

Interactive Engagement Experiences: Next Level Open Access for Collections



▶ Access to Digital Collections



Current State of Affairs:

- Traditional Access through Digital Archive

<http://digi.countrymusichalloffame.org/>

► Digitization for Access



► Repository Search



The screenshot shows the homepage of the Country Music Hall of Fame and Museum Digital Archive. The browser address bar displays "https://digi.countrymusichalloffame.org/digital/". The page features the museum's logo and the text "Country Music Hall of Fame and Museum | Digital Archive". A search bar and "Advanced Search" link are visible. Below the navigation menu, there is a large image of a record collection and a paragraph of text:

Through its Digital Archive, the Country Music Hall of Fame and Museum is dedicated to preserving its unparalleled collection of historically and culturally unique resources, as well as making them publicly accessible for educational purposes. With support from the generous donors listed below, the Museum is currently digitizing the rarest, most fragile, and most requested portions of its collection, including photographic negatives, videotapes, and acetate transcription discs.

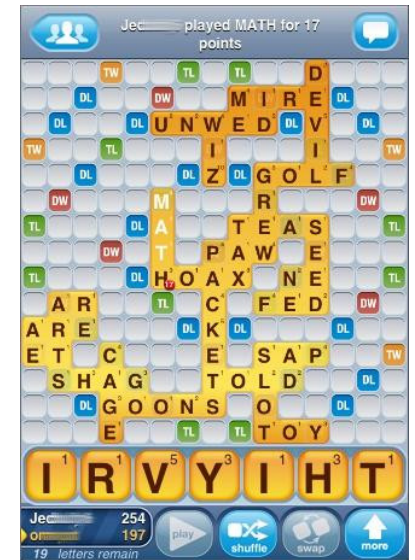
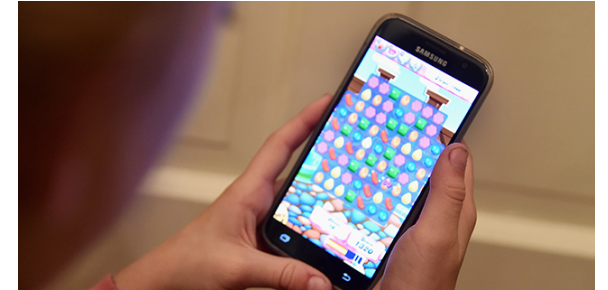
The screenshot shows the search results page for the Country Music Hall of Fame and Museum Digital Archive. The browser address bar displays "https://digi.countrymusichalloffame.org/digital/search/searchterm/cash". The page features the museum's logo and the text "Country Music Hall of Fame and Museum | Digital Archive". A search bar and "Advanced Search" link are visible. The search results are displayed in a grid format, showing a list of collections and search terms. The search term "cash" is entered in the search bar. The results show 10 items per page, with 2,196 records found. The first result is an audio file titled "(I'm Proud) The Baby Is Mine - Johnny Cash performance". Other results include "10th Annual CMA Awards, Tape 02, 1976, [video...]" and "10th Annual Country Music Association Awards, Hour 1, 19...".

▶ Next Gen Engagement



Where digital engagement occurs

- Social media
- Video games



▶ Next Gen Engagement



- **According to January 2018 data, the global mobile population amounted to 3.7 billion unique users.** (Source: Statista)
- **In 2018, the U.S. mobile gaming population is expected to reach 202.8 million, exhibiting a year-over-year growth rate of 5%.** (Source: Mediakix)
- **The number of social media users worldwide in 2018 is 3.2 billion.** (Source: We Are Social 2018 Global Digital Report)
- **98% of Gen Z owns a smartphone.** (GlobalWebIndex / BrainBoxol)
- **52% of Gen Z reports that their smartphone is their most important internet device.** (GlobalWebIndex)

▶ Next Gen Engagement



Looks like this:



▶ Meet Them Where They Are



- Increase access to the Museum's singular collection.
 - Acknowledge that Museum gallery space and conservation concerns allow for only a limited selection of the Museum's collection to be exhibited at any time.
 - Must be in Nashville to access.
- Extends the museum experience for those who visit, and keeps them engaged—as well as engaging those who can't visit.
- Bring the country music story via the Museum's collection online, contributing to the global, digital repository of cultural heritage material made available through archival collections.
- A key goal in digitally preserving collections is to make them widely available, and by providing easy access points through mobile devices and the web, CMHFM can reach a broader audience and cultivate deeper engagement.
- Make it Fun.

▶ Meet Them Where They Are



- The Music Row Experience Project (MREP) will create interactive application (“app”) and web experiences, connecting digital content from CMHFM’s collection—music, photos, and moving images—to map-based geolocations of significant Music Row places in a game-like experience that will allow users to access the collection without having to visit the physical locations. In addition the project app will stream music/audio directly to user devices.
- National Trust for Historic Preservation has just named Music Row one of America’s most-endangered historic places

▶ What is Music Row?



- Music Row at its peak (1954-1970s), laid the foundation for economic and social growth that would lead to the international and music cultural center that is present day Nashville.
- Music executives, seeking less expensive property to expand their businesses, moved outside the downtown corridor, including the neighborhood that would become Music Row.
- Elvis Presley recorded “Heartbreak Hotel” at RCA in 1956; Bob Dylan’s Blonde on Blonde came out of Columbia Records in 1966; Quadraphonic produced Joan Baez’s Blessed Are in 1971. Other artists include: Dolly Parton, the Everly Brothers, Charley Pride, Roy Orbison, Brenda Lee, and Patsy Cline. Additionally, the “Nashville Sound” was pioneered on Music Row at Decca Records, RCA Records, and Columbia Records, which ushered in an era of lush vocal and string arrangements in country music and broadened its commercial appeal.

▶ Music Row Experience Project



- National Archives grant for \$288,000
- 3-18 month staff positions created
- Music row history platform
- Develop app
- Web interface
- Secure rights

▶ Music Row Experience Project



- Through the development of an open source method for delivering music and video content via an interactive, game-like app, the project hopes to provide a blueprint for other institutions carrying out related endeavors.
- It will also provide a model for creating interactive collections engagement the experiences that are tied to geographic locations, while also being portable and accessible from anywhere.
- As such, all source code developed in the project will be released as open source and made available to the open source community and anyone who wishes to use it to develop similar interactive experiences.

▶ MREP Collaborators



Please contact me if you are interested in being beta users and participating or provide input.



Thank You!

Lee Boulie
Executive Director Digital & Library Collections
Country Music Hall of Fame and Museum
lboulie@countrymusichalloffame.org

