

Building a Local Music Collection: Connecting the Library, Musicians and Fans

Kelly Bennett, Ferndale Public Library

Introduction

- Tapping into your local music scene will earn your library a reputation for being in touch with the community you serve
- If you explore all the possibilities, your library can become part of that scene: as a venue, a distributor, depository, a school and a champion of new ideas

The Collection

The crux of the library's relationship with the local music community

- Where do I start?
- Where do I get this stuff?
- What do I do with this stuff?

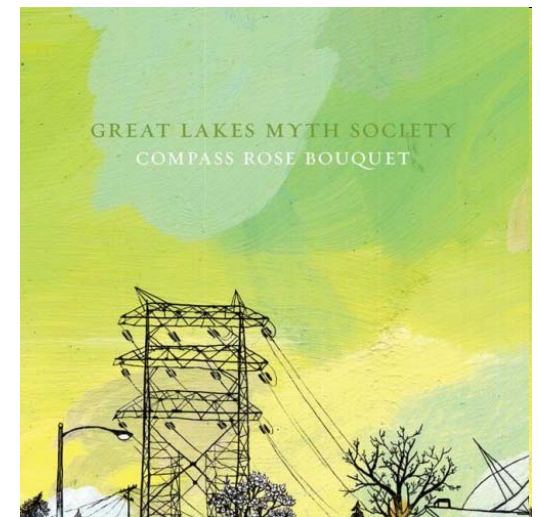
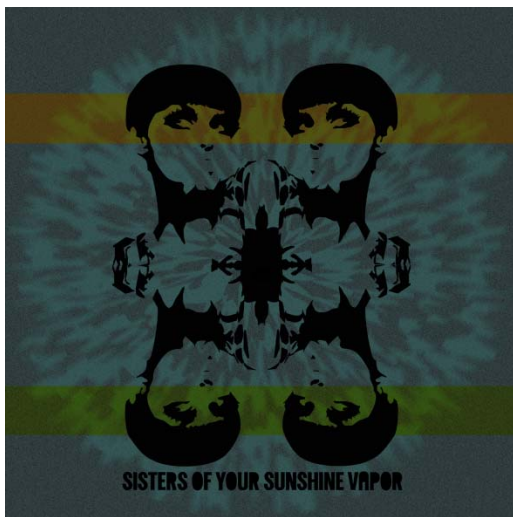
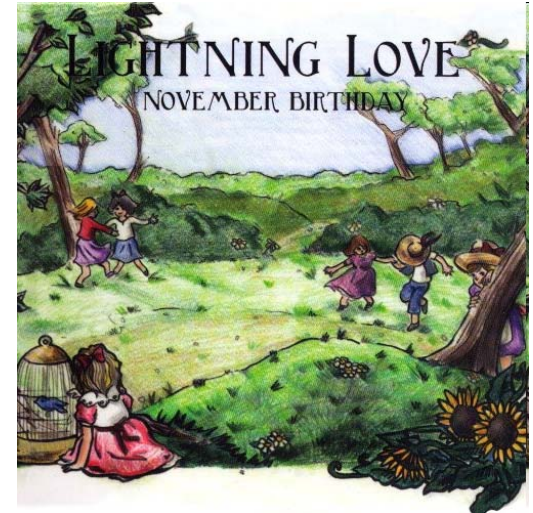
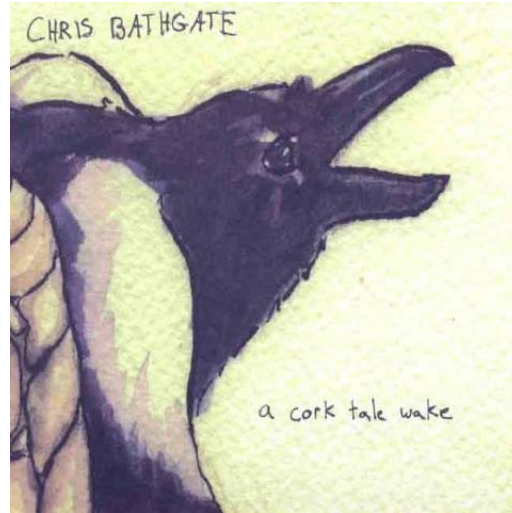
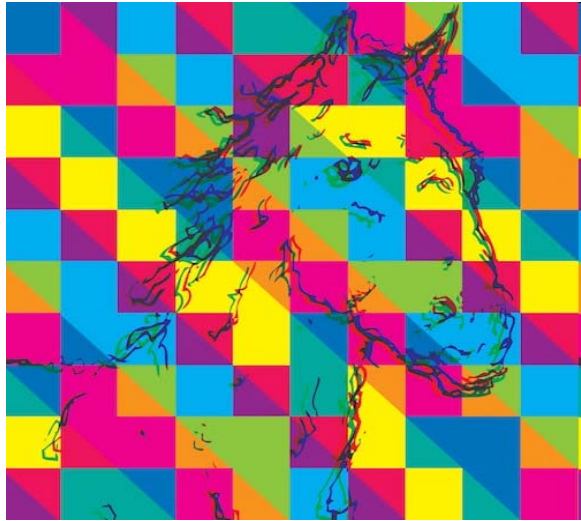
Where Do I Start?

- There's lots of ways to find out what's going on in your local music scene
 - Local weekly papers (and their websites) have show listings and reviews
 - Ask patrons and co-workers about bands
 - Seek out local record labels
 - browse or search
<http://allrecordlabels.com/db/state/MI.html>
 - Check out nearby bars and venues

Where Do I Get This Stuff?

