Podcast Q & A

Haydee:

It was no problem at all!

I just hope it's usable!!

1. Do you recall the moment you decided to pursue a career in music? If so, please describe. (If not skip)

The moment I decided to pursue a career in music is completely different than the moment I realized music was an extremely important aspect of my life, although I know that both come hand in hand. I have been playing, singing, and composing since a very young age but have come to the conclusion about making it my career when I entered college/Berklee College of Music. Since entering college I have been exposed to the many different skillets that a musician needs to require (beyond their own musical skill themselves) in order to have a successful career within the music industry; knowledge that was completely unknown to me until this point. The moment I made the decision to begin molding my own brand and sound, study business, promotion, management skills, and more was the moment I decided to pursue a career in music.

2. Describe your perception of the current state of "the music industry", how do you see it?

I believe the music industry is shifting in many different ways. Beyond the big corporations and big star artists, I see and read a lot about indie companies and artists taking more creative “risks” in their business practices and in turn being very genuine in their image and ideas. I believe that brands are trying to make their music and shows a more immersive and personal experience for their fans and themselves.

3. What is the most challenging aspect or barrier of entry for you to reach your next goal?

At this moment I need to develop the true “Haydee Irizarry” package which is: my sound, my image, my message, etc. I am currently in the works of writing my first official EP. I believe that it will be something that I can really associate with and use to transition me from one level to the next.

For my Melodic Death Metal band Aversed our first barrier is to finish the EP and release our music video, then we will have an entirely new avenue to gain exposure, constructive criticism, and momentum.

4. Do your bandmates and musical friends face the same challenges or do they have different ones that they wrestle with?

Here and there. Everyone is in different places in their musical development. But, seeing my current situation I can tentatively say that at Berklee or in the New England Metal scene we are all wrestling with the fact that we know we need to work hard.

5. What would you like to see change in how music is distributed/discovered across the U.S.?

I am a paying user of Spotify, and I greatly value the amount of inspiration I’ve gotten through finding a wide variety of artists on their platform. I believe it is very accessible and efficient. I do, however, wish that they had a better way to pay their artists the royalties they deserve. But with that being said, I believe platforms like that make it easier to listen to music consistently and I believe that it maybe even lesson the desire to illegally download music.

I know that CDs are going down in production and interest but I think that the CD will still be relevant in time because I do not see anyone being completely interested in a media file, streaming world and that alone. My point in case, the re-birth of vinyl. That’ll never die, unless we choose to let it!

6. If you were asked to rebuild "The Industry" from the ground up what would it look like how would it work?

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7. What is your personal definition of success in music?

My personal definition of success will be the moment when I can pay my bills from my career in music. Of course, I do not mean to say that money alone is the direct key to success, but what that will mean is that I have created something that people have loved enough to have invested themselves in and that is the true success.

Alex Theidman:

1. Do you recall the moment you decided to pursue a career in music? If so, please describe. (If not skip)

2. Describe your perception of the current state of "the music industry", how do **you** see it?***It’s become an increasingly leveled playing field between the signed artist and the independent artist. The big record companies of the past no longer monopolize the airwaves to the extent that they used to, and the advent of streaming services has made the availability of nearly every genre of music available. The industry is still in a transitional phase into the digital era, and it will be interesting to see where it goes from here.***

3. What is the most challenging aspect or barrier of entry for you to reach your next goal? ***There are always setbacks, sometimes people don’t dig my music/work and I’m turned away. I feel it’s better to look at those experiences as opportunities for improvement, for reflection and growth. That being said,  I’ve never had to experience discrimination, or be denied an opportunity, due to my race, sexuality, gender, etc.  I’m a straight white male in an industry that has historically been dominated by people who look like me, which makes a huge difference.***

4. Do your bandmates and musical friends face the same challenges or do they have different ones that they wrestle with? ***Racism, homophobia, and misogyny are a few challenges my peers have to face. Music and society are yin and yang, what affects one will inevitably affects the other.***

5. What would you like to see change in how music is distributed/discovered across the U.S.? ***Higher royalties for artists from streaming and social media platforms are necessary to ensure that exceptional musicians are heard and rewarded for their innovation.***

6. If you were asked to rebuild "The Industry" from the ground up what would it look like how would it work? ***Rather than rebuild “The Industry” I would adapt it to the times. How to achieve this adaptation is harder to answer, but changes do have to be made. The major-label system is well and dead, and CD sales are at a record low. Vinyl records have had revival, but that will inevitably diminish with the online availability of thousands of different music. The one experience that the internet cannot captured is the live performance. Seeing a genius artist perform in their prime is still an evocative experience that’s valued over watching the live stream of their performance. There are certainly options, but the Industry has to be flexible and have the ability to adapt to dynamic changes in society.***

7. What is your personal definition of success in music? ***As long as I can participate, and make a living out of, working in multiple areas of the music industry (arranging, orchestration, film/game composition + audio design, performing, session work, production) then I am satisfied.***