

Activity One

Music Rules!



Most of us listen to music every day, starting from the time when we first snuggled down to a lullaby. Music is part of our lives. And the more we listen, the more important music becomes for us. By now you've probably got your own music – favorite songs and favorite singers. And you know the best places to buy your music, too, whether you listen on CD, an MP3 player, or your cell phone.

Some kids, however – and even some grown-ups – don't get their music the right way. They are **songlifters**, people who take songs without paying for them. Some songlifters copy music from other people's CDs. Some use the Internet to copy music from other people's computers. Either way, songlifting is like shoplifting, and that means it's wrong.



Part 1

Songlifting is a big problem. To see why, imagine that everyone your age took just a couple of songs. That might not seem like much, but when you add it all up, you'd be taking millions of dollars of music. See for yourself by completing the calculation below.

Number of kids my age*	3,900,000
Number of songs each kid takes	x 2
<hr/>	
Total number of songs lifted	
Cost of each song**	99¢
<hr/>	
Total cost of songs lifted \$	

* According to the 2000 U.S. Census, there are about 39 million children for each age level from ages 8-13.
 ** Typical cost to download a song legally online.

Part 2

Now find out if songlifting is a real problem in your community. Use this chart to interview family members and friends about where they get their music. Bring your findings back to class and combine them with those of your classmates. Use your data to figure out how much songlifting occurs among the people you know.

Do you ever ...			
People Interviewed	Copy music from other people's CDs or playlists?	Take music from other people on the Internet?	Give away copies of your music?
1. Age ____			
2. Age ____			
3. Age ____			
4. Age ____			
5. Age ____			



Activity Two

Meet the Music Makers

You've seen how songlifting can quickly grow into a very big problem, costing lots and lots of money. But you might not realize that songlifting hurts lots of people, too. Here's a chance to meet some of those people and learn how they help make the music we love.

Part 1

Most of the people who make our music never appear in magazines or on TV. They work behind the scenes, providing the know-how to create a hit tune. You'll meet some of these music makers in this story about a make-believe singer who became an overnight sensation. As you read, underline each music maker who played a part in this star's success. Then answer the questions below.

Circle the correct answer

1 Which of these music makers helped Shayna create the tunes for her debut album?

- a.** club owner **c.** songwriter
b. music critic **d.** her mom

2 Which of these music makers helped Shayna record her songs?

- a.** photographer **c.** music scout
b. factory worker **d.** sound engineer

3 Which of these music makers helped fans learn about Shayna's music?

- a.** arranger **c.** backup vocalist
b. publicist **d.** store cashier

4 How long do you think it really took for Shayna to become an overnight sensation?

- a.** years **c.** weeks
b. months **d.** days

Did You Know?

For every hit album, there are nine more that never make it. But the hits actually help those other artists. With a hit, the record company can afford to give another group of newcomers their chance at stardom.

So when hits get songlifted, lots of other artists lose out, too.

Part 2

As you can see, lots of people lose out every time a songlifter takes a song. And there are lots more who are not even mentioned in this story.

Think about all the steps involved in getting a song into your music library. Then, on the back of this sheet, list some of these unnamed music makers. To help you get started, look at the credits for your favorite album. Compare lists in class and talk about how each person you've listed helps give us the music we love.

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**Overnight Stardom: The Inside Story**

How does a singer become a superstar? It takes talent, hard work, and help from dozens of behind-the-scenes hit makers. Here's how it happened for today's top star, Shayna.

"I started out singing in little clubs across the country," Shayna remembers, "Then one night a music scout saw my act and asked for a demo. Luckily, my mom had taped some of my songs, so he sent that off to his record label, and they loved my sound."

Shayna's record company set her up with Kozmo Kelly, a top music producer, who would guide her through the process of making an album. Kozmo brought in a team of songwriters to create new tunes for Shayna's debut, and arrangers to compose backup music and vocals that would show off Shayna's special sound. "It took months to get everything just right," Shayna recalls. Then Kozmo took Shayna into the studio.

"I had only seen recording studios on TV," Shayna says. "The real thing is a lot more complicated. The sound engineers record everything separately – my singing, the backup vocals, the other musicians – then they mix it all together with computers. That

way you can add instruments or special effects to get a sound that's really fresh."

