

Overview of Building a Local Music Collection

Getting the Music

- Seek out local record labels to purchase from
- Go to local shows and tell artists about your collection
- Tell everyone that you'll take local music donations

Brand the Collection

- Create a logo that will be immediately recognized and place it on all of your local music collection items
 - the CDs
 - any advertising
 - signs marking the collection

Promoting the Collection

- Put a press release together and send it to:
 - local papers
 - free weeklies
 - local cable station
 - other local bloggers
- Start a local music blog
 - review and feature music in your collection
 - link to other local music sites
 - post reviews of shows, pictures and interviews

Form a Relationship with the Local Music Community

- Promoting shows on your blog is a good way to help out bands
- Go to shows and talk to bands

Bring Live Bands into the Library

- This is a great way to promote your collection
- It also brings in people who might not be using your library
- Any kind of free event is a big attraction these days
- Think about paying the bands in waived library fines

List of Helpful Sites – How to Build a Local Music Collection

- <http://allrecordlabels.com/db/state/MI.html> – a pretty comprehensive list of Michigan record labels
- <http://www.motorcityrocks.com> – a long-standing Detroit music blog with reviews, videos and interviews. They occasionally sponsor shows.
- <http://metrotimes.com> – One of Detroit's alternative weeklies. Has lots of music reviews, articles, show listings and searchable event listings.
- <http://www.quackmedia.com> – A quickly growing print, music and advertising company out of Ann Arbor. Not a bad place to start getting CDs by Michigan artists.
- <http://ghostly.com> – Ghostly puts out both local and national artists. They are quite well respected
- <http://eatthistcity.com> – two Detroit music fans combined their blogs into what is often critical, crass and funny writing about the scene. Their sidebar is a good place to look for upcoming shows
- <http://www.allmusic.com> – all music guide is a great resource for all kinds of information on music. A must in any music librarian's arsenal
- <http://www.metacritic.com> – this review site puts reviews and ratings together to come up with a single rating for movies, TV and music. Great when you're trying to purchase widely accepted materials
- <http://www.blogcatalog.com> – once you get your blog up and running, you can link it up here for other bloggers to see
- <http://sitemeter.com> – This is a great, free way to monitor your blog stats. It can tell you the IP addresses of your visitors, where they found your site and how long they looked at it.