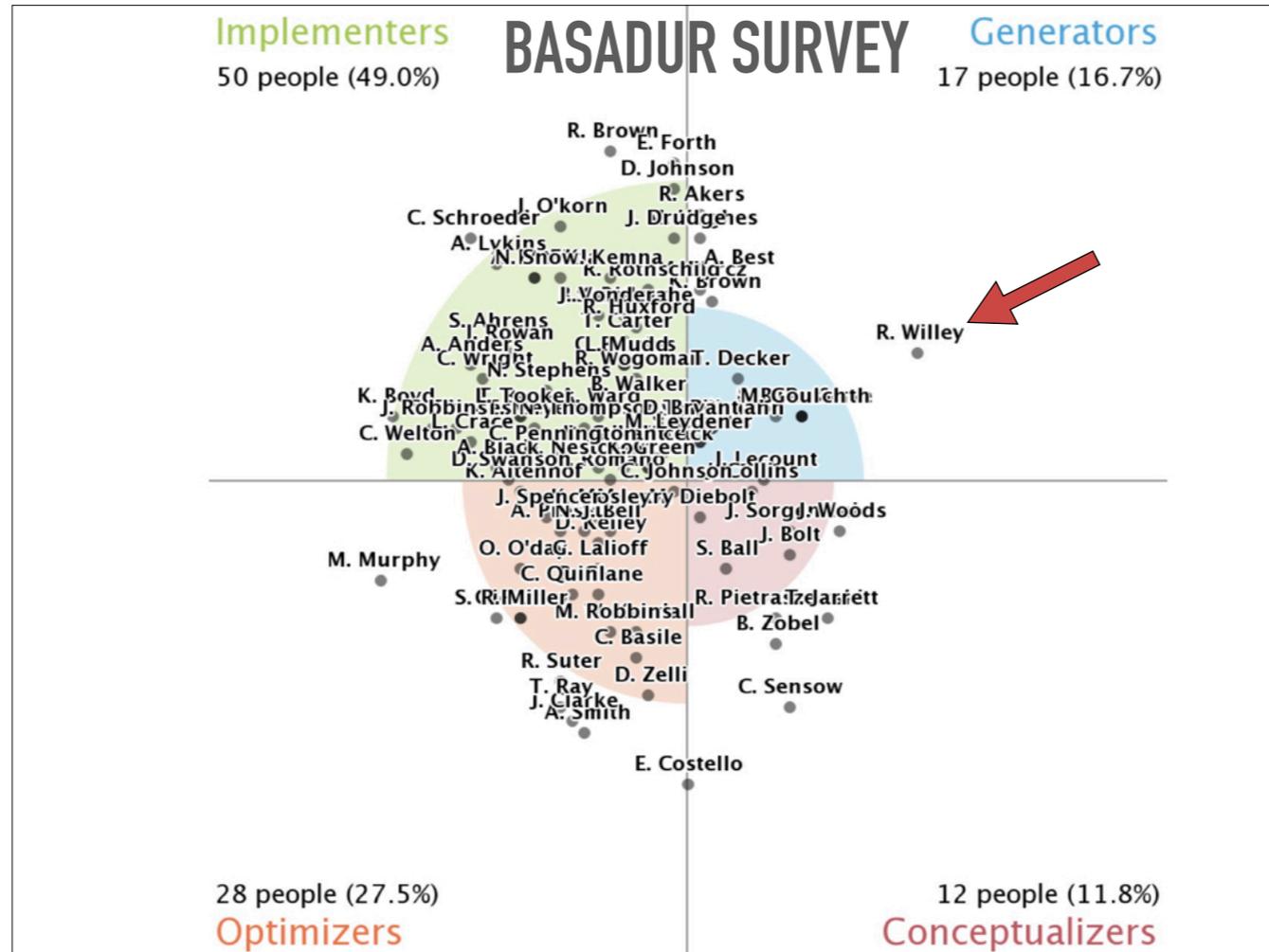


ROBERT WILLEY

rkwilley@bsu.edu

purplecalves.com

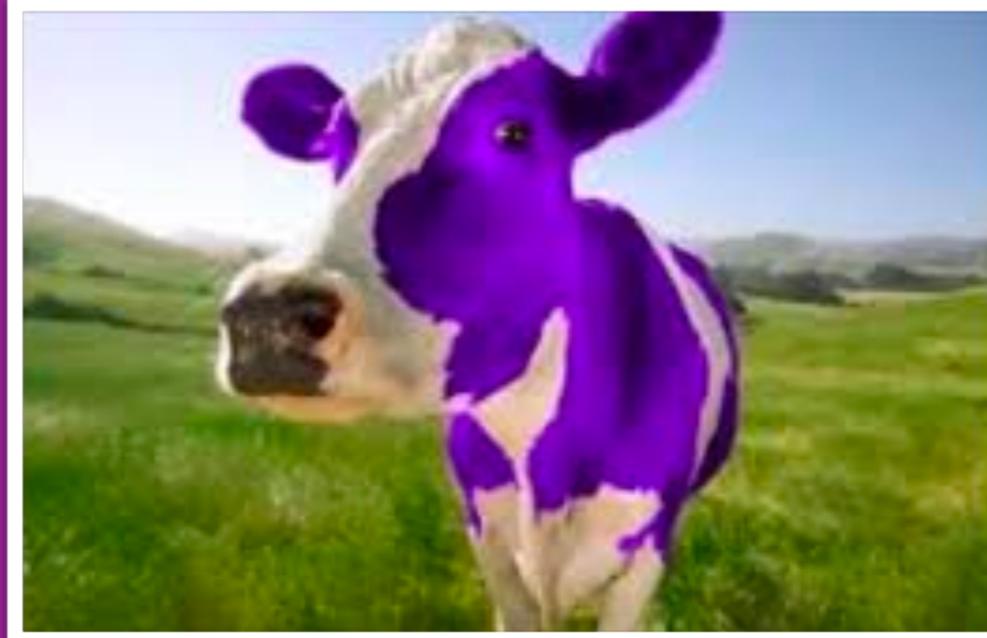
<http://rkwilley.com/presentations/1millioncups>



Entrepreneurial Academy last summer - I'm a generator, my boss is an optimizer, which is a good balance

PURPLE COWS

Seth Godin



Products and Services currently under development



Midwest Music Player - an app for iOS and Android phones that acts like a car radio, allowing you to scan Midwest streaming radio stations and store your favorites as presets.

Our Phone School - an app that makes it easy to find and watch free video courses that show you how to do things.

Middletown Music - promoting music of the Midwest, along with a primer on Midwest Music Business

