**Lecture #2 Part I Finding Your Voice and Following Your Passion**

**Comments and Queries (Annotations and Remarks):**

**Title: Lecture #2 Part I Finding Your Voice and Following Your Passion**

Introduction

The first two topics for discussion by Rob Mathes in Lecture #2 Part I are “Finding Your Voice” combined with the topic of “Following Your Passion.”

[**Note - Disclosure Statement:** *All of Rob Mathes’ lectures on this website were transcribed. Complementary annotations have been added to the lectures, provided by professors, to serve as educational learning points in the form of a glossary of terms or wordlists. These wordlists are annotated after each lecture section where the words are mentioned by Rob Mathes. Various dictionaries and online searches were used as sources and references to assist in drafting the annotations. The wikipedia.org free online encyclopedia and dictionaries provided a starting point for searching the terms that have been annotated. The annotations with the names and terms listed in the lectures along with discussion questions offer you an educational learning opportunity to begin a search for further discovery, investigation, and to enhance the learning process. The lectures were recorded in front of a live audience with the minimum use of noticeable moving technology to keep the audience from distraction and to preserve the natural format of the lectures. Therefore, you may notice minor variations in the environmental lighting and slight changes in the lecture audio because of the natural movement and the voice inflections of Rob Mathes. A boom microphone was not used, avoiding interference with the audience, nor was a dubbing or overdubbing process. The live sound allows you to “participate and experience” the Rob Mathes lectures in real time as if you were seated in the room. In summary, the annotations supply explanations, comments, and points of clarification along with thought provoking questions for discussion and interesting writing activities.*]

Finding Your Voice and Following Your Passion

All of the lectures and sections within the lectures by Rob Mathes are capable of being viewed independent of each other. However, in Lecture #2 Part I, the first two lecture topics, by Rob Mathes, “Finding Your Voice” and “Following Your Passion,” establish the essence for the creative process and creative writing topics discussed by Rob Mathes in Lecture #2 Part II. The Questions and Answers sessions from the live audience are covered in Lecture #2 Part III.

Conclusion

Rob Mathes provides you with six words (A through F) in Lecture #2 Part I to help you in your journey of finding your voice and following your passion.

1-A. First word, Discovery: finding and the process of learning something

2-B. Obsession: passion and fascination

3-C. Investigation: study and exploration

4-D. Dreaming: visualization of an idea

5-E. Emulating: trying to equal or surpass somebody who you admire

6-F. And then F, Crucial Transformation: the essential process of altering and shifting to the innovation stage in the process of finding your own voice

The specific discussions concerning the six words (A through F) are at reference numbers below from number 7 through number 17. The corresponding running times for the reference numbers 7 through number 17 in the video to Lecture #2 Part I are from 00:02:55 to 00:28:14.

**Title: Lecture #2 Part I Finding Your Voice and Following Your Passion**

**00:00:00 to 00:00:11:**

**Transcription (Annotated):**

**ROB MATHES BEYOND THE MUSIC [*Graphic*]**

**Finding Your Voice and Following Your Passion**

**Lecture #2 Part I Finding Your Voice and Following Your Passion**

**[*The Graphic with a blue graphic background appears on the screen with animation of the words Finding Your Voice and Following Your Passion. Lecture #2 Part I, Finding Your Voice and Following Your Passion emerge on the screen at running times from 00:00:00 to 00:00:12. Three still photographs of the lecture location also emerge and are enlarging on the screen (animated) while Rob Mathes’ music is playing in the background. Additional still photographs of Lecture #2 are at the*** [***PHOTO BOOK page Chapter 9***](http://www.robmathesbeyondthemusic.com/test2/photo_book)***.*]**

**Comments and Queries (Annotations and Remarks):**

Graphic is on screen

**This particular question and example for the comments and queries section for the transcriptions is the same example provided in Lecture #1/Clip and is repeated in Lecture #2 Part I, Part II, and Part III: Comments and Queries (Annotations and Remarks): (Blue) *ROB MATHES: BEYOND THE MUSIC*** graphics appear often in the lectures and on the ***ROB MATHES: BEYOND THE MUSIC*** website [**www.robmathesbeyondthemusic.com**](http://www.robmathesbeyondthemusic.com).

Discussion Questions:

Describe the graphic and the design of the ***ROB MATHES: BEYOND THE MUSIC*** graphic, and why you feel the graphic applies the color blue, the audio/sound, and music in the ***ROB MATHES: BEYOND THE MUSIC*** graphic on the website and design.

Writing assignments:

What do you feel the audio/sound, colors, music, and graphic branding are trying to communicate?

Listen to Rob Mathes’ music in the **SPECIAL FEATURES** in the **Performance (7:00 P.M.)/Recital Hall *Chapter 7*** and **Performance (9:00 P.M.)/Recital Hall *Chapter 8*** and watch the **ROB MATHES: BEYOND THE MUSIC Trailer in *Chapter 12*.**

What do you feel the trailer is communicating to you with the Logo (eighth note with animation) for **BEYOND THE MUSIC MEDIA** at the beginning and end of the trailer?

What do you feel is being communicated to the viewer/customer? (More music is available at[**www.robmathes.com**](http://www.robmathes.com)).

Additional comments:

The discussion questions regarding communication and the graphic (abstract thought) engages all disciplines and opinions while also integrating audio/sound and music with video as a means of design and as a universal language.

Additionally, you may want to practice writing a one page artist statement for ***ROB MATHES: BEYOND THE MUSIC*** or for a project of personal interest and benefit. You can search the Internet on how to write a one page artist statement. It is often expressed that the reason why people write ten pages is because they did not have time to write one. This is not the situation in all cases. In presenting a topic, subject, report, or other work, you may want to present more than one page to make your case. However, certain letters and query letters are conventionally expected to be one page. People are often too busy and do not have the time to read ten pages or listen to your ten songs. Give the person your best one page query letter or your best one song.You may want toinvestigateon the Internet, how to write a one page successful query letter and then practice by writing a one page query letter for [**www.robmathesbeyondthemusic.com**](http://www.robmathesbeyondthemusic.com)or for a project of personal interest and benefit.

**Your Notes:**

1. **00:00:11 to 00:00:12:**

**Transcription (Annotated):**

**Black dissolves to Rob Mathes speaking.**

**Comments and Queries (Annotations and Remarks):**

[*Black was on the screen and dissolves to Rob Mathes speaking.*]

**Your Notes:**

1. **00:00:12 to 00:00:14:**

**Transcription (Annotated):**

**[*Opening:* *Rob Mathes speaks to a live audience in a lecture format*.]**

**Comments and Queries (Annotations and Remarks):**

*Lecture #1/Clip along with Lecture # 2: Part I, Part II, and Part III provide complete lectures, transcripts, and annotations on the* ***TRANSCRIPTIONS*** *page. Lecture #1/Clip is also available without transcriptions and annotations on the* ***SPECIAL FEATURES page Chapter 5*.** *Lecture #2 is also available without transcriptions and annotations on the* ***SPECIAL FEATURES page Chapter 9*.**[*Brackets used in the transcriptions and annotations indicate additional comments or a possible alternative lyric.*]

**Your Notes:**

1. **00:00:14 to 00:00:35:**

**Transcription (Annotated):**

**[*Rob Mathes is speaking.*]**

**When I spoke with Stemmer and Melinda about the topics for these lectures, the two topics we came up with were finding one’s voice, and following your passion, and then the second topic, we're going to talk about at 11 for those of you who will be… coming back or, is creative writing.**

**Comments and Queries (Annotations and Remarks):**

Rob Mathes refers to the names; Stemmer and Melinda are two professors who helped make arrangements for the Rob Mathes two day visit and performances on two campuses. Miles Fulwider and other teachers along with professionals in the recording, sound, and film industry, photography, digital media, and website development also took an active role in the project as producers, audio engineers, directors, and developers including Daniel Atanasovski and his Axis Group in Macedonia.

**Your Notes:**

1. **00:0:35 to 00:01:19:**

**Transcription (Annotated):**

**Music is a language that is so extraordinary… it would not be enough time to truly research, study, immerse myself – it would not be enough time – within the richness of the history of music.**

**If you were a Bach scholar, you better pray that you live to 85, because you're going to need the time. There's an old adage about Bach. He had his entire family copying out his music for the musicians. He had like many, many children, and he actually would take his scribbled scores and write out the parts.**

**Comments and Queries (Annotations and Remarks):**

It is often expressed that accounting is the language of business and mathematics is the language of science and that music is the international language depending how language is defined. Communication in understandable musical notation such as Treble and Bass Clef for example may serve as a topic for discussion of music as a language.

There is much discussion and debate on what constitutes a language. Why do you feel a person would spend her or his entire life studying a composer’s work and becoming for example a Bach scholar?

Additional comments

**Bach Scholar:** a person who studies Johann Sebastian Bach a German composer, organist, harpsichordist, violist, and violinist best known during his lifetime as an organist, organ consultant, and composer of organ works.

**Your Notes:**

1. **00:01:19 to 00:1:59:**

**Transcription (Annotated):**

**And they said if a basic copyist, music copyist were to work for Bach, and took 2 weeks of vacation a year it would take him about 50 years to copy out all of Bach’s music. [*Rob Mathes is giving you an example as the means of providing you with a sense of the magnitude of work that has been compiled by Bach in his life time.*]**

**So again, this is one composer.**

**I haven't talked about Stravinsky or the beauty of the Beatles’ songs, or Nelson Riddle’s arrangements for Frank Sinatra, George Martin’s arrangements for The Beatles. They're, they're simpler but the beauty within them, and the, the attention to detail, combined with the taste.**

**You know, music is just a remarkable language.**

**[*Rob Mathes continues speaking on stage to the live audience attending the lecture*.]**

**Comments and Queries (Annotations and Remarks):**

**Music Copyist:** produces meticulous reproductions from a composer or arranger's original work. There are many copyists in the business, but at the uppermost echelon, it is a very concentrated profession. There is low patience for mistakes and defects are not permitted. Deadlines cannot be missed and there is forever competition. The handwritten and computer-based (use of software) music copying requires a foremost comprehension of musical notation, musical distinctive forms, music theory, and the understanding of normal treatments of numerous musical forms with an obsessive attention to detail and a comprehensive knowledge of present and historical practices. Since meeting deadlines and the need for perfection is an absolute necessity with the utmost quality, it is not unusual for a composer or arranger to have a wearisome association with her or his music copyist.

Additional comments:

**Stravinsky:** Igor Stravinsky was a Russian composer, pianist, and conductor. He is widely acknowledged as one of the most important and influential composers of 20th century music.

**The Beatles:** wasanEnglish rock band.

**Nelson Riddle:** was an American arranger, composer, and orchestra bandleader.

**Frank Sinatra:** was an American singer and actor.

**George Martin:** an English record producer, arranger, composer andmusician. He is sometimes referred to as the “Fifth Beatle” as producer of all but one of The Beatles original records.

From the above definition of a music copyist, we understand that it can be a high pressure position, what are some of the reasons that one may want to become a music copyist?

