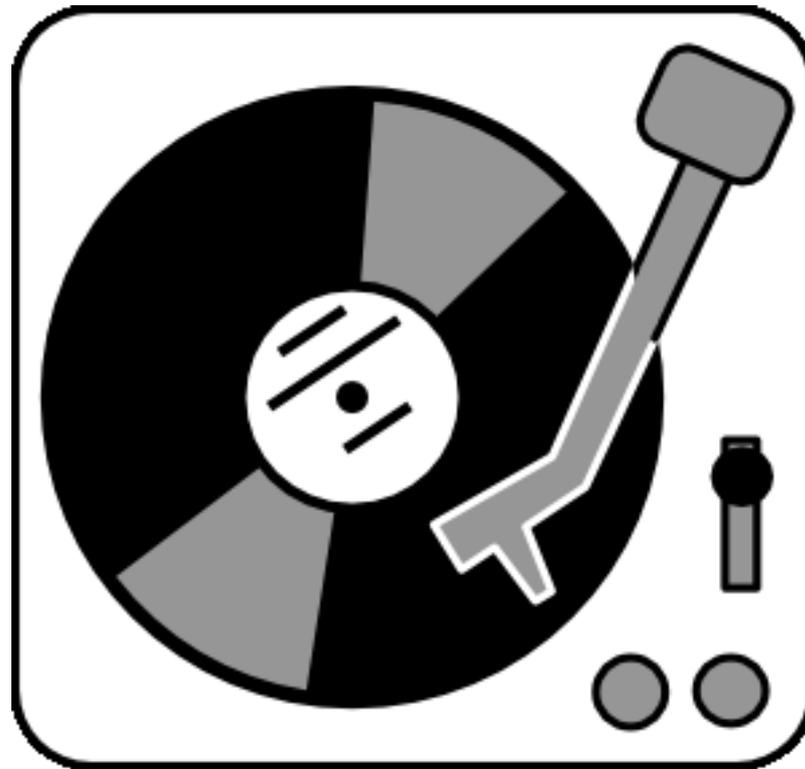
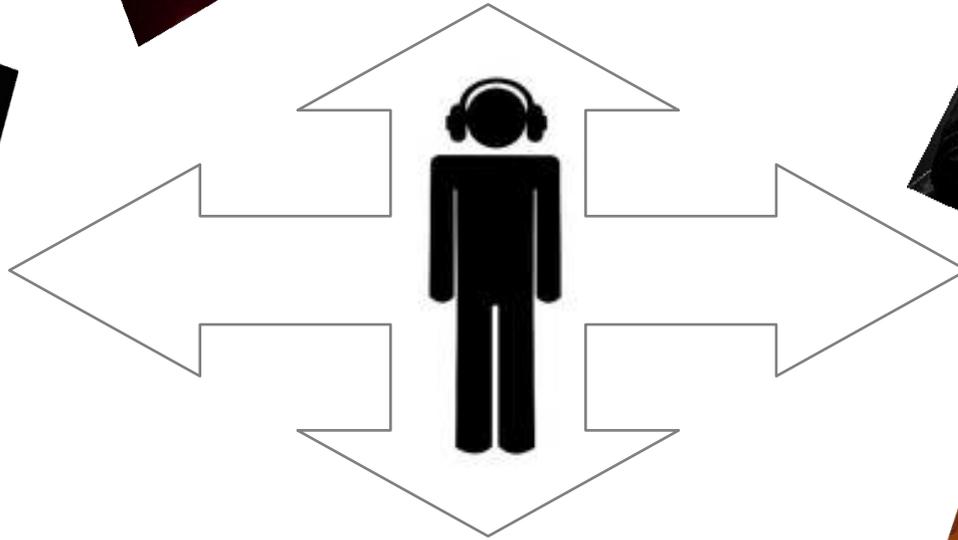


Music, Pop Culture and the Public Library



Steven Kraus
OLA Super Conference
2013

Skills Development Advisor
Ontario Library Service – North
MLIS UWO 2005



“Researchers point to the teen years as a turning point for musical preferences. It is around the age of ten or eleven that most children take on music as a real interest, even those children who didn't express such an interest in music earlier. As adults, the music we tend to be nostalgic for, the music that feels like it is “our” music, corresponds to the music we heard during these years”...

- Daniel J. Levitin “This is Your Brain on Music”

The Groove (Agenda)...