Scott Joplin Online Centennial - an app that will optimize the online centennial for a phone experience.

Brazilian Drum Set Independence - a book that teaches you how to play Brazilian style drums while developing your skills to write parts and imagine what they sound like from looking at the score.

Incubator for projects that could turn into products, demonstration site to pitch them to partners and someday investors

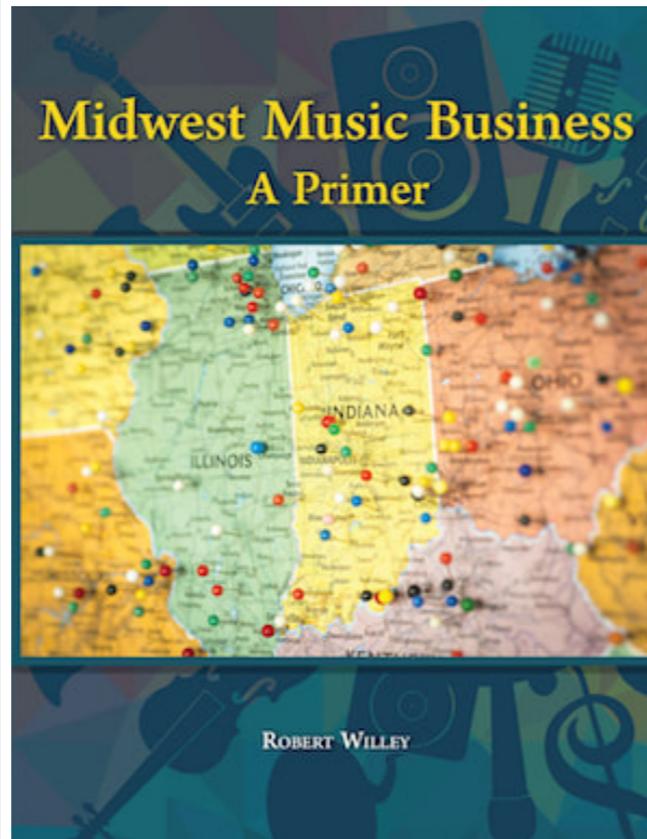
MIDDLETOWNMUSIC.ORG

Middletown Music's mission is to promote music from Midwest (Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, Ohio, Ontario, and Wisconsin) through a variety of initiatives:

- Streaming music from the Midwest on **Middletown Radio** in collaboration with **The Scene** at Indiana Public Radio and **WCRD**
- **30 music guides** to promote the music and entertainment of major regional cities
- Working with **Indie On The Move** to help bands have access to up-to-date information on venues
- Releasing records on Middletown Records (a student organization)
- Our free phone app called "Midwest Radio Player" to stream independent and non-commercial Midwest radio stations, available for both **Apple** and **Android** phones.
- A **YouTube channel** with playlists for each Midwestern state
- A **blog** with interviews
- A custom textbook *Midwest Music Business: A Primer* and it's **companion website**

Middletown Music is a project of the **Music Media Production and Industry program** at the School of Music at Ball State University, in Muncie, Indiana, where we work with local partners **Be Here Now** and **Village Green Records**. The Middletown name reflects our history as the site of **sociological studies beginning in the 1920s** chosen for its characteristics as a typical small town. The manufacturing that used to happen in the region, including the factories that made Ball jars has since moved away. We hope to play a part in a cultural renaissance and be an incubator for regional talent. "If we like you here, they'll like you everywhere!"

Website for my music industry class at BSU, promoting music of the Midwest



MIDWEST MUSIC BUSINESS: A PRIMER

Contents

- Chapter 1: [A Short History of the Music Business](#)
- Chapter 2: [The Artist's Team](#)
- Chapter 3: [Traditional Marketing](#)
- Chapter 4: [Digital Marketing](#)
- Chapter 5: [Songwriting and Copyright](#)
- Chapter 6: [The Recording Industry](#)
- Chapter 7: [Publishing](#)
- Chapter 8: [Live Performance](#)
- Chapter 9: [The Music Business Today](#)
- Chapter 10: [Music and Entertainment in the Midwest](#)

Interviews

- [Ariel Hyatt](#) - Marketing Mavin
- [Randy Chertkow](#) - DIY musician survival
- [Katie Carlson](#) - Creative Director, WALK THE MOON
- [Rick Kinney](#): Fort Wayne's Clyde Theatre
- [Troye Kinnett](#): Pianist for John Mellencamp
- [Timothy Hays](#): Chicago's music scene and touring
- [T.J. Müller](#): Traditional jazz in St. Louis

The activities on Midwest music and the radio app tie in with my textbook and its companion website. It covers the basics of how the music industry works today and includes a chapter on special features of the music and entertainment scene in the Midwest. Two meanings of "Primer". Please let me know if you know anyone that teaches music industry and who is looking for a publishing opportunity. There is a review copy at the registration table.

PLAY

Middletown Radio - Streaming Midwest Music

Currently playing:

DeRon Jackson - The Scene - S08EP13 - Knot Bro



History:

DeRon Jackson - The Scene - S08EP13 - Knot Bro
Middletown Radio Local Liner
SABRINA FALLAH - HURT
Middletown Radio The Scene Liner
Middletown Radio Local Liner
Pokey LaFarge - Bad Dreams
WALK THE MOON - Spend Your \$\$\$
WALK THE MOON - Sound Of Awakening
WALK THE MOON - Iscariot
Nickole Regaa - Ghost

Dropped podcasting in favor of our own streaming Internet radio station featuring music from Midwest.

A&R skills

Google voice number to leave announcements and station IDs

This gives them another reason to talk with musicians and an opportunity to develop their ability to pitch an idea.

Students can stream from their laptops at home or live events in the field.

The switch to Internet radio means that broadcasting is no longer tied to a studio in one physical location, and listening not limited to one geographical region.

Scott Joplin Archive



<http://scottjoplinarchive.org>

1867/68 Texarkana - 1917 New York City

Centennial coming to an end, embarking on sesquicentennial of birth

Website archive has performance by 12 pianists from 6 countries - embellished arrangements and and straight performances by leading interpreters: Max Morath (4), Joshua Rifkin (2), John Arpin (26). Links to their websites.

