Project
Official Band Web site for The String Cheese Orchestra (TCSO)

Basics

The Band: The String Cheese Orchestra out of Madison Wisconsin combines techno music with traditional melodies and instrumentation from Scandinavia and indigenous tribes of the Great Plains.

The Band’s Audience: TCSO reports that concert goers and music buyers generally range from 18-35, are split between both genders and come from a number of ethnic groups. Their tours thus far have been in small clubs in major cities such as Chicago, Pittsburgh, Milwaukee and Detroit and clubs in college towns such as Ann Arbor, Ypsilanti, State College, and of course Madison. According to the band members, they want this project because many fans had come up to them after concerts asking if they had a Web site with news and tour dates.

Selected Comments

Eric Swenson: “We want all of our band life on this site - our tour dates, ongoing news, recording information, music clips, you name it!”

Frida (Fred) Anderson: “It’s really important that the fans be able to find anything they want to know quickly and easily. It’s great to have multimedia, but I don’t want the fans wandering all over the site just to find out when our next album is coming out.”
Ralph K. Smith: “For me it’s important that the Web site provide a connection with us - who we are, what are music is, what our goals are.”

**Suggested Questions for Brainstorming**

- What kinds of questions do fans ask backstage or via e-mail?
- Other merchandise besides albums?
- What kind of online communication with the fans do they want?
- What are their influences? How do they want to communicate that?