

# KelownaGigs

Constructing a Social Publishing Application  
to Support a Local Music Community

Geoff Appleby

# ***Social Publishing?***

- Content over connections
- Web Content Management
- Social Software (blogs, wikis, social networking platforms, forums, etc.)

# Motivation

- Existing Static Site
- Gather more content
- Automate Content Collection

**Kelowna**

3rd Gear  
 AC Slater  
 All Night Long  
 Alphababy  
 Altered Sound  
 Ange Alero  
 At Risk  
 At Times of Madness  
 Atre Este  
 Born for Battle  
 Break the Pattern  
 Breathe Deep  
 Closing Iris  
 Defending Buckets  
 dethferno  
 DJ Zypher  
 Dr. Emmett Brown  
 Eveline  
 Fear Conspiracy  
 Fields of Green  
 The Flu  
 Fourhourdrive  
 From These Darkdays  
 Glory Days  
 Gorgeous Priceless  
 Grooveyard  
 Guilty Accusation  
 Halfway There  
 The Heist  
 The Hell and Backs  
 Hip, Hip, Hooray  
 Hippiecritz  
 Ill Prothetz  
 In A Whisper  
 Inkblot  
 Kingdom Cloud  
 Kyle Tubbs  
 la clase obrera  
 Laces Out  
 Life  
 Lovely Young Siren  
 Malibu Knights  
 masterpiece in motion  
 Moonlit Burial  
 Murder the Masses  
 The Murderous  
 Nazgul Death  
 Never Prevail  
 Norrie Henderson  
 Nostalgebra  
 Opal Maven  
 Patrick Kelly  
 Phoera  
 Porcelain Sky  
 Receiving The Sign  
 Reparations  
 The Science Fiction  
 Addiction  
 Screaming Calmly  
 Secret and Whisper  
 Severed Serenity  
 Shifter 45  
 Skull Hammer  
 Sleddogs  
 SoulAr  
 The Stolen Organ Family  
 Band  
 Stonecrow  
 Symbolic  
 Terza Rima  
 Through the Cellar Door  
 Tonight...We Burn the Sky  
 Red  
 Treelight Room  
 The Unknown Culprits  
 Valathalion  
 We Are The City  
 Willard  
 Windborn  
 Yukon Blonde  
 Zen Media

18 Gigs from **April 1st, 2009**  
 till **April 15th, 2009**

**When:** Wednesday, April 1, 2009  
 Doors: 7:00 PM

**Where:** Habitat  
**Bands:** Hey Rosetta!  
 Dan Mangan

**Cost:** \$10



**When:** Thursday, April 2, 2009  
 Doors: 7:00 PM

**Where:** Habitat  
**Bands:** Flash Lightnin'  
 Dan Mangan

**Cost:** \$10



**When:** Friday, April 3, 2009  
 Doors: 8:30 PM  
 Show: 9:00 PM

**Where:** The Grateful Fed  
**Bands:** Unleash The Archers  
 Archon Legion  
 Skullhammer

**Cost:** \$6



**When:** Saturday, April 4, 2009  
 Doors: 6:00 PM

**Where:** The House  
**Bands:** My Broken Hero  
 The Skyward Promise  
 Moments

**Cost:** \$10

**When:** Monday, April 6, 2009

**Where:** The Blue Gator  
**Bands:** Hot Panda  
 Stolen Organ Family Band

**Cost:** \$7

**Licensed - 19+**

**When:** Tuesday, April 7, 2009

**Where:** The Grateful Fed  
**Bands:** The Kettle Black

**Cost:** \$5

**When:** Tuesday, April 7, 2009  
 Show: 8:00 PM

**Where:** Kelowna Club  
**Bands:** What's He Building in There  
 We The Undersigned  
 At Times Of Madness

**Cost:** \$5

**When:** Tuesday, April 7, 2009

**Where:** Doc Willoughby's  
**Bands:** Vitamins 4 You

**Cost:** \$10

**Licensed - 19+**

**When:** Wednesday, April 8, 2009  
 Doors: 6:00 PM

**Where:** KCS Auditorium  
**Bands:** Kiros  
 The Skyward Promise

**Cost:** \$5

**Okanagan**

Channel Eight  
 Children of Flies  
 Dashes of Red  
 Dear Vanity  
 For Less Attention  
 Hardball  
 Hub  
 Poor Little Rich Girl  
 Sadist Faction