Original Rags · © 1899 Carl Hoffman. Performed by John Arpin.  0:00 / 3:56    

Palm Leaf Rag · A Slow Drag · © 1903 Victor Kremer Co.
Performed by John Arpin.  0:00 / 3:21    

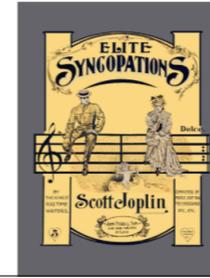
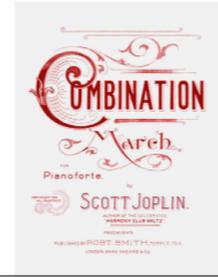
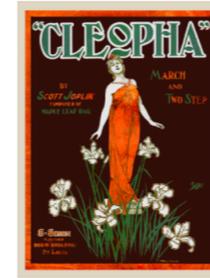
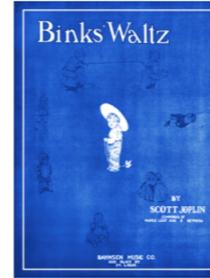
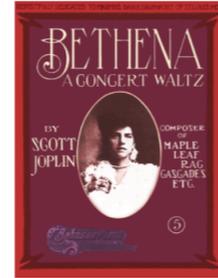
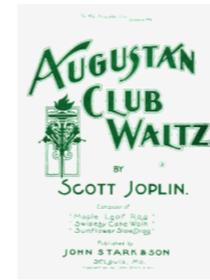
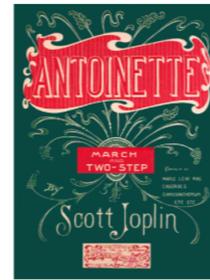
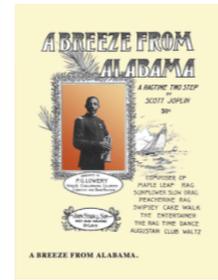
Paragon Rag · © 1909 Seminary Music Co. Performed by John Arpin.  0:00 / 3:27    

Peacherine Rag · © 1901 John Stark & Son. Performed by John Arpin.  0:00 / 3:34    

Pine Apple Rag · © 1908 Seminary Music Co. Performed by Robert Willey.  0:00 / 4:04    

Pleasant Moments · Ragtime Waltz · © 1909 Seminary Music Co.
Performed by John Arpin.  0:00 / 3:14    

53 piano compositions



can find the cover art there, zoom in on any one



1. Midwest Radio Player
2. Our Phone School

MIDWEST RADIO PLAYER



The app emulates a car radio that you already know how to operate with scan forward/backward buttons and the ability to save favorite stations in preset with a long press.

You can use this app until car manufacturer's build it into new cars.

You can find the apps by searching for "Midwest Radio Player", or going to purplecalves.com (homage to Seth Godin's book Purple Cow - I'm purpleheifer@gmail.com

The code is open source, and would only require minor changes to make it work in your area. I'm looking for collaborators who would like to release players for other geographical areas.

