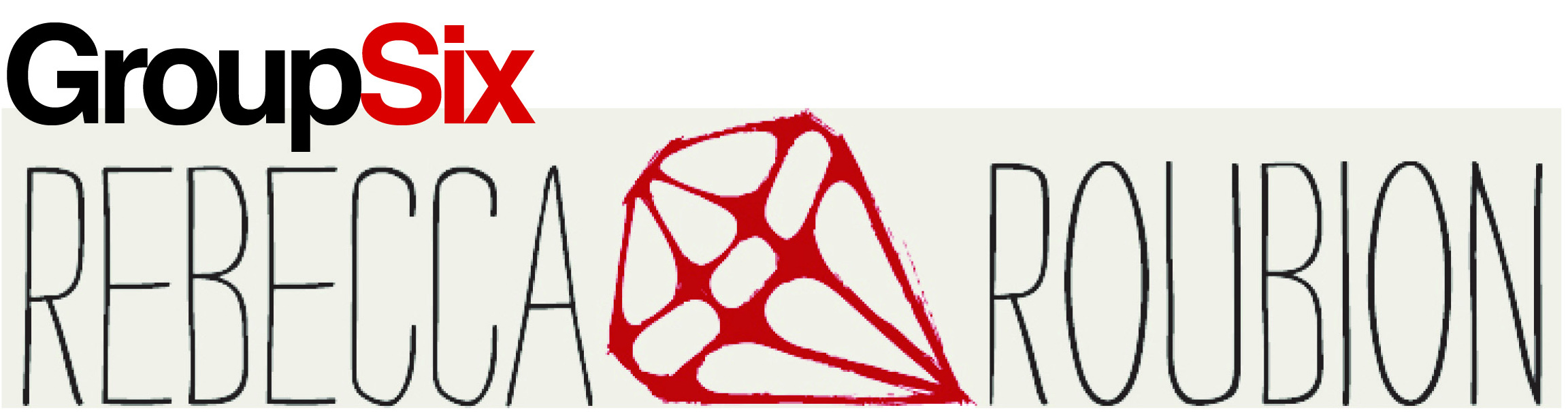
****

****

**Table of Contents**

Introduction – 3

Target Audience – 3

Communication Plan – 4

Research Findings – 5

Future Objectives – 8

Citation – 11

Appendix – 12

**INTRODUCTION**

Rebecca Roubion released her EP, Fields, on November 27, 2012. With her indie-pop sound and the depth of her voice, she hopes to gain many fans. Rebecca is currently living in Nashville, TN, where she is fusing her love of jazz and folk music into her own music. She studied in communications at Louisiana State University, but she knew that she wanted to continue her passion and make music.

Rebecca’s love for music started early when she learned how to play the piano at the age of eight. She began writing poems, turning them into lyrics and creating her own music. Rebecca Roubion is ecstatic about her new career. She understands what college student listens to and tries to appeal to all kinds of people.

GroupSix conducted a focus group of seven people, five personal interviews and distributed surveys that reached 105 people. GroupSix analyzed the results and discovered who the target is, Rebecca’s strengths, weakness, opportunities and threats and other important findings. With this information, GroupSix determined the best way to promote Rebecca and increase her following.

**TARGET AUDIENCE**

The specific demographic for Rebecca Roubion is described as the following:

College students, ages 18-25, who are passionate about music and look for an original sound in the music they listen to. Though they listen to many genres, the target likes indie-pop. They enjoy this music when relaxing or studying. They are passionate about vocal-focused artist who is unique with their sound.

Being a college student, they are always on the go and listen to music on their phone and car radios. When listening to genres like mainstream pop or rap, they tend to be in groups or social setting, but music like Indie-pop, the target listens to it on their own.

SUPPORTERS

Rebecca Roubion carries many supporters online. There are specific sites that focus on the targeted age group in which Rebecca targets.

Online support is evident on:

* Personal website, in which she raised money for release of her EP.
* YouTube success with 7,311 views and 35 subscribers.
* Follows on social networking sites includes: Facebook 625 likes and Twitter 330 followers.

MEMBERS

Members associated with Rebecca may include her band mates, sound crew and operators, etc. Below are the people involved in helping Rebecca successful:

* Producers
* Assistant writers
* Directors
* Fellow musicians
* Music critics
* A collected number of people associated with the workings of Rebecca’s album

STUDENT BASE

The student-based places below are a great way to reach the target audience. Here, Rebecca can make appearances, play concerts, sell merchandise, etc.

* College towns (Examples: Oklahoma State University, Louisiana State University, University of Tennessee, University of Texas, Etc.)
* Community colleges with towns that do not have large universities
* Local bars and restaurants that support performers (Example: Piano Bar’s)

**COMMUNICATION PLAN**

STRENGTHS

* Plays her own music (Examples: guitar and piano) and writes her own lyrics
* Has a niche for the indie-pop genre
* Rebecca is still young and has opportunities to grow and gain experience
* Currently has a following on social media
* Has campaign essentials such as logo, website, Facebook, MySpace, Twitter, KickStarter, Vimeo, Etc

WEAKNESS

* Has similar sound to other indie-pop artists
* Needs to grow social media presence to gain more fans on and off the internet
* Lack of media coverage
* Location: Nashville, where many are struggling to be heard
* Songs blend together and do not have distinct differences

OPPORTUNITIES

* Grow a larger fan base
* Expand “brand” awareness through social media
* She is young and lives in music centered city with musical mentors
* Having a Communications degree and understanding the importance of branding
* Today’s technology allows for quick downloads and an easy expansion of listeners

THREATS

* Other genres of music are more popular
* Other singer/songwriters that are competitors in this genre with larger followings
* Not signed to a popular record label
* Online Radio/Pandora will not play her until she is signed and Pandora has 54.9 million active users
* Internet allows many artists to showcase their music which creates more competition

**RESEARCH FINDINGS**

SURVEY

GroupSix conducted a survey that reached 105 participants. Ninety-one percent of participants are female and 9 percent are male. Eighty-five percent of participants are white, while 7 percent are black and 6 percent are Native American. Ninety-five percent of survey takers are in college; the majority of participants are in their freshman year and 92 percent are in between the ages of 18 and 23.  When asked about what their favorite type of music to listen to, 44 percent of participants answered pop and 27 percent answered country music.

