

Klerrisa Custom Music

November E-News



Latest News....

Well, I would like to start by saying WELCOME to all of the new mailing list members. I am glad to report that since the national mailout on October 15, over 85 new members have joined the online list. This is a fantastic response and we hope it continues. Remember, you can help by telling your Music Teacher friends in the Education world about us and the services that we provide.

We have also been busy writing new packages for release in February. At this stage, there is definitely a new "Mashups" package coming - those who watch Glee will know what I mean. We are also working on a series of new classroom arrangements and a fantastic pack linking the use of piano with film music and classical styles.

Some teachers have also requested that we look into writing something that investigates methods of composition and a more indepth study of Classical Contemporary methods and works. All of these ideas have been noted and are in the works.

We hope that you enjoy this months newsletter, and please keep the ideas coming. We aim to create relevant products for you and your students.

Cheers Kerri

Tip of the Month: SMART GOALS

What are they, and how can I make them work for me?
SMART GOALS mean Specific, Measurable, Attainable, Realistic, Timely.

SPECIFIC - ask the 6 key questions to get your specific goal

WHO is involved
WHAT do I want to accomplish
WHERE will it happen
WHEN do I want it done by
WHICH things do I need to consider
WHY am I doing this.

MEASURABLE - Establish a plan of attack that has a series of steps for the students to complete. How many steps and how will these steps be measured

ATTAINABLE - once you have decided on the goal, you then need to work out how to accomplish this goal. By setting steps and establishing a time frame, you will see the goal complete. You need to consider your attitude, abilities, skills and the financial requirements of your goal.

REALISTIC - you must have an objective that you are willing and able to make work. It must contain substantial progress with attainable steps. Success at the minute level is important.

TIMELY - a goal should be grounded within a time frame. Without a time frame, there is no urgency. T can also mean Tangible. When it is tangible, you have a better chance of making it work.

So how does this work in the class room?

The classic format that we use without even knowing is the practical assessment. For example, you have just finished teaching the students how to write a melody using primary chords in common time. You have probably taught it to them in stages. Compose the rhythm, place the chords, put chordal notes on beats one and three and use passing notes or leaping notes to fill in the gaps. Play it on a keyboard or other melody instrument and see how it sounds. This is a classic use of SMART goals. The goal is to write a melody and the process is explained in steps that are measurable and attainable.

This process can be used on a large scale (when writing a unit of work) or on a small scale (like a single task as explained above).

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What's New at the ACCESS AREA!

This month sees the release of a SMART GOAL activity. This activity was designed using the SMART GOALS as a structural guide. Please feel free to download this one and try it with you students.

Music Industry Biz!!

What are WIDGETS?

The kids will be able to tell you - WIDGETS are pieces of internet code that can pasted into any website, network sharing site or even an email.

What is the point of WIDGETS?

The internet is a viral community. It has extraordinary power to create a "BUZZ". When it comes to music, some of the latest artists of today were discovered because they created a "BUZZ" online. When used well, WIDGETS can help spread the word about yourself or band.

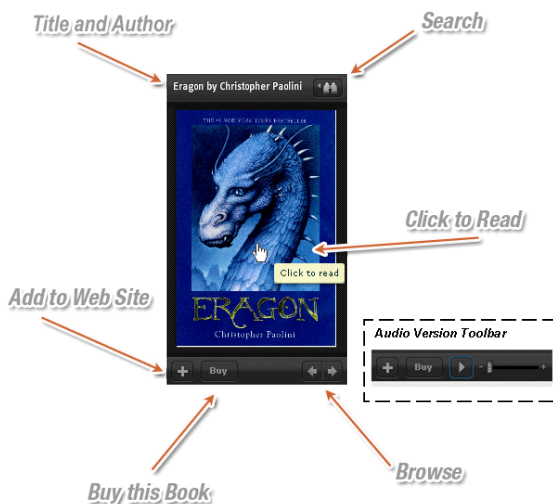
Last month I mentioned a website called "Reverbnation". If you aren't sure how these things work, it is a great location to take a look at. A solo artist or band can sign to Reverbnation for free. They then have access to a whole range of online tools to assist in creating this "BUZZ" that recording companies want to see. Once you have joined, you can create a profile page that can serve as a website for those students who cannot afford to purchase a web domain. The can collect fans by using a WIDGET called a "Fan Collector". This WIDGET can be posted on any sharing network like Facebook and Myspace.

To show you how viral the net is, here is an example:

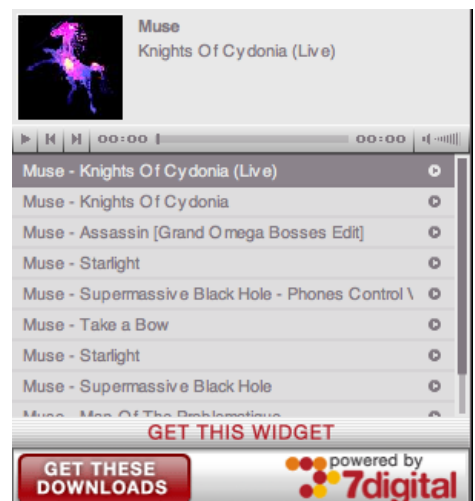
A new band create a profile page on Reverbnation. There are 6 members in the band. They all have a facebook page with about 240 friends from all over the globe. Each member pastes the fan collector on their facebook page. The band members then message their friends asking them to sign up to their profile page by placing their email address in the fan collector. On average, they would get about 50% of members doing this. Taking into consideration that some of their friends are the same, this band are probably looking at a 30% registration. Based on those figures, they now have about 480 new members on their mailing list. The second request asks their friends on facebook to paste the fan collector to their facebook page. They then ask them to invite their friends to join the bands mailing list. You can only imagine how many new members you might get. The band in question that began their career this way and created an online BUZZ was "The Cat Empire".

