Introduction to Cybernetics Final Project

Conversation: Sustaining a Band

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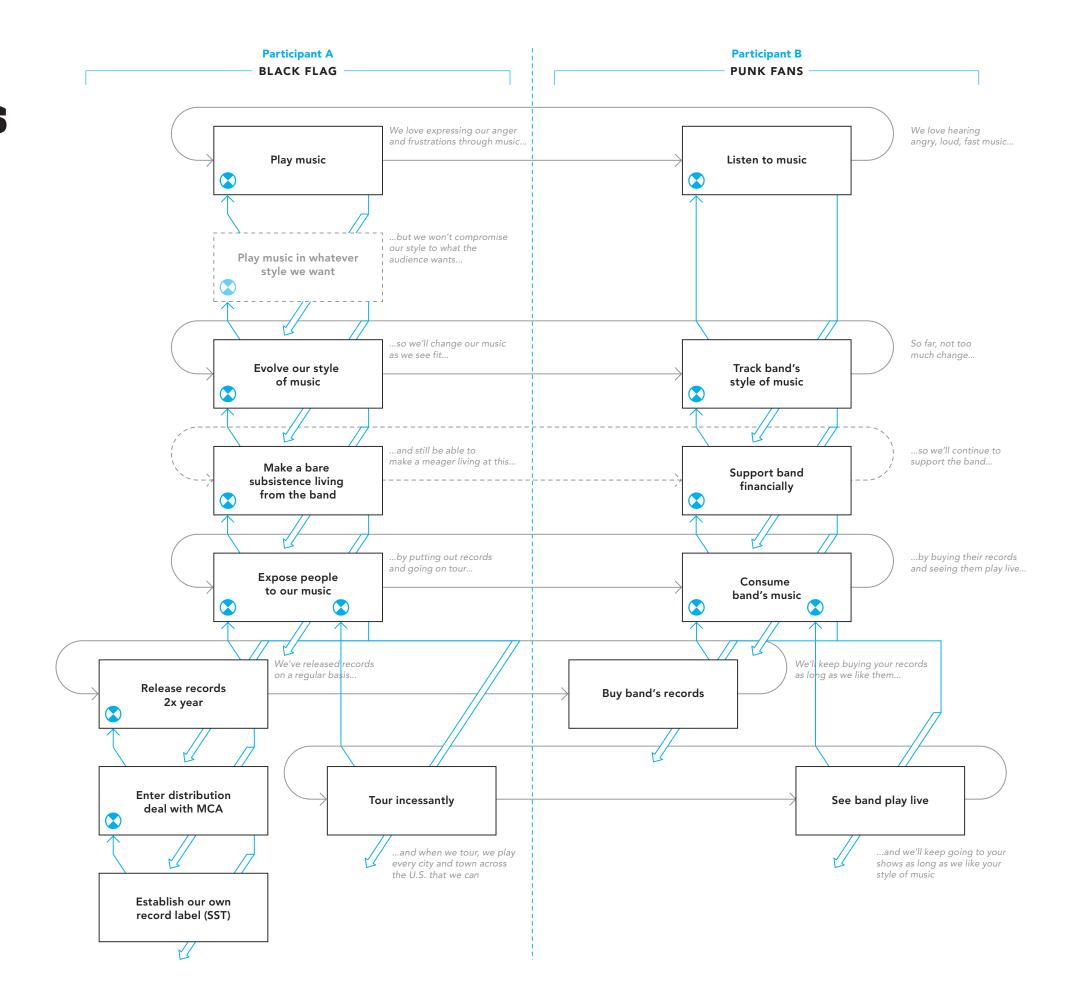
"We didn't pander to the audience; we didn't cater to them.