GroupSix found that 31 percent of participants listen to music one to two hours a week, Twenty-nine percent listen three to five hours a week, 23 percent listen to music nine or more hours a week and 17 percent listen to music six to eight hours a week. Sixty-six percent say that they go to concerts every year and 20 percent say that they go every two to four years. GroupSix also found that the medium survey takers use most to listen to music is online. Seventy-nine percent of participants said that vocals stand out most when listening to music and that 62 percent of survey takers seek out new artists one to two times a month.

When it comes to factors other than genre, GroupSix found that 36 percent of participants focus on the lead singers voice, 42 percent focus on the tempo and beat and 18 percent focus on the instruments. GroupSix also found that a song’s popularity is not a factor when determining whether an artist or band is good. Fifty-one percent of survey takers prefer male vocals and 49 percent prefer a female vocalist. Seventy percent say that it matters to them if a song depicts a specific message and also use iTunes to purchase their music.

Sixty-six percent of participants say they use social media to find new artists and when looking for new artists, 41 percent say that original sound is what they look for, 28 prefer individuality and 20 percent look at personality. GroupSix discovered that 70 percent of survey takers say they have never heard of Rebecca Roubion and that after the survey 51 percent will not look her up, 29 percent might look her up and 20 percent will look her up.

FOCUS GROUP

GroupSix conducted a focus group that gave key insights into our target about music and our client, Rebecca. Group learned that the target has a very generalized feeling toward music. After talking with this group of the target who all have different majors at Oklahoma State University, and GroupSix realized they all have different music tastes as well.

All participants but one did not know about Rebecca Roubion. GroupSix played a song for our participants by Roubion and most reactions were that she sounded very familiar, much like Colbie Caillet. One participant said, “she sounds like all those other people trying to make it so…” The focus group agreed that it is a sound they would be played in a coffee shop setting.

GroupSix found that people listen different music in different social situations, like getting ready to go out versus doing homework or studying. The majority of people stated lyrics did matter in their music choices, but the beat of the music matters just as much.

The focus group participants agreed that they would not follow an up-and coming-artist on social media nor would they search out for said artist on. We found that charitable services would not influence listeners to follow an artist. They might find the artist to be nice for doing charity works, but they wouldn’t think to listen to an artist solely based off of their charitable works. They may go look over the artist, but they is as far as they would go.

Through the focus group, GroupSix found the participants thoughts Roubion to be a generic sound that they have heard before. They all agree that they would not seek her out, unless her music was brought to them. GroupSix found that the “coffee shop” sound Rebecca has could be used to her advantage. Most of the focus group decided that she could make good study music or be listened to while having alone time.

PERSONAL INTERVIEWS

Personal interview one had a positive turnout. Interviewee one is 21-year-old female who is a student at Oklahoma State University and loves music. The interviewee’s favorite genre of music is country and enjoys artists such as Hunter Hayes and Eli Young Band. She gets all of her music from iTunes and puts it on her phone where she listens to most of her music. She finds new artists on social media and loves to attend local concerts. Interviewee one had not heard of Rebecca Roubion, but once she listened to the songs on her website, she loved it. Her favorite song was “Love Me Now” and said the tempo of the song was what she liked about it. When asked if she would purchase Rebecca’s music, she quickly said yes and complimented her amazing voice.

Personal interview two was also positive. The interviewee is a 23-year-old female Texas State University student who has been involved in music programs since she was young. The interviewee’s favorite type of music is folk, indie and rock. She discovers most new music on Pandora and downloads it to her iTunes. Interviewee two had not heard of Rebecca Roubion, but after listening to four of Rebecca’s songs she liked them. When asked what her first reaction to the music, she replied with “I love it! She is upbeat and positive sounding. It makes me feel good.” She also said she would listen to her again in the future. Her favorite part about Rebecca was her voice.

Personal interview three was positive in that it shed light on issues for GroupSix to consider. The interviewee is a 21-year-old chemical engineering senior at Oklahoma State University. Interviewee three likes alternative music and listens to it most when walking to class, driving in the car or getting ready to go the bars. When choosing a vehicle to listen to music, more often than not she uses Pandora. Song popularity is not important when it comes to interviewee three and her friends often influence her music choice. The message of the song is not necessarily important unless it is a message that she does not like. When played a song from Rebecca Roubions’ EP, she that it sounded “Charlie Brownish” and that there was too much going on in the song. Interviewee three also said that if Rebecca were to have more publicity she would be more apt to be influenced by her.

Personal interview four had also never heard of Rebecca Roubion. She is a 22-year-old female student at Oklahoma State University. She made it clear that there is not one specific type of music she prefers but she does not like hard-core rap or rock music. She prefers the music from the band Maroon 5. She also focuses on music she hears on Pandora rather than purchasing music through services like iTunes or Amazon. When asked about finding new artists she said she finds new music from what friends are listening to and from the radio. When played a song by Roubion, the interviewee thought her music sounded generic. The interviewee said she likes to see artists getting involved with charitable works and contributing to different charities because that brings her to like them. The interviewee said she would not listen to Roubions’ music because the sound is too boring. Overall this interview helped to show that the music may not be for everybody, but some will find it great.

