETTE

Future M3 Performance Programs



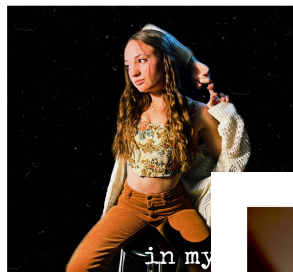
Management Recap

Plenty of overlap

Media

- Students develop and execute live performance elements, including facilitating live sound
 - Current applications include in-ear monitoring, and as of today, live streaming
 - Future endeavors include lighting and sound design
- **ORIGINAL PRODUCTION FOCUS:** Students record, produce, and edit tracks to be released on the student-run record label
 - Knowledge base of commercial release via a distribution platform (DistroKid)

M3 Records 2021-2022



in my head
dahlia.

1. stop
2. toothpaste kisses
3. cough syrup
4. you



Prologue
Owen Davis

1. Treason
2. Slick Around
3. Time and Place
4. Your Best Shot
5. All She Wanted
6. It's Real

M3
RECORDS
Released April 28, 2022
Run Time: 25:00

Jaden and Sampling



sampling

d
Re



Educated
Creator Chromatic

1. Entrance
2. Messages
3. It's All Over Now
4. The Oracle

M3
RECORDS
Released June 3, 2022
Run Time: 15:00

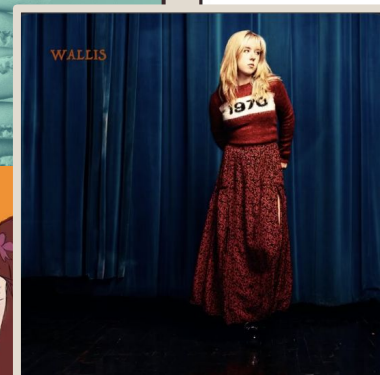
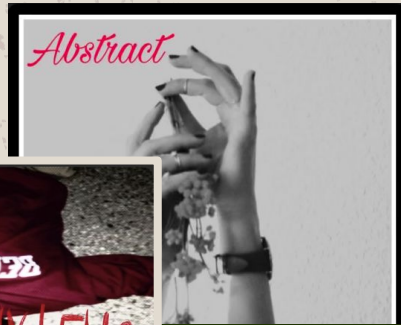


dies

mouth (feat. Renee Krier)

M3
RECORDS
Released June 10, 2022
Run Time: 12:50

M3 Records 2022-2023





THE PRICE

aloe formula





M3 Records Spotify Share



Video Team



TI:ME/TMEA Live Stream
February 8, 2023

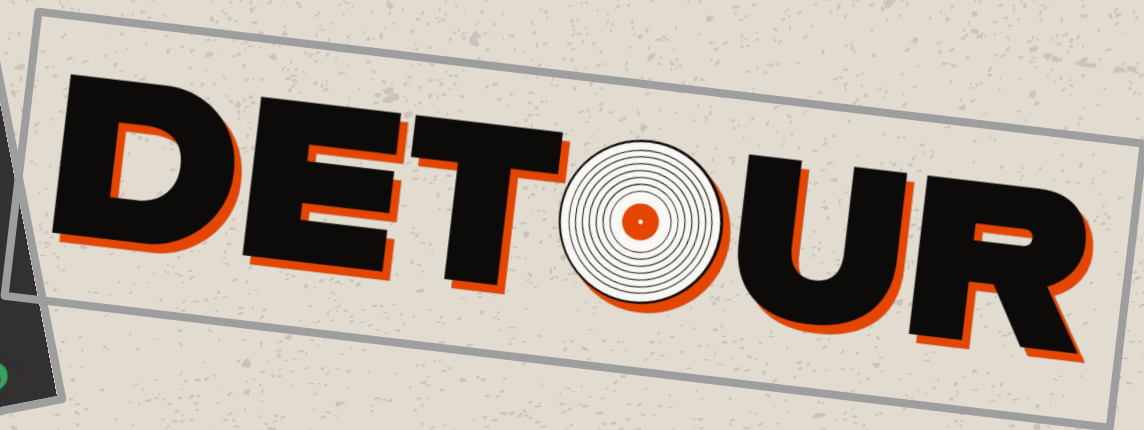
Music In Our Schools Month
March 16, 2023



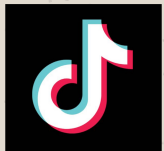
Marketing

- Students curate social media accounts, generating engaging platforms designed to attract followers and build a brand
- Students design logos and materials to be used to promote their individual ensembles and the program overall