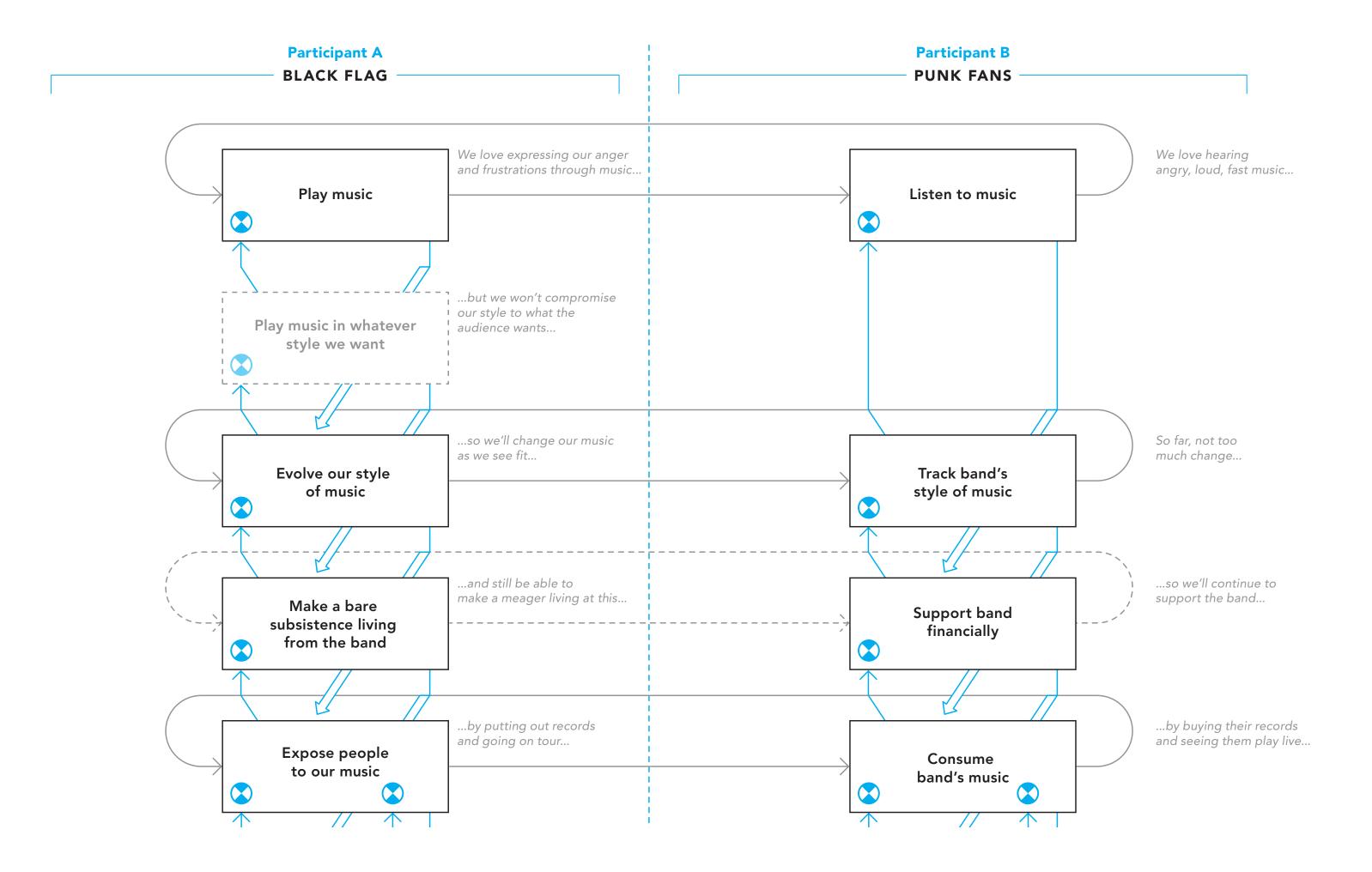
My attitude was always give the audience what they need, not what they want."