After conducting personal interview five with a 24-year-old business student, GroupSix found out that indie- pop was not his favorite type of music. I discovered he enjoyed the vocal talent of Rebecca Roubion, saying “She sounds great and even the instruments used were good too!” He also commented on how blended her lyrics were and how he could not always understand what she was saying. GroupSix believes the interview shows that people do enjoy Rebecca’s music but find that it is not as upbeat as they would prefer. Interviewee five also stated that the music clips were too relaxing and with a different beat involved, she would definitely have a chance at the big time. Interviewee five helped GroupSix determine that Rebecca is well liked by audiences but needs to modify her music tone to attract a larger fan base.

**FUTURE OBJECTIVES**

GOAL

The goal for the future is to build a larger following for Rebecca Roubion. This following includes college students, particularly women ages 18-24.

OBJECTIVES

* Increase Rebecca’s Facebook followers by 25 percent in one month.
* Increase the number of song downloads on iTunes by 10 percent in one month.
* To increase media coverage on college campuses by 25 percent in one month.

With the strategies and tactics below, we plan to reach our goals and objectives in one month. GroupSix believes these objectives will create ground work to build a larger following for Rebecca Roubion.

STRATEGIES

Strategies to meet set goals that will help build a larger following for Rebecca Roubion are as follows:

* All social media outlets and sites have the same look and feel but posts are unique to the site, this will create a more personal relationship with Rebecca and her fans.
* Send out press releases to all college newspapers, this will help introduce her to the target.
* People say Rebecca is “coffee shop”. Rebecca will perform small campus “concerts” at coffee shops starting in Nashville and then expand to other markets.

TACTICS

Tactics are to be set in place when strategizing to meet goals that will help build a larger following for Rebecca Roubion. These include:

* Conduct more focus groups on college campuses to help boost knowledge of Rebecca while gathering more feedback about her music.
* After concerts have been scheduled on college campuses:
  + Put up brochures around campus
  + Create events on Facebook
  + Tweet more often and involve fans
  + Ask coffee shop to post to their social media outlets
  + Send press release about the concert to the school newspapers or give them a short interview or “exclusive” with Rebecca before the concert
* Increase Web presence by posting more to the following outlets:
  + Facebook
  + Twitter
  + Website
  + Youtube
  + Kickstarter
  + LinkdIn
  + Myspace
  + SoundCloud

GroupSix found in research that awareness was the main problem for Rebecca Roubion. Many college students do not know who Rebecca Roubion is. At first, GroupSix received negative results, but after GroupSix expanded the amount of research participants, GroupSix began to get positive results about the EP “Fields” and Rebecca. With the strategies and tactics above, GroupSix believes that this will help grow Rebecca’s following and she can share her love of music around to college students.

**Citation Page**

1. BeckyBoo4. "Audience Demographcis." Speech. *SlideShare*. 08 Nov. 2008. Web. 29 Nov. 2012. <http://www.slideshare.net/Beckyboo4/audience-demographic-1-5701024>.
2. Rebecca Roubion. *Fields*. Taylor Brayat at Maple Studios, 2012. *SoundCloud*. 05 Nov. 2012. Web. 14 Nov. 2012. <http://soundcloud.com/rebecca-roubion/sets/fields/s-waTUE>.
3. *Fields A Debut EP by Rebecca Roubion*. Perf. Rebecca Roubion. *Rebeccaroubion.com*. N.p., 2011. Web. 15 Nov. 2012. <http://rebeccaroubion.com/photos>.
4. Roubion, Rebecca. "Press/Bio." *Rebeccaroubion.com*. N.p., 2011. Web. 15 Nov. 2012. <http://rebeccaroubion.com/bio>.
5. Sanghani, Shreya. "What Is Indie Music?" Web article post. *Suite101*. 31 Oct. 2009. Web. 27 Nov. 2012. <http://suite101.com/article/what-is-indie-music-a164457>.



Survey Form -13

Survey Charts – 18

Focus Group – 22

Personal Interviews – 31

Ethnography – 40





















11/09/12 2:00 p.m. - Focus Group - Rebecca Roubion

Jordan: I’m Jordan. This is Andrew, Carly and Dara.

Will you all please go around and state your age and major please?

Male 1(M1): I’m 19 and I’m a Strat. Comm. Major, pre-law.

Female 1 (F1): I’m 20 and I’m a Strat. Comm. Major too.

Female 2 (F2): I’m 22 and a Strat. Comm. Major.

Male 2 (M2): I’m 22 and a Mathematics Major.

Male 3 (M3): 23, Finance

Female 3 (F3): I’m 21 and in Chemical Engineering.

Female 4 (F4): 22 in Marketing.

Jordan: Cool. Thank you. We are going to go around and again and just tell us what kind

of music you listen to, who your favorite band is or your favorite genre.

M1: I like R&B. I’m more of like a Lauryn Hill kind of person.

F1: I like pop music, like Britney Spears and stuff.

F2: I’ll listen to anything. I do listen to a lot of hardcore Rap though.

M2: I listen to Rap and Country.

M3: Rap and Country.

F3: Country…but not Rap.

F4: I guess Country and Rap-ish.

Jordan: Okay, so what is your favorite song of all time?

Carly: It can be something that defines you as a person.

M1: “Ex-Factor” by Lauryn Hill.

F1: “Three” by Britney Spears.

F2: I don’t know. Come back to me.

Jordan: Okay.

M2: Probably “Jet Airliner,” Steve Miller Band.