**Your Notes:**

1. **00:01:59 to 00:2:54:**

**Transcription (Annotated):**

**[*Rob Mathes is speaking and turns to walk to the piano.*]**

**And you know, I, I told the people at BYU yesterday [*Rob Mathes is referring to Brigham Young University one of two campuses he visited.*] that I still remember when I was a little kid, hearing this song. I don't know if you guys know it. I'll just plunk it out a little bit, see if you, any, any of you remember it…**

**[*Rob Mathes sits down at the piano bench to play the piano. The song that he is beginning to play and that he is referring in this lecture is the song by The Turtles, “Happy Together.”*]**

**[*Piano*]**

**[*Rob Mathes is speaking and playing the piano.*]**

**[*Piano*]**

**Here is the chord I love**

**[*Rob Mathes is playing the piano and singing.*]**

***So happy together…***

**[*Rob Mathes rises from the piano and stands for a brief moment showing his excitement when he was a youngster.*]**

**I remember as a little kid going, Oh, what happened there?**

**[*Rob Mathes sits back down ready to play the piano again, speaking and playing the piano*.]**

**Now you're in minor, right**

**right… right**

**[*Piano*]**

**[*Rob Mathes is playing the piano and speaking.*]**

**Going to that chord… that killed me.**

**[*Piano*]**

**And then here's the capper.**

**[*Piano*]**

**In a major…**

**[*Piano*]**

**[*Rob Mathes is playing the piano and singing an excerpt from the song “Happy Together.”*]**

**[*Piano*]**

***I can see me lovin' nobody but you***

***For all my life…***

**[*Piano*]**

**Okay.**

**Comments and Queries (Annotations and Remarks):**

Rob Mathes is speaking at UVU (Utah Valley University) for Lecture #2 Part I, Part II, and Part III. He is referring to BYU (Brigham Young University) in this lecture as one of the other campuses he visited, lectured, performed, and spoke with students (Lecture #1/Clip is an excerpt from Rob Mathes’ BYU lectures).

Discussion Questions:

As a result of Rob Mathes showing his enthusiasm about discovering a song, what would you suggest that Rob Mathes would like us to understand about his discovering a song as a youngster?

What is Rob Mathes foreshadowing as an artist when he speaks of the enjoyment for music when he was kid?

Additional comments:

**The Turtles:** a United States rock group that is known for its 1967 hit song, "Happy Together.”

**Happy Together:** is a 1967 song from the rock group, The Turtles, which has been used in numerous commercials, television, and in many movies.

**Your Notes:**

1. **00:02:54 to 00:06:22:**

**Transcription (Annotated):**

**[*Rob Mathes is speaking*.]**

**I wrote down a number of words on a piece of paper, because I was so touched by your questions that I thought well this is going to be a different group of people, and that’s not going to be me sitting here and going through a bunch of examples of things and trying to teach you everything I know in 2 hours. It was going to be more about talking with you about my journey as a musician and getting you to interact with me. But I did write down a number of words that I believe for those of you who are not musicians are still a way to trace where you may end up with a career. Or just end up in your life, period. I do think that creativity and passion within a person’s life are probably the essential elements to, to happiness. That’s such a tricky word, happiness. Because in order to be a deep person sometimes you have to experience great sadness, honestly, you know.**

**I remember when I was in my 20s and I started arranging for, you know, pop stars and stuff like that, I remember I was such a hungry young arranger, and I was so competitive because you got to let people know that you're, you're good – no, I think I can do it better than him, I, I have this idea here. And you, you're racing around, and you want to – when you're young, I mean I can't believe it sometimes – Emma, my 15 year old, she talks to me like, you know, like she knows everything. And I'm like, Emma, I'm 45, you know. But when you're young you have that energy and that intensity and that belief in yourself.**

**And I think that is, that’s incredibly important. And it, it leads to, you know, this passion to change your life and, and so taking advantage of that youth, it’s important. But the experience of, of what happens after that and how you follow your passion and your creativity is what leads you to I think true happiness and understanding, even when it’s combined with sadness within your life.**

**So I would encourage all of you in the next 20 years to try to be creative in any way. And this may mean writing in a journal, it may mean trying to go, you know, go on iTunes more often than you normally do, check out new music.**

**If *King Lear* is down in Salt Lake at a theater somewhere, go see it. *King Lear* will change your life, literally change your life. When Cordelia, the daughter that has been condemned and sent to France because she didn't speak flowery words to her father like the other false daughters, and the King Lear makes a fool of himself. And when she forgives him at the end of the play, it’s one of the greatest. It’s one of the most moving things that you can see in the theater. And going to *King Lear* after a tough workweek, will change your life. So, creativity, passion, in the arts, is very, very important.**

**What are these words that I wrote down? Let me read through some of them, because they trace my journey as a musician, and they – I think they're also words that will be your journey, especially as young people. Let me just read the first, the first of them.**

**Comments and Queries (Annotations and Remarks):**

**Happiness:** direct measures of happiness present challenges and Rob Mathes states happiness is such a tricky word but on his journey, creativity and passionare probably essential elements for him to be happy.

Discussion Questions:

What do you consider to be important to happiness? There are many books written about the subject of happiness. There is scientific research measuring a person’s welfare and the measurement of a level of happiness based on facts that often include a certain level of financial and health well-being.

*Rob Mathes: Beyond the Music* was created with a level of passion.

The market and business activities are usually concerned with serving a customer need with value by creating a customer that generates cash flow and a return on investment.

Does *Rob Mathes: Beyond the Music* meet the above concerns in the market for a business by serving a customer need with value by creating a customer that generates cash flow and a return on investment?

There are several innovative activities listed below that may trigger creativity and/or passion in the discovery, investigation, or learning process.

Please give three or more of the suggestions below a try.

What did you learn today?

1. Attend two cultural events or lectures and write a one page response to what you attended and explain what you learned.
2. Attend a music event that you would normally not attend and write a one page response to what you attended and explain what you learned.
3. Make a list of sixty (60) items that you would like to have happen to you in your life time.
4. See or read the play *King Lear* and write one page about the experience. An Internet search will allow you find information on the play *King Lear*.
5. Your choice.
6. Your choice.

**King Lear:** is a tragedy by William Shakespeare and is considered one of his greatest works. An Internet search will help you discover more about *King Lear*.

**Cordelia:** is a character in the play, *King Lear* by William Shakespeare. She is Lear’s youngest of three daughters. Cordelia no longer connects with her father. Her father disinherits her because Cordelia is unwilling to excessively compliment her father.

**Interdisciplinary:**

Writing assignments:

Compare and contrast the words of Rob Mathes mentioning that going to see *King Lear* will change your life with his thoughts that when Cordelia forgives her father at the end of the play, “It’s one of the most moving things that you can see in the theater.”In addition, relate your analysis to your own interests.

**Your Notes:**

1. **00:06:22 to 00:07:12:**

**Transcription (Annotated):**

**Here are the first 5 words. [*There are 6 words listed in the graphic on the screen. At this point in the lecture, Rob Mathes is mentioning the 5 main words (A through E), first, and then he speaks to the 6th word or F - Transformation.*]**

**[*Graphic is on the screen listing the 6 words with the Lecture # 2 Part I title while Rob Mathes is speaking. A still photograph of Rob Mathes holding his notes in his hand is on the screen. After the 6 words are presented on the screen, the graphic and screen dissolve to Rob Mathes speaking.*]**

**1-A. First word, Discovery**

**2-B. Obsession**

**3-C. Investigation**

**4-D. Dreaming**

**5-E. Emulating**

**6-F. And then F, Crucial Transformation**

**… from Emulating… to becoming interested in expressing something other than what was…has been expressed before, before which means your own voice. Because there is only, one you, right. And I'm sure if you're studying business with Stemmer or whatever you're doing, what is that great business advice, you know, find out what you're great at and do that, as opposed to what you're pretty good at, right.**

**[*Picture* c*uts to black with Rob Mathes’ music playing*.]**

**Comments and Queries (Annotations and Remarks):**

**Discovery:** finding and the process of learning something

**Obsession:** passion and fascination

**Investigation:** study and exploration

**Dreaming:** visualization of an idea

**Emulating:** trying to equal or surpass somebody who you admire

**Crucial Transformation:** the essential process of altering and shifting to the innovation stage in the process of finding your own voice

Writing assignments:

Write one page on how you feel the six words (A through F) mentioned by Rob Mathes in this lecture relate to your journey in your career and trying to find your own voice and passion. [*You may want to view reference numbers from number 7 through number 17 and the corresponding running times in the video for this Lecture #2 Part I from 00:02:55 to 00:28:14 to assist you in the writing of the one page.*]

**Stemmer:** referring to ateacher at UVU (Utah Valley University) involved in generating interdisciplinary music activities with other teachers and industry professionals from many different disciplines.

**Your Notes:**

1. **00:07:12 to 00:09:07:**

**Transcription (Annotated):**

**[*Graphic emerges on the screen with animation of the word 1-A. Discovery and the Lecture #2 Part I title. Rob Mathes’ music is playing in the background. A still photograph also emerges on the screen showing the entry, doorway, and location to the lecture. The graphic and screen dissolve to Rob Mathes speaking.*]**

**So my journey as a musician began in a very – you know, in that way, where I discovered The Turtles and that led me to The Beatles, which, you know, look at some of The Beatles songs.**

**[*Rob Mathes turns and walks to sit at the piano bench to play the piano. He plays The Beatles’ song, “I’ll Be Back.”*]**

**[*Piano*]**

**[*Rob Mathes is singing and playing the piano.*]**

***Oh…***

**[*You], if you break my heart I'll go***

***But I'll be back again…***

**[*Piano*]**

**It’s the same thing, minor to major.**

**And now who’s my favorite composer in the world, Gustav Mahler. It’s the same thing. Years later, it’s the same thing that completely transforms me, which is the relationship between the minor and major mode, Mahler’s 9th Symphony.**

**[*Piano*]**

**[*Piano continues*]**

**[*Rob Mathes is playing piano, speaking, and illustrating*.]**

**The sadness within the major...**

**[*Piano continues*]**

**[*Rob Mathes continues to play the piano while speaking and illustrating, rises from the piano to stand and speak*.]**

**That yearning had got me my whole life. It’s still why I'm doing music, that, that expression of, of beauty and sadness and happiness and searching. That’s what I heard in “Happy Together” and what I heard in The Beatles.**

**The extraordinary thing about The Beatles was that – what did we have before that?**

**Comments and Queries (Annotations and Remarks):**

**The Turtles:** a United States rock group that is known for its 1967 hit song, "Happy Together.”

**The Beatles:** was an English rock band.

**I’ll Be Back:** is asong by The Beatles.

**Gustav Mahler:** composer and one of the leading conductors of his generation.

**Mahler’s 9th Symphony:** by Gustav Mahler written between the years 1908 and 1909, was the final symphony that Mahler completed.

**Happy Together:** is a 1967 song from the rock group, The Turtles, which has been used in numerous commercials, television, and in many movies.

Discussion Questions:

When hearing Rob Mathes play the piano, explain and relate hearing the piano playing with that of the sadness within the major... “That yearning had got me my whole life. It’s still why I'm doing music, that, that expression of, of beauty and sadness and happiness and searching.”

Relate the searching that Rob Mathes is speaking about in the lecture to your career and discipline such as recording, mixing, and music or any career that you are pursuing such as business, accounting, digital media, music technology, and communications to Rob Mathes’ words, “That yearning had got me my whole life. It’s still why I'm doing music, that, that expression of, of beauty and sadness and happiness and searching.”

Additional comments:

Listen to the song "She's with Me" by Rob Mathes on the **SPECIAL FEATURES page *Chapter* *8* Performance # 2(9:00 P.M)/Recital Hall.** Rob Mathes mentions in the song the classical composer, Mahler. From the lectures, we learn that Gustav Mahler is one of Rob Mathes' favorite composers. Rob Mathes uses Mahler’s name in the song relating the words in the song to the love that Rob Mathes has for his wife.