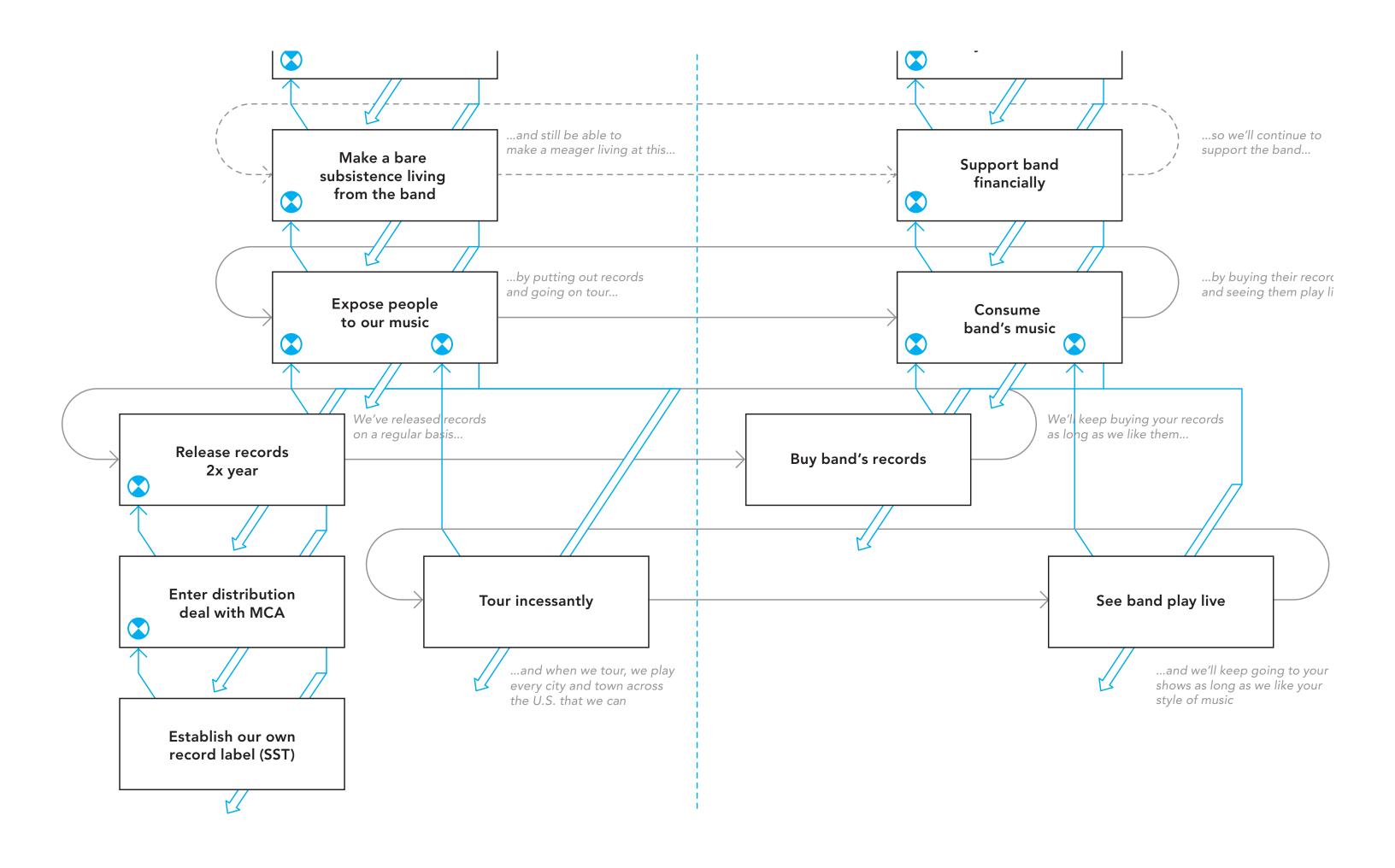
-GREG GINN, GUITARIST, BLACK FLAG

MODEL 1:

The first four years

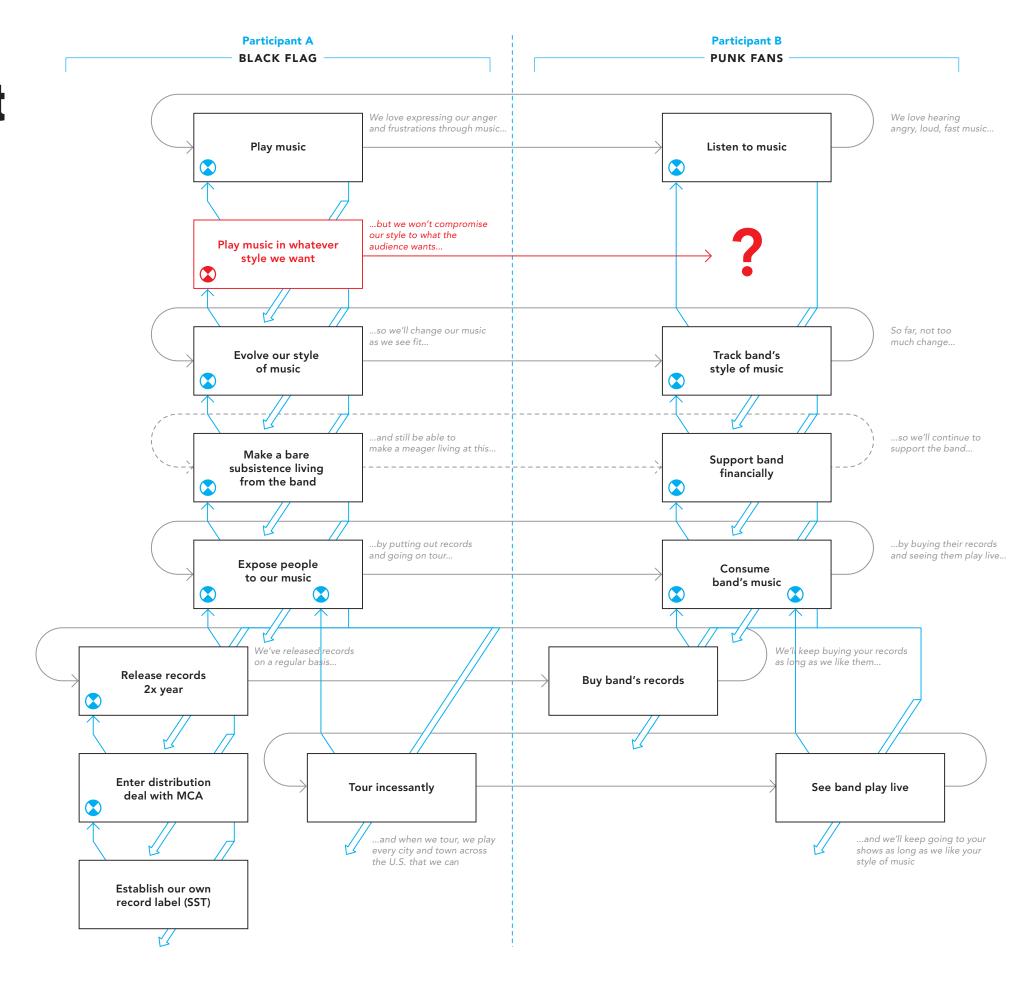