**When:** Thursday, April 9, 2009  
 Doors: 7:00 PM

**Where:** Habitat  
**Bands:** As I Lay Dying

**Tickets:** \$33  
 Available at Ticketmaster



your  
 ad  
 here

your  
 ad  
 here

your  
 ad  
 here

Ads by Project  
 Wonderful! Your ad  
 here, right now: \$0



**NAVIGATION**

- » User Survey
- » Artist Survey
- » Venue Survey
- » Frequently Asked Questions

**USER LOGIN**

Username: \*

Password: \*

**LOG IN**

- » Create new account
- » Request new password

- KELOWNA ARTISTS**
- » Amy Sawatsky
  - » Andrew & Zachari Smith
  - » Anna Jacyszyn
  - » Asylum
  - » At Times of Madness
  - » Atre Este
  - » Careful with that Axe
  - » Fields of Green
  - » Guilty Accusation
  - » Hippiecritz
  - » James Avery
  - » Jane Eamon
  - » John Lee Sanders
  - » Kingdom Cloud
  - » Last Day of Labour
  - » Mike Jervis
  - » Nixie
  - » Poppa Dawg
  - » Reparations
  - » Scott Thielman
  - » Severed Serenity
  - » Skullhammer
  - » Small Change
  - » Stolen Coast
  - » The Flu
  - » The Malarkeys
  - » Treelines
  - » Windborn
  - » Yukon Blonde

- OKANAGAN ARTISTS**
- » Andrew Allen
  - » Ari Neufeld
  - » Channel Eight
  - » Cold Drive
  - » Crusades
  - » Gypsy Butterfly
  - » Hardball
  - » Kim McMechan
  - » Poor Little Rich Girl

## Site News

### SUBMITTING ARTICLES

Posted Fri, 2010-04-02 20:01 by Geoff

The articles section of the site was pretty sparse for a while, and I'm not a very good writer, so now any user of the site is able to submit new articles. Just log in (or register, if you haven't), and you'll see a new 'News Article' link in the left menu under 'Create Content'.

Write about yourself if you're a new band (and create a profile on the site while you're at it), or about your upcoming tour or new album. If you're hosting a show with a big touring band, you can write about that too. Got some insights into the music industry, or found something worth sharing? If you think it's interesting, send it in.

Just so we can keep a little bit of control on what is posted to the site, you can either save your article as a draft to work on some more later, or set it for review so we can check it over before it shows up on the site. We should check things over pretty quickly though, and get your article up for people to see as soon as possible.

[Add new comment](#)

## This Week's Events

More events and info..

Date: Wednesday, April 7, 2010  
Venue: The Minstrel Cafe & Bar  
Artists: Rodney Decroo

[Add new comment](#)

Date: Thursday, April 8, 2010  
Venue: Cabana Grille  
Artists: Dana Barnes

[Add new comment](#)

Date: Thursday, April 8, 2010  
Venue: The Minstrel Cafe & Bar  
Artists: Tiller's Folly

[Add new comment](#)

Jazz Masters Concert  
Date: Friday, April 9, 2010  
Venue: Kelowna Community Theatre  
Artists: Sunny Wilkinson  
The Michael Garding Big Band

Tickets: \$25.00

Ticket Locations: SelectYourTickets.com

[Add new comment](#)

Date: Friday, April 9, 2010  
Venue: Cabana Grille  
Artists: Justin Hale

[Add new comment](#)

Date: Friday, April 9, 2010  
Venue: The Minstrel Cafe & Bar  
Artists: Tom Esson

[Add new comment](#)

Date: Friday, April 9, 2010  
Venue: O'Flannigans  
Artists: Colt Forty Five

All Ages?: No

[Add new comment](#)

Date: Saturday, April 10, 2010  
Venue: Cabana Grille  
Artists: Legendary Blonds

[Add new comment](#)