Listen to the lyrics in the song "She's with Me" by Rob Mathes: *Just like Mahler's Adagietto... though the music is now familiar... I love it even more...* **SPECIAL FEATURES page *Chapter* *8* Performance # 2(9:00 P.M)/Recital Hall.**

Mahler had not yet found the love of his life. This missing element in his life fell into place when Mahler met Alma Schindler.

By the time Mahler was back at his summer villa in summer 1902, Mahler and Alma were married, and she was expecting their first child. Mahler's“Adagietto” is considered by many to be one of the most romantic classical pieces ever written. If you want to dig deeper, give Mahler's Adagietto a listen by searching the Internet. Also, search Mahler's Adagietto Leonard Bernstein. You may also want to search on the Internet, these two words, Adagietto definition.

**Your Notes:**

1. **00:09:07 to 00:09:57:**

**Transcription (Annotated):**

**We had “Rockin’ Around the Clock,” we had Elvis, we had You ain’t nothing but a hound dog [*Rob Mathes is* *referring to a song sung by Elvis Presley called “Hound Dog.”*] – that’s basically a blues, right – crying all the time – go to the 4 chord. You ain’t nothing but the 4 chord, crying all the 1. You ain’t 5 *doo da doo doo -* but you’re 4, *doo da doo dah -* 1. That’s where we were coming from. And McCartney, you know, just, just even –**

**[*Rob Mathes moves to the piano to play and illustrate while singing and speaking.*]**

**[*Piano*]**

**[*Rob Mathes is sitting at the piano playing The Beatles song, “Yesterday.”*]**

***Yesterday, all my troubles seemed so far a…*[*way.*]**

**[*Rob Mathes rises from the piano expressing excitement.*]**

**You know what I mean. Oh, oh, that’s not “Rockin’ Around The Clock.”**

**Okay, now for young people, you know, if you go listen to Sinatra, the harmonies are unbelievable. The Beatles were bringing these richer harmonies into pop music, and it transformed my life. This was discovery.**

**That led to obsession.**

**[*Picture* c*uts to black with Rob Mathes’ music playing*.]**

**Comments and Queries (Annotations and Remarks):**

**Rock Around the Clock:** is a song structured in the 12 bar blues form. A version of the song became popular in the 50’s under the group called Bill Haley and His Comets and stated by many as one of the songs that helped bring rock and roll into the mainstream. The song was written by Max C. Freeman and James E. Myers [*James De Knight*].

**Elvis:** is Elvis Aaron Presley who was one of the most popular singers of the 20th century. He is often referred to as “The King” because of the reference to Elvis as the “King of Rock and Roll.”

**Hound Dog:** is a song structured in the 12 bar blues form and was written by John Leiber and Mike Stoller. Originally, the song was recorded by Willie Mae “Big Mama” Thorton and recorded many more times by many other artists. The remake of the song “Hound Dog” by Elvis Presley became the best-known version of the song.

**McCartney:** is Sir James Paul McCartney an English singer, songwriter, musician, and performer. He is formerly one of the members of the famous English rock band, The Beatles.

**Yesterday:** is a song that was originally recorded by The Beatles.

**Sinatra:** is referring to Frank Sinatra who was an American singer and actor.

Discussion Questions:

What do you discover as you “dig deeper” into the above songs and artists?

Explain by researching various sources along with giving your own opinions, thoughts, and ideas on how the process of discovery may lead to obsession?

**Your Notes:**

1. **00:09:57 to 00:10:53:**

**Transcription (Annotated):**

**[*Graphic emerges on the screen with the word 2-B. Obsession along with the title of Lecture #2 Part I. A still photograph emerges on the screen of Rob Mathes lecturing. Rob Mathes’ music is playing and the screen and graphic dissolve to Rob Mathes speaking.*]**

**An obsession is incredibly important for a creative musician or writer. If you're a writer and you discover the writing of F. Scott Fitzgerald, or, or Shakespeare, or whatever it is, you become obsessed, you want to read all the books, right. And then if you, if you're going to start writing, you want to write a short story of your own, whatever, you're, you're just full of love for this thing, discovery of it and then obsession with it. If you don't have the obsession with it, I don't know if you'll go into the arts. The obsession is** **– it may be – that’s kind of a negative word, obsession, well you don't want to become obsessed. Well, in the creative arts you have to. You have to become completely consumed with your love for that thing.**

**This leads to investigation.**

**[*Picture* c*uts to black with Rob Mathes’ music playing*.]**

**Comments and Queries (Annotations and Remarks):**

**F. Scott Fitzgerald:** was an American author of novels and short stories.

**Shakespeare:** refers toWilliam Shakespeare who was an English poet and playwright who is regarded as one of greatest writers of all time.

Discussion Questions:

Rob Mathes speaks of obsession in his lecture, **“**And then if you, if you're going to start writing, you want to write a short story of your own, whatever, you're, you're just full of love for this thing, discovery of it and then obsession with it. If you don't have the obsession with it, I don't know if you'll go into the arts. The obsession is – it may be – that’s kind of a negative word, obsession, well you don't want to become obsessed. Well, in the creative arts you have to. You have to become completely consumed with your love for that thing.”

What does the above message by Rob Mathes suggest to you, and what does the word obsession used in the above context by Rob Mathes mean to you?

How does obsession relate to your own goals and objectives?

**Your Notes:**

1. **00:10:53 to 00:14:49:**

**Transcription (Annotated):**

**[*Graphic is on the screen with the word 3-C. Investigation along with the title of Lecture #2 Part I. A still photograph emerges on the screen of Rob Mathes lecturing with his music playing in the background. The screen and graphic dissolve to Rob Mathes speaking.*]**

**Now investigation is going to keep coming in and out in your journey as a creative artist. You absolutely have to study and find out what it is. Now, I will tell you right now that when I was a little kid, I did not understand that what moved me so much about The Turtles’ “Happy Together” was that it kept changing between a major and minor, and the chords were richer than what you normally heard in pop music.**

**A little bit later I started to discover what moved me there.**

**You know, I still remember the first time I heard The Doobie Brothers. Now, The Doobie Brothers as a band – and how many people have even heard that word before? Any of you know The Doobie Brothers at all? All right, there was a singer in The Doobie Brothers that came in later in their career named Michael McDonald, who you may know because he recently finally had a hit again by – He recorded a lot of Motown catalog, extraordinary voice.**

**I will still remember when I heard this chord though.**

**[*Rob Mathes moves to the piano to play The Doobie Brothers song, “Takin’ It to the Streets.” He is sitting at the piano playing the song, speaking, and illustrating.*]**

**[*Piano*]**

**That is a great chord.**

**[*Piano*]**

**I had never heard that chord before. And that was the opening of**

**[*Piano*]**

**And that completely transformed me. What is that chord, right! Well the chord is – here’s a G7 chord. Anybody can go to the piano and play the G7 chord. You look to the three black keys, right, and above the first of the three – you know, the black keys go 2 3 - 2 3 - 2 3, right. One white key above the first of the three black keys is a G.**

**[*Piano*]**

**Now, skip a key… three times.**

**[*Piano*]**

**G7, right.**

**[*Piano*]**

**That’s not as pretty a chord really. I mean if it’s in a hymn it could be nice, because you go—**

**[*Piano*]**

**It’s nice in that instance, but as a chord of in itself.**

**[*Piano*]**

**It’s kind of hokey in a way, right.**

**[*Laughter*]**

**But now you put a sus [*suspended chord*] on it, which means the second note**

**[*Piano*]**

**– you move that second note up one step,**

**[*Piano*]**

**that’s a beautiful chord. And then that makes this chord more beautiful.**

**[*Piano*]**

**Now when I go to a party, my wife makes me look a lot better than I normally look, because she’s a beautiful woman.**

**And this,**

**[*Piano*]**

**that sus makes this**

**[*Piano*]**

**chord all the more beautiful,**

**[*Piano*]**

**because now you have a color that is contrasted by what comes after it. Well this chord,**

**[*Piano*]**

**what the heck is that? Well what it is, is G7**

**[*Piano*]**

**with the, with the second note the third of the chord –**

**[*Piano*]**

**that’s the third –up a half step to the sus.**

**[*Piano*]**

**The sus, everyone will know a sus.**

**[*Piano*]**

**Sus,**

**[*Piano*]**

**regular chord,**

**[*Piano*]**

**sus,**

**[*Piano*]**

**regular chord,**

**[*Piano*]**

**sus –**

**[*Piano*]**

**you know, it’s the four**

**[*Piano*]**

**– four ...[*three*]…[*four*]**

**[*Piano*]**

**so here you got a sus chord,**

**[*Piano*]**

**and then you move the root up**

**[*Piano*]**

**one half step,**

**[*Piano*]**

**right. And then you go down and still put what would have been the root of the chord**

**[*Piano*]**

**in the bass.**

**[*Piano*]**

**Now, technically that’s called a G7flat9**

**[*Piano*]**

**sus.**

**[*Piano*]**

**[*Rob Mathes is playing The Doobie Brothers song, “Takin’ It to the Streets” and is singing in a similar voice as when Rob Mathes later speaks in this lecture about a song that Rob Mathes wrote, and sang for his high school graduation, singing it in Michael McDonald’s voice*.]**

**[*Piano*]**

***You don't know me, but I'm your brother,***

***I was raised* *here in –***

**anyway, “Takin’ It To The Streets” by The Doobie Brothers.**

**I know a complete obsession, complete obsession.**

**So what did I do?**

**[*Picture* c*uts to black with Rob Mathes’ music playing*.]**

**Comments and Queries (Annotations and Remarks):**

Discussion Questions:

How does the example given by Rob Mathes about his wife being beautiful relate to music and chords? Rob Mathes states, “And when I go to a party, my wife makes me look a lot better than I normally look, because she’s a beautiful woman.”

Additional comments:

**Sus:** is a suspended chord, and the chord is said to be in transition.

**The Doobie Brothers:** isan American rock band.

**Michael McDonald:** is a Grammy Award winning American singer and songwriter.

**Motown Catalog:** is one of the most significant song lists in music history either written or recorded by major artists such as Diana Ross (The Supremes), Stevie Wonder, The Jackson 5 (Michael Jackson), Marvin Gaye, The Supremes (Diana Ross), and Smokey Robinson.

**Takin’ It to the Streets:** is the sixth studio album by the American rock band The Doobie Brothers, and the first song to feature Michael McDonald on lead vocals.

Group writing assignments:

**G7 Chord, G flat 9, 1 Chord, 4 Chord, and G Chord:** by searching the Internet you can “dig deeper” into the history of these chords and research the history of their earliest usage and their progression. If you have a musical background, you may offer additional insight into a discussion and writing assignment with your group, and you may learn more about the language surrounding music or music as a language.

