

“Jamming on the Job”

Episode 7: Online Merchant

[PBS KIDS music]

PBS KIDS Announcer: From your friends at PBS KIDS.

[A tour bus zooming down the open road.]

Andrés: Vamos amigos, it's time to go.

Christina: Get ready BoomBox, we have a show.

[Music: Jamming on the Job theme song]

Christina, Andrés, and BoomBox: (singing)

Jamming on the Job

Ja, Jamming

Jamming on the Job

Wooh Ooh

I'm Christina,

Y yo soy Andrés

And we play music

All over the states

We jam and learn

With people who

Work in jobs

They love to do!

If we get stuck

Or something goes wrong

An expert helps us
And we write a song!

[BoomBox beats]
Hey...Go BoomBox...¡Vamos!

Jamming on the Job
Ja, Jamming
Jamming on the Job
Wooh Ooh

Christina: ¡Hola, Jam Fam! And welcome to Jamming on the Job! We're getting ready to play a concert tonight.

Andrés: Jam Fam! Today's concert es muy especial. Most of the time we're on the road, and playing shows in cities all over the country.

Christina: But today we're playing in our hometown! Uh-huh! We are finally back home.

Andrés: Nuestra casa está en Virginia, near Washington, DC.

BoomBox: WASHINGTON, DC! THE CHOCOLATE CITY...

Christina: Oh yeah BoomBox! That's go-go music! Chocolate City is one of Washington DC's nicknames, because of its vibrant African-American community!

Andrés: Washington, DC is right next to Maryland and Virginia. It has lots of government buildings, like the White House and the Capitol. And it's a city that isn't part of any state!

Christina: And our area of Virginia is one of the most diverse places in the world. Mmhmm! People from over 120 countries live here!

Andrés: And all my favorite things are here! My favorite guitar... my favorite snacks... oooh, I forgot I left this bag of chips behind the couch. Mmmm!

[bag crinkling and chip crunching sounds. Then, trucks driving by outside]

Christina: Oh... my... gosh. Andrés! Outside! Look look look! ¡Mira! Can you believe it?!

Andrés: Huh? What's going on?

[truck sliding door opening and shutting]

Christina: It's... the... mail truck! Yes!

BoomBox: IT'S THE MAIL TRUCK!

Christina: The *mail* is here! (laughing)

[footsteps and door opening]

Christina: I'll be *riiiight baaaaack*--

Andrés: Ok... BoomBox and I will wait right here...

BoomBox: BOOMBOX AND ANDRÉS (SNACK) CHILLING ON THE COUCH (SNACK) WAITING ON THE MAIL AND A SNACK IS IN YOUR MOUTH (SNACK) YUM YUM YUM (SNACK) YUM YUM YUM (SNACK)

[door opens, Christina opening mail]

Christina: Ooooooh, Andrés, just *look* at all this mail!

[letters falling on table]

Andrés: There are bills... and flyers...

Christina: And mail from listeners! From the Jam Fam! (laughing) Ok, here's the first one. Let me open it. And it says (clears throat) "Dear Christina, Andrés, and BoomBox, I love your music! Can I buy it somewhere, to listen to it?" Awwwww.

Andrés: And here's another one: "Dear Christina, Andrés and BoomBox, I'm a huge fan! And I want everybody to know how much I love your music! Do you sell t-shirts? Or posters?" Oh my goodness. They like us! They really like us!

Christina: And they love our music! I *love* hearing from people who love our music. It's so cool when someone is sitting at home and thinks... "What do I like?"

BoomBox: WHAT DO I LIKE?

Christina: And *then* they think, "I like Christina, Andrés and Boombox's music!"

Andrés: They like it so much that they want to show it with some merch! ¡Quieren nuestros productos!

Christina: Well, that's perfect! We have this box of t-shirts and CDs [boxes being moved] right here, ready to sell at every concert!

Andrés: Sí, pero Christina, our listeners are writing to us from all over the country! They can only buy our productos if we play a concert near them.

Christina: Oh, that's true. I don't want to keep them waiting.

Andrés: Hey! ¡Mira, Christina! Look at this flyer that came in the mail! Here, read it.