There are WIDGETS for a range of things like Playlists, show schedules, banners and fan collectors. The internet code for these items is usually attached. When you want to paste a WIDGET into a website or sharing site, you just need to paste the internet code into your planning pages.

Here is a couple of sample WIDGETS. To paste it into your site, you just need to click on the GRAB button. There is usually something like that attached to a WIDGET. This is where the code is. You can then copy and paste the code into your sites. The first one is promoting a book and the second is a play list for a band.



If your music students have "stars in their eyes" then they need to get online and see how the internet can work for them.



Taking the fear out of iTunes....

Some teachers have made several enquiries about backing tracks for singers for the NSW HSC and other performances. What you may not know is that iTunes has a very large range of Karaoke tracks which are quite professional. We are finding more karaoke tracks are coming without an audible vocal melody and will even contain backing vocals. Whilst some might think I am crazy mentioning this as we prepare and sell backing tracks, I think it is important for you to know it exists. These tracks are not able to be altered so you are limited by the key and structure but you just never know.

If you have never used iTunes before, it is much easier than it used to be. At the start, you were never able to burn songs to CD. Now you can. If you are not familiar with this program or feature, here is a quick rundown on how you can use it to help you.

1. Download iTunes to your computer that you want to burn CD's on - www.apple.com/itunes
2. Follow the instructions to place it on your computer. It will automatically create an iTunes Library. It is here that you can keep all of your songs.
3. Go to any music store, department store, service station etc to purchase an iTunes card. This card will come with a redeemable code. When you open iTunes store, you will find a Redeem voucher link on the right hand side. Click that and follow instructions to create an account and put in your credit. Once you have done that you are ready to shop.
4. In the search bar, type in "karaoke", then the song name and you will find a whole range of songs come up. You can search and listen to grabs of these and once you have decided, you can buy. These songs will be automatically downloaded to your iTunes library.
5. To burn a CD of certain songs, you need to create a playlist. Click on "Music" on the left hand side. Now all of your music is displayed. To create a playlist, click on "file", "new playlist", type a name and it will appear on the left hand side. You can now drag the songs you want to burn into the playlist.
6. To burn a CD, simply open the new playlist, check that the order of the songs is correct, put a blank CD in the burner and click "burn CD" on the bottom right hand side. The rest will happen automatically.

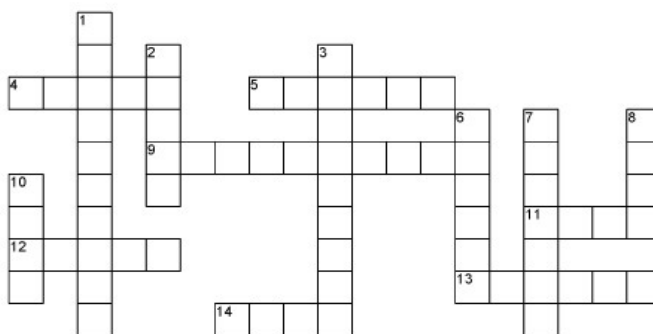
Puzzle of the Month - these ones can be found at
<http://homeschooling.about.com>.

Name: _____
 Date: _____



Music Basics Crossword Puzzle

Complete the activity.



ACROSS

4. The highs and lows of music.
5. Played very fast.
9. A short line add for extending the range above or below the staff.
11. Even no sound counts as a beat. These are marked with a _____.
12. The _____ contains five lines and four spaces. This is where notes are placed.
13. The clef that marks above Middle C.
14. The note names of the spaces on a treble staff (bottom to the top).

DOWN

1. The _____ note receives three beats or counts.
2. This note receives four counts or beats.
3. A clicking pendulum indicates the exact tempo of a piece of music.
6. The _____ sign, (two dots :) means to go back and play a section of music again.
7. Half of a half note is a _____ note.
8. Lowers a note a half step.
10. The clef that marks below Middle C.



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Websites with Attitude

This is where we are going to tell you about all the cool websites that will help you out. Many teachers I talk with are too busy to go searching for themselves, so we thought we would save you some time.

<http://www.funtrivia.com/quizzes/music/index.html> - Fun Trivia is a great online location with a whole range of quizzes you can use in the classroom. There is a great Michael Jackson crossword there. If your students have their own laptops linked to the internet, you could set these as a computer training task.

<http://www.themusicnetwork.com.au/> - this is a fantastic publication found at your local newsagent but why not save the environment and get it online. They have weekly updates and it keeps you one step ahead of your students.

Letters to the Editor

I received a letter from a wonderful teacher from Central NSW who wanted to let everyone know about a great resource that she has discovered. It is called the "Australian Idol Music Maker". She located this item in a discount bin and has found it to be really successful with her students. We have done a search and it is available at locations like JB Hifi. For more information regarding this product - go to <http://www.impulsegamer.com/pcaustralianidolmusicmaker.html>. Here you will find a review and some great images from the program.

Next Month....

TIP FOR THE MONTH: Vocal Health

FEATURE ARTICLE: Music Literacy

MUSIC BIZ NEWS - Myspace Music, subscription models and their implications for the industry.

QUIZ - Trivia

Lots of fantastic surprises.