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The BBC asked Space journalist Richard Hollingham what world-changing idea he would like to see implemented. He said "we should send politicians to space." Richard Hollingham’s reasoning for this was very simple; he said: "Not all astronauts are that interesting, they are brilliant scientists, they are brilliant engineers, they are brilliant pilots, but they are not necessarily that good at articulating what it is like being in space." Just over 500 people have had their perspectives changed in this way, the first of which was Yuri Gagarin, the first man sent to space. American Astronaut Ron Garan calls this the Orbital Perspective. However, even when astronauts who are very good at explaining the Orbital Perspective, like Ron Garan and Chris Hadfield, try, it is still difficult to understand.

This could be for many reasons: most individuals have been limited to their personal perspective. A perspective that is heavily influenced by the world and people that surround them. This personal perspective tends to be influenced in both an extremely positive way and in a remarkably negative way, leaving your average person to have a small and restricted view of the world that they inhabit. This is the reason that makes it difficult to change your view to an Orbital Perspective and to truly imagine yourself looking down at the entire planet.

So what is the Orbital Perspective and what does it change? Many Astronauts say this Orbital Perspective has changed their way of looking at the Earth. They talk about the idea of seeing the world without artificial borders, and with no conflict. Astronauts also speak about the Earth changing their mind from having to seem limitless to being very finite. They have also said that it can make you think of Earth as one living breathing organism. But what use is it if only a few people are given the chance to understand the Orbital Perspective?

Unfortunately, we can’t send everyone space to have their perspective changed. So Richard Hollingham we send the people can make the difference by having their perspective charged. He thinks we should send world leaders like Donald Trump and Vladimir Putin along with leaders in China, India, Israel and Europe up into space. The hope would be that they will look down at earth and see it for what it is, one planet populated by one group or people. Maybe if world leaders were given the opportunity to make this perspective change you could change the world in a way that had a net benefit for everyone.
The night sky seems static to average observers who are not equipped with instruments that allow them to see how it changes over time. However, the night sky will soon make a change that anyone can see. This change will come in the form of a new star. Astronomers have predicted that the sky will receive this new star around the year 2022.

This new star forming will be the result of two smaller stars in a binary star system colliding, system KIC 983227. A binary star system is a star system with two stars that orbit each other, and these systems are fairly common. Astronomers at Calvin College have been studying this system since 2013. The two stars in this system are too dim to be seen when looked at with the naked eye. However, when they collide to create one star and it will be bright enough to be seen by a naked eye. For a short few months directly after the collision it will be one of the brightest objects in the night sky. The initial event will have happened 1,800 light years from Earth, which means its collision has already happened, but we will witness it in 2022 due to the limited speed of light.

This is the first prediction of its kind, but astronomers still have confidence in it. This confidence is due to star system V1309 Scopii. In 2008, a very similar event occurred; two stars collided to create one star. In hindsight, astronomers realized that it would have been possible to predict the collision based on observations if they had known what they were looking for. Fast forward to 2013, and they are seeing the same patterns from KIC 983227, allowing them to make a reliable prediction.

This new star will be located between the constellations Cygnus and Lyra, and will have a slightly reddish tint to it. This astronomical event will truly be extraordinary to witness and will be an important research opportunity about binary star systems, helping astronomers predict future events with more accuracy.

Written by Joseph Capalbo
Designed by Matthew Rice
Lillian Gilbreth (née Moller) was born in Oakland, California on May 24, 1878. As the second oldest of eleven, a lot of responsibility was thrust upon her at a young age. Because of her shy nature, she was homeschooled until the age of nine, when she entered the first grade at a public elementary school. She continued with her public schooling and graduated from Oakland High School in 1896. Gilbreth received her Bachelor's and Master's degrees from the University of California, Berkeley in 1900 and 1902, respectively. She was the first woman to speak at commencement at that institution. Two years later, she married Frank Bunker Gilbreth of Maine.