**Your Notes:**

1. **00:14:49 to 00:16:42:**

**Transcription (Annotated):**

**[*Graphic of the word investigation appears on the screen for the second time with the word 3-C. Investigation, and Rob Mathes’ music is playing in the background. The graphic appearing for the second time with the Lecture #2 Part I title reinforces the importance of investigation as being crucial for a finding your voice and following your passion. The graphic with the still photograph of Rob Mathes lecturing dissolves to Rob Mathes speaking.*]**

**This is now, Junior high school, I’m learning every Doobie Brothers’ song. That’s an exaggeration; I learned 25 Doobie Brothers’ songs.**

**[*Laughter*]**

**Okay, absolutely essential to my life as a musician. Okay. That’s investigation.**

**[*Rob Mathes is emphasizing these words: Discovery - Obsession - Investigation.*]**

**If you're going to become a creative person, those three are absolutely essential. The first two will happen… anyway, that’s, that’s just – those are completely natural.**

**Investigation though is crucial.**

**You know, I, I had a kid come up to me at BYU yesterday [*Referring to Brigham Young University where several lectures were given by Rob Mathes – for a BYU lecture clip see SPECIAL FEATURES page Lecture #1/Clip Chapter 5.*] and he said to me, I, I wrote a song, and it doesn't have a key. What do I do, how do I get out of it?**

**And I said, well, do you know what chords you're playing? And he said well, not really. And I said, well, well, look at the notes. And you basically have two questions. Figure out the meaning of the chords, like that chord from “Takin’ It To The Streets,” or the “I'll Be Back” by The Beatles. Figure out the meaning of those chords, you know, is it the 1 chord, the 4 chord, and then you can go off and try to investigate. Probably the best thing you could do is answer for yourself this question: what are my three favorite songs in the world?**

**Go, go get those songs and listen to them incessantly for one day, and learn all three of them. And even though you may not know the language of what a 1 chord is and a 4 chord, by investigating it by yourself, you will learn a ton of things that will help you write a better song next time.**

**[*Picture* c*uts to black with Rob Mathes’ music playing*.]**

**Comments and Queries (Annotations and Remarks):**

Discussion Questions:

Rob Mathes states “If you're going to become a creative person, those three are absolutely essential.” What are the three words that Rob Mathes is mentioning in his lecture that he feels are absolutely essential to becoming a creative person?

Do you agree or disagree with the Rob Mathes’ assessment of these three words being absolutely essential to your journey as a creative person and why? (See the **TRANSCRIPTIONS** **page Lecture #1/Clip *Chapter 5*** annotation reference 8 where the Fox says to the Little Prince, what is essential is invisible to the eye…).

**Your Notes:**

1. **00:16:42 to 00:18:58:**

**Transcription (Annotated):**

**[*Graphic is on the screen with the word 4-D. Dreaming along with the title of Lecture #2 Part I. A still photograph emerges on the screen with Rob Mathes at the piano. Rob Mathes’ music is playing in the background. The screen and graphic dissolve to Rob Mathes speaking.*]**

**Number 4, letter D, is dreaming, which is very good, because dream – D is the first letter in dreaming. I didn't plan that.**

**[*Laughter*]**

**Actually, check it out, the next word is Emulating.**

**[*Laughter*]**

**Okay, anyway, so dreaming. Dreaming is, is especially important for a young, young person. Because once, once you’ve investigated music and if you know you have a good voice or you're a good writer, that’s when you think, well what can… I do with this… what can I do with this talent? And I think it’s very important to dream big when you're young, to just go for it, just dream big, you know. And promise me something, please, if you, you learn one thing from this lecture, please don't beat yourself up in 10 years if you haven't become, you know, I don't know, Sting, you know, if you haven't become a star or the, the top guy [*Rob Mathes* is *referring to any person and using the word “guy” as a slang for both female and male.*] in your business, or whatever your field is. You know, because it’s, it’s extremely difficult. But the, but the important thing is to dream and to, to think as big as you can when you're young, because there is time when you're young for you to really work hard.**

**And if you remain creative and open, and if you still kind of dream about things, and you're able to say things like, you know what, this is not working for me, and I only have one life, and I want to express myself – keep that dreamer alive, and it will help you as you go through. So please don't beat yourself up in 10 years.**

**I only say that because I’ve been, I have been so tough on myself for 20 years. The greatest thing about this thing for me, *Beyond the Music*, is when they collected my credits. You know, I guess I did a bio because people will ask for a bio, but they collected my credits, and literally, this is absolutely true, I am not lying to you guys, I looked at it and I thought, Oh I’ve done – you know, I've done some nice stuff.**

**[*Laughter*]**

**We're, we're notoriously tough on ourselves. So, the dreaming thing is – I don't want to speak too much about that. That speaks, to its… self.**

**[*Picture* c*uts to black with Rob Mathes’ music playing*.]**

**Comments and Queries (Annotations and Remarks):**

Discussion Questions:

Rob Mathes in his lecture points us to an important question, “Because once you investigate music and if you know you have a good voice or you're a good writer, that’s when you think, well what can… I do with this… what can I do with this talent?” How does this question and your answer relate to your talent and discipline?

Additional comments:

**Sting:** an English musician, singer and songwriter who prior to his solo career was the principal songwriter, lead singer, and bassist of the rock band, The Police.

Rob Mathes states, “The greatest thing about this thing for me, *Beyond the Music*, is when they collected my credits. You know, I guess I did a bio because people will ask for a bio, but they collected my credits, and literally, this is absolutely true, I am not lying to you guys, I looked at it and I thought, Oh I’ve done – you know, I've done some nice stuff.”

There is laughter after the above statement by the live audience, please discuss why you think the statements by Rob Mathes caused laughter from the audience?

**Your Notes:**

1. **00:18:58 to 00:22:16:**

**Transcription (Annotated):**

**[*Graphic is on the screen with the word 5-E. Emulating along with the title of Lecture #2 Part I. A still photograph emerges on the screen with Rob Mathes at the piano. Rob Mathes’ music is playing in the background. The screen and graphic dissolve to Rob Mathes speaking.*]**

**E is emulating. I told this embarrassing story yesterday. But I'm so into Michael McDonald, and the way he sang**

**[*Rob Mathes turns and walks to the piano to play. Sitting down on the piano bench Rob Mathes begins to play the piano.*]**

**[*Piano*]**

**the “Takin’ It To The Streets.” He actually has a voice that sounds like this –**

**[*Piano*]**

**[*Rob Mathes is playing the piano and singing in Michael McDonald’s voice.*]**

***You don't know me but I'm your bro…* [*ther*]**

**[*Piano*]**

**You know, that’s the way he sounded.**

**[*Laughter*]**

**So, in my senior year of high school – you guys would never do this because you're much wiser than I am.**

**[*Laughter*]**

**This wasn’t 9th grade, this was 12th grade. I was asked to write a song for graduation.**

**Graduation, that’s a big deal, right.**

**[*Laughter*]**

**And I actually wrote a lovely song. I can't remember it now.**

**[*Laughter*]**

**But – and I sang it in Michael McDonald's voice.**

**[*Laughter*]**

**I can't believe it, you know.**

**I remember I had, I had a student named Jeff Z…, and he was such a bright kid. And he would come into our lessons listening to old blues artists like Reverend Gary Davis, and Rob—Robert Johnson, [*blind*] Reverend Gary Davis [*Also, known as Blind Gary Davis born April 30, 1896 and died May 5, 1972*.] I think is still alive or maybe he just died a number of years ago, 5 years ago. But Robert Johnson, Blind Willie McTell, Blind Willie Johnson, and… he was listening to all this music, and… I was actually– I was, I admired him so much.**

**Because I said, well Jeff, when I was your age I was singing like Michael McDonald at my graduation and you're listening to the roots of all this great music. You're listening to Blind Willie Johnson, these, these African America men that were poor and created a music that they had no idea the, the garden they had, they had – you know, their seeds grew Eric Clapton and The Beatles and all this other stuff. And you guys probably are like Jeff Z… I bet you're hipper than, than I was.**

**So but – but that being said, emulating who you love is absolutely crucial. It, it ties back into obsession and investigation. Because you're going to be able to – if you go learn, if you love Eric Clapton or if you love, you know, if you're into rap, you love Kanye West or whatever it is, and you actually go start to create things like that, you know, it’s going to – it’s going to be the most important thing in the world becauseyou're learning form. Okay.**

**I was tough on this incredibly brilliant kid at my church named RJ B…. And he’s a young kid, and he’s brilliant. He plays the guitar so well.**

**And he, he keeps giving me songs to listen to. And in the last batch of songs he listened to, he emulated John Mayer so well that I had to say to him, Okay, RJ, I'm taking all your John Mayer records away, away.**

**[*Laughter*]**

**All right, you got to stop now, because you're done, you did it. You emulated your hero, and it worked. You, you, you've got that voice, you've – you understand song form, now let it go.**

**That’s, that’s leading us to our next category.**

**[*Screen dissolves to black with Rob Mathes’ music playing and next graphic starts to emerge.*]**

**Comments and Queries (Annotations and Remarks):**

**Reverend Gary Davis:** also known as Blind Gary Davis was a blues singer and guitarist.

**Robert Johnson:** who wasan American blues singer and musician who has been labeled as one of the most influential blues singers in the history of the blues.

**Blind Willie McTell:** who was an influential blues musician, sang and accompanied himself on the guitar.

**Blind Willie Johnson:** was an American singer and guitarist whose music combined the blues and spirituals. While the lyrics of all of his songs were religious, his music drew from both sacred and blues traditions. Among musicians, he was considered to be one of the greatest slide and bottleneck guitarists.

**Eric Clapton:** an English guitarist, vocalist, and songwriter.

**Kanye West:** is an American rapper, singer, and record producer.

**John Mayer:** is an American musician, singer and songwriter, recording artist, and guitarist.

Group Discussion Question and Group writing assignment:

Explain and compare emulating (trying to equal or surpass somebody who you admire) with plagiarism, fabrication, cheating, and dishonesty as an ethical dilemma. Compare the word emulating with the words “creative imitation” as the term is used in entrepreneurial strategy, business, innovation, and marketing. Refer to reference 19 below in the annotation in this lecture to provide additional information for discussion.

Search the Internet to increase your understanding and to discover and investigate the meaning of the words “creative imitation,” plagiarism, fabrication, cheating, dishonesty, and ethical dilemma. Placing the word definition after each term as you search the Internet may help your search. For example, these terms have added the word definition to the search: emulating definition, ethical dilemma definition, fabrication definition, plagiarism definition, and creative imitation definition. Refer to reference 19 below in the annotation in this lecture to provide additional information for discussion.

**Your Notes:**

1. **00:22:16 to 00:25:01:**

**Transcription (Annotated):**

**[*Graphic is on the screen with the word 6-F. Crucial Transformation Finding Your Voice! along with the title of Lecture #2 Part I. A still photograph emerges on the screen of Rob Mathes lecturing. Rob Mathes’ music is playing in the background. The screen and graphic dissolve to Rob Mathes speaking.*]**

**Crucial transformation from emulating to becoming interested in expressing something other than what has been expressed before, this is finding your own voice, okay.**

**How do you make that transition? For me, it took too long.**

**I didn't find my voice until – and there's many reason, that’s not the case – but I didn't find my voice 'til my early thirties obviously. And it was because – any of you who have read my bio, you, you will see that – I don't understand, Rob’s done what? He’s arranged for the Boston Pops and Pavarotti, but he produced a Panic At The Disco record?**

**[*Laughter*]**

**Well, I was always a butterfly. My parents were great classical musicians and, and teachers, and so I’d heard Beethoven and Bach and Chopin. I, I probably heard the “Fantasy (Fantaisie) Impromptu” by Chopin 7000 times in my life. And so that stuff sticks with you. And yet my dad was listening to Peter, Paul and Mary and Bob Dylan and I'll never forget when my mom got very, very sick one year, and I went to go live with my Aunt Jan. And all she played was Motown. And I, I will never forget the first time I heard “Never Can Say Goodbye.” It was the same as “Happy Together,” I heard Michael Jackson sing “Never Can Say Goodbye.” Has anybody heard that “Never Can Say Goodbye?” Great, okay, most of you have heard “Thriller,” but you got to go back and listen to this 8- [*12*] year-old kid sing “Never Can Say Goodbye.” It is unbelievable.**

**We – I had to do a version – someone had, had asked the singer Vanessa Williams who is on *Ugly Betty*, to do, record of covers. And she asked me to rearrange “Never Can Say Goodbye” for her. And I was, [*will*] still never forget her being in the vocal booth going, Oh man, how can I sing “Never Can Say Goodbye” after that performance by Michael Jackson, so it’s one of the greatest vocal performances in history.**

**Anyway, so all of this stuff led me to just go over here and investigate this and – I am really truly a mutt, I am not a pure breed, I'm just all over the place. But – and that’s one of the reasons it took me so long to find out who I was. Hopefully as a creative person you won't take as long.**

**So, that’s, that’s F. But you have to, you have to emulate your heroes, you have to be obsessed with what you do, you have to research and investigate. And then you have to make that crucial transformation to becoming, you know, who you are.**

**[*Screen dissolves with Rob Mathes’ music playing and next graphic starts to emerge onto the screen.*]**

**Comments and Queries (Annotations and Remarks):**

**Boston Pops:** is an American orchestra based in Boston, Massachusetts that plays classical and popular music.

**Pavarotti:** refers to Luciano Pavarotti who was an Italian operatic tenor, and who also crossed over into popular music.