Kozmo, Shayna, and the sound engineers worked for months to make every song on her album a stand-out. Meanwhile, Kozmo was working with a publicist at the record company to plan a campaign that would turn Shayna into a star. They brought in a designer and photographer to create a unique look for her album cover. They produced ads and posters. They set up interviews with music critics around the country and arranged for Shayna to showcase her talent on radio and TV. "It was amazing!" Shayna exclaims. "I never realized how much work goes into getting a good tune out there so it can become a hit."

By the time Shayna's album was released, its title-track, *Be Serious*, was a monster hit. More than a million copies have sold in stores and online, plus another million fans have paid to download the title tune. "I was so embarrassed when my mom showed up to tape me at that club," Shayna says, "but now I know I couldn't have done it without her, or without Kozmo and all the other music pros who helped me achieve my dream."

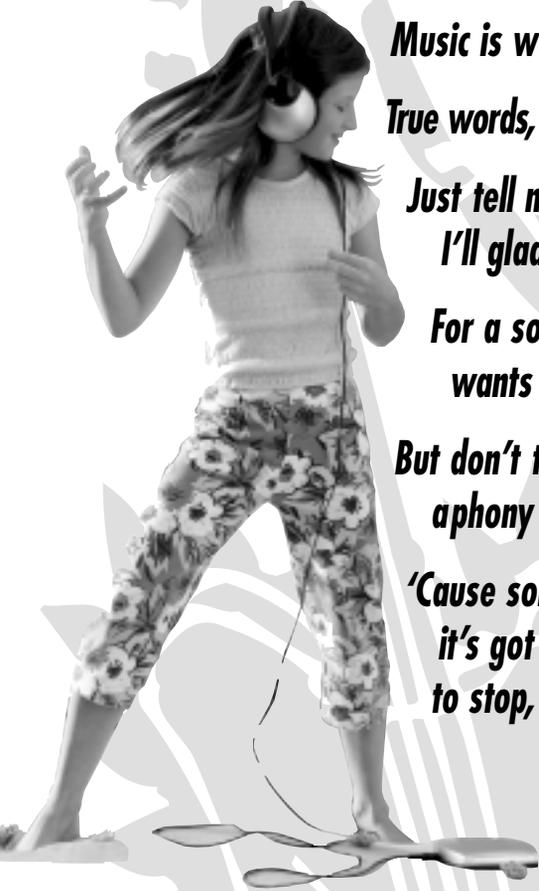
Activity Four

Make Your Own Music

You've learned why songlifting is wrong. Now here's a chance to help stop it. Use your own musical talents to create a song that tells other kids the right way to get the music they love.

Part 1

Begin by composing lyrics and a tune for your song. Here's the first verse of a rap about songlifting that you can use to get started. Or you can brainstorm lyrics for your own kind of song using the ideas listed below. Write your song lyrics on the back of this sheet or a separate piece of paper.



Music is worth it, if you're asking me –

True words, new rhythms, sweet melody –

*Just tell me where to get it and
I'll gladly pay*

*For a song that says what my heart
wants to say.*

*But don't try to fool me with
aphony copy,*

*'Cause songlifting's wrong, and
it's got
to stop, see?*

Brainstorming Ideas

- Songlifters take millions of dollars of music each year.
- Songlifters hurt all kinds of music makers, not just the stars.
- Songlifters keep new artists from getting their chance at stardom.
- Songlifters are breaking the law.
- Songlifters can get other people in trouble by sharing illegal music.
- Songlifters can get computer viruses when they illegally download online.
- Songlifters don't respect other people's intellectual property.

Part 2

Now pretend that you're ready for the studio. Get together with your classmates to rehearse your song and perform it. You might even record your song and make copies to share with family and friends. It's your intellectual property, so you've got the right to make copies. Use the space provided here to design an album cover for your song. And remember to include the copyright symbol, so everyone knows who it belongs to.

Music
rules!



© _____
All rights reserved. FBI ANTI-PIRACY WARNING: UNAUTHORIZED COPYING IS PUNISHABLE UNDER FEDERAL LAW.



Music rules!



This is to certify that

(student name)

has learned the rules against songlifting and pledges to:

- ▶ **Respect all forms of intellectual property.**
- ▶ **Obey the copyright laws that protect intellectual property.**
- ▶ **Always use computer technology responsibly.**
- ▶ **Always use Internet technology safely.**
- ▶ **Never accept illegal copies of songs online or on disc.**

(student signature)

(teacher signature)

(parent signature)