Why is Music and Pop Culture essential to the Public Library of 2013?

How do our collections influence our patron's listener-ship/habits and presence in public library?

How do we truly address the users' needs (collections, programs, services, resources)?

In terms of music, pop culture and the public library

How do I tailor programs that speak to **MY** audiences?

How do I test the waters and dare to step outside the box, comfort zone, safe confines of traditional library programming and succeed?

***Trivia Bonus!** *- Throughout the presentation you will have a chance to win prizes from some generous sponsors! Be prepared to raise a hand and get a prize!

“Ever since I was 12 years old I had to defend my love for heavy metal against those who say it's a less valid form of music. My answer now is that you either feel it or you don't. If metal doesn't give that overwhelming surge of power that make the hair stand up at the back of your neck, you might never get it, and you know what? That's okay, because judging by the 40,000 metal heads around me we're doing just fine without you”...

- Sam Dunn

(Metal: A Headbangers Journey, Global Metal and Metal Evolution)

“Voivod's history is as extraordinary as the concepts and artwork that "Away" extracted from his hyper-creative mind for each of the band's albums. It is strangely coincidental that one of the most influential and celebrated North American Metal bands originated in a northern Quebec town that is home to North America's largest aluminum factory. The influence of growing up in the shadows of that environmental monstrosity is reflected in the themes...” (of many of their albums...)

Have Not Been the Same: The Can-Rock Renaissance 1985-1995
- Michael Barclay, Ian A. D. Jack, Jason Schneider

The Beat (Your Purpose)...



People don't read any more. It's a sad state of affairs. Reading's the only thing that allows you to use your imagination. When you watch films it's someone else's vision, isn't it?

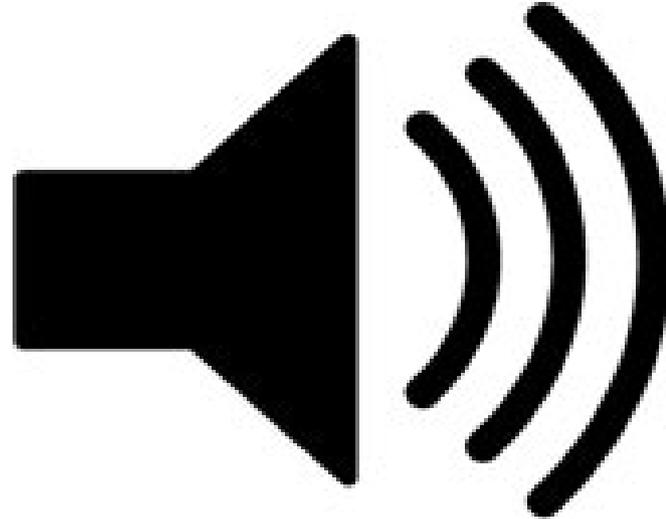
- Lemmy Kilmister (Motorhead)

Trivia Time!

The Song (Does Not Remain the Same)...



Amplification and Modulation... **(Making the Connection)**



Trivia Time!

The “Goods”, The Bad and the Ugly... (Collections)



“I'm hungry for knowledge. The whole thing is to learn every day, to get brighter and brighter. That's what this world is about. You look at someone like Gandhi, and he glowed. Martin Luther King glowed. Muhammad Ali glows. I think that's from being bright all the time, and trying to be brighter”.

- Jay Z (Hip Hop artist, CEO, NBA Co-Owner Brooklyn Nets)

The (Rap) Battle... (Biggest Challenges)



The Audience (Users/Patrons)