**Panic At The Disco:** is a Grammy nominated rock band formed in Las Vegas, Nevada in 2004. The band was comprised of vocalist, guitarist, and pianist Brendon Urie and drummer Spencer Smith. In July 2009, guitarist Ryan Ross and bassist Jon Walker left the band, citing creative differences as the reason for their departure and formed a new band called The Young Veins.

**Beethoven:** refers to Ludwig van Beethoven who was a German composer and pianist and is considered to be one of the most famous and influential composers of all time. His hearing deteriorated, and he eventually became completely deaf. He continued to compose, conduct and perform even after he was completely deaf.

**Bach:** refers to Johann Sebastian Bach who was a German composer, organist, harpsichordist, violist, and violinist best known during his lifetime as an organist, organ consultant, and composer of organ works.

**Chopin:** refers to Frederic Chopin. [*In Polish the name is Fryderyk Franciszek*] Chopin was a Polish composer, virtuosos, pianist, and music teacher with both French and Polish heritage and one of the great masters of Romantic music.

**Fantasy (Fantaisie) Impromptu:** Frederic Chopin’s **“**Fantasy (Fantaisie) Impromptu”is a solo piano composition and one of his most well-known pieces.

**Peter, Paul and Mary:** an American folk-singing trio who was one of the most well-known acts in folk music in the 1960s. The trio was composed of Peter Yarrow, Paul Stookey and Mary Travers.

**Bob Dylan:** an American singer and songwriter who has been a major figure in music and songwriting.

**Motown:** was a record label founded by Berry Gordy, Jr. that was incorporated as Motown Record Corporation and was originally from Detroit, Michigan which is often called the Motor City as a result of the location of a number of automobile manufacturers.

**Never Can Say Goodbye:** was a song written by Clifton Davis that was originally recorded by The Jackson 5 featuring Michael Jackson.

**Michael Jackson:** was an American recording artist, singer, dancer, and songwriter referred to as the “King of Pop.”

**Thriller:** as of 2010 this album by Michael Jackson is the bestselling album of all time.

**Vanessa Williams:** is an American recording artist, songwriter, and actress. She received considerable media attention for her comic and villainess role as former model and magazine creative director turned Editor-in-chief, Wilhelmina Slater, in the ABC comedy series, *Ugly Betty.* VanessaWilliams joined the cast of *Desperate Housewives* in its seventh season.

**Ugly Betty:** was an American comedy and drama television series developed by Silvio Horta, which premiered on ABC on September 28, 2006.

**Mutt:** has a characteristic of two or more types of breeds such as in a dog that is also called a mongrel.

Additional comments:

Rob Mathes compares hearing Michael Jackson singing the song “Never Can Say Goodbye” with hearing the song from the rock group, The Turtles, “Happy Together.”

Discussion Questions:

How does one progress from emulating to transformation and “finding your own voice?”

As stated by Rob Mathes crucial transformation from emulating to becoming interested in expressing something other than what has been expressed before, this is finding your own voice.

Innovation and creative imitation in business and marketing are part of the entrepreneurial aspects of making a product and inventing something of value to satisfy a customer’s need. Pricing a product in a certain way or using licensing can also be an innovation for a company as well as marketing and sales creation.

How does innovation and creative imitation in business and marketing relate to emulating and crucial transformation as discussed by Rob Mathes in this lecture?

**Your Notes:**

1. **00:25:01 to 00:28:11:**

**Transcription (Annotated):**

**[*Graphic is on the screen with Rob Mathes’ music playing in the background while the animated graphic is presenting the words for review, Lecture #2 Part I title, and an emerging still photograph of Rob Mathes holding his notes in his hand.*]**

**[*REVIEW*]**

**[1-A. Discovery]**

**[*2-B. Obsession*]**

**[*3-C. Investigation*]**

**[*4-D. Dreaming*]**

**[*5-E. Emulating*]**

**[*6-F. Crucial Transformation*]**

**[*Finding Your Voice*]**

**[*Graphic* *dissolves to Rob Mathes speaking.*]**

**This process of discovery, of something that you love, discovering it, and the first time you hear a particular band that, that you, that you then become obsessed about, and then you investigate it and try to learn the songs if you're a guitar player or a bass player, which is of course the most important thing in the world.**

**If you love a particular guitar player, transcribe the solo, learn how to play it. Transcribe the bass line from Marvin Gaye’s “What’s Going On,” you'll learn a lot. You know, investigation, extraordinarily important.**

**Allowing yourself at all times to dream about the ultimate of what you could possibly do with this craft, which will challenge you to continue to practice and investigate.**

**Okay, with me, early on it was – I was made to play classical piano because my mom’s a piano teacher. Greatest thing that ever happened to me, greatest gift she could have given me. I hated it at the time. But she made me practice, and she would get angry with me – I'll never forget, I, I didn't practice this one movement of Beethoven’s Sonata, I think “Opus 110.” Beautiful piece of music, years ago I studied it, and it’s remarkable. But you know I was 12. I just wanted to go outside and play Star Trek.**

**[*Laughter*]**

**You know I did not want to play Beethoven’s “Opus 110.” And you know, I remember not practicing, and she was so disappointed in me and she said, you – I want you to learn the first movement of Bach’s “Italian Concerto” in one week and play in my recital, or you'll really disappoint me.**

**And so I learned it and I did it, and looking back now, I'm a composer now, I mean I, I regularly orchestrate and arrange music for people. I'm composing uh… uh work for a chamber symphony chorus of singers based on a, a poet’s dialogue with a number of psalms, it’s going to premiere on May 1st. And looking back, the fact that I have the piano as a focal point, something I can play and, and express myself on, it’s. it is everything. It’s absolutely everything.**

**So um… that was the story of the early part of my life, I then discovered The Beatles, they bought me a guitar, Led Zeppelin, Jimi Hendrix, all of this stuff I learned and, and followed, did the same thing, discovery, obsession, investigation, emulating, trying to learn, you know, how to play like Hendrix.**

**Very difficult, I don't know if I ever pulled it off.**

**And went – decided – the only thing I wanted to do was go to the Berklee College of Music. Because I was listening to Pat Metheny, and there was a great guitar player who had a band. Anybody, in here… – how many guitar players in this room? Go check out if you will – I don't know how many are available on iTunes, a band called The Dixie Dregs. Have you ever heard of that band? Steve Morse is the guitarist with that band, and it’s kind of wonk head music, a lot of technique, stuff like that, but he’s an extraordinary guitar player. And when I was young I, I learned a lot of Steve Morse solos.**

**[*Screen dissolves to black with Rob Mathes’ music playing and next graphic starts to emerge onto the screen.*]**

**Comments and Queries (Annotations and Remarks):**

What are the six words that are set forth as being important in your career journey and for an artist’s journey? (Discovery, Obsession, Investigation, Dreaming, Emulating, and Transformation)

Additional comments:

Search, investigate, and listen to Marvin Gaye’s song, “What’s Going On” on the Internet.

**Berklee College of Music, The Beatles, and Led Zeppelin:** were annotated in Lecture #1/Clip and normally are not annotated in the lectures a second time unless for emphasis. Use the Internet to search any names or terms you feel you would like to investigate or to learn more about that are mentioned in the lectures. Terms and names mentioned in the lectures are also annotated in Lecture # 2 Part II and Lecture #2 Part III.

**Marvin Gaye:** was an American singer and songwriter.

**What’s Going On:** is the eleventh studio album by musician Marvin Gaye on the Motown subsidiary label Tamia Records. The song has been voted as one of the landmark recordings in pop music history.

**Beethoven Sonata Opus 110:** by Ludwig van Beethoven composed in 1821. It is the central piano sonata in the group of three opp. 109–111 which he wrote between 1820 and 1822, and the thirty-first of his published piano sonatas.

**Star Trek:** was an American television series, created by Gene Roodenberry, and followed the interstellar adventures of Captain James T. Kirk and the crew of the Federation Starship, *Enterprise*.

**Bach’s Italian Concerto:** is a three-movement concerto for two-manual harpsichord solo composed by Johann Sebastian Bach. The *Italian Concerto* has become popular among Bach's keyboard works and has been widely recorded both on the harpsichord and the piano.

**The Beatles:** was an English rock band.

**Led Zeppelin:** was an English rock band.

**Jimi Hendrix:** was an American electric guitarist and singer and songwriter and is considered to be one of the greatest electric guitarist in the history of rock music.

**Berklee College of Music:** is located in Boston, Massachusetts, and is the largest independent college of contemporary music in the world.

**Pat Metheny:** is an American jazz guitarist and composer.

**The Dixie Dregs:** evolved from an Augusta, Georgia band called Dixie Grit, formed by Steve Morse and Andy West in 1970.

**Steve Morse:** is an American guitarist, best known as the founder of the Dixie Dregs, and the guitar player in Deep Purple since 1994.