Christina: Ok, it says – “You are uniquely you, and now Ash can help you share *you* with the world!

Andrés: Huh...

Christina: “Visit the store and buy a t-shirt in person, or order from anywhere in the world with our online store?”

Andrés: Ooooh, an online store?

Christina: Ohhhhhhh, yes! Sí, sí, sí, ¡eso es exactamente lo que necesitamos! An online store, that is exactly what we need to help share the love with our fans from all over the country!

Andrés: But how could we set up an online store?

Christina: Huh... Hey! Maybe Ash can help us!

Andrés: ¿Crees que Ash nos pueda ayudar? Oh, look, here on the flyer, there’s an address for an in-person store!

Christina: ¡Pues vamos! Let’s go meet Ash and see if they can help us set up an online store!

Andrés: Great idea! You hear that Jam Fam? BoomBox, come on, let’s go!

BoomBox: LET’S GO MEET ASH. LET’S GO MEET ASH.

[car stops, car doors open and shut, footsteps]

Andrés: Okay, Jam Fam, We made it to the store. Look at the sign up there. It says “Fits You To a Tee,” Oh, like when something fits you well, they say it “fits you to a tee”. And “tee”, like t-shirt!

Christina: Ohh! I get it ¡Ya entendí!

BoomBox: FITS YOU TO A TEE! FITS YOU TO A TEE!

[door chimes and unicorn neighing]

Christina: And wow, look at all these awesome shirts!

Andrés: These t-shirts over here have drawings of a unicorn superhero!

Christina: Whoa! And the shelf up there has capes and unicorn horns to go with them!

Ash: Hey! Hey there! How can I help you? I'm Ash. I use they/them pronouns.

Andrés: ¡Hola! Soy Andrés. My pronouns are he/him, and él en español.

Christina: And I'm Christina. I use she/her, or ella.

Ash: ¡Mucho gusto!

Andrés: Mucho gusto. Oh, and this is BoomBox, our magical music machine.

BoomBox: BICA BICA BOOMBOX! BOOMBOX!

Christina: Well, we got your flyer! It was so *cool*! It came in the mail!

Andrés: Christina *really* loves the mail. And we read on your flyer that you sell your t-shirts en una tienda virtual, your online store!

Ash: I sure do! I'm an online merchant. And I design t-shirts, too.

Andrés: So you make your shirts, and then you sell them here in the store, so people can buy them in person...

Christina: But also online, so people can buy them on their phones or their computers from anywhere!

Ash: Yeah that's the idea. Before I was an online merchant, I used to *just* make t-shirts. I sold them at art fairs, and pop-up markets. I would pack up pretty much a whole store into a van, and unpack and build tents and tables and put everything up and take it down, everywhere I went.

Andrés: That sounds like hard work!

Ash: Oh, it sure was! It was super exciting to finally open this little store, so I didn't have to load up the van anymore. But I got to thinking: I used to meet people all over the country! And those people still like my work and want to buy more of it. What if they could order it from anywhere?

BoomBox: ANYWHERE ANYWHERE ANYWHERE, ANYWHERE,
ORDER IT ORDER IT FROM ANYWHERE

Christina: That's just what we were thinking too! What if our fans could buy our merchandise no matter where they live?

Ash: Right! I really liked that idea. So I learned how to build an online store. And now I'm so happy being an online merchant. It fits me to a tee. And it all started with my asking myself: What do I like?

BoomBox: WHAT DO I LIKE?

[phone buzzing and cash register ding]

Ash: Whoa! That's the sound my phone makes when someone orders a t-shirt from my online store. I love that sound.

Andrés: Oooh, I like it too! BoomBox, could you record that?

BoomBox: RECORDING [dings] ONLINE ORDER DING [dings] SAMPLE RECORDED

Ash: Wooooah, very cool!

Christina: Ash, do you think you might be able to help us build our *own* online store?

Ash: I bet I could! My friends make all kinds of cool projects and art, and I've helped them build online stores!

Andrés: ¡Qué bien!

Ash: When I build someone's online store, I try to make sure that it fits who they are. Just like my t-shirts! Your store should fit you to a tee.

