



Cortney Harding Lesson Plan

1. Describe “The Fight for \$15” movement. How has this redefined the argument for minimum wage workers.
 - a. If the music industry reframes the cost of music using “The Fight for \$15” as a template, will that change the debate for musicians?
 - b. What other ways can you envision would make fans think about the artists plight while they are listening to music?
 - c. What is the maximum you would be willing to pay for Pandora/Spotify service to feel that you are giving the artist a fair and equitable profit. Explain your answer.

2. Cortney wants the artist to be able to set the price for their own goods: it may vary artist to artist, day to day, song by song, essentially disrupting the current price fixing happening with streaming services.
 - a. Describe one example in the music industry and another in a different industry.
 - b. What are the ramifications of price fixing? For the artist, the fan, and the overall industry?
 - c. If artists were able to set the price of their own goods, how would this change the situation for each group listed above? Who would benefit the most?

3. Cortney compares the current streaming situation to the Wild West, where every service is making up their own rules as they move forward.
 - a. Are Spotify playlists the new Tower Record “end cap”? Explain.
 - b. Are artists held hostage by streaming service playlists, unable to gain traction with a fan base? Or do they get exposure they would otherwise not have access to?

4. Cortney’s advice to artists is to use direct to fan platforms (that can include putting a Paypal link up on your website, setting up a bitcoin site, etc).
 - a. How can artists change how they interact with technology and fans so the system benefits them?



5. Is it harder to be a musician today than it was ten, or more years ago?
 - a. What are the new expectations for artists? Is this achievable?
 - b. Do young musicians/artists have the technical know how from being raised in a digital world, or does this take additional education?
 - c. If the artist needs to create an experience with, and around their music, does their musical output suffer? Explain.
 - d. What are the new industries musicians can now enter? Brainstorm at least three markets they'll be able to expand into in the next five years.