

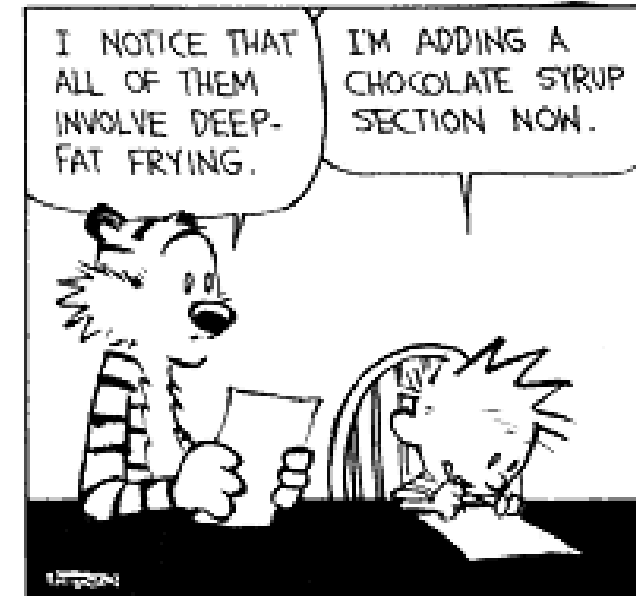
# Mu 102: Principles of Music

Borough of Manhattan Community College

Instructor: Dr. Alice Jones

Fall 2019

Sections 0701 (MW 7:30-8:45a)



# Recap

- Ethnomusicology is an area of study (and careers) in the world of music
  - Musicology + anthropology
  - Who is the audience? How is the music used? What kinds of feelings or reactions is an audience expected to have? How do they show those feelings or reactions? How is the music funded? Who makes the music? Where? How?
- Music is a central part of many human experiences
  - Religious practices, dancing, art, entertainment
  - Lullabies, children's songs and games, work

# Arts administration

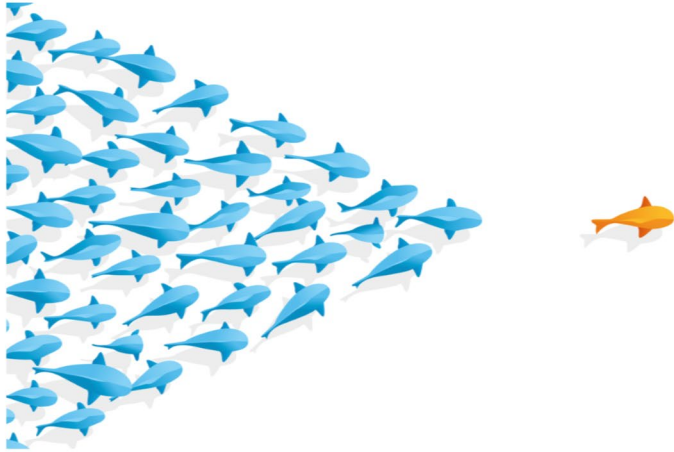
Each group will receive 4 biographies of arts administrators and/or job postings about arts administration positions.

Each group will share with the class:

- What kinds of skills does a person working in arts administration need?
- What kinds of prior experiences might a person working in arts administration have?
- What surprised you most about the arts administration positions or people you learned about?

# Four roles in group work

Ogre



Scribe



Challenger



Empath





# New York City

What makes NYC special or unique?



# The arts in New York City

The artistic institutions that help define the city were shaped by wealthy 19<sup>th</sup>- and 20<sup>th</sup>-century industry businessmen [remember Orwell and Baldwin?]:

- Metropolitan Museum of Art established in 1870 by a group of wealthy Americans to create a “national institution and gallery of art” to bring art and education to the American people
- Andrew Carnegie (1835-1919), steel magnate – built Carnegie Hall in 1891
- Augustus D. Juilliard (1836-1919), textile merchant – gave money in his will that established The Juilliard School in 1905
- John D. Rockefeller, Sr. (1839-1937), John D. Rockefeller, Jr. (1874-1960), John D. Rockefeller, III (1906-78)
  - Senior was the wealthiest American of all time; founded Standard Oil and established the Rockefeller Foundation in 1913
  - III: helped found and lead the Lincoln Center for the Performing Arts, which opened in 1962 as part of an urban renewal project

