

# Building a Community-Driven Local Music Collection



**CAPITAL CITY**  
RECORDS ▶◀ ▶ || ■  
EDMONTON LOCAL MUSIC

Alex Carruthers, Digital Public Spaces Librarian

 @acecarruthers

Spread the words.

# CAPITAL CITY RECORDS EDMONTON LOCAL MUSIC

- **What is it?**
- **Why did we build it?**
  - Digital public space
  - Community consultation
- **How did we build it?**
  - Collection model
  - License & tariffs
  - Open source tech
  - Assessment

**What is it?**

**capitalcityrecords.ca**



ALBUMS

ARTISTS

POSTERS

## Capital City Records: Edmonton Local Music

Just what are we trying to do here?

MORE



**Commonwealth**  
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**At Sunset We Sing**  
F&M



**A Perfect Reality**  
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**slushpuppie**  
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**Lights (Deluxe Edition)**  
Josh Sahunta





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ARTISTS

POSTERS



## Commonwealth





















Columbus

Independent

Pop • 2015

ADD TO YOUR COLLECTION

### TRACK LIST

1	AOL@Home	3:43		
2	Camera Shy	3:43		
3	Behind the Wheel	3:49		
4	French Dorm	3:47		
5	Alone Together	4:42		
6	Don't Go Out	3:47		
7	Albert Small	4:21		
8	Find the Time	4:13		
9	Can't Let Go	3:13		
10	Ba ba ba	2:32		

OPTIONS TO PURCHASE 





21221019471736

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SUBMIT

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AOL@Home  
Columbus, Commonwealth



Camera Shy  
Columbus, Commonwealth

Camera Shy

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Columbus, Commonwealth



Camera Shy  
Columbus, Commonwealth

Camera Shy



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AOL@Home  
Columbus, Commonwealth



Camera Shy  
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Downloading 04 Camera Shy.mp3

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ABOUT FAQ



AOL@Home  
Columbus, Commonwealth



Camera Shy  
Columbus, Commonwealth









ALBUMS

ARTISTS

POSTERS



F&M's signature sound, from the powerfully melodic folk-rock inaugural release of "Let Every Light Shine" (2007, Shameless Records), the complex and introspective "Every Light Must Fade" (2008, Shameless Records), Earshot #1 folk chart-topper, "Sincerely, F&M" (2010, Shameless Records) and the heart warming "Wish You Were Here" (2011, Shameless Records) is a musical choice for the more refined. F&M's emotive observations incorporate an international view that's finely aged through an urban-Canadian perspective. This unique sound has been critically acknowledged by way of music placements, songwriting

Show more



AOL@Home  
Columbus, Commonwealth



Camera Shy  
Columbus, Commonwealth





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Show more



At Sunset We Sing  
F&M

ARTIST WEBSITE



Gig posters are a window into Edmonton's music history. [Learn more.](#)

[+ Add your posters](#)



Credit this artist



Credit this artist



Parker Thiessen



David Berman



Credit this artist



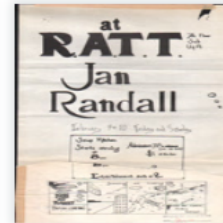
Credit this artist



Parker Thiessen



Credit this artist



Credit this artist



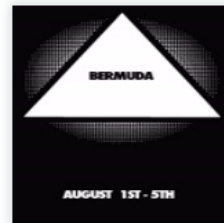
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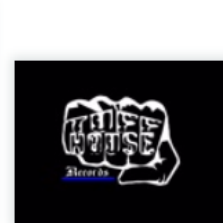
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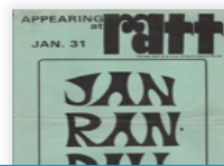
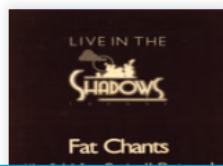
Parker Thiessen



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# Big Plans for Expansion

- **Up to 100 more albums**
- **Improved discovery**
- **Social media integration**
- **Crowdsourcing multimedia: audio (music and oral history), photos**
- **Local gig poster transcription app**
- **Open API**