Marketing Projects



|||IM3|||



m3.asd



m3_asd

Mentoring

- Element of community service, helping to educate younger students with more rudimentary skills, technique, theory, etc.
 - Great opportunity to build relationships with younger students, remember where they once were as players/musicians
 - Great for younger students to see what they can achieve over time

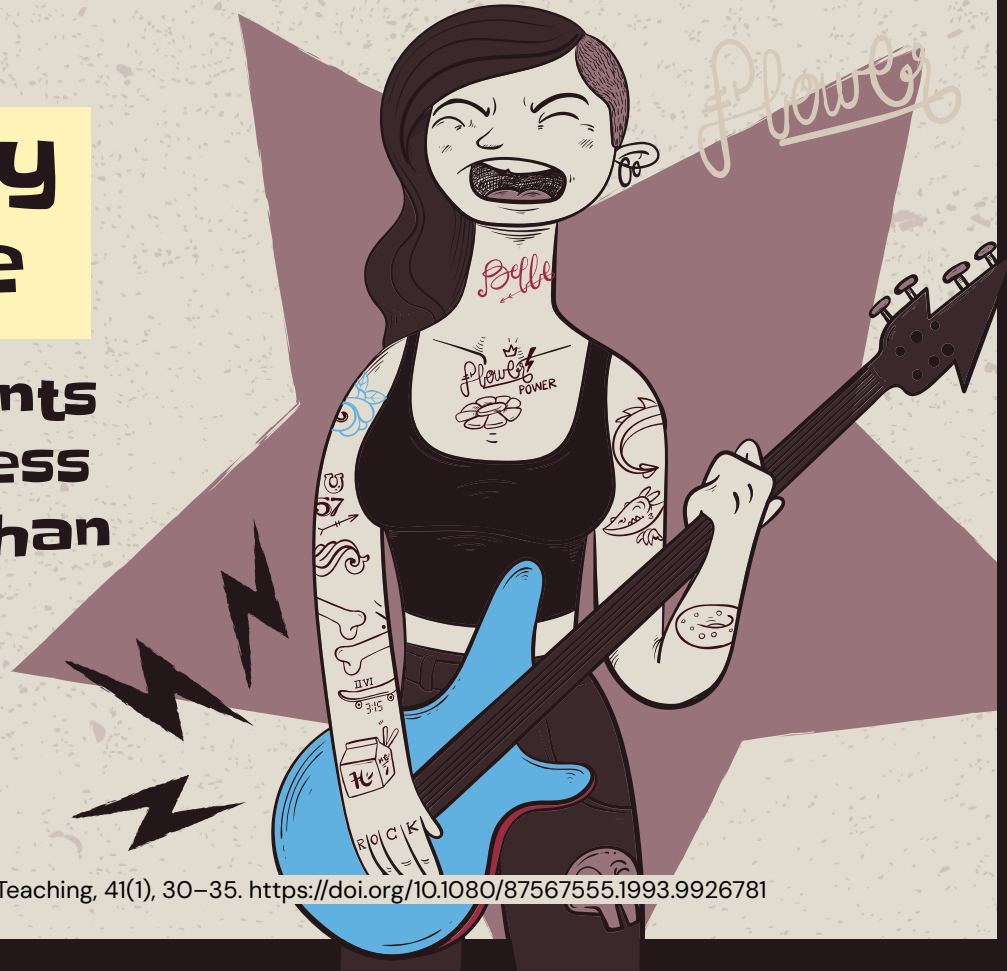
Why Modern Music/Music Industry Programming?



Music Industry as a Practice

Opportunity for students
to lead creative process
with coaching rather than
direction

“Sage on the Stage”
Vs.
“Guide on the Side”



Music Industry as a Practice

Modern Band increases access to
school music.

Students who qualified for
free/reduced lunch were nearly
TWICE as likely to participate in
Modern Band than those who did
not qualify.



Music Industry as a Practice

Modern Band can bolster student participation in traditional music programming

In schools where Modern Band is taught, there has been an increase in the total number of students participating in **ALL** music classes, as well as traditional music ensembles by nearly 50%.

Powell, Bryan, "Modern Bands Impact on Student Enrollment in Traditional Music Ensembles" (2019). John J. Cali School of Music Scholarship and Creative Works. 42.