- You've done your research, now get some music!
 - ▣ Many small labels allow you to order from their websites.
 - ▣ Put the word out that you'll take CDs for inclusion in the library's collection. About 75% or more of my collection was donated

Some Local CDs from FPL's Collection



Where Do I Get This Stuff?

- Sometimes you just have to go to shows to get it
 - If you're not into the bar scene, see if a co-worker or friend will go.
 - Introduce yourself and tell them you enjoyed the set
 - You might get a free CD
 - This is the single best way to build your collection and relationships with the music community



Local

Artist

What Do I Do With This Stuff?

- So, you've got a pile of CDs...
 - Cataloging
 - Original cataloging can take some time
 - Labeling
 - Consider creating a logo and label for your local collection
 - Shelving and Display
 - Don't forget to advertise that you're still taking donations
 - Tell your co-workers about the collection
 - Tracking
 - Use a bibliographically significant category in your database so that you can track the collection's circulation

The Blog

Your library's voice in the local music scene

- Why do I need one?
- Branding your blog
- What do I write?
- Blogging tricks

Why Do I Need One?

- It is a dedicated place for you to talk about your collection, shows you see and put on, and local music news
 - Take pictures of live shows
 - Review CDs in your collection
 - Post updates to the collection
 - Use your blog to connect with other local music bloggers
 - Post your blog updates to Facebook and Twitter



Brand Your Blog

- Branding is about mood, appearance and the content you choose to present
 - What do you want your blog to do and what personality would you like to present?
 - Logo
 - Make sure it reflects your purpose, attitude and content
 - Name
 - Short and sweet is always the best. Imagine saying it in conversation

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The Place for Local Music @ the FPL



What do I write?

- Album reviews
- Show reviews
- Mp3 posts
- Local Music News
- Updates to the collection
- Commentary
- Promotion of your and other's events
- Guest bloggers
- Contests

Blogging Tricks

- Here's some tricks to get your blog noticed and up your traffic
 - Use Tags to increase search results
 - Register at blogcatalog.com
 - Make blog business cards
 - Make a Facebook fan page for your blog
 - If you review a band's CD or show, post a link on their Facebook wall

The Gigs

Bring the musicians, fans and music to your library

- Should we have shows at our library?
- Planning
- Promotion
- What about a music series?

The Library's first foray into live music – The Motor City Midwives and High Speed Dubbing September 2008



Should We Have Shows?

- An important question! Here's some considerations.
 - Would patrons tolerate music during open hours?
 - Do you have staff to take your place if you're attending to the details of the show?
 - Would anyone come to an after hours show?
 - Do you have a good performance space?
 - Can you afford a PA system?
 - Do you intend to pay the bands?

Halloween 2009 – The Beggars and Carjack



Planning

- So you're going through with it. Awesome! Time to plan.
 - For best results (and retention of sanity), begin contacting bands 4 months in advance
 - Have all the details ready for them when you're recruiting.
 - Date of show, and date they need to get back to you before you look for someone else
 - Load-in, Door, Set, and Load-out times
 - Set length
 - Equipment and room details
 - Payment details
 - Other rules (drinking, smoking, conduct)

First stand-alone music event: Jesus Chainsaw Massacre and Sheefy McFly May 2010



Planning

- ▣ For each slot you're filling in the bill, only contact one band at a time
- ▣ Expect a certain amount of tardiness, bad communication and general flakiness
- ▣ Know the limits of your equipment, space and time
 - Micing instruments
 - Storage space
 - Set length
 - Is the audience standing or sitting?

FPL's Community Preview Party – July 2010



Planning

- Consider having refreshments
 - If it's a super-special event, you may be able to purchase a temporary liquor license
 - Make sure you have something to drink for your band, no matter what
- Merch table
- Other stuff
 - Alcohol and the audience
 - Build in “schmooze” time
 - Earplugs

Promotion

- Promotion is as essential to a good event as planning
 - Create a “gig poster” for the event
 - Send out press releases with a month lead-time AT LEAST
 - Use your blog as news central
 - If the event is really special, consider purchasing an ad
 - Use local news outlets’ event calendar sites to post the event
 - Ask the bands to do some promotion of their own

What About a Music Series?

□ Have your music events been big hits?

Maybe you're ready for a series!

□ Set a regular day and time

□ Give it a good name

□ Before booking anyone, put out a call for interested bands

First Stop Friday: September and October 2010



Giving Back to the Musicians

They've given you their music,
give them something back

- Special Collections
- Promotion
- Special Events

Special Collections

- Bring musicians back to the library with a special collection geared toward their needs and interests
 - A music instruction collection featuring materials on:
 - Guitar playing, maintenance and tricks
 - Music production software (Pro Tools, Ableton, Garage Band)
 - Synthesizers/Computer produced music
 - Unusual instruments
 - Vocal exercises
 - History of music

Promotion

- Promote bands you've worked with in the past
 - ▣ Preview a show their playing on your blog
 - ▣ Post an mp3 from an upcoming album
 - ▣ Put their poster up on your event board or website
 - ▣ Buy their album for your collection this time around

Special Events

- Special learning opportunities for local musicians
 - ▣ Is there a songwriting seminar you can organize in your library?
 - ▣ Can you give groups of musicians a place to practice after hours?

**For more information,
visit**

<http://780s.blogspot.com>

or email

k.d.bennett79@gmail.com