# Why did we build it?

- **Digital public space**
- **Community consultation**



# Business Plan

## EVOLVE OUR DIGITAL ENVIRONMENT:



### OBJECTIVE 1:

**EPL HAS DEFINED AND CREATED A DIGITAL PUBLIC SPACE IN COLLABORATION WITH COMMUNITY AND PARTNERS. DIGITAL ONLINE SPACES ARE INTENDED TO PROVIDE A VENUE FOR SHARING THE BEST OF WHAT EDMONTON HAS TO OFFER.**

### ACTIONS:

- Develop a plan to curate online community-created content and determine the infrastructure needed (2014)
- Host a major event to engage Edmontonians in developing digital public spaces and to inspire demonstration projects (2014)
- Seek out, crowdsource and host open, local, digital content online (2014-16)

# Digital Public Space

digital public space

digital public space

digital public space

digital public space

digital public space

- No “freemium” services
- No ads
- No digital rights management
- Accessible
- Interactive
- Collaborative
- Interoperable
- Appeals to identifiable community

# Why local music?

- **“It was in the air”**
- **Other public libraries were finding success with local music collections**
- **New digital possibilities**
- **Identifiable but not exclusive community**

# Consulting the community



# What will/could/should our digital public space do?

The music community should curate the collection

The site should tell stories about the music scene. We want it to be multimedia and interactive.

The site should celebrate contemporary music and local music history

The site should reach out to the community, not just sit waiting to be used. Content should change regularly

The music should be high quality

# How did we build it?

## Collection Model

- What are we collecting?
- How are we collecting it?
- How are we paying for it?
- What are the legal implications?

# Collection Model Preamble

- **Capital City Records will represent the diversity of Edmonton's musical talent and support the hard work of contemporary musicians.**
- **Capital City Records will integrate content collected and managed through two separate processes:**
  - The Contemporary Music Collection will be a curated collection of albums licensed from active musicians in the Edmonton Capital Region (ECR).
  - The Local Music Archive collection will have a much broader scope and will crowdsource multimedia content related to the history of local music in the ECR.
- **Both collections will consist entirely of digital content submitted for inclusion by Edmontonians and will be made available primarily online.**

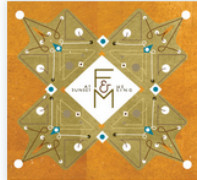


# Contemporary Music Collection

- Quarterly call for submissions
- Jury of community members
- Published in the last 5 years
- Must live or perform in Edmonton Capital Region
- Honorarium of \$100-\$200



**Commonwealth**  
Columbus



**At Sunset We Sing**  
F&M



**A Perfect Reality**  
Marystown



**slushpuppie**  
tuques



**Lights (Deluxe Edition)**  
Josh Sahunta



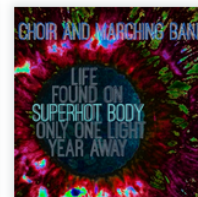
**Live at Jeffrey's Cafe**  
Felt Hat String Band



**Local Technique**  
Electricity for Everybody!



**Origins**  
Marco Claveria Project



**Life Found On Superhot Body Only One Light Year Away**  
Choir And Marching Band



**Hot Minute**  
TOMBTHEMUSICIAN



**I Wish**  
Souljah Fyah



**6 Minute Warning**  
6 Minute Warning



**Your Little Voice**  
The Duettes



**Lashburn**  
Look Away



**Violence**  
Tyler Butler



# Artist Feedback

**“I appreciate very much that Capital City Records has provided a suitable honorarium for my allowing EPL to give away my music. It's a nice demonstration of respect for the artist to offer up a bit of money that will help for the next music project.”**

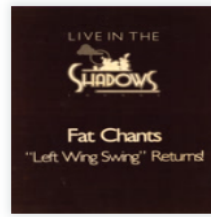
**–Wilfred Kozub, *Wilfred N and the Grown Men***

# Local Music History Archive

- Donated content
- Covers posters, videos, all other audio and images
- Must be related to Edmonton's music scene



