

# On the Road



## ON THE ROAD – PROGRAM SUMMARY:

The Rock and Roll Hall of Fame is at the forefront of bringing popular culture into the classroom and utilizing it to shed light on the music that changed the world. Using a high-tech, fully interactive videoconferencing system, **the Museum's *On the Road* distance learning program has reached more than 10,000 students and teachers in more than 28 states, Mexico, Canada, England and Australia.**

*On the Road* makes use of the Rock and Roll Hall of Fame and Museum's extensive educational resources in order to increase students' knowledge of the history, the people, and the sounds of popular music. These programs promote interdisciplinary study and creative, analytical thinking - all without leaving the classroom. The *On the Road* program continues to offer incredible educational experiences, teaching children and young adults the ways in which music has played a part in some of the most important social, cultural and political issues in modern history.

## WEBSITE:

Please visit our website at [www.rockhall.com/distancelearning](http://www.rockhall.com/distancelearning). From the website you can view the course descriptions, link to national and state standards, view testimonials and awards, and even book a program. A .PDF of the *On the Road* brochure can be downloaded from our website at <http://www.rockhall.com/downloads/on-the-road-brochure.pdf>.

## SCHEDULING:

Classes can be booked by going directly to our online registration site at <http://www.rockhall.com/distancelearning/book-program/>. In regards to scheduling, we make every attempt to accommodate the needs of our participants. We can connect via IP or ISDN. The Rock and Roll Hall of Fame prefers to connect point-to-point, but now also offers multipoint connectivity. **The demand for this program continues to grow, so be sure to reserve your spot today!**

## COSTS:

Each class costs \$100.00 and includes:

- Online access to pre- and post- connection packets with lesson outlines, supporting materials, and classroom activities.
- A pre connection test call.
- An hour-long interactive videoconferencing class.

Multipoint connections will be charged \$100.00 per site connecting in the conference

## FOR MORE INFORMATION:

Please contact John Goehrke, Education Coordinator, at (216) 515-1202 or [jgoehrke@rockhall.org](mailto:jgoehrke@rockhall.org).



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## 2008-2009 ON THE ROAD PROGRAMMING:

### K-12 Interdisciplinary Programming:

#### **Ambassador to the Orchestra: The Arranger in Rock and Roll**

*Suggested Grade Level: 7-12*

It often seems that the worlds of popular music and classical music are miles apart, drawing on different histories, different musical practices, and different instrumentation. But the classical orchestra has played an important part in rock and roll culture. Classically trained musicians such as Arif Mardin, George Martin, Van Dyke Parks, and Willie Mitchell became some of the most successful producers and arrangers in popular music, helping to bring the sounds of the orchestra into rock and roll. In this class, students will listen to and examine the music of The Beatles, Dusty Springfield, Diana Ross, and Metallica, as well as viewing exclusive interview clips with arrangers. The class concludes with an activity in which students help to arrange a piece of music using computer music software, after which they get to hear the results of their work.

*Suggested pairing – Inductee Spotlight: Frank Zappa*

#### **Ball of Confusion: Rock Music and Social Change in the 1960s and 1970s**

*Suggested Grade Level: 7-12*

The history of rock and roll overlaps with some of the most turbulent times in U.S. history. In the 1960s and 1970s in particular, American society faced challenges stemming from the Vietnam War, the Civil Rights movement, and the Women's Liberation movement. During this time many people felt that the world was a "Ball of Confusion," as described in lyrics of the popular Temptations song. This class features songs from artists including Bob Dylan, Jimi Hendrix, and Jefferson Airplane, and helps students identify ways that popular musicians have used messages of revolution, protest, and empowerment to question society and effect change. Supplemental media includes recordings and videos of Hall of Fame Inductees.

*Suggested pairing – Ball of Confusion II*

#### **Ball of Confusion II: Rock Music and Social Change in the 1980s and Beyond**

*Suggested Grade Level: 7-12*

The history of rock and roll reflects diverse American experiences, protesting political problems and encouraging new visions for progress in our nation and around the world. This class studies social change in the United States in the 1980s and beyond, building upon the legacy of the 1960s counterculture, as exemplified in the 1986 song "Ball of Confusion" performed by Love and Rockets, a remake of a 1970 hit by the Temptations. Songs and music videos by artists such as Sting, USA for Africa, Arrested Development, and Black Eyed Peas will allow students to explore how musicians have questioned society and effected change with rock, pop, rap, and reggae music. Discussion topics, including the Cold War, fighting famine in Eastern African, and facing rising homelessness, allow students to understand how complicated problems often impact society.