Gilbreth relocated to New England with her husband and at his advice, studied at Brown University to receive her doctorate degree in psychology. The couple shared the goal of applying what their knowledge of scientific management to many areas outside of industry. For example, the two employed their knowledge to aid in developing more efficient surgical techniques and methods of rehabilitation people with physical disabilities. The two worked together for twenty years and bore twelve children until Frank Gilbreth's sudden death in 1924. Gilbreth was left to raise all their offspring under the age of nineteen as a single mother and took up a teaching job to support her family. She became the first female professor in the engineering school at Purdue University, the first woman elected to the National Academy of Engineering, the second woman to join the American Society of Mechanical Engineers, and much more. Until 2005, she was the only woman awarded the prestigious Hoover Award, jointly bestowed by five leading engineering organizations recognizing "great, unselfish, non-technical services by engineers to humanity.

Her work as an industrial/organizational psychologist to companies applying her knowledge to solve issues in areas such as office equipment, household appliances, hospitals, and sports led to her coming up with new designs and inventions to make work and life easier. For example, two of her most well-known inventions were the shelves inside refrigerator doors, including the egg keeper and butter tray, and the foot-pedal trash can. She filed patents on an improved electric can opener and the input/out water hose for washing machines. As an industrial engineer working at General Electric, she interviewed over 4,000 women to design the proper height for stovetops, sinks, counters and other kitchen appliances as she worked on improving the designs for these items, bringing more female representation to her field.

Gilbreth continued her profession as a teacher at several universities around the Northeast. She retired from being a professor and industrial/organizational psychologist at the age of 90. She passed away from natural cause at the age of 93 and followed her husband by being cremated and having her ashes spread off the coast of Nantucket.

"THE THINGS WHICH CONCERNED HIM MORE THAN ANYTHING ELSE WERE THE WHAT AND THE WHY—THE WHAT BECAUSE HE FELT IT WAS NECESSARY TO KNOW ABSOLUTELY WHAT YOU WERE QUESTIONING AND WHAT YOU WERE DOING OR WHAT CONCERNED YOU, AND THEN THE WHY, THE DEPTH TYPE OF THINKING WHICH SHOWED YOU THE REASON FOR DOING THE THING AND WOULD PERHAPS INDICATE CLEARLY WHETHER YOU SHOULD MAINTAIN WHAT WAS BEING DONE OR SHOULD CHANGE WHAT WAS BEING DONE." — LILLIAN MOLLER GILBRETH
Kanye West ended 2016 in a bang. First, at a concert in San Jose, Kanye West stated he supports President Donald Trump. I can see how the two might relate as they are both controversial figures. However, this is very surprising coming from the man that said “George Bush doesn’t care about black people”. Kanye said at one of his concerts, “I told y'all I didn’t vote, right? What I didn’t tell you... If I were to have voted I would have voted on Trump...” This declaration for Trump lit the internet on fire for a few days, but Kanye was not done yet.

Next, in a concert in Sacramento, Kanye ranted about Jay-Z, Beyonce, and Mark Zuckerberg. I am sure Mark Zuckerberg’s name caught you off guard concerning a Kanye rant, but there was a reason for this. Early this year on Twitter, Kanye was ranting about being $53m in debt and wanted Mark Zuckerberg to get him out of debt so he can create more. When I say create, I mean create more music, more clothes and maybe even hotels. Asking someone to get you out of debt and then to criticize them at your concert for not doing so is absurd, but I didn’t even get to the Jay-Z and Beyonce comments yet.

Kanye had a lot to say about Beyonce. Kanye accused Beyonce of playing “politics” at an awards show. He said, “Beyoncé, I was hurt because I heard that you said you wouldn’t perform unless you won Video of the Year over me and over ‘Hotline Bling.’” Not performing if you do not win sounds like blackmailing the award show to guarantee you the award, but who is to say that this is even true? He continued, “Beyoncé, I was hurt because I wanted to present a video called ‘Fade’ and I don’t expect MTV to help me. Mr. West, I don’t respect you. I will let you know that Beyoncé is winning the video tonight for ‘Formation’ over ‘Hotline Bling’ and ‘Famous.’” He refers winning the award again in this quote. This is the second time he mentioned this award. It seems like he is more upset about not winning the award than Beyonce playing “politics.”