BoomBox: FITS YOU TO A TEE! FITS YOU TO A TEE!

Ash: My online store matches my design style. And it tells customers things about who I am, and what I like! Lots of rainbows... unicorns... tie-dye frogs.

Christina: Tie-dye frogs?

Ash: (laughs) Yeah. When people see your online store, they connect with you more if they understand more about, you know, who you are. So I want to learn more about you.

Andrés: And we want to learn more about you, too, Ash!

Ash: You do?

Andrés: Claro que sí. Hey, Christina, Jam Fam, are you thinking what I'm thinking?

Christina: I think so, Andrés. Ash, would it be okay if we wrote a song about you and what you like to do?

Ash: That sounds like so much fun. Yeah, sure!

Christina: Hey BoomBox Hey Jam Fam...

Christina and Andrés: We've got a job to jam on!

BoomBox: WE'VE GOT A JOB TO JAM ON! WE'VE GOT A JOB, WE'VE GOT A JOB, JAM! OHHH...

Andrés: This is great! We love meeting new people and learning more about them.

Ash: That's good to know! Ok, let's see here. [notebook page flips] You are "Friendly"... and... "curious." [sounds of pencil writing on notebook] This is a great start. Okay, so... What brings you joy? Try asking yourselves the question, "What do I like?"

BoomBox: WHAT DO I LIKE?

Christina: Oh, we can try that! Um, well, I like teaching... [pencil scribbles] and I like getting letters from people who love our music. [Ash: Mmhmm...] And I love performing! [pencil scribbles]

Andrés: ¡Yo también! I love performing too! And I love eating yummy snacks, and telling funny jokes! [Ash: Mmhmm...] What about you, BoomBox?

BoomBox: BOOMBOX LIKES RECORDING, AND BOOMBOX LIKES TO REMIX!

[music, and Ash laughs]

Christina: Andrés, BoomBox and I have loved music ever since we were little. And now music is a big part of who we are!

Andrés: It's true! We love expressing ourselves with our songs!

Ash: And I've always loved expressing myself through design! That's why I went to school to study it.

Christina: Ah, you must have loved it!

Ash: Oh yeah! I've loved to draw and paint since I was a little kid. And soon those images started turning into designs for other things I could make, like toys, and clothes, and even a giant bubble machine!

Andrés: Whoa!

Ash: Yeah! I love making designs on paper. You get to visualize the way you want it to look. And then when you see it come to life on a t-shirt that someone's wearing, or in a store... it's like (makes explosion sound) magic!

Andrés: That *is* like magic!

Christina: Yeah! It's been so cool to meet you, Ash. Now we need to head over to the venue to do our sound check, but... hey! Would you be our guest at the show?

Ash: Oh my gosh, absolutely! And I can have your online store ready by then!

Andrés: ¡Wow, qué rápido!

Christina: ¡Muchas gracias! I can't wait to tell our fans about it at the concert!

Ash: Fantastic. I can't wait to share it with you. This store is going to fit you

to a tee!

BoomBox: FITS YOU TO A TEE! FITS YOU TO A TEE!

[music, crowd applause]

Christina: Thank you, everyone! It's wonderful to be home!

Andrés: (laughs) We have a brand-new song to play. But first, we'd like to introduce our new friend, Ash! Please give them a warm welcome!

[crowd applause]

Ash: Oh! Um, hey! (laughs) Hey there, everyone. So, here's the big news, for people who *have* to buy their merchandise! Not only can you buy merch at the show...

[drumroll]

Ash: ...You can buy it any time, from anywhere, at their brand new... online store! [crowd claps] Check it out on the screen behind me!

[crowd gasps and cheers]

BoomBox: BRAND NEW ONLINE STORE. BRAND NEW. ONLINE STORE. ONLINE. ONLINE. BRAND NEW ONLINE STORE.

Andrés: Christina! ¡Mira! ¡Increíble!

Christina: Oh, wow. Just wow. It's musical... it's colorful... it's fun...

Andrés: And a little silly! [crowd laughs]

Christina: Ash really nailed it!

Andrés: ¡Sí, elle lo hizo muy bien! There are t-shirts with our faces on them... and CDs with our music... and stickers with BoomBox on them!