Date: Saturday, April 10, 2010  
Venue: Habitat  
Artists: Yukon Blonde  
In-Flight Safety  
Tickets: \$15.00

your ad here

your ad here

your ad here

Ads by Project Wonderful  
Your ad here, right now:  
\$0

## Active Venues

- » Blenz Coffee, Westbank
- » Cabana Grille
- » Christopher's Steak and Seafood Restaurant
- » Dakoda's Bar and Grill
- » Doc Willoughby's
- » Habitat
- » Kelowna Club
- » Kelowna Community Theatre
- » Mission Hall
- » North Forty Saloon
- » O'Flannigans
- » Rotary Centre for the Arts
- » Rutland Centennial Hall
- » Shine Lounge
- » Snowshoe Sam's

# The System

- **Open Source Applications**
  - Ubuntu Server OS
  - Apache Web Server
  - PHP
  - MySQL Database
- **Drupal Content Management System**
  - 10 Core, 60+ Contributed,  
5 Custom Modules

# User Contributions

- Add Events
- Add Artist Profiles
- Add Venue Information
- Contribute Articles

# Content Access

- Open View Access
- Allow users to edit relevant content
  - Artist / Venue Profiles
  - Events



# Information Extraction

- Obtain structured information from semi-structured data
- Exploit page templates
- Sources
  - TicketMaster
  - Facebook

**31 Black Diamond Bay with Yukon Blonde**

Rah Rah &amp; Red Cedar

Type: [Music/arts - Concert](#)

Start Time: [Friday, 18 September 2009 at 19:00](#)

End Time: [Saturday, 19 September 2009 at 00:00](#)

Location: [Habitat](#)

Street: [248 Leon Ave](#)

Town/City: [Kelowna, BC](#)

[View map](#)

Phone: 2507639674

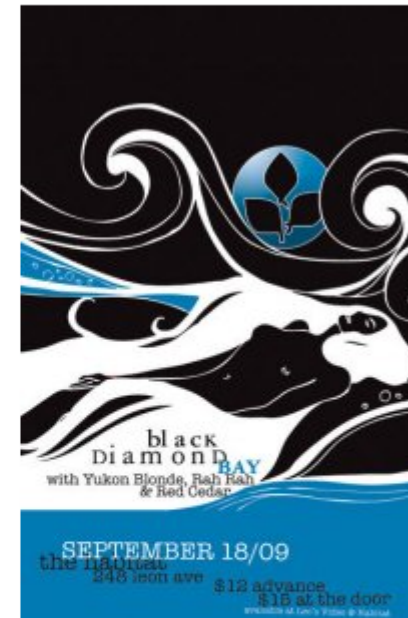
Email: [info@thehabitat.ca](mailto:info@thehabitat.ca)

**Description**

In August 2007, Patrick Krief put out the seven song EP "Take It Or Leave" with Sunny Lane Records under the name Krief. To play these songs live he called upon his cousin Andre Bendahan (Bass), George Donoso III (Drums) and Roberto Piccioni (Keys). The shape the songs were taking live was so much bigger than that of the recordings, they say they couldn't justify not having a name for that sound. As such, Black Diamond Bay was born. After over a hundred shows together, they started to put together what is now the debut album "Calm Awaits". This album was tracked at home and in various studios and found its way into the hands of the one and only David Schiffman for a world class mix.

In their own words, "Calm Awaits is all that we wanted it to be and more, we feel blessed by it and all that surrounded it (everyone who helped us make it, the moments that inspired it etc). It's warm, vulnerable and honest, and something we'll hold close to our hearts forever."

Calm Awaits is now available in Stores across Canada, on iTunes Canada via Fontana North (Universal) and available for order or download through [maplemusic.com](http://maplemusic.com) for the rest of the world.