Music Industry as a Practice

80% Dilemma

Idea that traditional secondary music programming only actually reaches 20% of a school's population, and that music technology (and now modern band/music) could be used to engage a larger degree of that remaining 80%.



By The Numbers (co-curricular)

25 students

2020-2021

60 students

2021-2022

102 students

2022-2023

135 students (Middle School)

2022-2023

By The Numbers (curricular)

Digital Music (7-8)

152 seat requests

Music Tech (9-12)

95 seat requests

Modern Music Workshop (9-12)

31 seat requests

Instrument Lab (7-12)

99 seat requests

Voice Lab (7-12)

84 seat requests

**How to curate performance
opportunities?**

2022-2023 M3 Showcases



2022-2023 NafME All National/All East



**All-National
Honor Ensembles**

**NafME
EASTERN DIVISION CONFERENCE
April 13-16, 2023**

hosted by New York State School Music Association



Connect, Create, Communicate!



**Joseph A. Floreano
Rochester Riverside Convention Center**



2023 Modern Music Invitational


M3 RECORDS PRESENTS

MODERN MUSIC INVITATIONAL



Recap



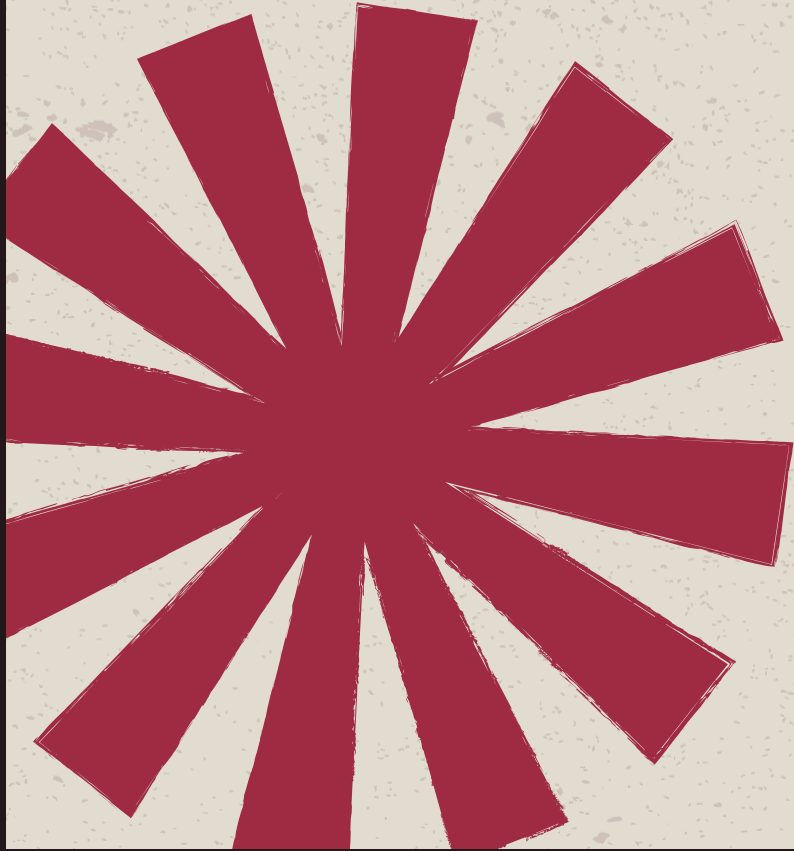


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(Modern Band)**

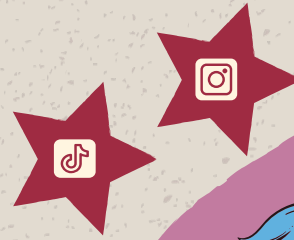
RESOURCES

Books

- **Clauhs, Powell, Clements** *Popular Music Pedagogies: A Practical Guide for Music Teachers*
- **Holley, Reinhart, Moir** *Action-Based Approaches in Popular Music Education*
- **Holley** *Coaching a Popular Music Ensemble*
- **Giddings** *Rock Coach: A Practical Guide for Teaching Rock Bands in Schools*
- **Giddings** *Technology for Unleashing Creativity*
- **Burstein, Hale, Claxton, Wish** *Modern Band Method – Teacher Edition: A Beginner’s Guide for Group or Private Instruction [SERIES]*
- **Kuhn, Hein** *Electronic Music School: A Contemporary Guide to Teaching Musical Creativity*



Q&A?



THANKS





ECLIPSE

