

Payola and Publicity

Introduction

Perhaps no news agency or reporter is completely unbiased; however, one expects integrity when being presented with information. Certainly, there can be more than one position or viewpoint on many issues – particularly when there are many subjective criteria in evaluating art. This section of the course focuses on how financial motivation may influence artistic evaluation and/or the dissemination of other media.

Objectives

Recognize a relationship between commerce and the dissemination of art.

Understand how commerce may affect an individual's artistic judgments.

Demonstrate how different individuals have varying ethical standards and how this led to the creation of laws that govern certain principles in music distribution.

Selected Terms

The American Society of Composers, Arrangers, and Publishers (ASCAP)
Broadcast Music Incorporated (BMI)
Federal Communication Act
Federal Communications Commission (FCC)
Payola
Public Trust

Selected Musical Artists Presented

Orquestra Sinfônica Brasileira
Luis Engelke and Michael Decker