Kanye also spoke about Jay-Z. He said “Jay-Z call me, bruh. I know you got killers. Please don’t send them at my head. Just call me.” There is a couple things interesting about what he said. First off, he has been telling Jay Z to call him publicly for awhile. Obviously, it has not worked. Ye speaking on Jay Z having “killers” is not a good look for Jay Z, since he has appeared to leave the street life alone. I find this Kanye rant interesting because it shows that he is not as close to Jay Z as once thought. It seems like they only have a working relationship. Kanye kept ranting about other topics, performed two songs and then abruptly left.

As interesting as it is to hear Kanye rant while performing at a concert, he has cancelled his Saint Pablo tour due to health concerns. Kanye was hospitalized for sleep deprivation and anxiety. According to his trainer “he was acting erratically”. Kanye has been keeping a low profile this year. Hopefully, 2017 will be a better year for Kanye. We might need him to run for president in 2020.
Editor's Note: The following piece is an op-ed by The Factory Times Director, David Deeley. It should be noted that the views expressed in his piece are not representative of all views held at The Factory Times. The Factory Times is committed to acting as a platform for all students to express their opinions. We have reached out to Patrick Medve for comment. For Patrick Medve's full response, you can contact him at medvep@sunyit.edu. The Factory Times is committed to preserving the free speech and is excited to be used as a platform for debate. Any opinions expressed respectfully will be reviewed for publishing.

Say "No" to SAexit

David Deeley

On January 27, 2017, President Trump signed off on an executive order to temporarily ban immigration from seven Muslim-majority countries: Syria, Iran, Libya, Somalia, Yemen, Iraq, and Sudan. This bill has been met with staunch opposition by many who claim that this ban is unconstitutional and is targeting Muslims. Protests have occurred in cities all over the United States, including Boston, New York, Chicago, Dallas, Seattle, and San Francisco. Thousands of people of all different nationalities and religions appeared to defend the people being affected by this ban, which included a number of permanent residents and persons with legal visas. Major companies such as Microsoft and Amazon have spoken out about the effects this ban will have on their employees. President Trump's immigration ban is very clearly harming the lives of many of its citizens and its legal workers and students. In our own state the SUNY system encompasses more than 22,000 international students. So, what does this situation have to do with you, the SUNY Poly student who might not be one of the 22,000 students that could be affected by this ban?

On Thursday, February 2nd, SUNY Poly student and Chief Justice of SUNY Poly SGU, Patrick Medve, proposed a bill at the SGU meeting in which he stated that we, the SUNY Poly SGU, should secede from SUNY SA. Medve cited the actions of SUNY SA
President Marc Cohen as the reason for his proposed secession. Cohen has recently spoke out in his capacity as SUNY SA president against the immigration ban imposed by President Trump. In a statement, Cohen stated “The President’s Executive Order halting the legal immigration and free movement of refugees and citizens of several Muslim-majority countries to enter our own, a country of immigrants, is discriminatory and wrong. We, the elected leaders from across the 64 campuses of largest system of public colleges and universities in the country, stand united in our shame of this hateful decision.” In a joint statement with CUNY University Student Senate Chairperson Chikaodili Onyejiukwa, Cohen and Onyejiukwa, as the “duly elected student representatives of our respective student bodies,” decided to take action against

“...the discriminatory Executive Order issued by the President of the United States...”

issued by the President of the United States...” on behalf of the 1.2 million students who attend SUNY and CUNY schools. They held a “Call to Congress” day on February 1, 2017, and stated that “We have a responsibility to act on behalf of those who cannot act for themselves.” Medve claims that Cohen depicts President Trump “...as a non-American holding office” and says “Our Commander-in-Chief is perceived as illegitimate, despite having a fair, yet divisive, election.” Despite Medve’s accusations, nowhere in any of these statements does Cohen or anyone else claim that President Trump is a “non-American” or that he is “illegitimate.”