[Invite people to come](#)[Remove from my events](#)[Share](#) [+](#)[Export](#) [📄](#)**Your RSVP** [Attending](#)

```
<!DOCTYPE html PUBLIC "-//W3C/DTD XHTML 1.0 Strict//EN"
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-strict.dtd">
<html xmlns="http://www.w3.org/1999/xhtml" xml:lang="en" lang="en" id="facebook" class="no_js">
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<meta http-equiv="Content-type" content="text/html; charset=utf-8" />
<meta http-equiv="Content-language" content="en" />
</head>
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<td class="data"><div class="datawrap">Friday, 18 September 2009 at 19:00</div></td></tr>
<tr><td class="label">End Time:</td>
<td class="data"><div class="datawrap">Saturday, 19 September 2009 at 00:00</div></td></tr>
<tr><td class="label">Location:</td>
<td class="data"><div class="datawrap">Habitat</div></td></tr>
<tr><td class="label">Street:</td>
<td class="data"><div class="datawrap">248 Leon Ave</div></td></tr>
<tr><td class="label">Town/City:</td>
<td class="data"><div class="datawrap">Kelowna, BC</div></td></tr>
<tr><td class="label"></td>
<td class="data"><div class="datawrap"><a href="http://maps.google.com/maps?f=q&app=hl=en&app=q=248+Leon+Ave+2C+Kelowna+2C+BC">View map</a></div></td></tr>
</table>
<table id="Contact Info" class="profileTable info_table" cellpadding="0" cellspacing="0">
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<tr><td class="label">Email:</td>
<td class="data"><div class="datawrap"><a href="mailto:info@thehabitat.ca">info@thehabitat.ca</a></div></td></tr>
</table></div><div class="UIProfileBox_Container"><div class="UIProfileBox_Box"><h3 class="UIProfileBox_Header clearfix"><span class="UIProfileBox_Title">Description</span></h3><div class="UIProfileBox_Content"><div class="description">In August 2007, Patrick Krief put out the seven song EP "Take It Or Leave" with Sunny Lane Records under the name Krief. To play these songs live he called upon his cousin Andre Bendshan (Bass), George Donoso III (Drums) and Roberto Piccioni (Keys). The shape the songs were taking live was so much bigger than that of the recordings, they say they couldn't justify not having a name for that sound. As such, Black Diamond Bay was born. After over a hundred shows together, they started to put together what is now the debut album "Calm Awaits". This album was tracked at home and in various studios and found its way into the hands of the one and only David Schiffman for a world class mix.<br /><br />In their own words, "Calm Awaits is all that we wanted it to be and more, we feel blessed by it and all that surrounded it (everyone who helped us make it, the moments that inspired it etc). It's warm, vulnerable and honest, and something we'll hold close to our hearts forever.<br /><br />Calm Awaits is now available in Stores across Canada, on iTunes Canada via Fontana North (Universal) and available for order or download through maplemusic.com for the rest of the world.</div></div></div></div>
```

## Import Facebook Event

---

Event ID or Link:

Enter just the event ID you want to import, or the full URL to the event page

**IMPORT EVENT**

## Pending Facebook Imports

Event ID	Title	View	Import	Ignore
296733497193	Magic 4 Haiti	<a href="#">View</a>	<a href="#">Import</a>	<a href="#">Ignore</a>
330662974789	Sherman Doucette - ON YOUR COMPUTER...LIVE!	<a href="#">View</a>	<a href="#">Import</a>	<a href="#">Ignore</a>
334029587877	Joel Strauss - ON YOUR COMPUTER...LIVE!	<a href="#">View</a>	<a href="#">Import</a>	<a href="#">Ignore</a>
348896057867	Adaline- ON YOUR COMPUTER...LIVE!	<a href="#">View</a>	<a href="#">Import</a>	<a href="#">Ignore</a>
350481065821	Share - ON YOUR COMPUTER...LIVE!	<a href="#">View</a>	<a href="#">Import</a>	<a href="#">Ignore</a>
352965012730	Ian Kelly with Camaromance - ON YOUR COMPUTER...LIVE!	<a href="#">View</a>	<a href="#">Import</a>	<a href="#">Ignore</a>

Please confirm the event information and click 'Save'

## Create Event

Title:

eg., CD Release

Date: \*

March 12, 2010

Format: March 14, 2010

Venue:

Streaming Cafe [nid:1277]

Type part of the venue's name to view some suggestions. For best results, do not include 'the' in your search.

If a listing does not currently exist for the venue, one will be created when you submit the event information.

Artists:

+ Sherman Doucette [nid:2726]

+

Type part of the artist's name to view some suggestions.