M3: I don’t know. Come back.

F3: “Sunrise” by Duran Duran.

F4: I don’t have a favorite. I don’t know.

Jordan: How about right now. What is song on the radio that comes on…

F4: Oh! I know! The one by Maroon 5. What’s that song?

F2: “One More Night?”

F4: Yea!

F2: Yes that one! I love that one.

Jordan: Who is someone that influences you? You don’t have to necessarily love their

music but maybe they are an artist that has influenced you through what they

write or things that they do?

M3: Does it have to be music.

Jordan: Yes, sorry. Musical influence.

M1: Again, mine is Lauryn Hill.

F1: Beyoncé. I love her.

F2: I’m going to have to think about this one.

M2: Hootie & the BlowFish.

M3: Jay-Z.

F3: Duran Duran. Well hold on. I like Candlebox but they don’t really inspire me.

F4: I don’t know. Taylor Swift.

F2: I’m going to say I really love Britney Spears.

Jordan: Great. Have you guys ever heard of Rebecca Roubion? Anybody?

M1: No.

M2: No.

M3: No.

F2: No.

F3: No.

F4: No.

F1: I have.

Jordan: You have? Okay, where have you heard her?

F1: Another focus group.

M3: Well it sounds familiar. Or, Roubion sounds familiar.

Jordan: We are going to play a song and video of Rebecca. Just sit on it for a minute. You

don’t have to talk immediately or make any comments right away. Just listen and

let us know what you think.

\*\*\*Play Rebecca Rouboin “Fields”\*\*\*

F1: It sounds like Colbie Caillat.

Jordan: Okay, anything else?

F2: Yes I agree.

Jordan: You think it sounded like Colbie Caillat too?

F2: Yes.

M2: I mean I thought of a YouTube commercial.

Jordan: Ok good. What do you think of her music?

M2: Ummm…

Jordan: Be honest, it’s okay. You don’t have to like it.

Carly: Yea. We want your honest opinions.

M1: She sounds like all those other people trying to make it so…

F1: She kind of sounds like coffee shop. Maybe something you could hear at a

Starbucks.

F2: Yea it was kind of dry and not very exciting.

M2: I thought it was soothing.

M3: Yea I agree.

F4: Yea, I liked it. I wouldn’t listen to it at a party or anything but it is good study

music.

F3: I would agree with all of that.

Jordan: With..

F3: I mean it’s good at like a coffee shop.

Jordan: Okay. So do you guys normally listen to this kind of genre?

M1: I sort of like it. Do you know who Corinnne Bailey Rae is?

Jordan: No.

M1: That is what she sounds like she is trying to be like. Like from that genre of

music.

F1: People like Regina Spektor, people like that.

M1: Yea. They already made it, and I don’t think she has anything special. Sorry, I’m

really critical.

Jordan: No. That’s okay. Does anyone else have anything to add?

M2: I wouldn’t listen to it on a daily basis or anything.

M1: I would skip over it, if I could skip over it.

M3: I wouldn’t put it on or anything but if it came on, I would listen. I wouldn’t

actively seek it though.

M1: If it came on Pandora I would turn it.

Jordan to Carly: Could you play Fields again?

\*\*\*Play Rebecca Rouboin Fields.\*\*\*

Jordan: Would you have that song on your IPod or your phone, ITunes, anything like

that?

F3: I like it.

Jordan: Would have that song on there?

F3: Probably not. I don’t really listen to that kind of music.

M3: It was pretty but I wouldn’t download it.

Jordan: No, you wouldn’t download it. Okay. Would you guys?

F1: Yea. It sounds like Sara Bareilles too. It is a little less upbeat. So I wouldn’t sing

it all the time.

Jordan: Okay. When a new artist comes out, where do you hear about it?

F3: More like Pandora.

M1: Yea.

F1 & F2: Yes.

F3: Or a lot of good music on commercials.

F4: There is a really good website called we are hunted.

Jordan: Okay. How about you?

M1: Commercials or

F1: Or TV shows.

F2: I listen to the radio.

Jordan: If you see an up and coming artist on Facebook or Twitter, do you follow them?

All: No.

Jordan: No, you wouldn’t get on any social media to search for them?

All: No.

Jordan: Do you guys follow any established artists on Facebook, Twitter or anything?

If so, who?

F2: Yea.

M2: Like Rihanna.

F1: Or Britney Spears.

F3: I usually have to unfollow them though because they Tweet so much.

F4: I followed Blake Shelton just because he says the most outrageous things.

M3: I follow Big Sean. That is about it.

M1: I don’t really ever.

Jordan: Do your friends and family influence your music choice?

Or with say one friends you listen to one type of music but a different type with

other friends?

F1: I think everyone listens to the same thing in our group. (Pointing at M1)

Jordan: You guys listen to the same music?

F1: No, I make him listen to my music.

M1: And I make her listen to mine.

Jordan: Oh, okay.

F3: Yea, like that.

Jordan: What are some places you listen to music?

Do you listen to it when you work out, in the car? Just wherever.

F4: Studying.

F2: Getting ready.

F3: The bar.

F1: Yes, the bar.

M1: I listen to different kinds of music. It depends what I’m doing.

That kind of music I would listen to while I’m painting.

Jordan: So would you listen to her when…

M1: No. I wouldn’t listen to her. I’m saying that genre though, I listen to when I paint.

F1: That is like a bath music.

Well, not in my apartment, but if you wanted some alone time. Not creepy, but

real alone time where you can just relax.

F3: I don’t feel like you would listen to it with friends.

F1: Yea, it’s by yourself kind of music.

Jordan: When you do hear a song first, what catches you first? Lyrics? Beat?

