



Genre-based vs Individualized Playlists

Songs we heard growing up create a pathway to the story of our lives! There is nothing quite like that one particular song that played at your wedding, the specific song that your dad sang when you were a child, or the song that gets you singing in your car, even though you didn't think you were especially fond of that music group!

When we are creating playlists we want to find the specific music that really connects to them as an individual. Studies are showing that more brain neurons are fired if we hear a preferred song and, therefore, more function is realized.

- Country? "Yes, but I don't like Willie Nelson and prefer Tennessee Ernie Ford, except I like Willie's 'On The Road Again' because that reminds me of my husband!"
- Opera? "Love it! But, not Pavarotti, rather the Spanish songs by Andrea Bocelli. I sang with many big bands in Mexico when I was young."
- Remember the Rat Pack days? "Just not really into Sinatra but adore the Italian songs of Dean Martin. It takes me back to my younger days..."
- Grew up in the Big Band era? "Sure, Benny Goodman was always on the radio, but I mostly loved to listen to music with my kids. They were teens in the 60's and Janis Joplin's music was always on the turntable playing in our house. The kids used to make me dance with them. It was fun!"
- Lived in Manhattan in the 40's? How about jazz? "Yes, but my family is Jewish, so we listened to a lot of Yiddish songs also. We would spend the summers in the Catskills."

We want to reach deeply held memories, going beyond the general to the specific. We want to make the best effort to truly connect to each individual's personal life experience. It's more than just music for music's sake, it's transformative.

Are you working with someone who would rather listen to talk radio productions like the Great Detectives of Old Time Radio or Amos & Andy? The high production and sound effects are enough to send you on a journey!

Genre or era based music is a great option to provide enjoyment to the general audience. It's also a great place to start discovering the preferred music for an individual who is non-verbal. However, Music & Memory's approach of taking this to the highest level, by going beyond general music offerings, has yielded unmatched benefits and by-products that were never anticipated.

Questions? Email: carequestions@musicandmemory.org