If a listing does not currently exist for the artist, one will be created when you submit the event information.

**ADD ANOTHER ITEM**

Door Cost:

\$

Tickets:

\$

Ticket Locations:

All Ages?:

N/A  Yes  No

Select if persons under the legal drinking age will be admitted to this event

Facebook Event:

facebook.com/event.php?eid=330662974789

TicketMaster ID:

Enter the ID for this event from the link to its webpage on TicketMaster.com

Poster:

Browse...

**UPLOAD**

Maximum Filesize: 1 MB

Allowed Extensions: png gif jpg jpeg

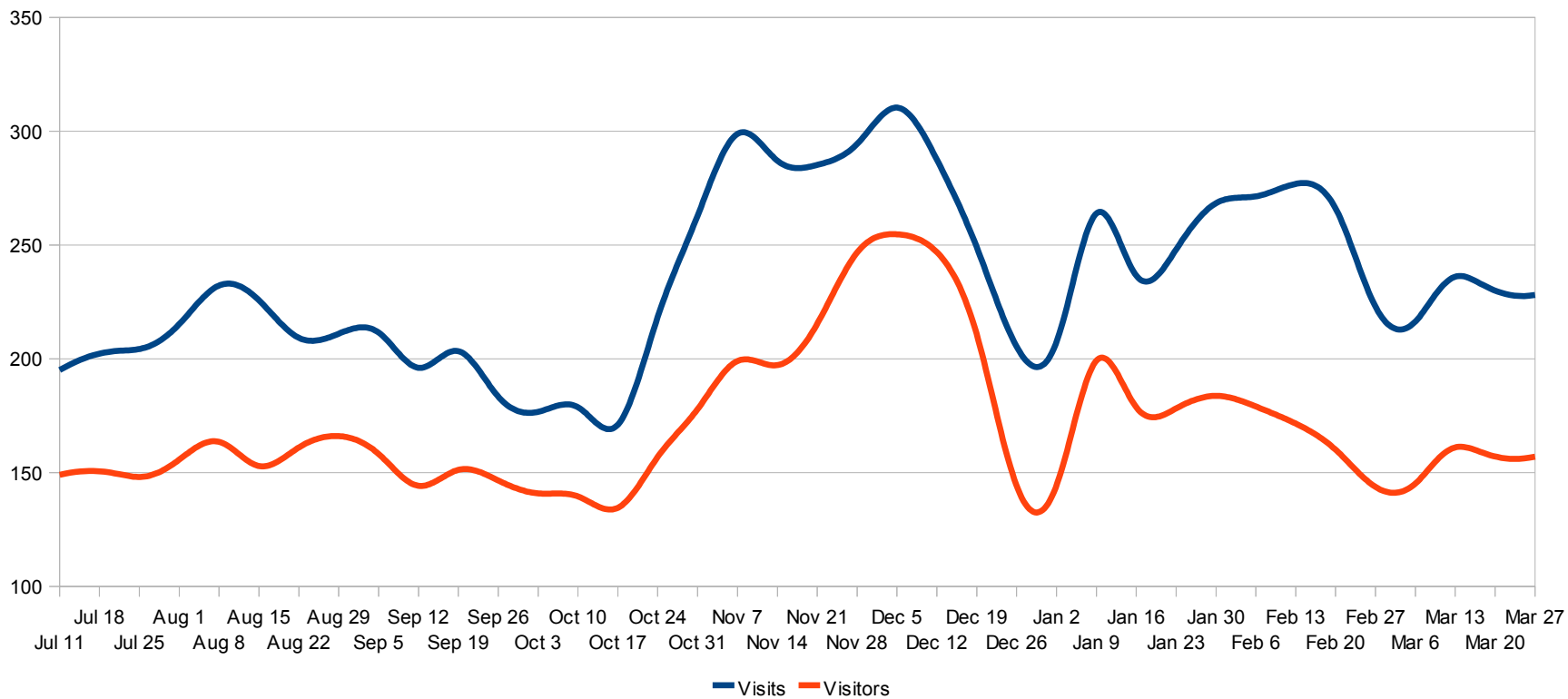
Images must be larger than 100x100 pixels

Additional Information:

Sherman (Tank) Doucette, harmonica player, vocalist and songwriter from Kelowna, BC.  
Sherman "Tank" has performed with the some of the best bands in Vancouver. On numerous occasions he had the great privilege of sharing the stage with such greats as legendary players as John Lee Hooker, Albert Collins, Sony Land Slim,

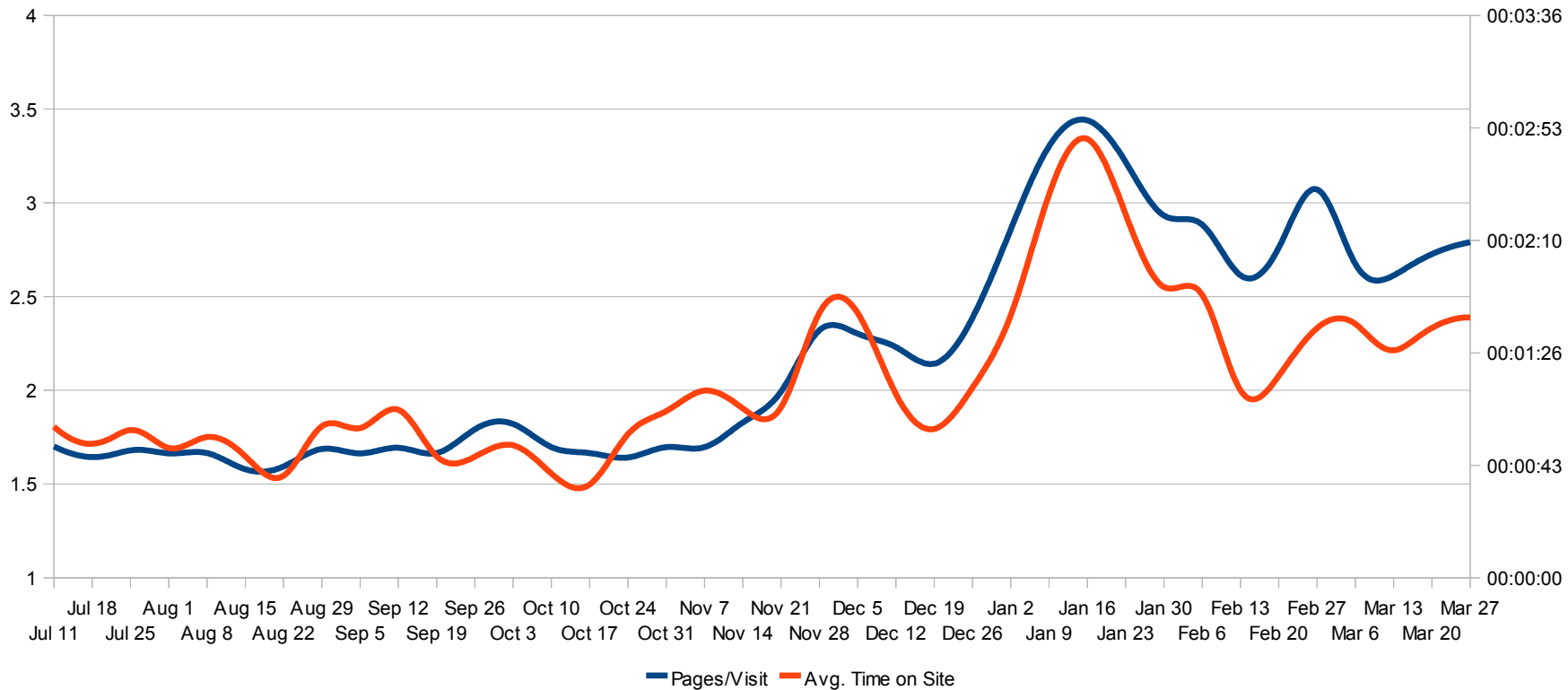
# Feedback

- Access Logs
  - Increase in visits and visitors
  - Increase in visitor engagement



# Feedback

- Access Logs
  - Increase in visits and visitors
  - Increase in visitor engagement