F1: The beat.

M1: If they can sing. If they can sing and the beat. If the rhythm and beat works

then yes.

F2: Probably the beat, but at the same time, I’m not going to listen if they have

a bad voice.

F3: I think her voice is interesting, but that is about it.

Jordan: Do the lyrics matter to you?

F1: Yes.

M1: Yes. I won’t listen to rap music.

F3: It depends.

F4: Music like this I would listen to the lyrics more. Other music it is the beat more

than the lyrics.

M1: I especially like lyrics. Like in a lot of rap, I just don’t like what they are saying.

Jordan: What about you?

M3: I don’t really care about lyrics.

Jordan: And you?

M4: Well I like lyrics. I don’t necessarily like gangster rap, but I like the beat. I’ll rap

about my biz.

Jordan: I know we talked about how you don’t really follow a lot of artists on Facebook

or Twitter that much but does it make a difference if you see an artist doing

something for a charity? Do you care?

F1: I mean it’s nice but it doesn’t make a difference.

F3: I think we don’t notice. Since I don’t follow them on social media I wouldn’t

know.

Jordan: So if Rebecca did something for say, underprivileged kids would you like her

better?

M1: I would like her as a person but it wouldn’t make me listen to her.

F3: Yea, I don’t think it would influence me. Well if I heard she was doing that, then

I might go check out her music but I would then decide to listen to her or not.

Jordan: As you know, Rebecca is just starting out. She is about to release her first album.

What do you think she could do to get people your age to listen to her, maybe in

a college town or a situation like that?

F1: Put her music on TV shows.

Jordan: TV shows?

F3: Put it on commercials.

M3: Put on a concert.

Jordan: Concerts. So if she came to Stillwater, do you think people would come?

M1: Mmmm…not if it was just her.

F1: Well I don’t know. If it was just her, I would probably miss it but if she was

opening for Beyoncé I would go.

F3 & F4: Yes.

Jordan: Great. Any other questions? (to Andrew, Carly and Dara)

Carly: If you were walking on campus and you heard that song, would you just enjoy

it or would you venture out and try to find out more about it?

F1: What do you mean?

Jordan: Say you are on Library Lawn and someone has a booth and they are playing it.

F3: I would keep walking.

F4: Keep walking.

F2: Yea.

M1: I don’t think…

F1: I don’t think I would think much of it.

Carly: Would you do that for any artist?

F1: If there was a good beat.

M1: I might check it out.

Carly: If there was a crowd of people around?

M1: I would check it out.

F1: Yea, I would go see.

M1: If it was a song I recognized or something, then oh yea I would go.

Jordan: So what if they are a new artist?

M1: If they are a good artist with a good beat then maybe.

F1: Yea, we heard a song and we really like it so we went home and looked it up, but

I think for a college, no.

Jordan: So you would rather go home and look it up than go to the booth to find out more

information?

F1: I think in college for most people, well I guess I can’t really speak for most

People, but if they show more Bam. Things that are more well listened to are

More peppy. Something you find at the bars and stuff.

M1: I don’t know, I think we fit into a whole different group.

Jordan: It’s okay. It’s good. So do you guys think you would go home and look her up?

M2: No.

M3: Probably not.

Carly: Do you think it is more about popularity or preferences? I feel like you guys know

what kind of music you like and maybe not interested in changing?

F1: I mean, if something good comes out with a nice beat. It can’t be boring.

F2: I like it, just for the right time and place.

F1: Yea, it isn’t something I would run out and try to find.

Jordan: Does an album cover matter you?

F4: Yes.

F3: I don’t know. Now people just download so much that they don’t really notice as

much.  
M1: Now if I’m in a store and an album cover catches my eye I might see what it is.

Jordan: Do you ever go to websites?

F3 & F4: No.

M3: Not really.

M1: Never.

F1: I don’t go to their websites.

F3: Oh! I see new artists sometimes on Pinterest.

Jordan: So if you saw a new artist on Pinterst, would you check it out?

F4: Yes.

F2: Yea.

F1: Nods head yes.

Jordan: Do you have any additional comments about Rebecca?

No Responses

Jordan: Is there anything she could do that would maybe make you like her better?

Or do you just like more upbeat songs?

F1: Well it’s like that one person. That one? That song with the Dubstep in it?

M1: He sang that song “Too Close.”

F1: Something like that. It can still be her style but with another beat.

Jordan: So like a remix?

F1: Yea, so that people would actually want to hear it on the radio.

F3: (to F1) So if you already did a focus group, is she a real person?

Jordan: Yes. She is a real person.

Jordan: Okay so any last comments? Just be honest. Last statements?

F1: I mean it wasn’t bad.

F3: I liked it.

F1: It was soothing, it just isn’t something I would listen to on a regular basis.

M1: She just seems so generic to me. I like people that stand out and she doesn’t.

M3: It’s not really my genre.

F4: Yea. Maybe listen to it while I’m driving.

F3: I would listen to it when I was by myself driving.

M1: No, that would put me to sleep.

Carly: Well we appreciate all of your time. Thank you for showing up.

Jordan: Yes, thanks guys.

Personal Interview – One

Anonymous Participant

By: Jordan Sweazea

Recorded Time: About 45 Minutes

Description: Interviewee is 21 years old; she is a student at Oklahoma State University. She loves music and finding new artists.

JORDAN: Hi, thank you for taking the time to let me interview you. Your answers are completely confidential and your name will never be revealed. I know that you are busy with school and work, but music is always in your life…

JORDAN: What is your favorite genre of music?

INTERVIEWEE: I like a lot of different genres but If I had to choose one, I would probably choose Country. Over the past few years, I have been more likely to listen to country artists and leave my radio on country stations.