Medve claims that President Trump's Executive Order is not a ban on Muslim countries or Muslim people, and claims that Cohen’s “knee jerk reaction includes taking an argument to Congress utilizing our school's name in one of the 64, where many students are divided one way or the other.” According to his statement, the countries that President Trump banned immigration from “...have been found to support ISIS financially, militarily by sending equipment, and/or by being home to their bases of operation.” Medve also stated that “We must stand together as Americans, not as whites, not as blacks, not as Asians. We are one together and we must support our new President, else we risk a new conflict at home.” While it may be true that ISIS's de facto capital is in Syria and ISIS does have operations in the countries listed in this ban, this last argument is a very misleading and disingenuous claim. Why? Because the records show that, since September 11, 2001, no terrorist attacks have been carried out against the United States by any persons from any of the seven countries mentioned in the executive order.

Numerous deadly terrorist attacks have been carried out against the United States since 9/11. The most recent, and most deadly of these attacks, happened just last year at the Pulse nightclub in Orlando. Omar Mateen shot and killed 49 people at Pulse nightclub. This shooting was a gratuitous act that seemed to bring together people of all ideologies. Mateen was born in New York, and his parents are originally from Afghanistan. Afghanistan was not on the list of countries presented by President Trump. In addition, Mateen wasn’t even an immigrant; he was born and raised here, in the United States. The second most
recent attack took place in San Bernardino, where Syed Rizwan Farook and his wife Tashfeen Malik shot 14 people to death in an office. Farook was born in Chicago, and his parents are originally from Pakistan. Malik was born in Pakistan and raised primarily in Saudi Arabia. Again, neither Pakistan or Saudi Arabia are included in President Trump's executive ban on immigration. In other words, a ban like this wouldn't have prevented either shooting, because both Mateen and Farook were born in the United States.

As far as claiming that this ban is not a “Muslim ban,” again if you do any sort of research yourself on reputable and generally non-partisan news outlets, you'd be hard pressed to not infer this order is directed at Muslims. President Trump proposed a “total and complete shutdown of all Muslims entering the United States” in 2015 and during his campaign, stated that he would propose a system where Muslim Americans would have to be entered in a database. However, the most convincing evidence for the claim that this ban is a “Muslim ban” comes from a combination of the wording of the executive order and an interview between President Trump and David Brody from the Christian Broadcasting Network. The executive order states that the secretary of state is supposed to “prioritize refugee claims made by individuals on the basis of religious-based persecution, provided that the religion of the individual is a minority religion in the individual's country of nationality.” On the surface, this appears to simply be a statement claiming that religious minorities should be prioritized, which sounds like a good thing. However, this claim loses much of its reliability once you actually look at the list of countries: every single country is a Muslim majority country.

During the interview, Brody asks, “Persecuted Christians, we’ve talked about this, the refugees overseas. The refugee program, or the refugee changes you're looking to make. As it relates to persecuted Christians, do you see them as kind of a priority here?” to which President Trump simply replies, “Yes.” After being asked to confirm, Trump goes on to say “They’ve been horribly treated. Do you know if you were a Christian in Syria it was impossible, at least very tough to get into the United States? If you were a Muslim you could come in, but if you were a Christian, it was almost impossible and the reason that was so unfair, everybody was persecuted in all fairness, but they were chopping off the heads of everybody but more so the Christians. And I thought it was very, very unfair. So we are going to help them.”

While it certainly is true that Christians have been on the receiving end of violence from radical terrorist groups in the Middle East and that 99% of refugees accepted into the United States from Syria in 2016 were Muslim, while less than 1% were Christians, these figures are very misleading. If one only heard what President Trump stated in this interview, one could come to the conclusion that Christians are the main targets of terrorist attacks in the Middle East, and that the United States was making it extremely difficult for Christians facing religious persecution to find refugee status here. However, these statements simply aren't true.