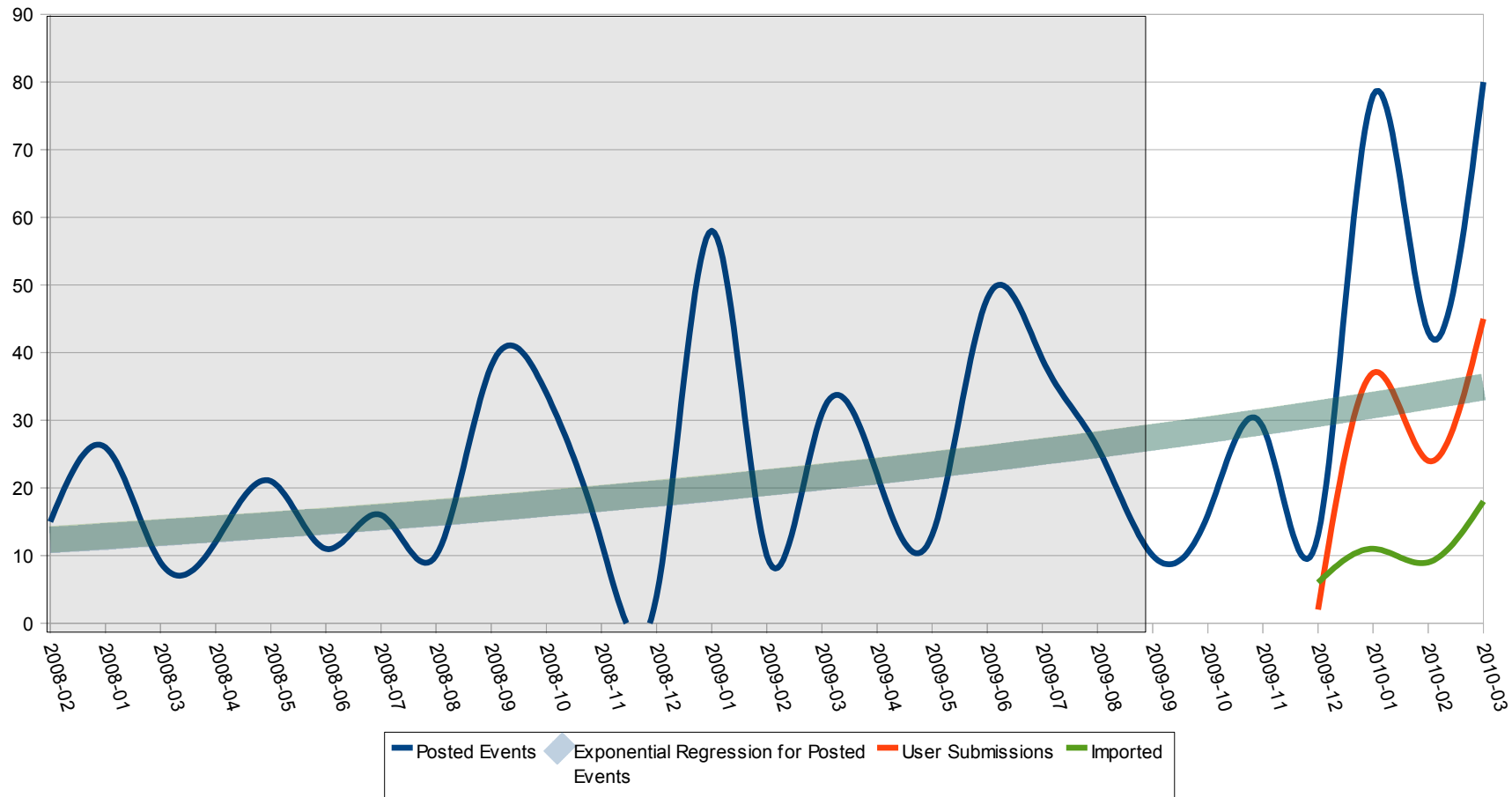




# Feedback

- Content

Event Submissions By Month



# Feedback

- Survey responses
  - Demographics
  - Interest in features / contributing

# Challenges

- **Module Capabilities**
- **Extracting Free Text**
- **User awareness**
- **External Permissions**

# Future Work

- Content Matching
- User Reputation
  - Visible recognition
  - Improved privileges
- Expand regions