



Mark Kates Lesson Plan

1. Mark Kates has had a distinguished career in the music industry, most notably as a band manager and record executive.
 - a. How has Mark's career path and experience shaped his views on the music industry of today?
 - b. Where do you see his record executive experience giving him a leg up on younger managers that didn't live through the era of big labels?
2. Online streaming services, like Spotify, Apple Music, and Pandora are ubiquitous these days.
 - a. Do current bands and their teams have an advantage over bands from years prior, when online platforms didn't exist?
 - b. Do you believe all bands start on an equal playing field through streaming services?
 - c. If so, how can bands stand out today from their competition?
 - d. Is Spotify the new gate keeper that determines artist success? What do you believe the next iteration of this new structure will look like?
 - e. Mark mentions that the "ceiling may be lower than it's ever been" for artists struggling to succeed. What did he mean by that?
3. Chance the Rapper has a very involved and talented team that helped him get to where he is today.
 - a. Who are his team members, and what role does each of them play?
 - b. Does this small, agile team resemble a microcosm of the old "big label" structure? How?
 - c. How has technology changed the role the musician must play in becoming a well known artist?
 - d. Do you think that the best music can gain popularity without a technically savvy team? Can you sight any examples of this?
4. Mark Kates talks about things not being "settled".
 - a. What do you think this pertains to? What aspects of the music industry haven't "settled"?
 - b. Do you see the label structure being forced to change?
 - c. Has power shifted back to the artist, giving them less reason to sign the rights to their creations away?