# Support for the arts = access to the arts

Current national arts funding:

- National Endowment for the Arts was established in 1965 “to nurture American creativity, to elevate the nation’s culture, and to sustain and preserve the country’s many artistic traditions.”
  - Supports arts making in all 435 Congressional districts of the country so that all Americans have access to the arts and artists working outside of big cities are able to make art
  - Annual budget is \$152.8M (0.003% of the annual US budget, \$3.899T)
- National spending on the arts, per capita
  - US: \$0.47
  - Canada: \$5.19
  - Germany: \$19.81

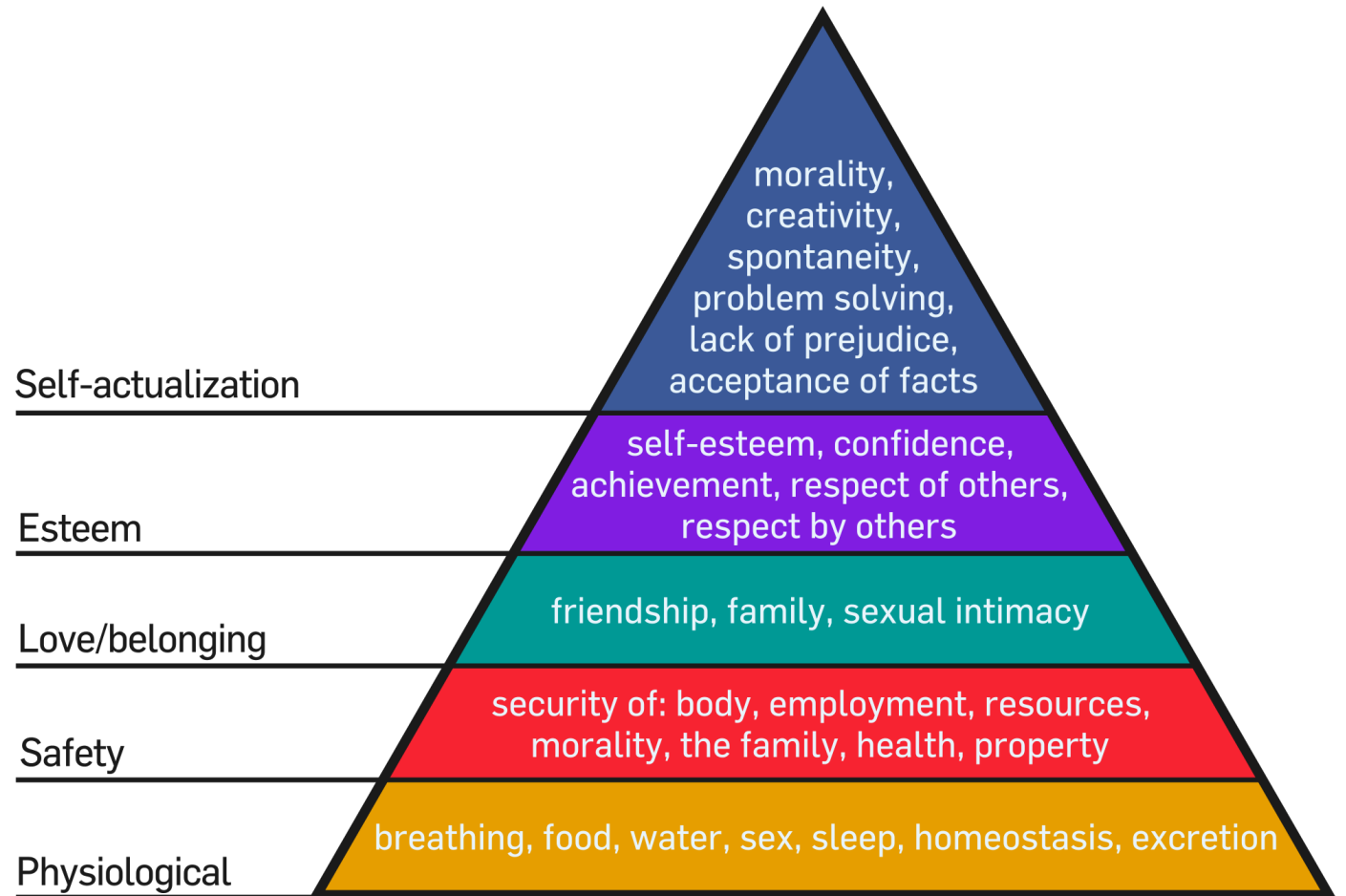
# Supporting the arts in New York City

- New York City is unique in its support of the arts today – arts here are better funded and more accessible than in most US cities
- New York City Department of Cultural Affairs
  - Awarded \$43.9M to 1,000 NYC cultural groups and institutions in 2018-19 (annual budget: \$198.4M)
  - Music, dance, theater, murals, arts education in schools and community centers, affordable studio and rehearsal space for artists
- NYC Cultural Plan, 2016-17
  - Asked NYC residents what culture they had in their neighborhoods, what was lacking, what help they needed to help improve the social and economic welfare of their neighborhoods
  - Plan for prioritizing funding of arts organizations going forward

# There is no art without economics

- Supplies: instruments and repairs, scores, paper, rehearsal space
- Education and training costs/time
- Some degree of financial comfort

Abraham Maslow, "A Theory of Human Motivation" (1943)





# Different economic systems affect how art is made: Patronage system

- Typical job titles: *maestro di cappella* (Italy), *surintendant de musique* or *maître de musique* (France), *Kapellmeister* (Germany)
- Taste, style, instruments, and all other musical details are determined by the artist's patron through feedback, encouragement, hiring/firing, commissions
- The artist's personal expression isn't the main reason art exists
- Patron controls all aspects of the musician's life and provides everything needed to make it possible



Joseph Haydn wrote 72 trios for the baryton, a 19-string instrument that no one but his patron played