*Suggested pairing – Ball of Confusion*

#### **Great Moments in Rock and Roll: Popular Music Through the Decades**

*Suggested Grade Level: 2-6 / 7-12*

Take a journey through the second half of the twentieth century by exploring some of the great moments in rock and roll history. Students will actively participate in discussions about shifting cultural values, conceptions of equality, and political activism. Students in grades 2-6 will enjoy historical moments such as Elvis Presley's first national television appearance in 1956, the Beatles first American performance on the Ed Sullivan Show in 1964, and the birth of MTV in 1981. Students in grades 7-12 enjoy Jimi Hendrix at the 1969 Woodstock music and arts festival, the Ramones concert in London on July 4, 1976, and the fusion of rock and hip-hop in the 1986 video "Walk This Way."



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## **Hip-Hop Technology: From Turntables to Computers**

*Suggested Grade Level: 4-12*

Since its inception in the early 1970s, hip-hop culture has become one of the most important forms of expression for young people on the planet. This class allows students to experience the ways that technology is incorporated into hip-hop music and culture. Students will explore the early innovations of hip-hop deejays and the development of classic turntable techniques like “playing the break,” as heard in “Rapper’s Delight” by the Sugarhill Gang. The class includes a live demonstration in which students help to create a new musical composition using the latest computer music software. Don’t miss this chance to learn about the creation of hip-hop music and culture and gain insight into the world of music technology and production.

## **Inductee Spotlight: Frank Zappa**

*Suggested Grade Level: 7-12*

Frank Zappa was one of rock and roll’s sharpest musical minds and an astute social critic. He bridged musical styles – rock, jazz, classical, and avant-garde – with masterful ease. This class examines his music by focusing on the moments when these various musical styles merged, sometimes comfortably, sometimes with contention. Students will explore Zappa’s music to hear how he was able to translate his musical ideas into everything from rock and roll to full orchestral scores. We will listen to examples from his rock music (*Freak Out!*), symphonic pieces (*Orchestral Favorites*), digitized extravaganzas for the Synclavier keyboard (*Francesco Zappa*), and satirical musicals (*Joe’s Garage*). Special interviews with members of the Cleveland based group *Red: An Orchestra* help students to understand Zappa’s connections to the Western Classical tradition and composers such as Igor Stravinsky and Edgard Varèse.

*Suggested pairing – Ambassador to the Orchestra: The Arranger in Rock and Roll*

## **Rock and Roll Reactions: Records, Radio and the Birth of Teenage Culture in 1950s America**

*Suggested Grade Level: 4-12*

In the mid-1950s the rise of rock and roll prompted a range of reactions in American society. Teenagers fell in love with this new sound, listening to it on transistor radios and buying it in record stores. Many parents believed that this music was simply noise that had a negative influence on impressionable teens. No matter your position, it became clear that rock and roll was here to stay, bringing with it important changes. Young white and black audiences started to mix as they sought out the latest rock and roll bands, while teenagers often rejected the values associated with their parents’ generation. In this class students will study the changes that took place in this remarkable era as they watch and listen to vintage performances by Hall of Fame Inductees such as Chuck Berry, Elvis Presley and Little Richard.

### **Professional Development:**

#### **On the Road: Opening Act**

For teachers and administrators (Cost: Free)

This free thirty-minute session provides an overview of the Rock and Roll Hall of Fame’s award-winning *On the Road* programming. Participants will discover how class content supports related educational standards while experiencing interactive videoconferencing first hand. Scheduling for this program is available on a first-come, first-served basis, and availability may vary.

#### **On the Road: Backstage Pass**

For teachers and administrators (Cost: \$100.00)

In response to requests from educators around the country, this hour-long professional development session shows teachers how to integrate popular music into classrooms across the disciplines while meeting educational standards. As participants explore the music and lives of selected Rock and Roll Hall of Fame Inductees, they learn activities that help students appropriately explore the sounds, messages, and social impacts of rock and roll. Each session concludes with an open discussion period.