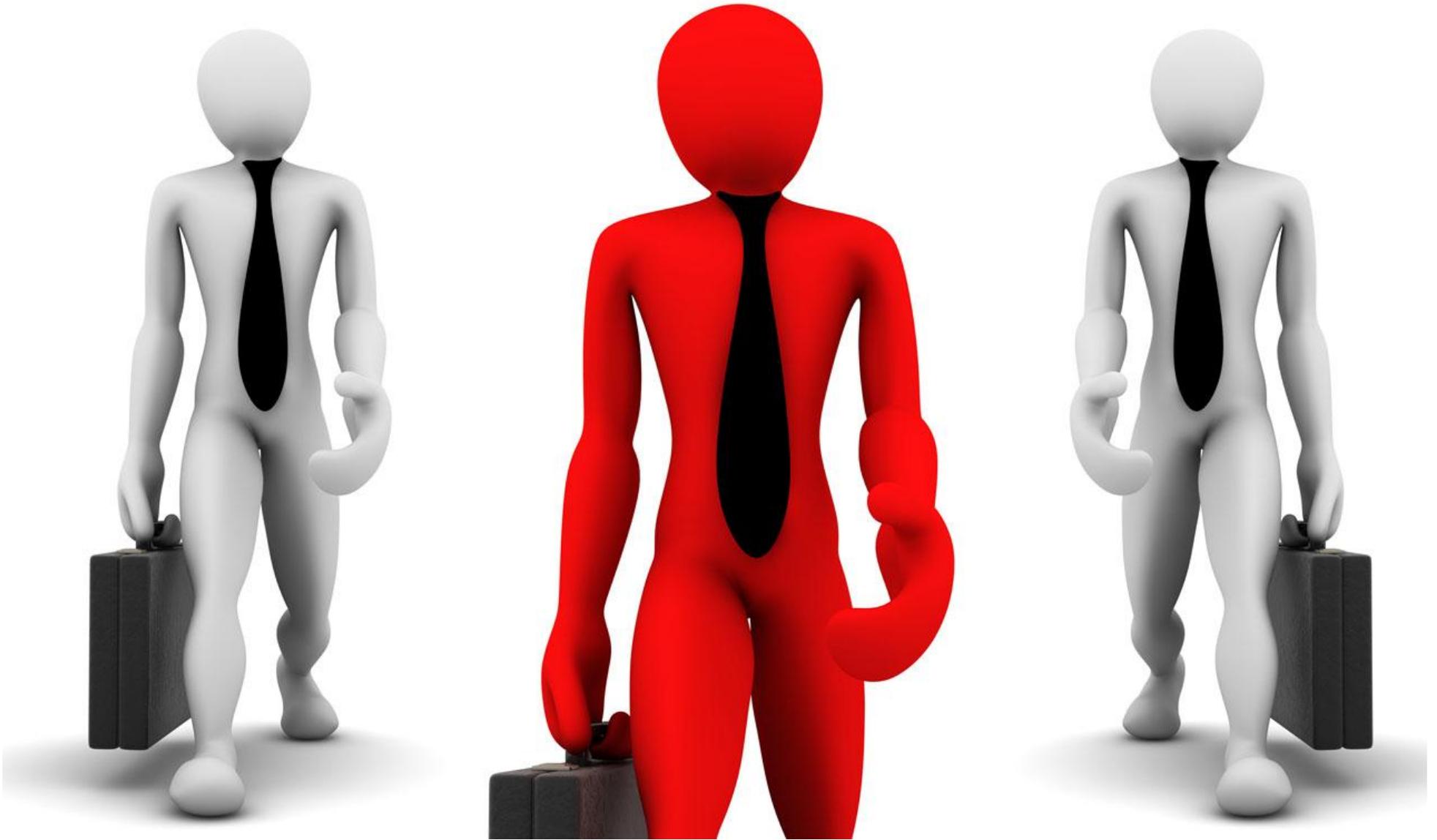




Turn on, tune up, rock out.

- **Billy F. Gibbons (ZZ Top)**

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The Scene...



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YOUR STATION

The “Greater” Scene

exclaim.ca

Trivia Time!

Ideas...



" I'd rather have a hundred thousand or a million people saying I'm nuts and I'm crazy for my musical choices and what I've said lyrically, than a million people all raising their hand on the first day. "

- **Chuck D. (Public Enemy)**

“Anytime I have an idea, I'll make sure that I put it down so that when we do sit down to write an album, I don't have to dream it all out of thin air. I don't have to be creative on the spur of the moment, or spontaneously artistic. I just take advantage of whenever creativity strikes”.