**Your Notes:**

1. **00:28:11 to 00:31:01:**

**Transcription (Annotated):**

**[*Graphic ROB MATHES STORY is on the screen with a still photograph of Rob Mathes at the start of his professional career and the title of Lecture #2 Part I. The graphic is on the screen with Rob Mathes’ music playing in the background that dissolves to Rob Mathes speaking.*]**

**I went to the library, and in those days you just turned in a catalog number, and you get the tape you want to listen to. And then I wanted to – I was listening to John Coltrane, *A Love Supreme* and things like that – *A Love Supreme*, which is a record that should be in everyone’s collection, absolutely should have *A Love Supreme* remarkable record. But when I went to go check out John Coltrane’s *Innervisions*, [*Rob Mathes actually clarified that it was "Impressions" and not "Innervisions" which is a great Stevie Wonder record in Rob's collection.*  
*Rob Mathes is referring to the album Impressions, a John Coltrane album released in 1963 referencing and mentioning Innervisions which was a Stevie Wonder album released in August of 1973.*] he’s playing [*Rob Mathes is referring to John Coltrane, Impressions album.*] a lot of soprano saxophone on that record,and I turned in the catalog number, and they gave me the tape.**

**I went back to the tape machine, I put it on, and it was definitely not John Coltrane “Innervisions.” [*Rob Mathes is referring to John Coltrane, Impressions.*]**

**It was some massive orchestral classical piece. And I was about to bring it back in, in an indignant fashion, you know, like what, what, what is this, what did you give me? I want to listen to Coltrane, man, you know. But something —I became transfixed. Similar to the thing to what I talked about in the last, the last class, you know, The Beatles and The Turtles and – anyway, I, I stayed.**

**And it was a 25-minute symphonic movement. And I went back and said, what, what did you give me? They said, oh, we're so sorry it was Mahler’s “Sixth Symphony.”**

**And for me, if you imagine, when I was in my mom’s womb, she teaches 50 piano students a week, and she had – her second major was as a bass clarinetist. Now as you're probably learning, you know, in many ways music was total destination for me, I mean I – you couldn't avoid it, in many ways. And I was very, very lucky and blessed, which some of you may not be, with incredibly encouraging parents. Music business is a tough business. But my parents saw a talent, and they saw this obsession and love and they encouraged it.**

**And there was something about this music that felt like home to me. I had heard Beethoven, I’d heard Bach, I’d heard Chopin, but I had never heard harmonies like this. And I thought, Wow. It all came to me, I was like, Wow, to be able to do that, to be able to sit down with a score paper, an empty score paper in front of you, and write down dots and come up with a sound like that. And I, I, I said, this is what I have to do. And so I stayed at Berklee a little longer and I kind of graduated in a sense from their harmony program. I wanted to go into 12 Tone Harmony and learn about a bunch of that stuff. But then I finally left school – not to leave school, I actually wanted to go to another school. I wanted to learn how to do that.**

**Comments and Queries (Annotations and Remarks):**

**John Coltrane:** was an American jazz saxophonist and composer. He was prolific, organizing at least fifty recording sessions as a bandleader during his recording career. He appeared as a sideman on many other albums, notably with trumpeter, Miles Davis, who was an American trumpeter, bandleader, and composer and is widely considered one of the most influential musicians of the 20th century and with pianist, Thelonious Monk, who was an American jazz pianist and composer who is considered one of the giants of American music. Coltrane “Trane” influenced innumerable musicians, and remains one of the most significant tenor saxophonists in jazz history. (For further investigation, search names Benny Carter, Johnny Hodges, Keith Jarrett and others that will lead you to other artists such as Miles Davis and Duke Ellington.)

Additional comments:

**Sideman (person):** is a professional musician who is hired to perform or record with a group. They often tour with acts as well as bands. Sidemen (person) are generally required to be adaptable to many different styles of music. Often aspiring musicians start out as sidemen (person), and then move on to develop their own sound, a name, and fans of their own, or go on to form their own groups.

**A Love Supreme:** is a jazz studio album recorded by John Coltrane’s quartet and generally considered among Coltrane’s greatest works.

**Innervisions:** is referring to an album by the artist Stevie Wonder.[*Rob Mathes actually clarified that it was "Impressions" and not "Innervisions" which is a great Stevie Wonder record in Rob's collection. Rob Mathes is referring to the album Impressions, a John Coltrane album released in 1963 referencing and mentioning Innervisions which was a Stevie Wonder album released in August of 1973.*]The *Impressions* albumis the John Coltrane album thatRob Mathes serendipitously refers to as *Innervisions*. [*Note: It is not surprising. John Coltrane had incredible concentration that allowed him to spirituality examine his “inner visions” through music. There are many books and articles that have been written about Coltrane. The articles and books mention his ability to concentrate and communicate through music. The “India” track on the Impressions album features Coltrane on soprano saxophone. The Impressions album (Coltrane: soprano sax and tenor sax), reflects Coltrane's evolving emotional and musical range.*]

Discussion Questions:

In this lecture, Rob Mathes explains how an accidental mistake (serendipity) of receiving the wrong tape, Mahler’s“Sixth Symphony”emotionallymoved him.

Rob Mathes states, “I became transfixed. Similar to the thing to what I talked about in the last, the last class, you know, The Beatles and The Turtles and – anyway, I, I stayed.”

“And it was a 25-minute symphonic movement. And I went back and said, what, what did you give me? They said, oh, we're so sorry it was Mahler’s “Sixth Symphony.”

Was there an incidence in your life that implies or suggests that serendipity or an accident occurrence may have been working to move you in making a particular life choice, discovery, or may have directed you to further investigation?

If yes, write one page to yourself explaining the incident or occurrence and the process that seems to work for you in making a decision or in solving a problem.

If no, discuss and explain on one page, written to yourself, what tends to move you to the process to make a particular life choice, discovery, or investigation when making a decision or solving a problem.

Additional comments:

**Mahler’s Sixth Symphony:** Alma (Schindler) Mahler-Werfel, Gustav Mahler’s wife felt her husband had lured destiny by composing the sixth symphony, but Gustav Mahler himself considered that an artist might sense his own future by the foreshadowing force of true inspiration.

**12 Tone Harmony:** technique orders the 12 notes of the chromatic scale, forming a row or series and providing a unifying basis for a composition's melody, harmony, structural progressions, and variations. (For more information and to investigate and “dig deeper” in areas of interest, search the Internet).

Discussion Questions:

**Interdisciplinary:**

Writing assignments:

To investigate and research information, an auditor or editor may verify information and perform the audit or editing functions to a selected work, manuscript, report, or document. The accountant-auditor or editor often finds that certain information needs to be further explained or disclosed (annotated) while being able to exercise judgment within sound ethical conduct and decision making.

Write one page for discussion comparing and contrasting the accounting audit function such as disclosure, correctness, validity, and verifiability with the editing and research function in verifying information for disclosure, correctness, validity, and verifiability while also exercising judgment and ethical conduct in decision making. You may want to refer to the annotation reference in Lecture #2 Part III at reference number 9 for another comparable analysis of auditor and editor.

**Your Notes:**

1. **00:31:01 to 00:31:59:**

**Transcription (Annotated):**

**And so in many ways that decision led me here to you guys, because how did I, how did I get the career I got? Well, I went home and I asked around. And I got some interesting advice from my uncle, who was a composer and was trained at Yale, had a master’s degree at Yale, so he was definitely a guy who was into higher education. And in, in many ways I still have a sadness that I didn't finish and get my degree. Part of that sadness is because my friend Jeff B…, my best friend in the world, went to Yale, and he – the, the camaraderie from all of the friends of his that have gone into the music business, the connections, the networking, the support, you know, reading all of this literature, reading Ulysses by James Joyce and studying it – I had to kind of educate myself in a way after leaving Berklee. You know, I wanted to be a writer.**

**Comments and Queries (Annotations and Remarks):**

**Yale:** refers toYale University an Ivy League university located in New Haven, Connecticut, and the third-oldest institution of higher education in the United States. Also, Yale University is the school that Rob Mathes’ mother and father, aunt, and uncle along with close friends graduated.

**Ulysses:** is a novel by the author James Joyce and the title alludes to the hero of Homer’s *Odyssey* and establishes a series of parallels between characters and events in Homer's poem and Joyce's novel.There are a number of stories including the movie by the Coen brothers, *O’ Brother Where Art Thou* that allude to the story *Ulysses* and the *Odyssey*.

**James Joyce:** was an Irish novelist and poet who is best known for his novel Ulysses.

Discussion Questions:

Emulation is often defined as your ambition and effort to equal, excel, or surpass someone in their work or project and to compete or rival with some degree of learning or through imitation while seeking or working towards transformation and finding your own voice.

Compare emulation or emulating with the dishonesty associated with cheating, plagiarism, and fabrication. Refer to reference 15 in the above annotation in this lecture to provide additional information for discussion.

When and how may emulation crossover into dishonesty? Refer to reference 15 in the above annotation in this lecture to provide additional information for discussion.

How do you make sure as you emulate to learn structure and form that you are mature enough not to be dishonest? Refer to reference 15 in the above annotation to provide additional information for discussion.

How do citations and the listing of references with sources demonstrate the maturity and honesty associated with learning through emulation? Refer to reference 14 in Lecture #2 Part II in the annotation to provide additional information for discussion.

Could there be legal, release, and rights issues (cover songs and parody) associated with emulating a work of another person in order to learn structure and form?

**Your Notes:**

1. **00:31:59 to 00:32:17:**

**Transcription (Annotated):**

**I remember going on the road with Chuck Mangione, this jazz flugelhorn player, and bringing William Faulkner and Hemingway and on the road with me – to try to give myself a liberal arts education. That’s one of the reasons I still regret not finishing and getting that degree at a liberal arts college.**

**Comments and Queries (Annotations and Remarks):**

**Chuck Mangione:** an American flugelhorn player and composer who achieved international success with his jazz-pop single, “Feels So Good." The song is considered by many smooth jazz radio stations to be the number one smooth jazz song of all time.

**William Faulkner:** is considered an important writer of Southern Literature, along with Mark Twain, Robert Penn Warren, Flannery O’Connor, Truman Capote, Eudora Welty, and Tennessee Williams.

**Hemingway:** refers to Ernest Hemingway who was an American author and journalist.

Discussion Questions:

**Interdisciplinary:**

Writing assignments:

Write one page of notes on the enormous amount of literature written about business and explain what is meant by literature and business versus business literature.

**Your Notes:**

1. **00:32:17 to 00:33:17:**

**Transcription (Annotated):**

**But what essentially happened was, I talked with this uncle of mine, and he said, Rob, at your age and with the things you've done – because I started playing sessions and doing some jingles and stuff like that – he said, The degree is not going to transform your life. You're now kind of a professional musician. Because I’d left Berklee, I was playing in clubs, this little band I had, and was doing some things, and I was moving up.**

**I was a really good player at this time, I was very proud of myself. I practiced a lot. And a, and a, you know, I was really – had a command of the instrument.**

**Anyway, he said, what you need to do is you need to go back to college, but in almost a harsher sense in that you need – you should go to SUNY Purchase or Hunter and find the very best professor there, and hire that man to beat you up for two years.**

**If you have a fugue course at college, let’s say you have to write four fugues over a semester, this guy will make you write 10. And if you want to study polyphony and counterpoint you'll have to do this, and this guy will--…**

**Comments and Queries (Annotations and Remarks):**

**Jingles:** are short tunes used in advertising and in commercials usually on radio or television or on the Internet.

**SUNY Purchase:** is a public Four-Year College located in Purchase, New York located across the street from the Pepsi Corporation headquarters and is part of the State University of New York (SUNY) system. It offers a unique education that combines programs in the liberal arts with conservatory programs in the arts in ways that emphasize inquiry, mastery of skills, and creativity. It is dedicated to creating opportunities for transformative learning and training in a community where disciplines connect, intersect, and enhance one another.

**Hunter College:** is a senior college of the City University of New York (CUNY), located on Manhattan’s Upper East Side. Hunter is nationally recognized for its diverse student body and academic excellence.

**Fugue Course:** is the general movement of two melodic lines in opposite directions in two or more voices, built on a subject (theme) that is introduced at the beginning in imitation and recurs frequently in the course of the composition. A fugue usually has three sections: an exposition, a development, and a recapitulation containing the return of the subject in the fugue's tonic key, though not all fugues have a recapitulation.

**Study Polyphony and Counterpoint:** Polyphony in music is a texture consisting of two or more independent melodic voices as opposed to music with just one voice (monophony) or music with one dominant melodic voice accompanied by chords (homophony). Counterpoint in music is the relationship between two or more voices that are independent in contour and rhythm and are harmonically interdependent and involves the writing of musical lines that sound very different and move independently from each other but sound harmonious when played simultaneously. (For more details and further explanation, search the Internet).

Discussion Questions:

Relate fugue and counterpoint to writing a letter, essay, short story, cover letter, article or proposal.