JORDAN: Who is your favorite singer/band?

INTERVIEWEE: Hunter Hayes and Eli Young Band, I just love the music they have been releasing.

JORDAN: Where do you get most of your music? (iTunes, Amazon, Music Store, Etc.)

INTERVIEWEE: iTunes is my main source of music. I put all my music on my phone and listen to music when I study, workout and when I am in the car.

JORDAN: Who are your biggest influencers on your music choices? (Family, Friends, Celebs, No One)

INTERVIEWEE: No one is really an influencer to my choice of music. If I like the song or band, I will enjoy it and download it.

JORDAN: Have you heard of Rebecca Roubion?

INTERVIEWEE: No, I haven’t. Who is she?

JORDAN: Rebecca Roubion is an up and coming artist. She has a indie-pop genre to her music. I will play a few songs for you…(<http://rebeccaroubion.com/music>)

JORDAN: What do you think of some of her music?

INTERVIEWEE: LOVED IT! She has such a pretty voice.

JORDAN: What song is your favorite? Why?

INTERVIEWEE: Love Me Now; I loved the fast pace of it and the tune.

JORDAN: How do you hear about new artists like Rebecca? (Social Media, TV, Radio, etc)

INTERVIEWEE: Social Media and TV are probably where I would hear about new artists. I will usually then search for them on google or on itunes to hear more of their music.

JORDAN: What tips would you give to a new artists?  What do you like to see from new artists? (Charities, concerts, TV Show. Etc.)

INTERVIEWEE: Concerts, I love going to concert and I know that a lot of people do even if they don’t know the artist. Even if there was a concert at the Coffee House, my friends and I would probably check it out.

JORDAN: Would you buy Rebecca's album? Why or why not?

INTERVIEWEE: Yes, because I loved her voice. I will probably listen to more of her music after this interview. I am glad you asked me to be apart of this interview because I might have not heard of her if it wasn’t for you.

Personal Interview – Two

Anonymous Participant

By: Dara Marlar

Recorded Time: 1 hour

DARA: Hello, I’m DARA. Please introduce yourself by giving you name, age and major.

INTERVIEWEE: I’m 23 and am a Health and Wellness Promotion Major at Texas State University

DARA: Thank you. Now, what kind of music do you normally listen to?

INTERVIEWEE: I tend to listen to more Folk, Indie and various types of rock. I will listen to basically anything though. I just really love music. It also tends to go through fazes with me. I listen to what I’m in the mood for at the time, but mostly right now, yea Folk and Indie.

DARA: How many hours of music do you usually listen to?

INTERVIEWEE: In a day? Week?

DARA: Sorry about that. In a day works great.

INTERVIEWEE: Well I listen to probably an hour to two hours a day

DARA: Oh, wow. Where do you listen to your music the most?

INTERVIEWEE: Mostly in my car on whichever radio station I can get or on my Ipod with Pandora. I have about a half hour commute and I’m married so that time is the only time I really get to myself.

DARA: So do you use Pandora to find new artists or do you use other resources?

INTERVIEWEE: Yea, Pandora mainly, and my friends.

DARA: When you hear someone you have never heard before, what gets your attention first? Voice, genre…?

INTERVIEWEE: Since I was in choirs and music classes growing up, good vocal quality is a must. They also need something that makes me pay attention, so like, it doesn’t sound like everything else. If I want to hear something like everyone else, then I would just listen to everyone else I guess.

DARA: Speaking of new artists, have you ever heard of Rebecca Roubion?

INTERVIEWEE: Nope

I am going to play a song for you. You don’t have to say anything at first, just think about it for a second or two. \*\*\*Play Fields\*\*\*

DARA: What are your first reactions to her music?

INTERVIEWEE: Actually, I love it! She is upbeat and positive sounding. It makes me feel good.

DARA: Would you normally listen to indie-rock, or this genre of music?

INTERVIEWEE: Well, I mean I like Indie, but this is a little different. So, sometimes, yea…even though it is not my main genre right now.

DARA: Would you listen to Rebecca’s music in the future?

INTERVIEWEE: Absolutely!

DARA: What do you think makes her music different than the other Indie artists you already listen to? Or do you think maybe she is similar to them?

INTERVIEWEE: Well she has a different kind of tone to her voice. She sings easily, which is rare in a lot of music. But, I mean she does sounds similar to other artists like Regina Spektor, but she definitely has her own voice, if that makes sense?

DARA: Yea that makes sense! Great! So you said before that you would listen to her, where would you be most like to listen to her music? Or what would you be doing while listening to her music?

INTERVIEWEE: Probably in my car driving so I could sing along without feeling dumb.

DARA: So not in front of other people?

INTERVIEWEE: Well I would, but it isn’t really the type of music you play for a bunch a people. It is more relaxing and calm, like something you could listen to when you wanted to sing along with to sound pretty or to just chill alone to.

DARA: Ok gotcha. Well, Rebecca is just starting out and has a small following but nothing large scale. What do you think she could do to boost her audience of college age young adults?

INTERVIEWEE: She could do something like concerts on college campuses, maybe a push to be on various internet radio stations. She has talent, obviously, but since she is so under advertised, no one can enjoy her music if they don’t know about her!

DARA: Great point! Well thank you so much for your time and for doing this interview. If I have any other questions can I just text you or whatever?

INTERVIEWEE: Yea that works great. Text, email, Facebook…whatever.

DARA: Great, Thanks!

Personal Interview – Three

Anonymous Participant

By: Carly Kindrick

Recorded Time: 8:24

Description: Interviewee is a 21-year-old chemical engineering student at Oklahoma State University.