- Neil Peart (Rush)

Some people try to get very philosophical and cerebral about what they're trying to say with jazz. **You don't need any prologues, you just play.**

- Oscar Peterson (Canadian Jazz Pianist)

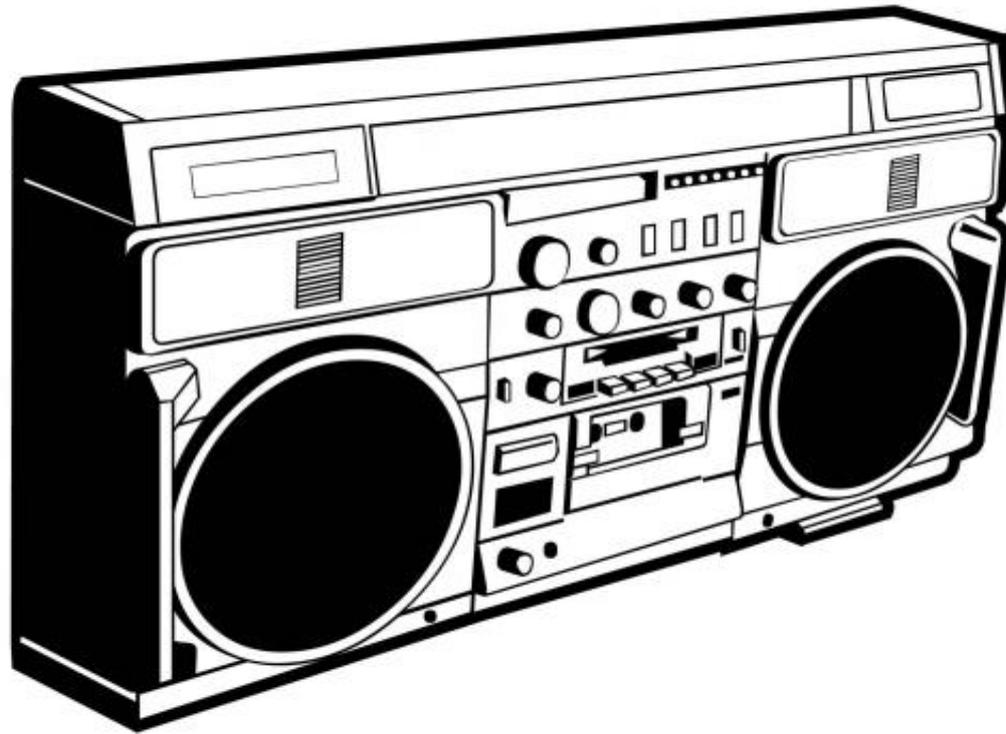
Dropping the Needle (Programs at a glance)...



