



**THE HARRIS
CENTRE**
Memorial University





Final Report

Welta'q – 'It Sounds Good': Sound Recordings of Mi'kma'ki

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In May 2008, I consulted with Lindsay Marshall, associate dean of Mi'kmaq College Institute at Cape Breton University. He provided feedback on the shape of the final project, advice on protocol for contacting individuals and families, and recommendations for what *not* to include in the booklet (for cultural reasons). He also provided a list of translators to contact.

In June 2008, we held a consultation session in St. John's on the Welta'q CD project. Invited were representatives from the Department of Education, a music education specialist at Memorial University, and Brenda Jeddore, the music teacher in Conne River. Over two days, we discussed how to make this resource useful in a variety of music classrooms and contexts. Those present provided input that greatly shaped the final product (including the types of translations to be included and whether to include musical transcriptions at all). In an effort to please both camps (the cultural practitioners who want access to archival recordings, but express concern over 'fixing' cultural items in print form, and the music educators who could really use transcriptions for pedagogical purposes), we created an appendix in the CD booklet that includes transcriptions and textual translations.

In late June 2008, the lead researcher was interviewed by CBC Radio about this project to coincide with coverage of the Conne River powwow. This helped to 'drum up' great deal of interest in this project.

By August of 2008, all of the selections had been chosen, background research had been completed, and relevant visual materials compiled. However, obtaining translations of all of the material proved to be quite challenging. Several translators were contacted between April and July 2008 who for various reasons were unable to work on this project. The translators from Chapel Island who finally did take on the project did not provide final transcriptions and translations until February 2009 (due to circumstances largely beyond our control).

Once permission to include tracks was received from institutions, the process of receiving approval from collectors and families began. By February 2009, the majority of permissions were received. (It should be noted that initially we had envisioned including 29 tracks [see interim report]; however, in the process of obtaining permission from institutions, collectors, and families, there were a few items that had to be dropped from the initial track list. Consequently, the CD will have 24 tracks.) Individuals were encouraged to suggest organizations and institutions to be included in dispersal of any profit made from this project. It was decided that an organization in each area will benefit from any profits (for example, the music program at the school in Eskasoni, or the Listuguj Education Directorate in Listuguj).

Once translations were in hand, the notes to the CD were written and went through an extensive editorial process (read and revised by the lead researcher, Beverley Diamond, Diane Chisholm, Maureen Houston, and a copy editor hired to do the final edit). The translations were sent to a Mi'kmaw copy editor, who carefully checked the translations that had been done by the two translators hired on this project. Once this process was complete, Beverley Diamond and I met to approve the final text.

Diamond also edited the musical transcriptions to be more user-friendly for the general population (unedited versions will be posted to the companion website).

The designer, who had provided a CD cover last summer, created a poster for the CD in June that was sent for printing the same month (a copy has been sent to the Harris Centre). This poster is already in use as part of the lead-up promotion for the CD. A version of it was also turned into a pre-order form that was sent to Conne River for the powwow and included a 10% discount for attendees).

The designer also compiled the final text for the notes, the transcriptions, and the visual materials, and created a draft layout for the booklet (60-pages in length). This layout was proofed the first week of July by the project lead and changes were incorporated. It was sent to Printing Services at Memorial University on 17 July 2009.

The final edit of the CD itself was burned and verified on 16 July 2009. It was hand-delivered to MMS Atlantic for production that same day. The designer provided files for the CD printing and the case insert.

Production of the CD, printing of the booklet, and insertion and shrink-wrapping will take 2 weeks. We anticipate having product in hand during the first week of August 2009. During this month, copies of the CD will be mailed to partners and contributors. The lead researcher will also be available for interviews. Press packs with review copies will be sent to relevant media (Telegram, Western Star, CBC, Cable 9, NTV) and a press release will be issued via Memorial University's marketing and communications. Invitations will be sent out for the CD release party.

The local CD release party is tentatively set for Thursday, September 3, 2009 (as the producer will be in town on that date). However, once we have product in hand, promotion will begin. There is already interest from a number of organizations/establishments in selling this CD: verbal expressions of interest have come from the Mi'kmaq Resource Centre (Cape Breton University), the Corner Brook Museum & Archives, the Wagmatcook Cultural Centre (Cape Breton), and the Kluskap Heritage Centre (Truro). There has also been some indication from the Department of Education that this CD may be purchased for all schools in Newfoundland and I am currently in talks with the Nova Scotia Museum of Natural History to have it included in the Mi'kmaw kits that they loan to schools and community organizations. A second CD release party will be arranged at Cape Breton University's Mi'kmaq College Institute to coincide with Mi'kmaw history month (October), providing additional (regional) publicity for this product. It is anticipated that further press coverage will come through Membertou radio and *Mi'kmaq News*.

WELTA'Q



"it sounds good"

HISTORIC RECORDINGS OF THE MI'KMAQ



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