



Setting the Stage for a local music collection: The Yahara Music Library

Presented by
Guy Hankel, Reference Librarian
Madison Public Library



Music Research in the Digital Age
21-26 June 2015 NYC

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Iowa City Library Launches Local Music Project

By Jenny Baum on June 26, 2012

When the [Iowa City Public Library](#) (ICPL) launched its Local Music Project at [music.icpl.org](#), an effort that makes the music of local musicians freely available to Iowa City library cardholders, it may not have expected the nationwide interest it received. The Project made waves around the country, getting the attention of [librarian.net](#) and other venues, despite being only a few weeks old. So far, there are 49 albums available, and the list is growing.



One of the aspects of the project is that the music is freely available to the Iowa City cardholder to keep forever. Senior Librarian John Hiett said of the payment model, "Typically we pay \$100 per record, with a few exceptions. This leases us the right to offer cardholders the right to download and keep the music. The lease runs two years, but the downloads are forever. Authentication software restricts access to our immediate service area."

The local nature of the project, with its strong sense of place, may be part of its appeal. Artist Catfish Keith said despite touring worldwide he prefers to release his music on his Iowa City-based independent label and remain part of the local scene, and artist Tara Dutcher told *LJ* that her music students think



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What It Is:

- Digital collection of albums made by musicians with a connection to the Madison, WI area
- Library system cardholders can stream/download the music
- Participating musicians are paid a \$200 licensing fee to include their music in the collection for five years
- No DRM attached to the music; cardholders can keep the music forever



Why create an online local music collection?

- Embraces part of our library's vision and mission by creating a platform for musicians to share their work and for patrons to learn about our local music (past and present)
- Listeners are increasingly utilizing streaming as a primary means of consuming music
- Brings diverse content together in a single online space, making local music more discoverable
- Way to share new releases that aren't available on CD
- By sharing links to music for sale and upcoming concert info, encourages library patrons to become active fans



Fantasy
Primitive Culture



Fearless Beauty
F. Stokes



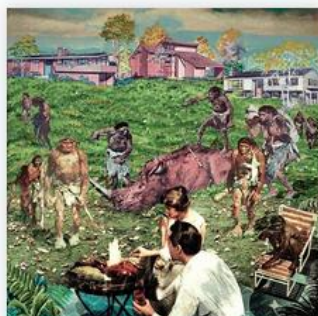
Traction Blip
A Minute Jack Forum



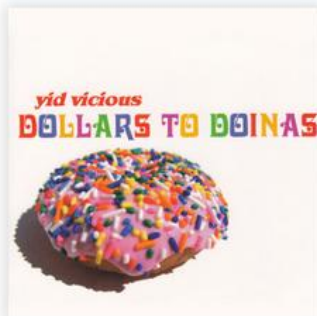
Sellout
RIP



From the Diary of Dog Drexel
Scott Fields Ensemble



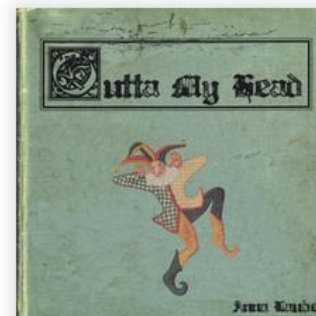
Dark Clock
All Tiny Creatures



Dollars to Doinas
Yid Vicious



Up The Wall
Stephanie Rearick



Outta My Head
Anna Laube



Welcome to the Club
Venus in Furs



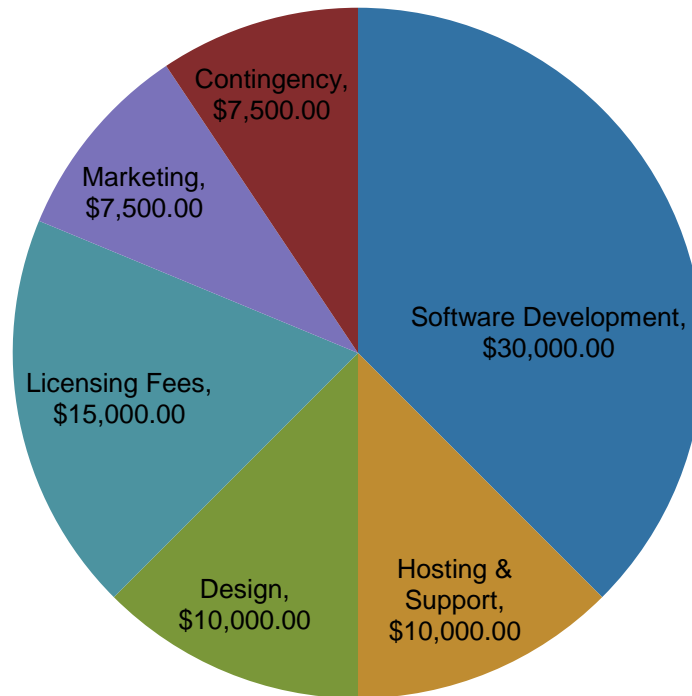


- Four different digital formats (MP3, AAC, FLAC, ALAC)
- Biographical information
- Reviews
- Upcoming show listings
- Links to artists' social media, websites
- Easy-to-navigate interface and music player that scales well to mobile devices
- Open source nature of the front end and APIs empower other libraries to implement the project themselves (available at github.com)

Setting The Stage: Preparation & Promotion



First Year Budget



MADISON PUBLIC LIBRARY MUSIC FIVE YEAR LICENSING AGREEMENT

This Music License Agreement (hereinafter the "AGREEMENT") is made and effective this ____ day of, _____ 20__.

