



Resource Card

Don Robey: A Music Industry Pioneer



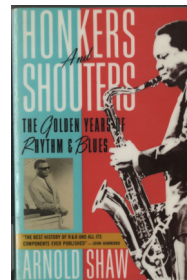
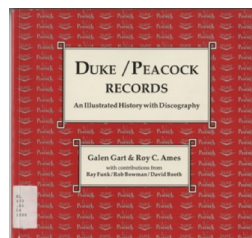
Don Robey
Founder/Owner of Duke
and Peacock record
companies

African American musical history and the music business

Musicking, is a phrase Christopher Small designed to describe the bridge created by African American musicians between African American music and the music market.



The historic tradition of **musicking** mirrors the qualitative data driven market analysis Don Robey did in the 1940's. His **consumer centric marketing** and music production allowed him to fuse musical styles when producing Gospel music that had an R&B sound. Robey once said "I am the one who put the beat in religious music." –Don Robey

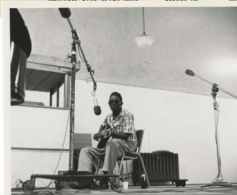


The African American music market of the 1940's & 1950's

During the 1950's a consistent revenue for small independent record labels with an African American audience was Gospel music. "In those days rhythm and blues was felt to be degrading, low, and not to be heard by respectable people." – Don Robey

In the late 1940's Don Robey founded Peacock Records, which featured the work of Gatemouth Brown. Listen to centric sounds of Gatemouth:

https://www.youtube.com/watch?v=7wq_2A7sDAk



Task Card: Frayer Model on Marketing

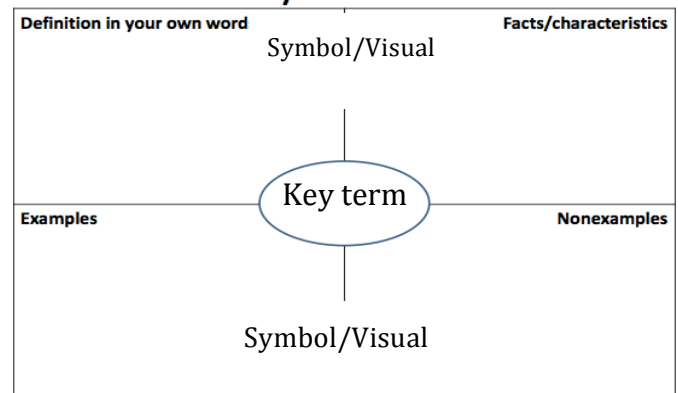
Task:

1. Complete a Frayer Model on the phrase **data driven market analysis** and another Frayer Model on the phrase **consumer centric marketing**. The information on your model should come from the resource card about Don Robey and the article, *The Antecedents and Consequences of Customer Centric Marketing*. (https://www.researchgate.net/profile/Jagdish_Sheth/publication/257868825_The_Antecedents_and_Consequences_of_Customer-Centric_Marketing/links/0c96051afdefdee937000000/The-Antecedents-and-Consequences-of-Customer-Centric-Marketing.pdf)
2. Your Frayer Model should be on two Google slides designed to teach others about **data driven market analysis** and **consumer centric marketing**.
 - ✓ Answer the discussion questions
 - ✓ Create Google slides
 - ✓ Present the slides

Discussion Questions:

1. What does data driven market analysis mean?
2. What does the definition of data driven market analysis look like?
3. Identify an example of data driven market analysis.
4. Identify a non-example of data driven market analysis.
5. What does consumer centric marketing mean?
6. What does the definition of consumer centric marketing look like?
7. Identify an example of consumer centric marketing.
8. Identify a non-example of consumer centric marketing.

Frayer Model



Task Criteria:

- You must use the Frayer format above.
- Wording must be clear.
- Slide is understandable from 15 feet away.

**Explanatory Text:**

This text is designed to illuminate the materials on Don Robey that are archived in the Center for Popular Music; as well as honor the pioneering marketing tactics this early African American owned record label employed.

Instructor Notes:

This model, of text with visual aid and design based task, especially enables students to use multiple modalities for the cognition of essential concepts. Students will need the resource card, task card, and the article titled: *The Antecedents and Consequences of Customer Centric Marketing* (a hyper link to this article is available in the citations and on the task card)

Guiding Questions:

1. What is Musicking?
2. How might it have influenced the business of music?
3. How did Don Robey influence the Gospel music industry?
4. Does a consumer centric marketing and music production in the music industry lesson African American musical voice, or are there cases it has allowed a stage for a musical genre to be heard?

Citations:

Ames, Roy C. and Gart, Galen. *Duke/Peacock Records: An Illustrated History with Discography*. (Milford, New Hampshire: Big Nickel Publications. 1990)

Call Number: ML429.R6 G4 1990

Located: Center for Popular Music (Mass Comm) - Reading Room

Shaw, Arnold. *Honkers and Shouters: The Golden Years of Rhythm and Blues* (New York, New York: Macmillan Publishing. 1978)

Call Number: ML 3533. S531 1978

Located: Center for Popular Music (Mass Comm) - Reading Room

Small, Christopher. *Music of the Common Tongue: Survival and Celebration in Afro-American Music*. (New York, New York: Riverrun Press. 1987)

Call Number: ML3556 .S65 1987

Located: Center for Popular Music (Mass Comm) - Reading Room

Music of Gatemouth Brown, accessed February 28, 2017:

https://www.youtube.com/watch?v=7wq_2A7sDAk

Photo of Don Robey accessed February 9, 2017:

http://www.eurweb.com/wp-content/uploads/2012/06/don_robey2012-headshot-med.jpg

The Antecedents and Consequences of Customer Centric Marketing accessed February 9, 2017:

https://www.researchgate.net/profile/Jagdish_Sheth/publication/257868825_The_Antecedents_and_Consequences_of_Customer-Centric_Marketing/links/0c96051afdefdee937000000/The-Antecedents-and-Consequences-of-Customer-Centric-Marketing.pdf