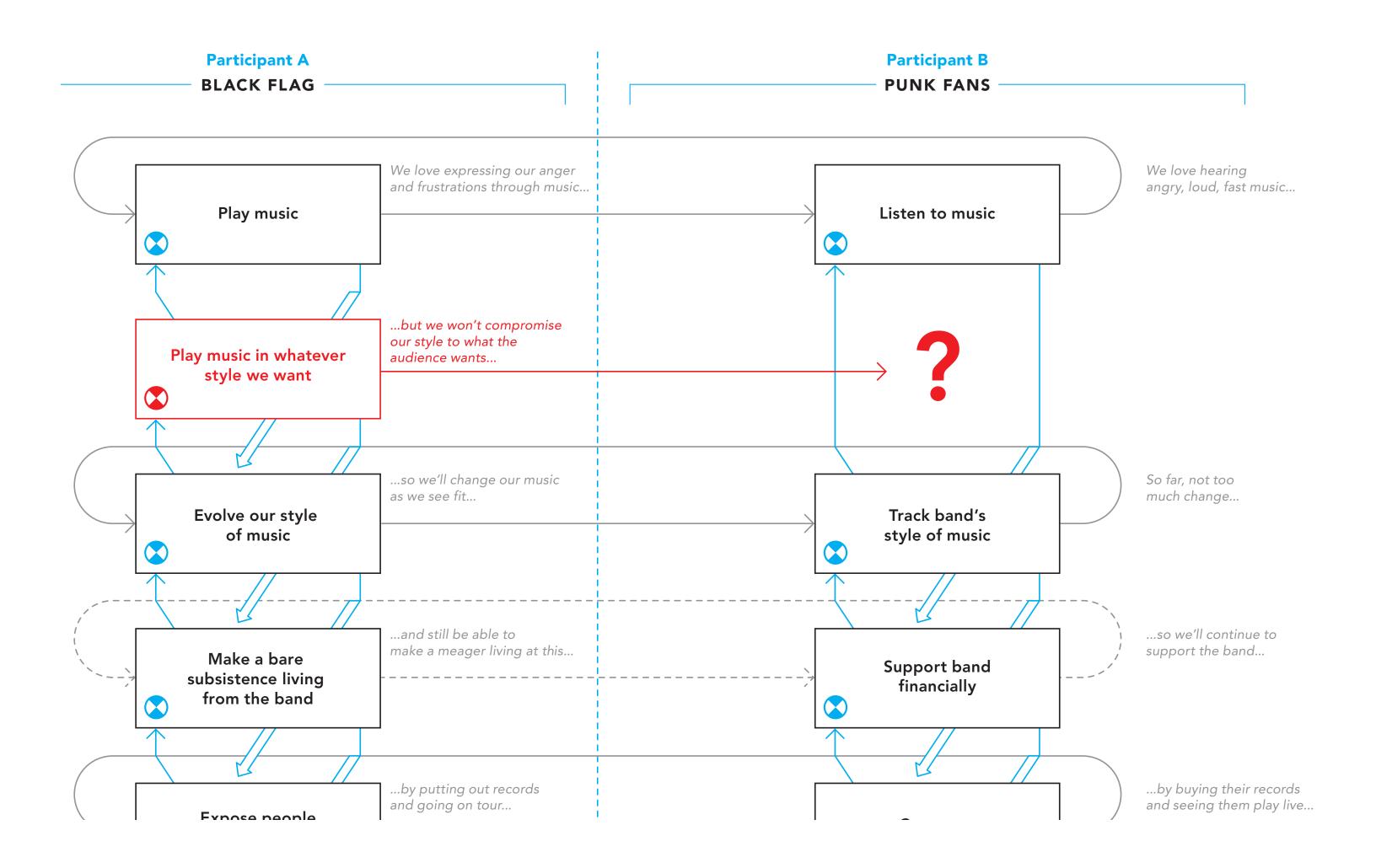




MODEL 2:

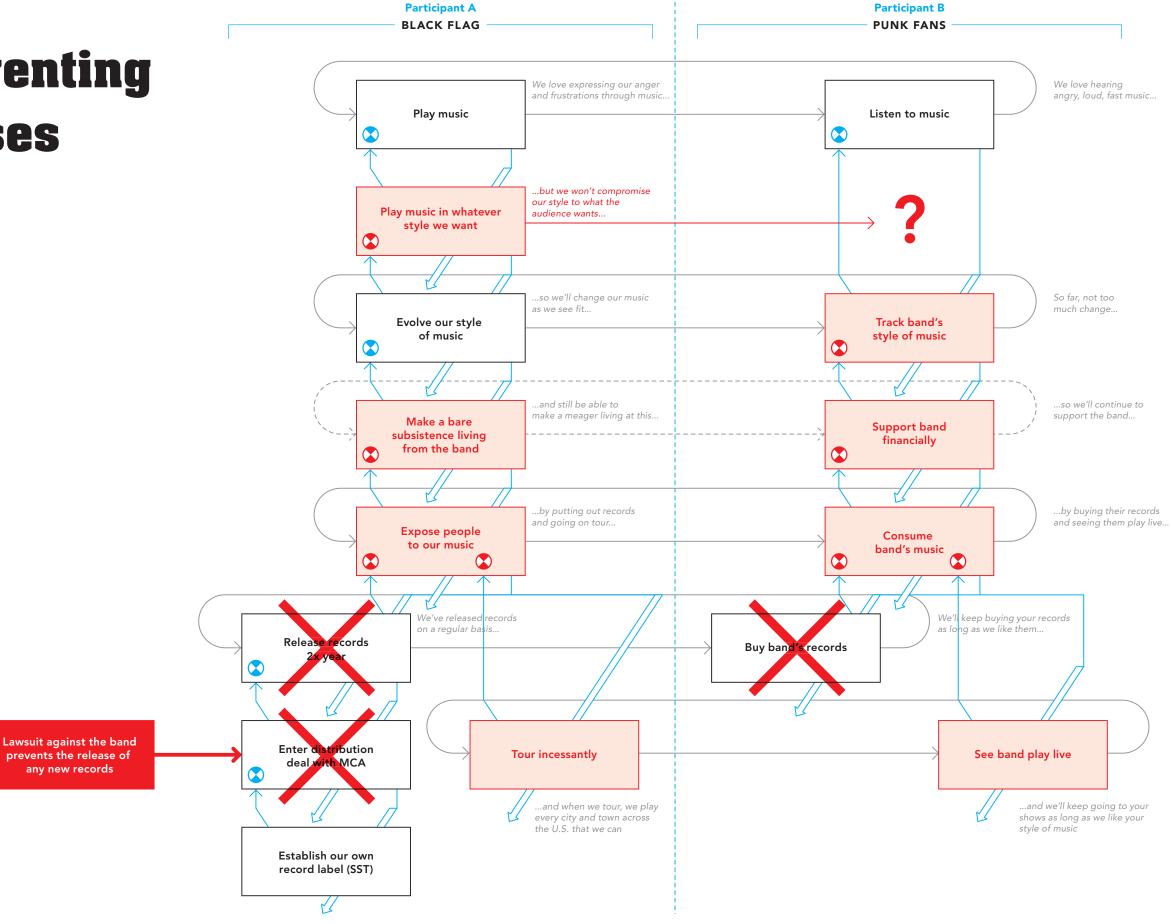
Implied, not explicit statement of intent

