

Using Alternative Music In Your Square Dance Program - Paul Cote

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FIRST...Let's Change The Term - Alternative IS an actual genre of music

Using A VARIETY of Music In Your Square Dance Program

What do you mean by a variety of music?

Anything other than "standard" boom-chuck music.

Pop, Rock, Jazz, Blues, Disco, Classical, etc.

Current, 50's, 60's, 70's, 80's, etc.

What to look for...

Pronounced bass beat. Steady 2/4 or 4/4 rhythm.

In the area of 125 bpm...though reasonably adjustable.

Listen ALL the way thru. Be cautious of changing tempos.

Something with a familiar chorus that the crowd can sing along with...familiarity is important.

Be cautious of the lyrics! If you don't know what something means...DON'T PLAY IT.

Recognize your audience...give them SOMETHING that they expect.

Offer something for everyone...YES, even the "boom-chuckers".

Why use it?

Different Strokes - Different people like different kinds of music

Relevance - Stay current. What's on TV? Radio? Movies?

Adele - 6 Grammys - Rolling In The Deep

Dancing with the Stars - This week...5 hours of TV. 18 million viewers.

Ain't No Mountain High Enough

I Run To You

What Doesn't Kill You Makes You Stronger

Proud Mary

Someday - The Way You Look Tonight

American Idol - ?

Attract the next generations of dancers...how many generations have we missed?

Lyrics or Not?

Round dance cuers deal with lyrics in much of their music. Dancers still dance.

Lyrics are the carrot for the dancers. GIVE THEM THE CHORUS. Let them sing. Sing with them.

USE THE MUSIC!!!!

We don't go out of our way for ELEVATOR music! We go to concerts! CELEBRATE THE MUSIC!

No, don't just crank the music...but use volume for a purpose.

Despite the recent swing towards the puzzle solvers...it's square DANCING. USE THE MUSIC!

If your equipment can't handle pop music...get new equipment!

BAD Reasons To Use "Alternative" Music

Your own personal taste. Ramming the same stuff down dancers throats all night.
Shock Value...except maybe ONCE...like "gotcha choreography" Once it's cute...

Square Dance Timewarp

Birth of Heavy Metal - Black Sabbath - Ozzy Osbourne (1948) 63 years old - Crazy Train 1980
Today we laugh at The Osbournes show. Sharon Osbourne The Talk, AGT.

Haters?

There will always be haters. The key is to give everybody a tip that they can call theirs.

Key Points

If you tailor your program to suit only the dead and dying, you will only attract the dead and dying...until they all DIE...then you will have nobody left to call to.

Square dance callers, leaders, associations, and most especially DANCERS have GOT to set their personal preferences at least PART of the time if we hope to ever save the activity.

**Decide on your target audience. The "feel good" target audience is teens.
A more realistic target audience is late 40's - early 50's**

Most people's musical tastes are defined in high school. The music they relate to.

Top Pop Artist Examples - Picked from the Yearly Billboard Charts (All in top 15)

1947 Tex Williams, Al Jolson, Perry Como, Andrews Sisters
1952 Johnnie Ray, Eddie Fisher, Al Martino, Rosemary Clooney
1957 Elvis Presley, Pat Boone, Everly Brothers, Guy Mitchell
1962 Chubby Checker, Ray Charles, Bobby Vinton, Four Seasons
1967 The Monkees, The Doors, Aretha Franklin, Stevie Wonder
1972 Roberta Flack, Don McLean, Mac Davis, Wayne Newton
1977 Rod Stewart, Andy Gibb, Barbra Streisand, ABBA, ELO
1982 Olivia Newton-John, J. Geils Band, John Cougar Mellencamp, Chicago
1987 Bangles, Whitney Houston, Bon Jovi, Bob Seger, Billy Idol
1992 Boyz 2 Men, Sir Mix-A-Lot, Eric Clapton, Red Hot Chili Peppers
1997 Jewel, Toni Braxton, Spice Girls, Hanson, Back Street Boys
2002 Nickelback, Linkin Park, Usher, Avril Lavigne, Jennifer Lopez
2007 Fergie, Beyonce, Justin Timberlake, Ludacris, Gwen Stefani
2012 Lady Gaga, Katy Perry, Taylor Swift, Adele, Maroon 5