**Your Notes:**

1. **00:33:17 to 00:34:20:**

**Transcription (Annotated):**

**And I found a guy with an appropriate name, named Myron Fink.**

**[*Laughter*]**

**And this guy is now retired in San Diego and is composing operas. Myron was such a genius. You could go to the piano and go – give him a fugue subject –**

**[*Piano: Rob Mathes playing the piano and illustrating.*]**

**and he would make a fugue subject. He would go**

**[*Piano: Rob Mathes playing the piano and illustrating.*]**

**he’d just go nuts, you know.**

**Like Bach.**

**[*Piano: Rob Mathes playing the piano and illustrating.*]**

**And he would – [*Rob Mathes removes his fingers and hands from the piano making rapid movements and gesturing.*] I mean it was just insane. He would look at a score I wrote, he’d go, uh, wouldn't even ever touch a piano. He had synesthesia, or perfect pitch, where if he heard an A, it was blue to him.**

**So he could hear any crazy chord and go, B flat, F. So, he’d look at the score and go, Oh, that’s nice – that won't work. Why won't that work? Well, you've got a bass clarinet here. It was insane. It was the most extraordinary three years of my life, learning about this.**

**Comments and Queries (Annotations and Remarks):**

**Myron Fink:** was on the faculty of Hunter College of the City University of New York. He also taught at the Curtis Institute of Music and at the State University of New York College at Purchase. As a pedagogue (teacher who teaches in a dogmatic manner) his areas of interest are composition, analysis, harmony, and counterpoint.

**Fugue Subject:** The subject of a fugue or fugue subject is the first voice to enter, usually by itself and which provides most of the melodic figures to be heard throughout the fugue. The subject of a fugue or fugue subject is the primary theme of the entire fugue.

**Synesthesia:** music triggers color and there are many types of synesthesia. Sound often changes the perceived hue, brightness, scintillation, and directional movement that the person sees. The color the individual sees can relate to a key or note but the particular color for the sound, key, or note may not be in agreement among individuals.

**B Flat:** the sound of the note called B flat.. (For more information, search the Internet).

Discussion Questions:

You are hearing sounds all around you every day. Keep a journal by time for one day and name the sounds with descriptions of how each sound that you hear is beneficial or detrimental to you as well as naming the sounds that you hear that bestow attention or warnings.

What did you learn from keeping a journal of sounds and how do the sounds around us affect us even if we are not always attentive to the actual sound? Additional sound activities are provided at reference 7 annotations (1-28) Lecture #2 Part II.

**Your Notes:**

1. **00:34:20 to 00:34:47:**

**Transcription (Annotated):**

**Now I’m still playing live with my band, still writing songs. I then get heard by Chuck Mangione, which transformed my life because he brought me out on the road at age 19 through the age 23. I saw the entire world, playing in this band, getting that experience of going out and just being a sideman in a sense and still writing songs on the road, coming back from the road, playing out with the band, studying classical music.**

**And things led to other things.**

**Comments and Queries (Annotations and Remarks):**

**Chuck Mangione:** an American flugelhorn player and composer who achieved international success with his jazz-pop single, “Feels So Good." The song is considered by many smooth jazz radio stations to be the number one smooth jazz song of all time.

**Sideman (person):** is a professional musician who is hired to perform or record with a group. They often tour with acts as well as bands. Sidemen (person) are generally required to be adaptable to many different styles of music. Often aspiring musicians start out as sidemen (person), and then move on to develop their own sound, a name, and fans of their own, or go on to form their own groups.

Discussion Questions:

As an artist, musician, or in any career, how important is experience and the building of relationships with others? Why?

**Your Notes:**

1. **00:34:47 to 00:37:11:**

**Transcription (Annotated):**

**I, you know, I was so frustrated. One of the, one of the main things I did, which I hope speaks to you in some way, was that I was trying so hard to be somebody else. I was trying so hard. I would listen to songs and, and write a song I thought was a hit song: This is a hit song, this has a big chorus, you know.**

**And it was a song that sounded like me in a sense, I mean I wrote it, I wasn’t being dishonest about it, I was just trying so hard to write a hit song because I wanted so badly to be famous.**

**And when I look back now, why does anyone want to be famous? Well, for a very, very good reason, you get treated well, you make good money, your music is heard you get to tour the world.**

**But as I look back at my own journey, you know, if you looked at someone like Lady Gaga or Madonna or Prince, or any one of these icons, these amazing icons – now, you can decide whether you like one or the other, but of the greatest artists out there, they're incredibly single-minded, they really seek that success relentlessly. That colors everything they do. You add that to limitations, real limitations. Keith Richards plays the guitar in a particular way. He can't get around on the guitar like some of the guitar players. But when you hear Keith Richards, because of those limitations, when you hear –**

**[*Rob Mathes is illustrating the sound and making hand gestures of Keith Richards playing the guitar at the start of the song, “Start Me Up.”*]**

**…at the beginning of “Start Me Up,” it’s – it could only be Keith Richards.**

**And so the combination of the limitations these artists have, in that they really do one thing and do it incredibly well – and you can normally describe them in one phrase. Bruce Springsteen, blue-collar hero, New Jersey, straight up communication, you know, rock, you know, folk rock, whatever you want to say.**

**Madonna, powerful dance diva, writing melodic pop, what you know, at a particular time, you can describe these artists in a few sentences, right. And they're single-minded.**

**When I look back at my career, I wasn’t single-minded. I was a polymorph. I was a mutt, I wasn’t a pure breed. I wanted to listen to Mahler, I wanted to – I was listening to Miles Davis. My uncle said you got to hear those Sinatra records. If you're an arranger and you want to write, you have to know how to write for a big band. And so, you know, becoming a rock star and following one single route – I was trying so hard to do it, it was driving me crazy.**

**Comments and Queries (Annotations and Remarks):**

**Lady Gaga:** American pop singer, songwriter, and performer.

**Madonna:** American pop recording artist, singer, performer, actress, and entrepreneur.

**Prince:** a singer, songwriter, musician, and actor.

**Keith Richards:** is an English musician best known as guitarist for the band The Rolling Stones.

**Start Me Up:** is a song by The Rolling Stones featured on the album *Tattoo You*.

**Bruce Springsteen:** nicknamed “The Boss.” He is an American singer and songwriter who records and tours.

**Polymorph:** an organism that can assume more than one adult form and a living thing that has the ability to act or function independently.

**Mahler:** referring to Gustav Mahler who was a composer and one of the leading conductors of his generation.

**Miles Davis:** was an American trumpeter, bandleader, and composer and is widely considered one of the most influential musicians of the 20th century.

**Sinatra:** referring toFrank Sinatrawhowas an American singer and actor.

Discussion Questions:

It appears that there are common threads, factors, or models that increase the probability of achieving goals and objectives in a career.

What are some of the common threads, factors, and models that one can follow to increase the probability of reaching or achieving goals and objectives?

**Your Notes:**

1. **00:37:11 to 00:39:34:**

**Transcription (Annotated):**

**So eventually what I did was I got so upset that I decided I was going to write this Christmas project, because I've always loved Christmas. I like go into heat around November 1st.**

**[*Laughter*]**

**I am like, you know, just those great melodies and carols, and the vibe of the season, and the Dickens short stories, the whole atmosphere. So I wrote this almost absurd song cycle, where one thing sounded like Peter Gabriel, and then the next section would be a brass quintet. And it was it was a little all over the place. I look back at it now – there – is some - lovely songs in there, but it was all over the place.**

**And that record transformed my life. Kathy Mattea, the country artist, very successful way back then, she heard one of the songs. She cut it. That record got nominated for a Grammy and won, and I – my song was the title track, “Good News.” Then Vanessa Williams heard a song called “Star Bright” off that same project that was a project that I wrote just to find my own voice. I was so frustrated. She heard that, she recorded that, and then hired me to arrange her record.**

**I had been doing some work for the legendary producer, Phil Ramone produced, Billy Joel, Frank Sinatra, Paul Simon, incredible producer. And he wasn’t really giving me the “ball” he wasn’t letting me do one of these big projects. But then he heard my work with Vanessa and thought, okay, I'm going to give Rob the “ball.” So the first thing he asks me to do literally is this: Hey I need someone – because I'm going to produce the Pavarotti and Friends concert in Italy, and it is a program, Rob, with all these stars – Elton John, Sheryl Crow, Eric Clapton, James Brown, you know. And, and I need to bring someone that understands orchestration and understands – and can run a band. And I need you to do an arrangement for me, where you sing the demo, but it’s “Holy Mother” by Eric Clapton, and you need to make up a part for Pavarotti, on an Eric Clapton song. I said, are you out of your mind, you know.**

**[*Laughter*]**

**And he said, No, he said if you can do it for me in a couple of days that would be great.**

**[*Laughter*]**

**So, you know, I listened to the song, I wrote,**

**[*Rob Mathes sings in the voice of Pavarotti*]**

**Holy Mother – you know,**

**I wrote a thing for Pavarotti and, and you know, I sang like him, and then I would go sing the Eric Clapton part. I gave it to Phil, he liked it. He played it for Pavarotti. Within a week I was in Pavarotti’s bedroom, because he had a leg operation and he was hanging out and he was like – he would call me, *Tenore*… come in, come in, I like your demo, you know.**

**[*Laughter*]**

**Comments and Queries (Annotations and Remarks):**

**Dickens:** was English author who wrote numerous highly acclaimed novels.

**Song Cycle:** is a group of songs designed to be performed in a sequence.

**Peter Gabriel:** English singer, musician, and songwriter.

**Kathy Mattea:** American country music performer.

**Cut it:** to make a recording of a song for future broadcast or distribution versus placing a “song on hold” that may get recorded but not get “cut” for future broadcast or distribution.

**Good News:** is the title of the first album of Christmas music released by American country music artist Kathy Mattea. The title song was written by Rob Mathes. *Good News* won a Grammy.

**Vanessa Williams:** is an American recording artist, songwriter, and actress. She received considerable media attention for her comic and villainess role as former model and magazine creative director turned Editor-in-chief, Wilhelmina Slater, in the ABC comedy series, *Ugly Betty.* VanessaWilliams joined the cast of *Desperate Housewives* in its seventh season.

**Star Bright:** is the first Christmas album recorded by Vanessa Williams. The title song is written by Rob Mathes along with several other songs on the album. The album achieved critical acclaim and success as one of the best-selling holiday albums of 1996 and 1997, and was nominated for a Grammy.

**Phil Ramone:** sound engineer and music producer.

**Billy Joel:** Billy Joel is an American musician and pianist, singer and songwriter, and classical composer.

**Frank Sinatra:** was an American singer and actor.

**Paul Simon:** is an American singer and songwriter. His initial success came as part of the duo Simon & Garfunkel with musical partner Art Garfunkel. One of their early influences was the Everly Brothers, Don and Phil Everly.

**Ball:** to be given the “ball” is to suggest that a person is being given an opportunity and responsibility because she or he is assumed to be capable of delivering favorable results and outcomes.

**Pavarotti and Friends:** were annually hosted charity concerts by Luciano Pavarotti in his home town in Modena, Italy. He joined various artists and of course singers from the music industry to raise money for several UN causes. 

**Pavarotti:** refers to Luciano Pavarotti who was an Italian operatic tenor, who also crossed over into popular music.

**Elton John:** is an English singer and songwriter, composer, and pianist.

**Sheryl Crow:** is an American singer and songwriter, guitarist, musician, and actress.

**Eric Clapton:** an English guitarist, vocalist, and songwriter.

**James Brown:** was an American singer and songwriter.

**Holy Mother:** song was written by Stephen Bishop and Eric Clapton.

**Tenore:** is a type of male singing voice and is the highest male voice within the modal register and tenore di grazia is a flexible tenor type of voice.