According to the Pew Research Center, 38,901 of the refugees admitted to the United States in 2016 were
Muslim, and 37,521 were Christian. I was unable to find information about refugee applicants, only on actual refugees. Based on this information, it hardly seems accurate to suggest the United States is favoring Muslims over Christians when accepting refugees or making it more difficult for Christian refugees to get accepted. Also, there is no proof that ISIS has been “chopping off the heads of everybody but more so the Christians.” While it is true that hundreds of Christians have been murdered by ISIS, it’s also true that thousands of Muslims have been killed and displaced by ISIS. According to NPR, many Christians have been killed and kidnapped by ISIS: 88 Eritrean Christians were kidnapped in 2015, 28 Ethiopian Christians were executed, 262 Assyrian Christians were kidnapped in Syria, and 50 were killed in a suicide bombing in Tel Tamer. However, these numbers are nowhere near as large as the number of Muslims being affected by ISIS: around 1,700 soldiers in Iraq were either executed or have gone missing. More than 700 Muslim men, women, and children of the al-Sheitat tribe were slaughtered in Syria, and videos of their beheadings can be found online. ISIS also executed approximately 120 Syrian soldiers when they overtook Raqqa in 2014, according Reuters. Therefore, the claim that Christians are being persecuted more than Muslims simply appears to be unsubstantiated.

Furthermore, the idea that President Trump had a “fair, yet divisive, election” as Medve claims, is a wildly unfair conclusion to make. Despite President Trump implying that the White House only claimed that Russia, or “...some other entity, was hacking” after Hillary Clinton lost the election because the White House was unhappy with the results, there is evidence that Putin had a campaign to influence the election. The Obama administration publicly stated that it believed Russia was behind the cyberattacks against the DNC a month before the election took place. The U.S. intelligence community has stated in its Intelligence Report on Russian Hacking that:

“...Russian President Vladimir Putin ordered an influence campaign in 2016 aimed at the US presidential election. Russia’s goals were to undermine public faith in the US democratic process, denigrate Secretary Clinton, and harm her electability and potential presidency. We further assess Putin and the Russian Government developed a clear preference for President-elect Trump. We have high confidence in these judgments.”

As Medve stated, President Trump certainly ran a divisive campaign. He claimed that Mexico was “sending people that have lots of problems...They’re bringing drugs. They’re bringing crime. They’re rapists,” suggested that Megyn Kelly was asking him “ridiculous questions” during a debate, and that you could see “blood coming out of her eyes, blood coming out of her whatever,” and said that John McCain “was a war hero because he was captured. I like people who weren’t captured.” Americans also remain divided on whether the election was won fairly. Regardless of whether President Trump was elected fairly, however, the people of this country are under no obligation to “support our new President, else we risk conflict at home.” If someone is unhappy about the election of President Trump or any
of the things he does while in office, that person most certainly has the right to express their discontent according to the First Amendment. Protests and riots are not synonymous, and to imply that they are, or that they are both equally poor ways to express your discontent with something on this scale, is absurd.

Also, seceding from SUNY SA would do nothing but further divide everyone involved. How one can profess a desire to stand together as one and simultaneously propose removing our entire student government from SUNY SA because they don't agree with the actions being taken by SUNY SA is perplexing, and contradictory. We should come together as Americans, and if you genuinely want to do that, you must come together as Asians, as Blacks, as Whites, as Native American, as LGBTQ+, as Muslim, as Christian, as Jewish, as Atheist, Republicans, Democrats, etc. These are the people that comprise America, and to disregard all of those distinctions directly contributes to the problem our country is facing: we can't come together as one by disregarding our differences. We must embrace these differences, and protect those who are at a higher risk of persecution or injustice. Otherwise, what kind of America are we living in? What kind of Americans are we?
Poly Poetry

Sanctuary

What it would be like to fly
To see the world from an eagle’s eye
I would be free
With no one but me
Alone with my thoughts in the sky.

- Elizabeth Simonelli

The Bridge

Snow Falls Quickly
On the Bridge Below
Life Goes On

- Keith Frazier

Studying

It feels like I’m slipping, falling, sinking
In my head I just keep thinking
If I could move
Would I just lose
The progress I’ve been making?