# Different economic systems affect how art is made: Free market / Capitalism

- Less (or no!) job security
- An artist doesn't have to please a wealthy patron – they are selling goods that the *public* may or may not buy
  - Commercial jingles, soundtracks, pop music
  - Disregard public opinion

“Contrary to general belief, an artist is never ahead of his time but most people are far behind theirs.”  
—Edgar Varèse (1883-1965)

# Performers today: A look at the orchestra

- Salary – there are 117 orchestras in the United States
  - \$100,000 per year (top 20 orchestras)
  - \$55,000 per year
  - \$100-200 per service
- Let's estimate each orchestra has 100 members
- Music school graduates – there are approximately 60 top music schools in the United States
- Let's estimate 150 students complete their bachelor's degree at each of these schools each year

1,170 jobs but not 1,170 job opportunities

9,000 graduates each year



# Musicians today: The gig economy

- Concerts
- Commissions (performers)
- Teaching
  - Private lessons
  - Community music schools
  - Primary education
  - Secondary education
- Grant writing
- Day jobs
- Streaming
  - Spotify: \$0.006 to \$0.0084 per play
  - Pandora: \$0.0014 to \$0.0025 per play
  - Record labels typically receive 60% of these payments
  - Artists signed with record labels receive more plays

“Music is art, and art is important and rare. Important, rare things are valuable. Valuable things should be paid for. It’s my opinion that music should not be free.” — Taylor Swift

# Homework and reminders

- Assigned reading for next class is online:
  - W Nov 20: individual research assignments for Roundtable 2
  - M Nov: music and gender
- Quickfire in your email – due by 5pm on Friday, Nov 22
- Concert Response #2 due Dec 11
  - F Nov 22, 7:30pm - BMCC faculty recital
  - Su Nov 24, 2pm - Dr. J. recital in Brooklyn
- Course evaluations are happening right now (online)



# End quiz

1. All people who work in music administration are musicians or have been trained in music performance/composition.  
a) True                      b) False
2. The US government invests a lot of money in artists and art making, compared with other countries around the world.  
a) True                      b) False
3. Which of the four group roles do you most naturally gravitate towards or feel most comfortable in? Why?