CARLY: What type of music do you generally listen to?

INTERVIEWEE: I don’t know… alternative? I like Florence and the Machine

CARLY: How many hours a week do you think you listen to music?

INTERVIEWEE: Like four?

CARLY: What places do you listen to music the most?

INTERVIEWEE: Class and my car. When I’m getting ready and when going to the bars I listen a lot more

CARLY: Do you use radio, online, CD’s, MP3’s?

INTERVIEWEE: Mostly Pandora or whatever is playing at the bar.

CARLY: What stands out the most in music for you?

INTERVIEWEE: Not really the lyrics or vocals but mainly the beat.

CARLY: How often do you seek out new artists or bancs?

INTERVIEWEE: Not very often. Probably not even once a month

CARLY: Other than genre, what factors determine good music

INTERVIEWEE: If I hear it out and I like it.

CARLY: So popularity?

INTERVIEWEE: There is a lot of popular songs that I don’t like and just because other people like it doesn’t make me like it more

CARLY: Do you prefer male of female vocals?

INTERVIEWEE: No preference

CARLY: What is your biggest influence when it comes to choosing a song or album to listen?

INTERVIEWEE: Friends

CARLY: Does it mater to you whether a song has a specific message?

INTERVIEWEE: Only if it is a message I don’t like but no not really.

CARLY: How often do you go to concerts?

INTERVIEWEE: Maybe two a year.

CARLY: Where do you purchase your music?

INTERVIEWEE: I don’t.

CARLY: Have you ever heard of Rebecca Roubion?

INTERVIEWEE: No.

CARLY: Do you think you will look her up?

INTERVIEWEE: Probably not.

CARLY: I’m going to ask you to listen to this song and I just want your reaction

INTERVIEWEE: I thought I liked her more when I listened to her the first time at the focus group and I think it made me like it less.

CARLY: Really, why?

INTERVIEWEE: It sounded in parts a little bit Charlie brownish. I liked small parts of it but it was it was a lot of different things going on in one song and I didn’t really like that.

CARLY: So there was too much going on?

INTERVIEWEE: Yeah.

CARLY: Do you ever use social media to find new artists?

INTERVIEWEE: Ummm… I mean I find them on social media but I don’t seek them out on purpose

CARLY: What do you look for in new artists?

INTERVIEWEE: Original sound but other than that I don’t care

CARLY: How old are you?

INTERVIEWEE: 21.

CARLY: Are you in college?

INTERVIEWEE: Yes, a senior

CARLY: What is your ethnicity?

INTERVIEWEE: Black…. White

CARLY: And you are obviously female… Do you think Rebecca have any influence on people in your position, like other college students.

INTERVIEWEE: She could but not me

CARLY: Why doesn’t she affect you?

INTERVIEWEE: She is just not known. I haven’t heard enough of her.

CARLY: So if she had more publicity?

INTERVIEWEE: Oh for sure.

CARLY: What if she came and played on campus

INTERVIEWEE: If she came and played a show…. A free one and I heard it and liked it I might look her up or download her music or something.

CARLY: Well thank you for participating.

INTERVIEWEE: Mmhmm.

CARLY: Sorry about your eye.

INTERVIEWEE: Yeah, she made me cry.

Personal Interview – Four

Anonymous Participant

By: Andrew Falsetti

Recorded Time: About 25 Minutes

Description: Interviewee is 22 years old; she is a student at Oklahoma State University.

ANDREW: Hi, thank you for taking the time to let me interview you. Your answers are completely confidential and your name will never be revealed. I know that you are busy with school and work, but music is always in your life…

ANDREW: What is your favorite genre of music?

INTERVIEWEE: Anything but hard rock or hard rap music.

ANDREW: Who is your favorite singer/band?

INTERVIEWEE: My favorite band is Maroon 5.

ANDREW: Where do you get most of your music? (iTunes, Amazon, Music Store, Etc.)

INTERVIEWEE: I don’t really download music that much, I use iTunes sometimes, but mainly I use Pandora.

ANDREW: Who are your biggest influencers on your music choices? (Family, Friends, Celebs, No One)

INTERVIEWEE: I don’t really have one.

ANDREW: Have you heard of Rebecca Roubion?

INTERVIEWEE: No.

ANDREW: Rebecca Roubion is an up and coming artist. She has a indie-pop genre to her music. I will play a song for you…(<http://rebeccaroubion.com/music>)

ANDREW: What do you think of her music?

INTERVIEWEE: It’s really bland sounding. It has a generic sound.

ANDREW: How do you hear about new artists like Rebecca? (Social Media, TV, Radio, etc)

INTERVIEWEE: I usually find new music from my friends…what they are listening to. I also find out about new artists on the radio, if they are played.

ANDREW: What tips would you give to a new artist?  What do you like to see from new artists? (Charities, concerts, TV Show. Etc.)

INTERVIEWEE: I like to see artists spend their time contributing to different charities. When they give back to charitable works it makes me like them more.

ANDREW: Would you buy Rebecca's album/songs? Why or why not?

INTERVIEWEE: No, its too boring sounding.

Personal Interview – Five

Anonymous Participant

Devan Williams

Recorded Time: 1 hour 5 minutes

Description: The participant is a 24-yearl-old male and goes to OSU-Tulsa where he studies business.

DEVAN: How are you doing today?

INTERVIEWEE: I’m good, tired, but good. School is taking up most of my time but other than that.

DEVAN: Oh I am well aware. School is time consuming especially right now with finals coming up so; well I appreciate you taking the time out to participate in this interview.

INTERVIEWEE: Not a problem, I am happy to help. So what kind of survey is this?