The Open Mic



The Listening Party



The Audio Book Report



The Speaker Series



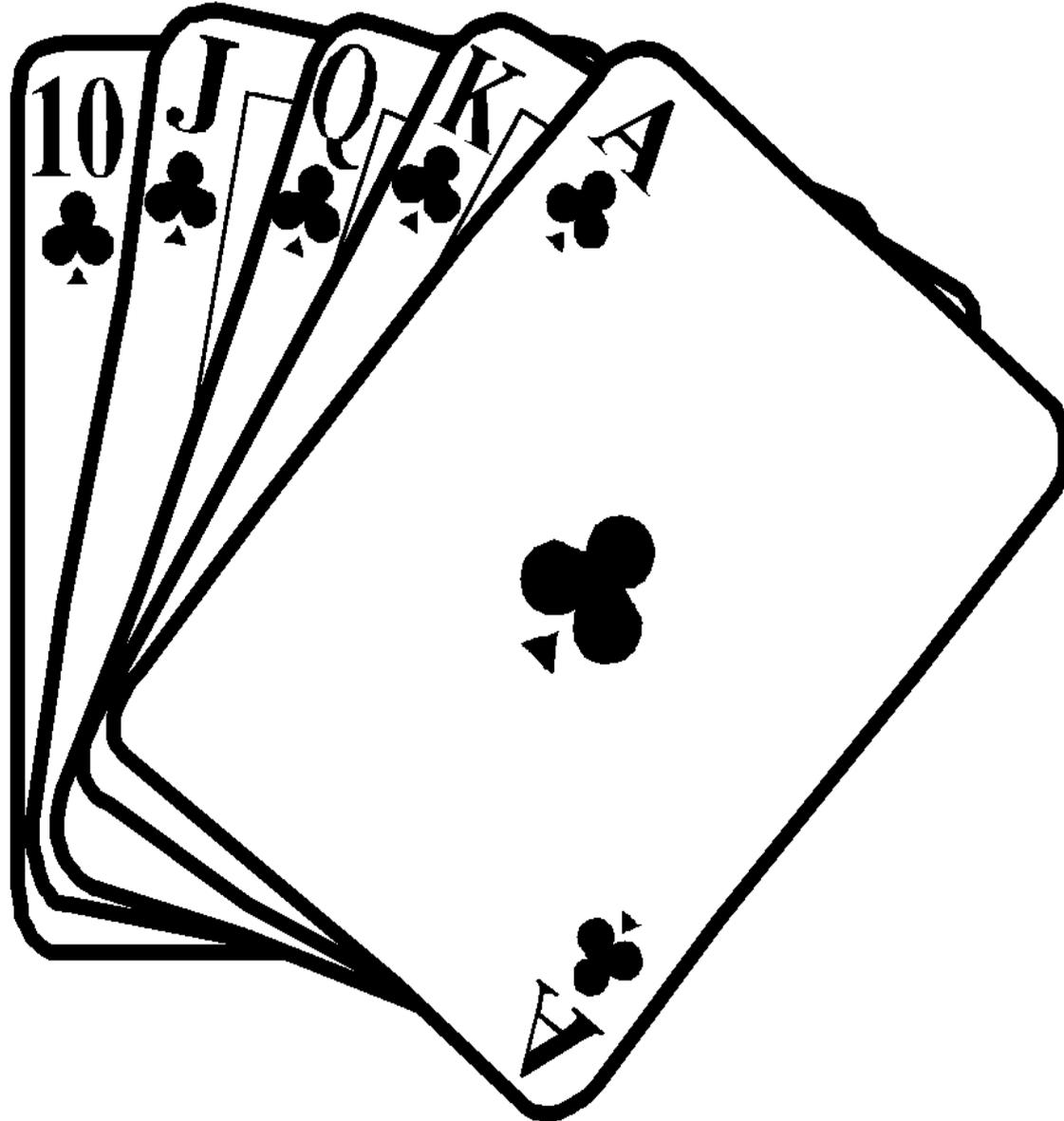
TAG + The Scene



The Record Club



Themed Events



Featured Artist of the Month



Trivia Time!

Recommended Resources

EXCLAIM! - Canada's #1 Music Publication covering all genres, styles of music and pop culture elements (Print and Web)

<http://exclaim.ca/>

Chart Attack – One of Canada's Premier Indie Music Magazines (Now Online Only!)

<http://www.chartattack.com/>

NME – Scathing reviews and critiques about music and pop culture from around the globe

<http://www.nme.com/>

Boing Boing – The wackiest stuff you've ever seen online! Guaranteed to stir ideas, random thoughts and trivia – very pop culture centric

<http://boingboing.net/>

Rolling Stone – Long standing music and pop culture magazine, excellent online content and informative stories about all things music, both mainstream with a hint of indie.

<http://www.rollingstone.com/>

SPIN – Rolling Stone's competition, with a slightly different slant on pop culture.

<http://www.spin.com/>

Punk Rock News.org – One of my favourite independent websites surround punk rock and aggressive music delivered with sincerity, humour and concise postings. <http://www.punknews.org/>

Brave Words Bloody Knuckles – After nearly 15 years this Canadian based print publication is BWBK is now online only since the late 2000's. Showcasing everything heavy metal and hard rock, with a strong focus on Canadian content. <http://www.bravewords.com/home>

Henry Rollins – “The column” - LA Weekly <http://blogs.laweekly.com/westcoastsound/henry-rollins/>

CBC Radio 3 – CBC Music



CBC

radio3

BREAKING NEW SOUND

CBC music

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Linked In: Steven P Kraus

6 Degrees Tuesday Nights 6-8pm

www.cklu.ca Or 96.7FM Sudbury



“Books are cool, but knowledge without mileage doesn't mean anything to me.”
– Henry Rollins

A List of Thank You's!

Record On Wheels - (Independent Record Store – Sudbury Ontario)

Cosmic Dave's Vinyl Emporium - (Independent Record Store – Sudbury Ontario)

CKLU 96.7FM – (Campus and Community Radio – Sudbury Ontario)

Sulfur.cc - (Promotion – Sudbury Ontario)

Exclaim!.ca – Toronto Ontario

The Greater Sudbury Public Library – Jessica Watts

Ontario Library Service - North



COSMIC DAVES VINYL EMPORIUM

595 Kathleen Street, the DOHOVAN, Sudbury Canada P3C 2N4



Bonus Trivia!!!