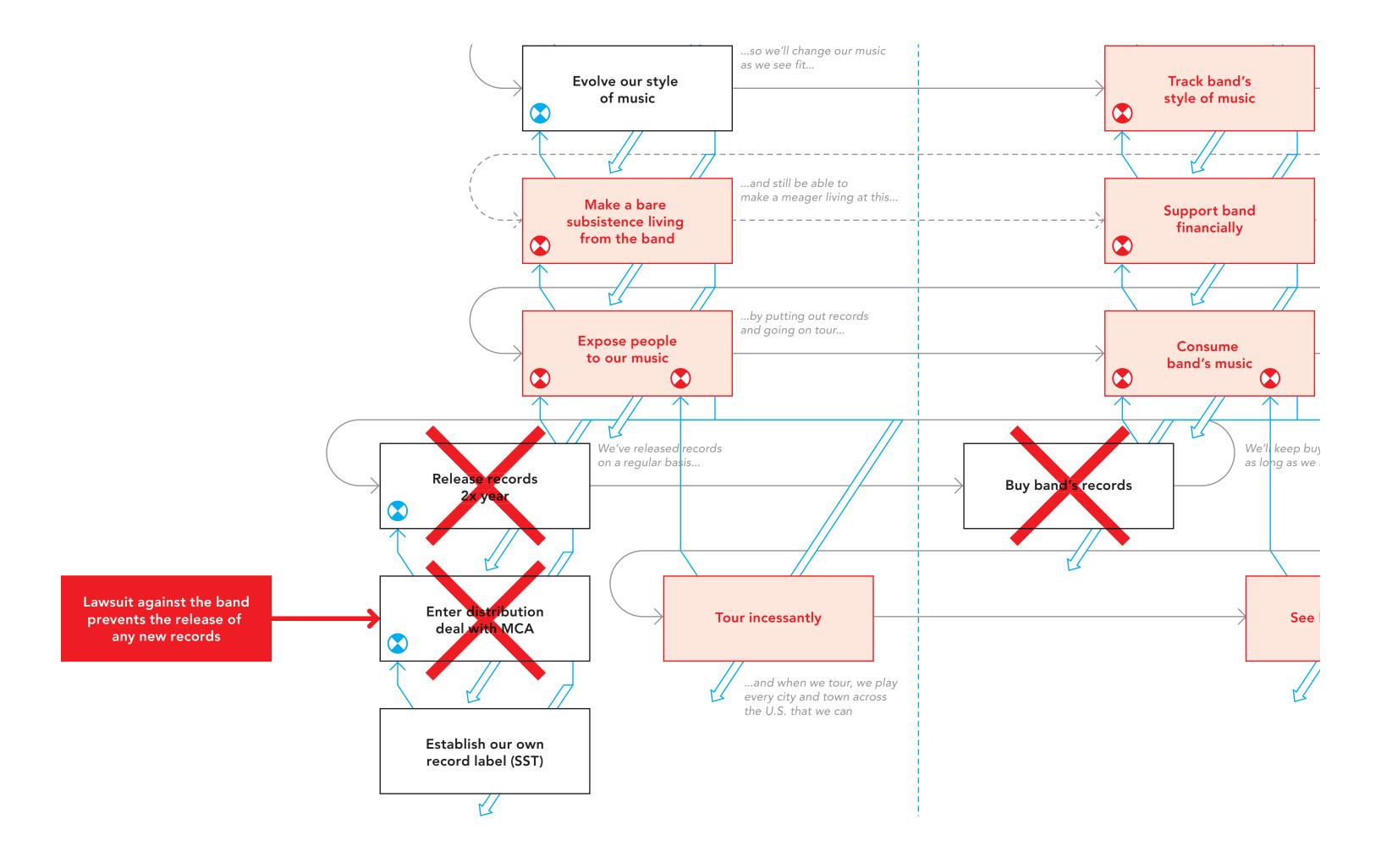




MODEL 3:

Lawsuit preventing record releases





MODEL 4: Participant A **Participant B BLACK FLAG PUNK FANS Possible solutions** We love expressing our anger We love hearing and frustrations through music... angry, loud, fast music... Listen to music Play music ..but we won't compromise ...and we'll try to keep an open mind while listening our style to what the Listen to music that has Play music in whatever to your music... audience wants... the potential to change style we want musical style So far, not too ..so we'll change our music as we see fit... much change.. Evolve our style Track band's of music style of music ..and still be able to ..so we'll continue to make a meager living at this... support the band... Make a bare Support band subsistence living financially from the band ..by putting out records ...by buying their records and going on tour... and seeing them play live... Expose people Consume to our music band's music The band's name might be different, but its still Black Flag. We'll change our band's name as a loophole around this lawsuit... We'l keep buying your records Release records under Buy band's records as long as we like them... different band name Lawsuit against the band Enter distribution prevents the release of Tour incessantly See band play live deal with MCA any new records ..and we'll keep going to your ...and when we tour, we play every city and town across shows as long as we like your style of music the U.S. that we can Establish our own record label (SST)

"The thing that kept everyone living this torturous lifestyle is the music was that good and we knew it. At the end of the day, we had no money, we were scruffy, we stunk, the van stunk, everyone was against us. But you hear the music and know, oh yeah... we fuckin' rule."

—HENRY ROLLINS, VOCALIST, BLACK FLAG