

## CLASSMATES RESPONSE: Lucas Zachary

Chancelor Bennett is a very unique individual. He did not seek out any major record labels. He made his own mix tapes and he was able to get his music noticed. Almost like word of mouth advertising. When he officially debuted, he was 63 on the billboard charts, but rose to platinum status on the DatPiff streaming chart on the internet. Soon word spread of his talents and now he is well known. Chance is not the only artist to put out music via the net. In the early weeks of the country's lockdown, country artists Big and Rich put out *Stay Home*, a single and a video that was filmed with social distancing. They and other artists have learned that you do not need major labels or the standard hoopla to get out your music. Because of this, many big labels are changing the way they do things, for if they do not, then they could be out of a job.

---

## CLASSMATE RESPONSE: Abner Alexander

Chance the rapper changed the music industry in a big way by not streaming his music for money and to big companies but by giving his music out to people for free, he also influenced other rappers to stream their music for free out of the mainstream system. He would self promote himself by streaming his own ads to the people to keep on giving them free music, his ads usually talk about how he needs people to listen to them so that he can keep giving out free music. Technology has come a long way and has evolved for the better. It has made it easier to make home recording videos and lets artists give out more music videos by saving them money and making it easier to direct themselves. This pandemic has helped artists by giving them time to make more music and to make more music videos and has also affected them negatively because it has made them lose money and streams. Streaming music helps artists get viewers and a bigger fan base but also helps to see if their fans actually like the song or see if they still have to work on it a bit more.