

Douglas McCue

Professor Clark

4 Nov. 2021

JMC226 – Single Person Interview - Preliminary Script

{ FadeIN::MUS: Luke Mills – “Answers on the Wind” ~5secs, FadeBG::MUS: duration_of: }

[§1] – { Announcer: }

Welcome to Focus on U-N-K, a public affairs presentation of ninety-one point one K-L-P-R.

I’m Douglas McCue.

We all take music for granted.

Yet, album sales are down to the lowest levels in history.

In their place, music streaming has become the new standard.

Is this change for the better, or is technology eliminating every opportunity for local artists to make a living?

Today on Focus on U-N-K, local touring musician Luke Mills talks to us about the state of music, the local music scene, and music’s future.

{ FadeUP::MUS: ~5secs, FadeOUT::MUS: ~5secs }

Luke Mills is a Holdrege native and singer-songwriter for the country band that bears his name.

His drive for music sojourns back to his early childhood singing along with George Strait on the radio and listening to his parents perform specials in the church.

[REDACTED]

That brief history aside, it is time to get a little motivational for the creative types out there.

There is no doubt that any artist with the right mindset and a desire to create can achieve any goal in this industry, if they don’t fear flexibility.

{ CLIP::State_of_Music }

"You can record in your apartment or your house or your garage. There's just so many things that you can do. The thing it just takes is you as a musician. If you're listening to just do it, find a thing you want to do, learn about it and do it. That's where it starts. And don't think about who else is better than you. Start thinking about being better than you were yesterday."

[REDACTED]

Locally, it appears that Kearney is invested in live music with lots of support from downtown businesses.

{ CLIP::Kearney_Offers }

"They started doing the thing downtown in Kearney, where they bring bands in, like, every month in the summer on the bricks. They do stuff out at the different parks here. There's one at Harmon Park that they do every Sunday, and bands get to play there, and a lot of people come out of those."

Music is becoming easier and cheaper to produce, in some cases requiring no knowledge of music theory or any songwriting ability.

And because of that fact, the majority of bands signed to record labels with old school contracts are in a very small minority these days.

{ CLIP::Musics_Future }

"They're not even signed anymore. So you have to start thinking about what you're going to do with your own business. I don't think anything negative is going to happen in the music industry, but I definitely think that if you're an artist and you're looking for something to come and discover, you those days are gone."

Pick your venue of self-promotion on any social media and download one of the free digital audio workstations. Beyond that a highly motivated artist really doesn't need to be discovered; they merely need to discover what they want to create.

He's confident he could go full-time touring with no day job in as little as five years. He quickly added with a smirk that he could even play Wembley Stadium one day.

Luke Mills gave one last piece of advice for any serious artists looking to follow in his footsteps.

{ CLIP:Advice }

"Things are going to seem like they're in dire Straits at times. And some days, you're going to have these huge mountaintop experiences, and then you're going to have these low, low Valley experiences. [...] It can be where you just feel you can feel like a loser. You can feel like you're wasting your time. Don't believe that. Just keep pushing."

{ FadeIN::MUS: Luke Mills – "Heartbeat" ~5secs, FadeBG:MUS: duration_of: }

[§3] { Announcer: }

Today we spoke with musician Luke Mills about the financial realities of music streaming, he speculated on the future, and finally he offered some good advice for those just starting out.

I'm Douglas McCue, and you've been listening to focus on U-N-K on ninety-one-point one on K-L-P-R.

{ FadeUP::MUS: ~5secs, FadeOUT::MUS: ~5secs }