Discussion Questions:

Songwriters, artists, business people, audio engineers, film makers and others emulate their heroes and are influenced by others, how does a creative person allow the influence by others and emulation to enter their work and still be able to find their own voice?

**Your Notes:**

1. **00:39:34 to 00:40:26:**

**Transcription (Annotated):**

**So, that transformed everything. I met all these, you know, all their people, I did arrangements for a Natalie Cole record, a George Michael record, and met Tony Bennett and did these arrangements for his duets. Then I got a manager, because I wanted to work with some younger acts. And I got to work with Avril Lavigne and Fallout Boy and Panic At The Disco. They listen to odd music, they don't like listening to their peers, the other rock bands, you know. The lead guy in Panic At The Disco loved listening to Bernard Herrman’s soundtracks for Hitchcock movies. And he was – had to do a, a new version of “This is Halloween” from “The Nightmare Before Christmas” by Danny Elfman.**

**He said to his manager, do you know anyone that could understand what I do, is kind of a rock musician but can orchestrate? And Jonathan Daniel, my manager, extraordinary manager, has been a real influence in my life, said, I know one guy, Rob Mathes.**

**Comments and Queries (Annotations and Remarks):**

**Natalie Cole:** is an American singer and songwriter and performer. She is the daughter of jazz legend Nat King Cole.

**George Michael:** is an English singer and songwriter and performer.

**Tony Bennett:** is an American singer of popular music, standards, show tunes, and jazz.

**Avril Lavigne:** is a Canadian singer and songwriter, fashion designer, and actress.

**Fallout Boy:** was an American rock band.

**Panic At The Disco:** is a Grammy nominated rock band formed in Las Vegas, Nevada in 2004. The band comprises vocalist, guitarist and pianist Brendon Urie and drummer Spencer Smith. In July 2009, guitarist Ryan Ross and bassist Jon Walker left the band, citing creative differences as the reason for their departure and formed a new band called The Young Veins.

**Bernard Herrman:** was an American composer noted for his work in motion pictures particularly his work with director Alfred Hitchcock.

**Hitchcock:** refers to Alfred Hitchcock who was a filmmaker and producer.

**This is Halloween:** is a song by composer Danny Elfman from the film, *The Nightmare Before Christmas.*

**The Nightmare Before Christmas:** often promoted as *Tim Burton's The Nightmare Before Christmas*, directed by Henry Selick and produced and co-written by Tim Burton. Danny Elfman wrote the film score and provided the singing voice of Jack, as well as other minor characters.

**Danny Elfman:** is an American musician who is best known for composing music for television and movies. He is a frequent collaborator with long-time friend Tim Burton and has scored most of his films. Danny Elman in his early years spent time in the local movie theater, admiring the music of film composer Bernard Herrman.

**Jonathan Daniel:** Crush Management is a New York City musician management company founded by Jonathan Daniel and Bob McLynn.

Discussion Questions:

Explain how relationships may play a role in any profession, career, and artistic endeavor.

**Your Notes:**

1. **00:40:26 to 00:42:34:**

**Transcription (Annotated):**

**So I went in to the studio, Panic At The Disco, they had that huge hit, they were like the band, and they had just won MTV video of the year. And I did this version of “This is Halloween”, and they were floored. And so they asked me to produce their second record. Which was the most fun I've had, you know, other than last night, playing at, we did the two concerts at BYU[*Rob Mathes is referring to Brigham Young University, one of the two campuses Rob Mathes visited, lectured, and performed over a two day period.*], for the nicest crowd in the history of mankind, you know.**

**[*Laughter*]**

**Other than that, producing the Panic At The Disco record was amazing.**

**And the great thing about this career I started to develop, is it actually enhanced my art making. And what I told the audience last night, I said, this equation doesn't work for me: living my life facilitating other people’s music. Like going to musically direct the *Kennedy Center Honors* and doing – musically directing the Obama Inauguration Concert at Lincoln Memorial. It’s an honor to do that, you know, arrange “America the Beautiful” for Beyoncé, and “You'll Never Walk Alone” for the preeminent opera, opera star of our time, Renee Fleming.**

**Absolute honor!**

**Conducting the choir for Bruce Springsteen of “The Rising” you know hanging out in Bruce Springsteen’s trailer, talking about, Bruce, you got to leave the guitar out on stage, because if you don't, it’s freezing out there, you'll pick it up and it'll be out of tune. Yeah, that’s a good word, good word.**

**[*Laughter*]**

**You know, I mean it’s a great honor.**

**[*Laughter*]**

**But doing that and giving up my own art and my own writing, that is not an equation I can live with. Doing that and being able, being able to subsidize the creation of *Evening Train* – which if you get one Rob Mathes record, that’s the one to get – that is a great life. Because I have three beautiful daughters, and an amazing wife I'm able to have a family life. I have to travel more than I’d like to, but when I travel I get to work with these amazing people. I'm always learning, I'm always trying to get better, and I can funnel some of the resources back into making *Wheelbarrow,* the sequel to *Evening Train*, which is – to finish it correctly the way I want to do it, it’s going to take me a little while financially.**

**But, I'm going to do it. And I got to do *Evening Train*. So that’s my story.**

**[*Screen dissolves to black with Rob Mathes’ music playing and next graphic starts to emerge onto the screen.*]**

**Comments and Queries (Annotations and Remarks):**

**MTV:** is an American network based in New York City known as Music Television. The original purpose of the channel was to play music videos.

**Kennedy Center Honors:** is an annual honor given to those in the performing arts for their lifetime of contributions to American culture. The Honors were created by George Stevens, Jr., and the late Nick Vanoff. Roger Stevens, the founding chairman of the Kennedy Center asked George Steven’s Jr. (no relation), to have an event at the Kennedy Center. George Steven’s Jr., remains involved as producer and co-writer for the Honors with Rob Mathes as music director.

**Obama Inauguration Concert at Lincoln Memorial:** was a public celebration of the then forthcoming inauguration of Barack Obama as the 44th President of the United States at the Lincoln Memorial and the National Mall in Washington, D.C. on January 18, 2009. The event was musically directed by Rob Mathes who also musically directs the *Kennedy Center Honors*. George Stevens Jr., producer said, "There's a sense of history about it. Much of the music will be in the context of that history.”

**America the Beautiful:** is one of the most beloved and popular of the many American patriotic songs. Singer Beyoncé closed out theObama Inauguration Concert at the Lincoln Memorial, *We Are One*, with the song “America the Beautiful” at the Lincoln Memorial musically directed and arranged by Rob Mathes.

**Beyoncé:** is an American Pop, R&B, singer and songwriter, actress, and fashion designer.

**You'll Never Walk Alone:** is a show tune from the Rodgers and Hammerstein musical, *Carousel* and performed by Renee Fleming at *We Are One*, TheObama Inauguration Concert at the Lincoln Memorial. Rob Mathes arranged and musically directed *We Are One*.

**Renee Fleming:** is an American soprano specializing in opera and lieder. She performed on January 18, 2009 at *We Are One*, TheObama Inauguration Concert at the Lincoln Memorial singing the Rodgers and Hammerstein classic "You'll Never Walk Alone" with the combined choirs of the United States Naval Academy arranged and musically directed by Rob Mathes.

**The Rising:** is the title track on Bruce Springsteen’s 12th studio album and performed by Bruce Springsteen and The Joyce Garrett Singers at *We Are One*, TheObama Inauguration Concert at the Lincoln Memorial that was arranged and directed by Rob Mathes.

**Evening Train:** is the name of the album by Rob Mathes that contains the title track to the album “Evening Train.”Rob Mathes music can be heard at [**www.robmathes.com**](http://www.robmathes.com).

**Wheelbarrow:** is the name of the album by Rob Mathes that is to be the sequel to the *Evening Train* album and will contain the title track to the album, “Wheelbarrow.” Rob Mathes music can be heard at [**www.robmathes.com**](http://www.robmathes.com).

Discussion Questions:

Summarize on one page, the theme or premise regarding the Rob Mathes story using his concluding remarks, “So that’s my story.”

Summarize on one page, the theme or premise regarding Lecture #2 Part I by Rob Mathes.

**Your Notes:**

1. **00:42:34 to 00:44:21:**

**Transcription (Annotated):**

**[*The* *Graphic with the words, “Make sure… when you get that opportunity that you’re ready…” “OPPORTUNITY MET PREPARATION” appears on the screen with the Lecture #2 Part I title. Rob Mathes’ music is playing in the background. The graphic on the screen with the still photograph of Rob Mathes lecturing dissolves to Rob Mathes* *speaking.*]**

**What do I recommend for you guys that want to get heard? Quickly! You have to be. Be relentlessly self-promotional. You have to relentlessly promote yourself, but you've got to combine it with a huge dollop of grace and love. Because as the people that send stuff to me and are relentless and drive me crazy – sometimes I want to send e-mails like, do you realize I have a life?**

**[*Laughter*]**

**I'm trying to raise three kids and write an orchestration for Sting; I can't listen to your 10-song record. You know, give me two songs, give me the two best and ask me – but still, when they e-mail back: Did you listen to my song – and especially if they're loving: I'm so sorry, Mr. Mathes, I know how busy you are, can you please listen [*to my song*] – I listen to their song. It’s the ones that are relentless.**

**And it is six degrees of separation. I guarantee all of you know someone who knows someone who is in LA, Nashville or New York, the three entertainment centers. And you go visit there. You get your music out maybe try to meet a publisher. Just be, be relentless about it. Try to investigate everything. You call a publishing company in Nashville cold even, and say, Do you have anyone who can listen to one song of mine and tell me if it’s good or not? You know, that’s what you got to do.**

**And then you got to stay the course, and make sure when you get that opportunity that you're ready. When Phil called me about Pavarotti, I had done a bunch of string arrangements for people. I had played in clubs over and over again. I could sing in pitch, I had – I was ready. So the opportunity met the preparation, okay.**

**[*Screen dissolves to black with Rob Mathes’ music playing and the final graphic starts to emerge onto the screen with a still photograph of the lecture location.*]**

**Comments and Queries (Annotations and Remarks):**

**Huge Dollop of Grace and Love:** paraphrasing the words by Rob Mathes, a dollop is a portion or dose.

**Sting:** an English musician, singer and songwriter who prior to his solo career was the principal songwriter, lead singer, and bassist of the rock band The Police.

**Six Degrees of Separation:** (also referred to as the "Human Web") refers to the idea that everyone is on average approximately six steps away from any other person on Earth, so that a chain of, "a friend of a friend" statements can be made, on average, to connect any two people in six steps or fewer. For example, the information about Six Degrees of Separation was gathered through an Internet Search and Wikipediaby copying and pasting the words Six Degrees of Separation into a search engine and receiving the search results. Reading and investigating the term further by using various links and websites provided the motivation to “dig deeper.”

**Phil:** referring to Phil Ramone a sound engineer and music producer.

**Pavarotti:** refers to Luciano Pavarotti who was an Italian operatic tenor, who also crossed over into popular music.

Discussion Questions:

Explain what is met by the phrases:

“Be relentlessly self-promotional. You have to relentlessly promote yourself, but you've got to combine it with a huge dollop of grace and love…”

“And then you got to stay the course, and make sure when you get that opportunity that you're ready…”

“So the opportunity met the preparation, okay.”

**Your Notes:**

1. **00:44:21 to 00:44:40:**

**Transcription (Annotated):**

**[*Ending Graphic appears on screen*.]**

**Comments and Queries (Annotations and Remarks):**

END of Lecture #2 Part I

**Your Notes:**