DEVAN: Okay well let’s get started and I will introduce it as we go. Today, I am here to find out what you think about Rebecca Roubion and her music. She is an upcoming artist looking for feedback.

DEVAN: Have you ever heard of Rebecca Roubion?

INTERVIEWEE: No. Today is the first that I am hearing of her. What type of music does she represent?

DEVAN: Well first, let me ask you what kind of music you like to listen to?

INTERVIEWEE: Country more than anything but I also listen to rap, rock, blues, and pop. It usually depends on my mood that day. I like variety, as long as it gets me up and moving I will listen to it.

DEVAN: What mood you are in? I am the same way. I can go from Lil Wayne to The Band Perry to Johnnie Lang. (Mutual laughing) Do you ever venture into Indie music like Regina Spector or Adele?

INTERVIEWEE: Honestly, if it’s on the radio I might listen to it or comes up on Pandora. Adele for sure. She has realistic lyrics which I think most people relate to. With that Regina girl, I have heard her on the radio but it is not my favorite kind of music. I hear she is coming out with more stuff though and I would be open to at least trying it out.

DEVAN: Our artist, Rebecca Roubion, similar to those artists, has an indie feel to her music. However, Rebecca brings more to table by playing all of her own instruments, writes her own lyrics, and crafts her own style. She has been described as having a New Orleans soulful sound full of vocal talent and beautiful lyrics. Would you be interested in listening to her music?

INTERVIEWEE: Normally that is not my kind of music but I will listen to it and see what I think. I might discover something about myself. A more feminine side I guess. The way you describe her she sounds great, talented too. I am ready to listen when you are.

At this time I stopped to pull up Rebecca’s music clips and let our participant listen to her sample for 10 minutes. I observed the participants reactions to each song. He seemed interested for the most part. Smiling and rocking his head. The last 3 minutes he seemed to get more relaxed and zoned out.

DEVAN: So what was your first reaction to the clips I shared with you?

INTERVIEWEE: I think she has a great voice, kind of like that Regina girl, but it was nice overall. I liked the instrumental parts. I still feel like it’s not my kind of music. I like more upbeat music. It kind of relaxed me too much. I have to have something to keep me going.

DEVAN: What did you most like about the clips I shared? Be as specific as possible please.

INTERVIEWEE: Her voice, like I said before, was really pretty. She sounds great and even the instruments used were good too. I tried to listen to the lyrics a lot but some of the words blended too much together to understand.

DEVAN: Okay, well that is good feedback. What about the negative things. This is purposed to help Rebecca fully understand what people think about her music. Can you tell me what you think Rebecca needs to improve on to adopt a larger audience?

INTERVIEWEE: I think it is too relaxing. It was pretty, but it did not keep my attention. I could not dance to it. I could not get into it. Maybe if she would consider singing on a more upbeat track. Faster and more high energy music is what people like and she would gain more fans if she would add something more to the beat and lyrics. Other artists have soft voices like Rebecca but they spend just as much time finding the right beat to relate to all kinds of people. I think if she perfected the beats to attract certain types of people, she would blow up.

DEVAN: Okay well thank you for joining me today and giving me great feedback to send to Rebecca. I am sure she will take all of this information and adopt certain techniques to reach her goals.

INTERVIEWEE: Hey, I am happy to help out. Like I said before, she is great. The talent is definitely there, she just has to find the right beat to attract more people. Thank you for letting me participate.

**Ethnography**

Music seems to be something most college age adults have on their mind. Whether we are studying, driving, walking or partying, there is music somewhere. Each of us shares this same hobby but do not share the same genres, preferences or artist style. Indie music stands for independent, or artists who are not signed to a record label. According to Shreya Sanghani, and Indie artist, Indie music is “the way forward: creative, original, experimentation-al, it is making great waves, especially with the youth who are more easily exposed to it.” This helps create a vision of listeners in our heads. According to a survey done by user Beckyboo4 on SlideShare.com, Indie-Pop is a genre filled with stereotypes. The stereotypical indie-pop listeners prefer lyrics over music. They tend to be more interested in fashion, musical instruments, movies and new technologies.

Most indie artists write their own lyrics and music. This allows for the artist and listener to connect on a level based on personal experiences. The listeners of indie-pop understand that the genre is less available and less advertised, this means the money the artists make is purely off the fan base. Most indie-pop fans will purchase cd’s and paid downloads more than they will use a third party free download site.

It seems that more listeners are willing not only to follow their favorite artists on social media, but are also more willing to help support their artists by sharing, re-posting or donating. Listeners use music as a way to deal with the everyday. They are able to escape into the lyrics and realize that they are going through the same situations as everyone else.

Indie-pop is feel good music. Listeners seek it out when they have had a bad day, need to study for a rough exam or have a long drive ahead of them. It is music that you can sing along with to get in a better mood.

When asked in a personal interview when do you listen to Indie-pop, listener Deidra M. said “I listen to Indie-pop, or Indie in general, to just chill. When I am way stressed over school or Color Guard practice, I can listen to this and it helps me calm down. The music is relaxing and helps me concentrate on whatever I need to focus on.” Within the first few beats, Deidra knew not only the song titles but the artist to most of the Indie songs on her IPod. This was interesting because most listeners to other genres might be able to name a song title but not the artist or group. It was fascinating to hear the information she had about the artists she liked. She followed them on all social media and she enjoyed learning about their lives.

The desire to listen to indie-pop was not something we all had, but after researching the listeners and why they choose this genre over others has shed new light on the music style. Indie-pop is not something you would go to a party to listen to or plan on hearing at the bar. It is for the individual. It helps out when days are long, and when we need just a little bit of relaxation in our lives.