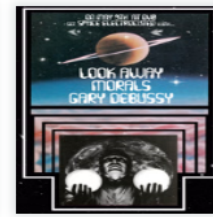
David Berman



Ross Campbell



Credit this artist



Parker Thiessen



Credit this artist



Ross Campbell



Parker Thiessen



Parker Thiessen



Chris Tran



Parker Thiessen



Credit this artist



Parker Thiessen



Credit this artist



Credit this artist



Credit this artist



# digitalpublicspaces.wordpress.com

## Capital City Records Resources for Librarians



[Collection Model](#)

[Sample License Agreement](#)

[Assessment Strategy](#)

[MUSICat – digital local music platform](#)

SEARCH

### DEFINITION

The Creative Exchange defines "Digital Public Space" as a wholly compatible web through which "anyone, anywhere, anytime can access, explore and create with digital content."



# How did we build it?

## Music License

## – License Information

Want to share content with Capital City Records? We'll ask you to sign to our license agreement. The license includes terms for two collections: the Contemporary Music Collection (a juried collection of albums) and the Local Music Archive (everything else, including concert posters). If you are interested in contributing, please read [the full license](#) closely.

Here's a non-binding plain language summary to explain the most important details:

### Contemporary Music Collection

- EPL can:
  - make your content available for permanent download and streaming to site users.
  - promote your content as a part of the site.
  - integrate your content into new parts of the site as they are developed.
- You:
  - confirm that you have the right to license all the content you are sharing, including cover songs and album art.
  - continue to own all the rights to the content. The agreement is non-exclusive so you can share or sell your content anywhere else you want.
  - can ask us to take your content off the site after two years. Just email [localmusic@epl.ca](mailto:localmusic@epl.ca) and EPL will take it down.
  - will be given a one-time payment for your contribution.

### Local Music History Archive

- EPL can:
  - store and share the content on our site.
  - make the content available for streaming or download to end users when applicable.
    - Note: end users still require your permission to adapt or distribute the content in any way. See Capital City Records [Terms and Conditions](#)
  - integrate the content into applications, tools and other functions featured on the site (e.g., if you are sharing a poster we'd like to include it in a forthcoming transcription tool).
  - promote your content as part of the site.
- You:
  - confirm that you have the right to license the content you are sharing.
  - continue to own all the rights to the content. The agreement is non-exclusive so you can share or sell your content anywhere else you want.
  - can ask us to take down your content at any time by sending an email to [localmusic@epl.ca](mailto:localmusic@epl.ca).

