


By the end of the 2006 concerts, the local music project had brought TPL more media attention than anything else we'd ever done.
[BOOK TELEVISION SEGMENT]



What we learned

- Issue and distribute more tickets
- Band lineup and playing order very important
- Hire sound technician and rent good equipment
- Press releases out earlier
- Coat check is complicated
- Strategies for communicating with target audience are key
- Donations may not be worth the hassle

Here are some of the things we learned:

We could have given out more free tickets—not everyone shows up.

People may come to see a specific band and then leave. Do what you can to get your audience to arrive early and stay until the end (biggest name bands first and last). It's more fun that way.

Hire an expert sound technician and rent good sound equipment.

Coat checks are surprisingly complicated to run, so pick a warm time of the year, if possible.

Choose the best way to communicate with your target audience.

Lastly, we thought getting water donated was a great idea, but it was a major transportation hassle—sometimes it's cheaper to pay.



Update



- Continue to build collection
- One concert in 2007
 - § Four bands § \$500 honorarium
- Teen buskers
- Updates to listening list and website
- Library card registration at concert
- Workshops
 - § Starting a band/recording club/label
 - § Using music to make a difference in your community
 - § Writing and blogging about music

We continue to build the local music collection (\$20,000 in 2007 and in 2008), and we've moved beyond Toronto in our selections. We want to keep the quality high and don't just add a title because the band is local.

Exclaim Magazine got in touch after the G&M feature, expressing their enthusiasm for the project and offering to assist with future event planning. They're now a partner in the project along with Soundscapes (our vendor). They've helped with industry contacts and have contributed sound equipment and free advertising.

In the fall of 2007, we offered one concert featuring four bands (The Bicycles, Republic of Safety, More or Les, and Ohbijou) and gave them each an honorarium of \$500. We ran the concert pretty much the same way as the 2006 shows, adding Facebook to the marketing mix, etc. Teen buskers played while people waited in line for the show. The local music collection and music-related books were promoted again (updated lists were distributed), but this time attendees were encouraged to sign up for library cards right then and there.

One of the great things about the local music project is that it makes becoming a musician seem more possible to youth in the community. Leading up to the concert, we offered music-related workshops to help take this concept even further. Topics included getting started as a band or DJ, starting a recording club or record label, and writing and blogging about music. Some of the musicians and music-industry-types who were involved in the previous year's festivities participated in the workshops. People really seem to love this project and want to be involved. There's a real community feel to it. In a big city like Toronto, it's heartwarming. Plans for 2008 are underway...



Anyone can do it

- Get to know your local music scene
- Make contact with a local music store, music critic, musicians
- Include your youth patrons and volunteers in the project
- Promote the collection through the communication channels teens use—blogs, Facebook, YouTube

As I said at the beginning, any library can do this. Every city or town has a local music scene to get to know.

Involve your youth patrons and volunteers if you have them.

Promote your collection where your target audience is—online.

If you have a concert, think about filming it and putting it on YouTube.

It can be inexpensive, but make sure you give participating musicians, etc. a decent honorarium. It's important to pay artists for their work.



Thank you.
Questions?