	fx Call numbers (if any) or name of the station (i.e. "WCRD")							
	D	E	F	G	H	I	J	K
1	Call num	Frequency	City where th	State	Stations slogan, tagline, or sho	Format	Type of ownershi	Name of o
2	WZIP	88.1	Akron	OH	The most listened-to student-r	Rock/alternative	College radio	University
4	WKMV	88.3	Muncie	IN	Positive & Encouraging K Love	Religious	Listener-supporte	K Love
6	KCKK (31	88.3	Cedar Rapids	IA	Free Internet Radio	Jazz/blues	College radio	Kirkwood C
8	WPCD	88.7	Champaign-U	IL	Reinventing Alternative	Rock/alternative	College radio	Parkland C
9	WIDR	89.1	Detroit	MI	The only source for Radio Evo	Top 40/contempc	College radio	Western M
12	KJMC	89.3	Des Moines	IA	The Heart and Soul of the City	Urban/hip-hop/sc	Non-network inde	Minority C
15	WORT	89.9	Madison	WI	Community Radio	Rock/alternative	Listener-supporte	Back Porc
17	KFAI	90.3	Minneapolis-	MN	Radio Without Boundaries	Jazz/blues	Listener-supported (i.e. Nati	
18	WCBE	90.5	Columbus	OH	Central Ohio's NPR News and	Classics/adult hit	Listener-supporte	Columbus
19	KUNI	90.9	Cedar Falls	IA	Iowa Public Radio	News/talk/sports	College radio	University
21	WCRD	91.3	Muncie	IN	Always Better Radio	News/talk/sports	College radio	Ball State
23	WMSE	91.7	Milwaukee	WI	Frontier Radio	DJ picks. Reque	College radio	Milwaukee
24	WVXU	91.7	Cincinnati	OH	Connecting You to a World of	Jazz/blues	Listener-supported (i.e. Nati	
26	KSUI	91.7	Iowa City	IA	Iowa Public Radio	Classical	College radio	University
28	WBST	92.1	Muncie	IN	Your Community, Your World	Classical	Listener-supporte	Ball State
34	KISS FM	92.5	Toledo	OH	Toledo's Hit Music	Top 40/Pop	Network (i.e. iHe	Heart Rad
38	The Move	93.5	Toronto	ON	All The Best Throwbacks	Urban/hip-hop/sc	Network (i.e. iHe	Newcap R
43	The Rock	94.9	Oshawa	ON	GTA's Rock Station	Rock/alternative	Independent	Durham R

...that is automatically added to a Google spreadsheet.

Google Play Search

Apps Categories Home Top Charts New Releases

My apps Shop Games Family Editors' Choice Account My subscriptions Redeem Buy gift card My wishlist My Play activity

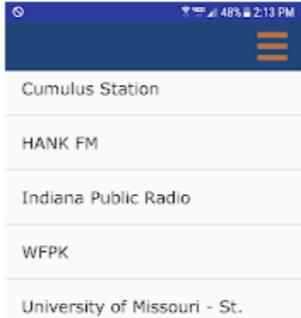


Midwest Radio Player

lovelythinking Music & Audio

Everyone

This app is compatible with all of your devices.



Station Name	Frequency	Genre	Type
Q101	101.1	Chicago's Alternative	Commerical
Cumulus Station			
HANK FM			
Indiana Public Radio			
WFPK			
University of Missouri - St.			

There is a version of the MIDWEST RADIO PLAYER app for Android...

Mac iPad iPhone Watch TV Music Support

App Store Preview

This app is only available on the App Store for iOS devices.



Midwest Radio Player 4+

Midwest Radio Player
[Robert Willey](#)
Free

Screenshots [iPhone](#) [iPad](#)



...and for iOS. Both versions are being tested and will have features added by the end of the semester. Looking for partners at other universities to network with. The code is open source and will be available on github if people want to make players for other regions.

OUR PHONE SCHOOL

AT&T 🔒 🔔 🔊

📶 🔔 🔊 🔋 08:23



Our Phone School

lovelythinking

E Everyone

UNINSTALL

UPDATE



Education



Similar

Find and watch free video courses that show you how to do

OUR PHONE SCHOOL

Title of Course:

Category:

Suggested SubCategory for course:

What will the user be able to do after completing course?

What are your interests?

Are there any prerequisites for this course?

Skill Level:

Do you have an intro video Yes No

How many videos in the course?

Enter the URL for each lesson:

URL for video number 1:
Title for video number 1:
Enter description for video 1:

URL for video number 2:
Title for video number 2:
Enter description for video 2:

URL for video number 3:
Title for video number 3:
Enter description for video 3:

Is there a URL where you would like users to go to find out more about you on this course?
 Yes No

Do you have any supplementary content that you wish to link on your course?

Teachers provide URLs for videos they've put on YouTube, describe the course, the assignment from each video, and link to any supplemental info / promo site. May eventually charge \$1 per course. Donation model. New courses shut off until enough donations to service
Non-profit benefit education in Africa

CATEGORIES

Making things...cooking, sewing

Doing things...sports, repairs

Music...playing instruments, theory

Crafts

I can edit the categories and subcategories - challenge of making expandable to accommodate wide range of interests

Back

How to String a Recurve Bow

What you Need



No description.

Unfavorite My Courses

ROBERT WILLEY

rkwilley@bsu.edu

purplecalves.com

<http://rkwilley.com/presentations/1millioncups>