Nashville: The New TIN PAN ALLEY

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Introduction:
So much music, so little time
(forgive me!);
We know that music reflects historical issues: class, race and religion; and
The business of music is as unpleasant and heroic as any!
A LANDMARK OF AMERICAN MUSIC

TIN PAN ALLEY


PRESENTED BY THE NATIONAL MUSIC COUNCIL, NATIONAL MUSIC PUBLISHERS ASSOCIATION AND EXON.
The Tin Pan Alley Business Model

Composers hired under contract, giving the publisher exclusive rights to their work.
The market was surveyed to determine what style of song was selling best and then the composers were directed to compose in that style.
Songs tested with listeners to determine which would be published.
Song pluggers would play the work in music shops to drive up sales.
the role of competition and collaboration
Ira, George and Guy Bolton, 1931 working on "Delicious"
“Always Chasin' Rainbows
Tin Pan Alley”
ON THE AVENUE

DICK POWELL • MADELEINE CARROLL

IRVING BERLIN’S

ALICE FAYE with THE RITZ BROTHERS and GEORGE BARBIER
creating the musician’s business model:
*Mozart and Vienna
*rights and ownership
*the piano at home and sheet music
*shows/films
*radio (live performances)
*recordings, home and radio
Nashville: The New

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