

# LESSON 4

## TEACHER'S INSTRUCTIONS

# THE RISE (OR FALL?) OF REBEL WRITES

“We may have all come on different ships, but we’re in the same boat now.” Martin Luther King Jr

**NOW** that the student’s have learned about co-operative businesses, they’re starting to see that there’s a socially conscious and practical alternative to the standard competitive, isolated and “bottom-line only” business mentality. In this lesson, they will flex their problem-solving skills and new co-operative insights as they develop a plan for managing an up-and-coming local band (Rebel Writes). The “aha!” moment will come when students realize that the key to the band’s future success will be in creating a recording co-operative with other local bands.

### LINKS TO LAST LESSON

As a class, go over questions & answers from **Co-op Consultants** homework.

### LESSON

1. Hand out a copy of **The Rise (or Fall?) of Rebel Writes** (page 26)
2. Read through as a class.
3. Give the class some time to complete the questions on the **Band Plan** handout (page 27). This can be done individually, as pairs or in a group.
4. Draw a table on the board like the one below:

### How To Record Rebel Writes?

What we know/facts	Possible solutions

### Teacher Prompts

- What did you think about the 7 Co-operative Principles?
- Were there any that stood out to you in any way? Why?
- What do you think the benefits are to having these principles in place?

- 5.** Using the answers the students have come up with, lead a brainstorming session on how to best manage the band, and, ultimately, record an album.

## AWESOME CO-OPERATIVE ANSWER

All the local bands could join forces to start their own co-operative record label. The benefits of this could be:

- Sharing recording equipment (e.g., microphones, instruments, recording software programs).
- Sharing a recording space.
- Share the costs to create a compilation album – where all the bands in the co-op record two songs that would be included on the label's first album.
- All the bands would share the profits from the album.
- By playing shows together, they could share the costs on creating posters, other promotional material and management time.

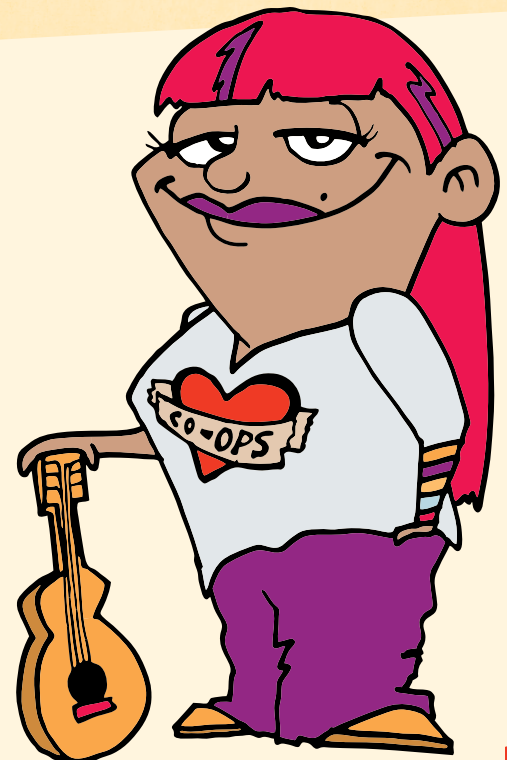
### Teacher Prompts:

- Have you thought about everyone mentioned in the story?
- Have you thought about the other bands that are in the same boat as Rebel Writes?
- Is renting a studio the only answer?
- Think back to the **Co-op Consultants** lesson. Is there an opportunity here for a co-operative business?
- Remember to think co-operatively, and to think like entrepreneurs!

## HOMEWORK

Have each student complete the homework handout (page 28) for next class. (This homework assignment has been designed to help students brainstorm ideas for developing their own co-operative enterprise – which is the next and final lesson.)

Encourage your students to go wild with ideas on the mind map page – filling it with any and all thoughts, quotes, jot notes and doodles – as they brainstorm what their new co-op will be!



# LESSON 4 WORKSHEET

## THE RISE (OR FALL?) OF REBEL WRITES

“Some people usin’ the noodle,  
Some people usin’ the muscle,  
Some people put it all together,  
make it fit like a puzzle.”

Hip-hop artist Talib Kweli, “I Try”

Rebel Writes were already an amazingly tight band, well-known around Meadow Heights High School. The combination of Jamal’s catchy, lightning-quick guitar riffs, Devin’s ska-infused bass licks and Taylor’s punk-inspired drumming was awesome. To say they were talented would be a major understatement. However, it wasn’t until these three joined forces with Nyah and her raw, soulful vocals that Rebel Writes’ reputation as the “next big band to watch” really took off.

They were so good, in fact, that after only playing two house parties, they’d already received calls from some other well-known local bands like The Otherwise, Lot 22, and Skyborn – all asking if the band would like to team up to play some shows together. It was as if overnight, Rebel Writes had gone viral. Fan pages, blogs and videoclips from their shows were popping up all over the web. They started to play more and more gigs, and became very close friends with many of these other local bands – which translated into acquiring even more fans! And of course, all everyone wanted to know was, “when can we buy your album?!”

Fantastic news, right? Well, yes... and no. While all the attention they were getting was amazing, unfortunately, attention doesn’t make you money. And, as the band soon found out, recording an album costs... big time! The average cost of renting a recording studio was \$500 per hour – and that’s only to record *one song*! This means that an album of ten songs would generally cost \$5,000 to produce.

Talking with all the other bands they knew, Rebel Writes realized that they were in the exact same position as many of the other great groups in the city. They had a hungry audience who were anxiously waiting to buy their music; however, none of them had enough money to record, and so had no way of getting their music into their fan’s hands.

Now, there was the option of purchasing the software needed to record at home on a personal computer, but even this would cost at least \$1,000. (Certainly more affordable, but still well beyond what Rebel Writes could afford.)

Rebel Writes were frustrated. They knew that time was of the essence. Their band was all the buzz of the local music scene. They were fresh, unique and in-demand. They had to strike while the iron was hot. Music fans across the city wanted to have Rebel Writes, The Otherwise, Lot 22 and Skyborn’s tunes blasting through their ear buds. However, unless someone came up with a brilliant idea soon... the chances of the fans getting their wish were not looking good.

### This is where you come in!

- Using all that you’ve learned in this unit about co-operation and co-operative enterprises in particular, you’re mission is to manage Rebel Writes – and your first task is to find a way to record an album of their music.
- Turn the page to start planning how you’re going to give the fans what they want and take Rebel Writes to the next level!





# LESSON 4

## HOMEWORK

THE RISE  
(OR FALL?) OF

# REBEL WRITES

## CO-OP CREATION MIND MAP

Go wild with ideas on this page! Fill it with any and all thoughts, quotes, notes and doodles as you brainstorm what your new co-op will be! What are the big issues in your life? Where is there a need to be filled?

“The secret is to gang up on the problem, rather than each other.” Thomas Stallkamp

(co-op name here)

**A groundbreaking new co-op!**

“None of us is as smart as all of us.” Ken Blanchard

“In the long history of humankind (and animal kind, too) those who learned to collaborate and improvise most effectively have prevailed.” Charles Darwin