Christina: And stationery! So our listeners can write *letters*! And send them in *the mail*! [crowd laughs]

Andrés: This store really fits us to a tee

BoomBox: FITS YOU TO A TEE! FITS YOU TO A TEE!

Ash: To a tee! That's just what I was going for. I'm so glad you like it!

Christina: Oh, we love it! And now check out what we made for you! This song is called, *What Do You Like?* Hit it BoomBox!

BoomBox: UNO, DOS, TRES

Christina, Andrés, and BoomBox: (singing)

Lots of people like my art
And they want to take it home
I'll set up an online store
So they could buy it from their phone!

What should my shop be like?
What am I going to sell?
My shop should be like me
I just have to know myself

What do I like? What makes me special?
Special and unique. Yeah, special and unique.
I'm asking: What do I like? What makes me one-of-a-kind?
What makes me happy?

I love being an online merchant, online merchant, online merchant
I love being an online merchant, online merchant, online merchant

Now my store is all set up
The orders are coming in
What should I add? I can't decide
Here is where my work begins

What do I like? What makes me special?
Special and unique. Yeah, special and unique

I love being an online merchant, online merchant, online merchant
I love being an online merchant, online merchant, online merchant

If you want an online store
If you want to sell stuff, too
I can help you set it up
But first, I need to get to know you!

What do you like? What makes you special?
Special and unique. Yeah, special and unique.
I'm asking: what do you like? What makes you one-of-a-kind?
What makes you happy?

What do I like? What do I like? What makes me happy?

What do you like? What do you like? What makes you happy?

[crowd cheers]

Ash: Wow. That was fantastic. That song really fit me to a tee!

BoomBox: FITS YOU TO A TEE!

Ash: And I loved building your online store. Now anybody who wants to
can order a t-shirt from anywhere! And it'll come right to your house!

Christina: Wait. Wait wait wait wait wait wait. Wait a second. The online stuff everybody's ordering... is going to arrive... through the *mail*?

Ash: Yeah! You got that right!

Christina: Aw, yes! This is even more awesome than I thought!

Ash: I'm so, so glad!

[crowd applause]

Ash: Hey, I have something to say to the Jam Fam out there: I'm so excited for you to ask yourself, "What do I like?" And to keep asking yourself more questions, and learn what makes you feel happy inside. And if there's something you really, really love doing... do it! It's okay if it doesn't become your job.

Christina: Yeah! You can still make art, or, uh, program computers, or learn about rattlesnakes, or play soccer... just because you like it!

Ash: And if there's some way you want to express yourself... try it! You can sing a song... or find a piece of paper and write or draw whatever you're feeling, or whatever you're thinking about.

Christina: You might decide to share it with the world!

Ash: Or, you might decide to share it just with yourself.

Andrés: ¡Así es, amigos! Well, I'm so glad we could share today's adventure with all of you, Jam Fam.

Christina: ¡Yo también! But now it's time to go. We'll catch you all next time on Jamming on the Job!

BoomBox: JAMMING ON THE JOB!

Christina, Andrés, and BoomBox: (singing)

Jamming on the Job

Ja, Jamming

Jamming on the Job

Wooh Ooh

Andrés: Hey BoomBox, can you *tee* up the credits? (laughs)

BoomBox: UNO, DOS, TRES

BoomBox / Pierce Freelon: (singing and rapping)

Jamming on the Job is hosted by Andrés Salguero

Christina Sanabria and Pierce Freelon

I play BoomBox, I hope you're singing along

'Cause we wrote, composed and performed these original songs

Michal Richardson wrote the episode for today

And Ash – they were played by Cherie B. Tay

Mixed by Terence Bernardo

Editor Aaron Keane

Produced by Issac Klein and Daniel Rinaldi

David Huppert is our EP and that's our crew

From Durham, North Carolina we bid you adieu

Thank you for listening, hope you kick it with us again

Jamming on the Job, please share us with a friend

Pierce Freelon: Jamming on the Job is made possible by a Ready To Learn grant from the U.S Department of Education through the Corporation for Public Broadcasting.

[Music fades]

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