# SOCAN and CSI



**SOCAN Online Music  
Services Tariff 22A**

**0.13¢/stream**

**CSI Online Music Service  
Tariff 2008-2010**

**0.09¢/stream (or less)  
6.86¢/download**

# How did we build it?

## Open Source Tech



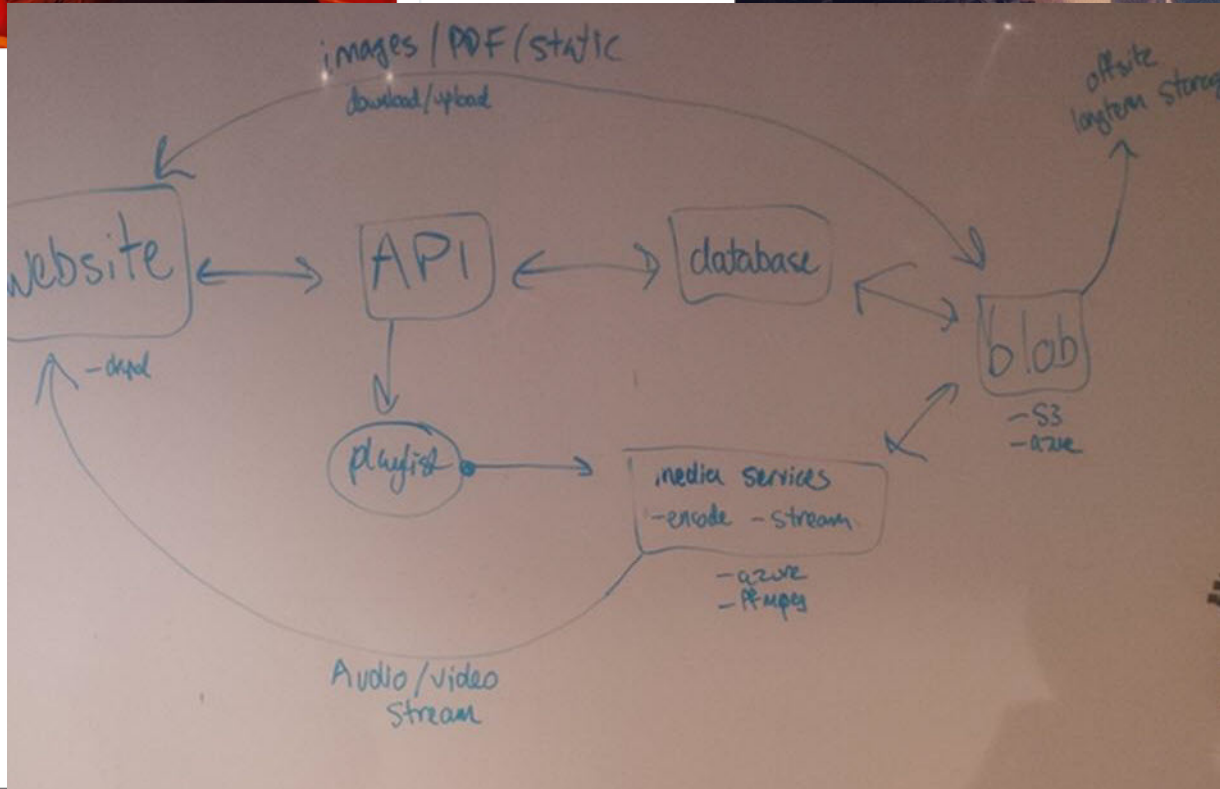
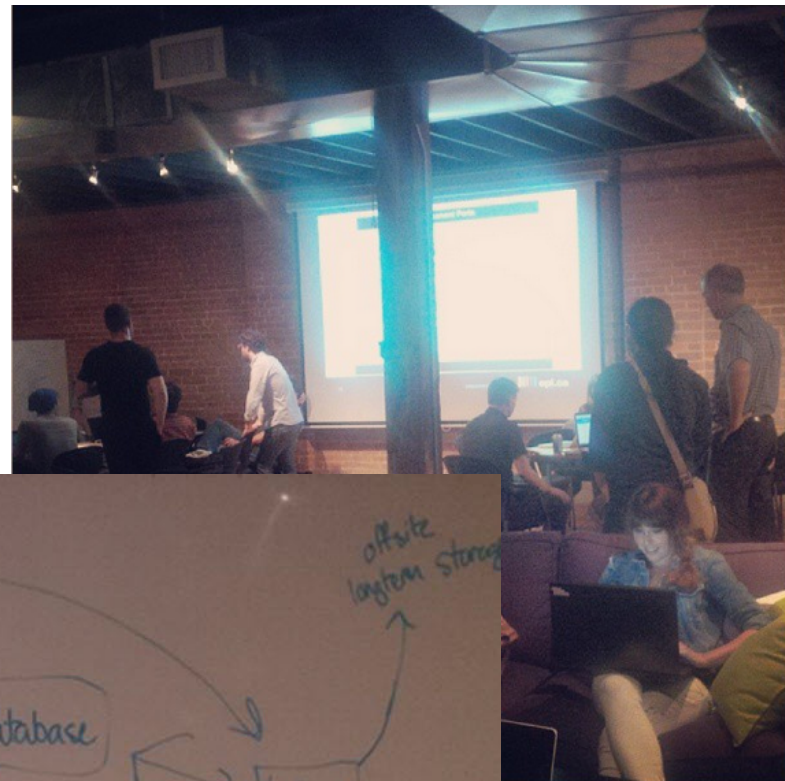
Pam Ryan retweeted

**Yellow Pencil Inc.** @yellowpencilweb · Sep 17

How to: Contemporary local music. Go! #Hackathon #yeg #localmusic @EPLdotCA @StartupEdmonton



← ↻ 2 ★ ...