- Elizabeth Simonelli
For hundreds of years, the phrase “dogs are a man’s best friend” has been spoken widely across many tongues. Their loyalty has been widely regarded in the media across several platforms. However throughout Japan, there is one dog who is more commonly known than the rest.

The Akita is a breed of dog commonly found in Japan. They have a strong physical resemblance to the Shiba Inu with the only major difference being their size. In 1924, Hidesaburo Ueno, a professor of agriculture at the University of Tokyo, adopted a one-year old Akita named Hachikō. The professor commuted by rail daily to his workplace. Initially, Hachikō was so attached to him that on multiple occasions, he made the professor late for work. However as weeks progressed, Hachikō followed a pattern of walking to the train station with the professor every morning, returning home for the day, and then meeting him back in the afternoon. This routine was followed for over a year until Professor Ueno had a sudden cerebral hemorrhage while giving a lecture and immediately passed away. For the next 9 years, Hachikō continued his routine waiting at the station. He was fed by the locals who frequent the rail service and by those who’ve known the professor. He passed away from a filaria infection in March of 1935. A statue was erected in 1948 commemorating his insurmountable loyalty and still stands outside the Shibuya Station today.
The tale of Hachikō has floated across the ocean and infected the hearts of those in America. In 2009, *Hachi: A Dog's Tale* was released in theatres across the United States and opened the eyes of many to his story. However, the movie took place in the 21st-century western world and although most of the film kept to the factual events, there were some differences. In the film, the professor found Hachi running loose in the train station one night and from there, adopted him as his own. Towards the end of the movie, the professor was leaving for work one morning and unlike his normal self, Hachi did not want to walk with him to the station. However, he ended up following him and being more affectionate than usual. It is a common legend that dogs are able to sense when something dark is about to happen and later that day while giving a lecture, the professor died from a heart attack. The film brought more attention to the tale of Hachikō and altogether, the love of dogs everywhere.

"Dogs love their friends and bite their enemies, quite unlike people, who are incapable of pure love and always have to mix love and hate."

— Sigmund Freud

On the left, a bronze statue of Hachikō which was erected at Shibuya Station in April 1934. The statue was recycled for the war effort during World War II, and was later rebuilt in 1948 by the son of the original artist.

On the right, a bronze statue symbolizing the reuniting of Professor Ueno and Hachikō. The statue was erected on the campus of University of Tokyo in 2015 in memoriam of the 90th and 80th anniversaries of the deaths of Professor Ueno and Hachikō.
MEN IN THE ARTS

GENE KELLY
Eugene Curran Kelly was born in Pittsburgh, Pennsylvania on August 23, 1912. He was born into an upper-middle class family and was the middle child out of five. When he was eight, Kelly's mother sent him and his brother to dance lessons. Initially, he did not want to push through with the lessons because of bullying, so after a year, he dropped out. He re-enrolled in lessons when he was fifteen and continued until 1929, when he graduated high school and left to study journalism at the Pennsylvania State College. Kelly's family lost a majority of their wealth due to the economic turmoil of The Great Depression and he was forced to move back home and attend the University of Pittsburgh where he commuted and also picked up odd-jobs to bring in extra income. Kelly became involved in the Cap and Gown Club at the university where he continued to dance, and eventually sing and act in original student-run productions.

The family opened up their first dance studio in 1931 and even though the economy of the country wasn't the best, the studio was. The family renamed the studio "The Gene Kelly Studio of the Dance" in 1933 and subsequently opened a second location in Johnstown, Pennsylvania which turned out to be even more successful. The lighthearted fun of the art took people's minds off the severeness.

In 1933, Kelly enrolled in the University of Pittsburgh's Law School, but dropped out after two months to pursue a career as a dance teacher and full-time entertainer. He continued teaching at his family's studio until moving to New York City in 1937. He believed he was talented enough to have his name on a marquee on the Great White Way and after a grueling three years, Gene Kelly was cast as the lead in the Rodgers and Hart musical Pal Joey. Talent recruiters from Hollywood watched the show and asked Kelly to fly out to California where he was almost immediately signed by MGM Studios.