BETWEEN: The Madison Public Library (hereinafter "Madison PL"), a public library organized and existing under Chapter 43 of the Wisconsin Statutes as an agency of the City Of Madison, with its main library located at: 201 W. Mifflin Street, Madison WI 53701

AND

_____ (hereinafter "LICENSOR"), an individual/musical group,

with a mailing address of: _____.

Email Address: _____.

Telephone Number: _____.



www.yaharamusic.org



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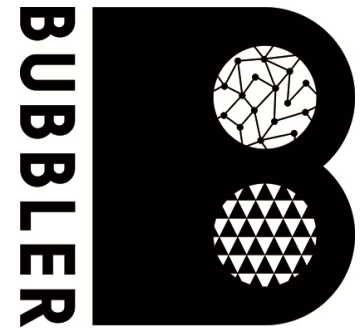




MADISON
PUBLIC
LIBRARY



WISCONSIN
BOOK
FESTIVAL





Madison bands to check out:

- F.Stokes
- Venus in Furs
- Pushmi-Pullyu
- Natty Nation
- Spires That in the Sunset Rise
- lots of others at Yahara Music



DISCOVER. COLLECT AND ENJOY - YAHARAMUSIC.ORG

 **YAHARA
MUSIC LIBRARY**

  **YAHARAMUSIC**



LOCAL MUSIC

The Yahara Music Library is a collection of local music that public library card holders in the South Central Library System can stream & download for free. The Madison Public Library and local tech startup Murfie Music are working together to deliver Yahara Music, licensing albums and building an open source music delivery platform for libraries.

  **YAHARAMUSIC**

FIND LOCAL ARTISTS

STREAM THEIR MUSIC ONLINE

DOWNLOAD THEIR ALBUMS

LEARN ABOUT THE BANDS

FIND THEIR SHOWS

PURCHASE THEIR MUSIC

Discover, collect and enjoy music
from Madison's music community



LISTEN WITH YOUR LIBRARY CARD AT
YAHARAMUSIC.ORG

THE DAILY



MUSIC

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Yahara Music Library is a new way to check out Madison albums

How an enterprising Madison librarian and a tech trailblazer built the online service

Jessica Steinhoff on Tuesday 05/27/2014 2:37 pm



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LOCAL SOUNDS / MAY 2014 / YAHARA MUSIC LIBRARY BRINGS LOCAL MUSIC TO THE DIGITAL SPACE

EXPLORING MADISON'S MUSIC SCENE

May 30, 2014

Local Sounds

10:30 AM

Yahara Music Library Brings Local Music to the Digital Space

BY RICK TVEDT

About This Blog



Local Sounds Magazine. The Madison Area Music Association is a non-profit organization that raises money for kids and provides music education. They also produce the annual Madison Music Festival.



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This library is anything but quiet

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May 21, 2014 11:15 am • By Gayle Worland | Wisconsin State Journal

(0) Comments



The Yahara Music Library will allow users with a library card to stream or

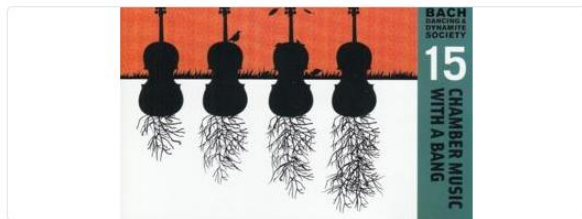
Madison Public Library patrons have a new way to experience local music, and they can do it without leaving their chairs.

At 9 a.m. Friday, the library goes live with yaharamusic.org, a website that allows south-central Wisconsin library card holders to stream or download a select collection of CDs by Madison artists.

TWEETS 249 PHOTOS/VIDEOS 170 FOLLOWING 227 FOLLOWERS 131 FAVORITES 62 More ▾

Tweets Tweets and replies

Yahara Music @YaharaMusic · 13h
@dynabach is all about playing great music with great players. Stream their sounds on YML: yaharamusic.org/album/bach-dan...



View more photos and videos

Yahara Music @YaharaMusic · 15h
Tani Diakite plays the Kamale n'goni, a W. African ancestor to the banjo. Read his bio! yaharamusic.org/artist/tani-di...



Yahara Music
Bands & Musicians · Library

Timeline About Photos Reviews Likes

PEOPLE

★★★★★
118 likes
7 visits

ABOUT

- Yahara Music Library is an online collection of local music that Madison Public Library card holders can stream & download.
- <http://www.yaharamusic.org/>

PHOTOS



Yahara Music shared a link.
14 hours ago

Beth Kille lets her genuine passion for performance shine. Read her bio!



Yahara Music Library
www.yaharamusic.org

Beth Kille is a 19-time Madison Area Music Association award winning artist from Madison, WI

Madison Area Music Awards, June 2014



Summer Concert & Picnic, August 2014





Encore: Going Forward





- Measure effectiveness (survey artists to determine if participation has had any impact; utilize Google Analytics)
- Examine non-card access (open up streaming to anyone)
- Secure sustainable funding (Library budget \$? Fundraisers? Grants?)
- Expand scope (include non-audio material, such as photos, stories, interviews, old show flyers; create historical archive of Madison music history)
- Explore further partnerships/sponsorships

RABBLE

We are developers, innovators, and humanists who believe libraries are forces for good. We started The Rabble with a simple idea: libraries deserve software that reflects their values. That's why we work with libraries to design and build solutions, and it's why we openly release our source code.

OUR TEAM

Kelly Hiser, Co-founder and CEO

Preston Austin, Co-founder and Architect

Matthew Wheeler, Co-founder and CDO

James Retterer, Principal Engineer

Steve Faulkner, Consulting Interface Engineer

Jason Gullickson, Consulting Platform Engineer

Questions?