# MUSICat

**CAPITAL CITY RECORDS**  
EDMONTON LOCAL MUSIC

LOGIN

SEARCH 

ALBUMS ARTISTS POSTERS

**Capital City Records: Edmonton Local Music**

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Lights (Deluxe Edition)  
Josh Sahunta

## YAHARA MUSIC LIBRARY

ABOUT CATALOG YOUR COLLECTION LOGOUT

SEARCH CATALOG 



Retrospective: 15 Years  
of Hard Roots Rock  
Reggae & Dub  
Natty Nation



Weather Machine  
Blueheels



Songs and Dances of  
Madisionia  
Reptile Palace  
Orchestra



Bello  
Bello



Songs for Children's  
Theater of Madisonia  
(1980-2000)  
Ken Lonnquist & CTM



Outta My Head  
Anna Laube



Wildest Dreams/Every  
Corner Dance  
Spooner



Don't Cry For No Hipster  
Ben Sidran



Take the Potion  
Romero



Regular People Rap  
Godxilla

# Call for Submissions Interface

**"Tyler Butler and his Handsome Friends" by Tyler Butler**

- Artist information ✓
- Album information ✓
- Upload Tracks 4
- Your license Signed

## Artist information

We'll use this information to create an artist profile and promote you through Capital City Records.  
\* marks required fields.

\* Artist name


Tags   
*Describe your sound*

\* Artist bio

The sea may be in his blood but the prairies are in his heart. Tyler Butler was born on Canada's east coast but taps into his Alberta roots in his latest musical endeavour "Violence." Digging deep into the dark soils of the grasslands, Tyler unearths and gives voice to issues of masculinity and productivity that define many of the regions' residents.

Tyler seeks to understand what makes a true folk musician; scouring Canada's audioscape to find those tireless troubadours who craft stories of the land, in turn creating place through their song.

\* Banner image



Update image

# Jury Interface

CCR Admin Reports Jury Invite Complete Submission Main site acarruthers@epl.ca

Pending (4)

Recommended (0)

Flagged (6)

YourQueue (0)

## Super Circuit Man by Ross Campbell with The Fat Band

Rock | Released December 2015 | Released by Independent

Submitted no date

1 The Lie 4:06	▶
2 Dance On The Breeze 5:27	▶
3 Super Circuit Man 3:30	▶

Ross Campbell has been making music around Edmonton for many years, notably with his Swing Vocal Trio, FAT CHANTS, then, later, with THE FATBAND, as well as with LOW COMMOTION, which toured Europe, & numerous other musical groups, indie concerts & productions, and Fringe projects. As a multi-instrumentalist, he has played with several classical & Arabian orchestras, and teaches privately. When not with THE FATBAND, he currently plays with Ponoka Buffet, a country blues duo. His new album, SUPER CIRCUIT MAN, is difficult to pigeon-hole, as almost every cut is of a different genre than its predecessors. The 3 cuts being submitted are: 1) The Lie (Rock) Featuring guitarist Lionel Rault 2) Dance on the Breeze ("Hoedown Funk"/ Country Rock) Featuring Mike Lent, Chris Andrew, Sandro Dominelli & Gib Wharton (NYC) 3) Super Circuit Man (Dance & Electronic) Featuring award-winning synth-guitarist Eddie Patterson

Recommend

Flag

Add note

Add to queue

Skip

# Reports Interface

CCR Admin Reports Jury Invite Complete Submission Main site acarruthers@epl.ca

## SOCAN

Start and End Date are required for SOCAN reporting and must be in the format `yyyymmdd` to get accurate results.

**Start Date:**

**End Date:**

[STREAMS](#) [DOWNLOADS](#) [USERS](#)

---

## Honorariums Report

Description of report here.

[CSV](#)

---

## Data Export

Description of report here.