His first major break in the film industry was opposite that of Judy Garland who, even though ten years younger, became his acting mentor. His later film and dance techniques scored him roles in movies such as An American in Paris (1951) and Invitation to the Dance (1956). Nowhere did Kelly get more recognition than in 1952's Singin' in the Rain. One of the greatest movie musicals of all-time this comedy highlighted the glamorous life in Hollywood and became the first movie to break out of the silent film category. His dance to the title song, where he tapped under his umbrella in a downpour, has become some of the most notable choreography in American entertainment.

Gene Kelly died from a stroke on February 2, 1996, in Beverly Hills, California. He did not have any funeral services and was cremated as he wanted. His incredible contributions to the movie musical field through dance performance, choreography, and photography will always be remembered.

"I THINK DANCING IS A MAN'S GAME AND IF HE DOES IT WELL, HE DOES IT BETTER THAN A WOMAN."
—Gene Kelly

Written by Ashley Joy Paw

Designed by Matthew Rice
Music streaming is becoming the future of the music industry as physical record sales continue to slide. When was the last time you bought a physical album? A new era of music consumption is exploding. Music streaming started in 1993 with the Internet Underground Music Archive (IUMA) launching as the first free online music archive of MP3 downloading songs. The beauty of IUMA was that it allowed unsigned artists to share music and communicate with their audience. Music streaming disrupted the industry because it allowed you to directly connect with the consumers. Services such as Spotify, Rhapsody, Tidal, Soundcloud and Apple Music have shifted the music industry away from album sales and toward digital downloads/streaming. Since we know where music streaming is, the next question is where it is going?

According to a Forbes article titled “Could Streaming Music Sites Eventually Collect Grammys, Emmys, And Even Oscars?” by Hugh McIntyre, “The Grammys are coming up next, and it won’t be long until an album, song or video that launched on a streaming platform winds up a nominee.” The future of this industry is a streaming service receiving the top accolades in the music industry. Netflix is already Emmy nominated. There are countless streaming services and original works being released on these services. For examples, Beyoncé’s Lemonade and Kanye West’s Life of Pablo were exclusively released on Tidal before hitting the stores. Even mixtape streaming websites like DatPiff.com and Spinrilla are giving artists the option to released their music on their site and then send the consumer to iTunes to buy it. This method of listen before you buy was seen with Aboogie’s TBA and Meek Mill’s DC4.

Another avenue that streaming could go down is being counted as album sales. According to the RIAA, “(The) RIAA will include on-demand audio and video streams as a track sale equivalent in Gold & Platinum (G&P) Album Awards.” This is monumental because now artists will be more inclined to put their music on websites such as Spotify and Tidal. Entire albums are now being released on streaming sites, first to their paid subscribers before copies can be picked up at stores. Kanye West’s The Life of Pablo was released like that. Artists are also releasing their albums with music videos to their songs along with videos exclusively containing the audio version of the album. Beyoncé and Frank Ocean chose to take this new innovative route. People are becoming inclined to pay for streaming services because their favorite artists are releasing original content on these services that cannot be found anywhere else. Streaming services such as Apple Music and Tidal are in bidding wars over exclusive rights to various artists’ content. This has led to controversy, including the handling of collaborative works such as “Pop Style” by Drake, in which Kanye West’s featured part was cut out because Drake is licensed by Apple Music, a rival of Kanye’s Tidal. Streaming wars will become commonplace between titans in the industry as they fight over subscribers. Apple Music is already quietly pacing itself to catch up to Spotify.

Music streaming is a becoming a big industry. Spotify has 40 million paying subscribers and 100 million total subscribers. Apple Music crossed the 20 million paid users mark in June. The avenues that I foresee streaming services going down will change the music game forever. Albums will be completely digital instead of being bought at stores. With albums going gold and platinum on streaming services, award shows will start looking at the streaming services for insight into how consumers interact with their music. The future’s looking bright for music streaming services.

Keith Fraizer
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