[CSV](#)

# How did we build it?

## Assessment

# One Year Evaluation

Goal: Edmontonians use the digital public space, our customers are delighted and engaged			
Users stream and download content	Number of daily streams and downloads. Benchmark to be established after one year	Google Analytics	As needed
Edmontonians are using the site	Number of daily page views	Google Analytics	As needed
	Number of daily new vs. returning visitors		
	Location of visitors' IP addresses		
	Number of new and returning visitors who perform actions on the site daily (stream, download, transcribe, upload and review content, listen to and create playlists, create playlists)		
	Number of unique visitors who perform actions on the site daily (stream, download, transcribe, upload and review content, listen to and create playlists, create playlists)		
	Benchmarks to be established after 1 year		
Site is used by many different Edmonton demographics	Contributors are asked to self-identify in a number of demographic categories (including, gender, age, race, sexuality) and this information is compared against census data about Edmonton	Data pulled from CMS	Yearly
Visitors are satisfied with the site	After one year, a survey asks site visitors if they are satisfied.	User satisfaction survey taken voluntarily by site users	Yearly

# Community Response

Northern  
SESSIONS



#YEGMUSIC  
MAGAZINE

## DEAD VENUES

City landscapes are littered with fallen music venues of every shape and size. Some old buildings still stand tall, bricks cracking, paint peeling more with every year, while others are marked only by the condos that cover their graves. Dead Venues explores the history of several of Edmonton's shuttered venues and the communities that grew and evolved around them.

NTT FILMS

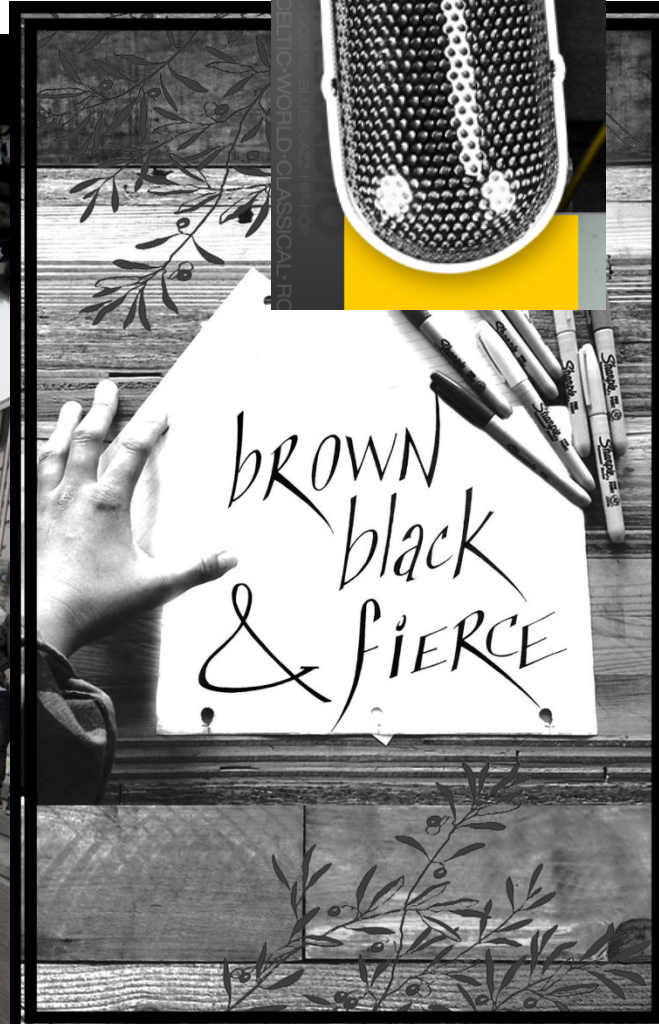


© 2018 NTT Films. One by KIRO7



### BUILDING UP THE COMMUNITY

CHURCHILL SOAURE  
THURSDAYS 6-9pm  
DJs - BREAKERS  
EMCEEs - WRITERS



# Thank You! Questions?

**capitalcityrecords.ca**

**digitalpublicspaces.wordpress.com**

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