

Collection Development Project: The 60th Anniversary of Motown

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INF STD289-1 Performing Arts Librarianship

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Scenario

I am the selector for a music library in an accredited university with a large music department, most known for their ethnomusicology program. For the fall quarter of 2019, I have decided to develop a new and specialized collection of materials around the storied history of Motown: its music and its artists. This is not only to commemorate Motown's 60th anniversary, but to expose the students to a genre of music they may not be particularly familiar with. I have spoken with the music department faculty and they have agreed to offer an undergraduate ethnomusicology course titled The History of Motown for the fall quarter. At the end of the quarter, there will be a concert featuring the music of Motown performed by the school's jazz big band, selected jazz combos, as well as the school choir. I will also be creating a Motown exhibit in the display case in front of the music library to promote the collection. With a budget of \$1500 (+/- \$10.00), I am tasked to build a specialized collection to meet the needs for the History of Motown class, the concert, the exhibit, as well as general users interested in the topic.

Collection Materials

Scores

(Via Ejazz Lines)

Stevie Wonder For Jazz Ensemble: Eight Arrangement Set \$315.00

Published by Hal Leonard, Various Arrangers, Full Score and Parts

Edition: Eight Jazz Big Band Arrangements

Originally Performed by Stevie Wonder

Papa Was a Rollin' Stone \$42.75

Published by Hal Leonard, Arranged by Roger Holmes, Full Score and Parts

Edition: Jazz Big Band Arrangement

Originally Performed by The Temptations

My Girl \$61.75

Published by Lush Life Music, Arranged by Myles Collins, Full Score and Parts

Edition: Jazz Big Band Arrangement with Vocal

Originally Performed by The Temptations

Get Ready \$23.75

Published by Hal Leonard, Arranged by John Berry, Full Score and Parts

Edition: Jazz Combo Arrangement [4 Horns with Rhythm Section]

Originally Performed by The Temptations

What's Going On \$47.50

Published by Hal Leonard, Arranged by Les Hooper, Full Score and Parts

Edition: Jazz Big Band Arrangement

Originally Performed by Marvin Gaye

Heard It Through the Grapevine

Published by Hal Leonard, Arranged by John Berry, Full Score and Parts \$42.75

Edition: Jazz Big Band Arrangement

Ain't No Mountain High Enough \$42.75

Published by Hal Leonard, Arranged by Roger Holmes, Full Score and Parts

Edition: Jazz Big Band Arrangement

Subtotal: \$576.25

Shipping: \$14.51

Total: **\$590.76**

(via Theodore Front Musical Literature)

Motown's First: The Ultimate Selection of Soul \$49.50

Arranged by Paul Beuscher, 1 Score (Piano/Vocal/Chords)

Subtotal: \$49.50

Tax: \$4.70

Total: **\$54.20**

(via J.W. Pepper & Son, Inc.)

Forever Motown \$40.99

Published by Hal Leonard, Arranged by Roger Emerson, Full Score and Parts

Performance/Accompaniment CD for Choir

Subtotal: \$40.99

Shipping: \$8.99

Total: **\$49.98**

Books

(via Amazon)



Where did Our Love Go? The Rise and Fall of the Motown \$26.24

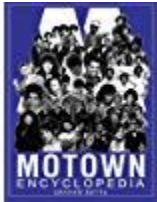
Sound - By Nelson George - Hardcover



Motown: Music, Money, Sex, and Power

\$47.50

By Gerald Posner - Hardcover



Motown Encyclopedia

\$24.99

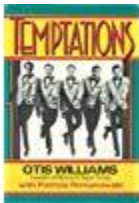
By Gerald Posner - Paperback



Motown: The Sound of Young American

\$30.00

By Adam White - Hardcover



Temptations

\$29.99

By Otis Williams - Hardcover



Signed, Sealed, and Delivered: The Soulful Journey of

\$21.27

Stevie Wonder - By Mark Ribowsky - Hardcover



Mercy, Mercy Me: The Art, Loves and Demons of Marvin Gaye \$29.95

By Michael Eric Dyson - Hardcover



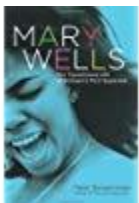
Between Each Line of Pain and Glory: My Life Story \$42.48

By Gladys Knight - Hardcover



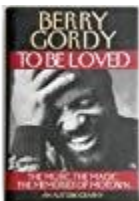
Smokey: Inside My Life \$49.95

By Smokey Robinson - Hardcover



Mary Wells: The Tumultuous Life of Motown's First Superstar \$11.51

By Peter Benjaminson - Hardcover



To Be Loved: The Music, the Magic, the Memories of \$41.38

Motown: An Autobiography - By Berry Gordy - Hardcover

Subtotal: \$355.26

Shipping: \$12.47

Tax: \$8.33

Total: **\$376.06**

CDs/DVDs/Vinyl Records

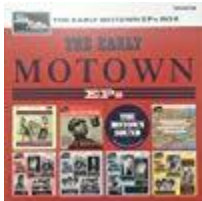
(via Amazon)



Motown: The Complete No. 1's [11 CD Box Set]

\$128.33

Various Artists, 11 Audio CDs



The Early Motown EPs [7 LP Box Set]

\$49.14

Various Artists, 7 Vinyl Records



The Early Motown EPs Volume 2 [7 LP Box Set]

\$56.61

Various Artists, 7 Vinyl Records



Motown: The DVD

\$14.99

By Motown, 1 DVD

Subtotal: \$249.07

Tax: \$22.81

Total: **\$271.88**

(via Time Life)



Motown 25: Yesterday - Today - Forever

\$159.52

Deluxe Collector's Set, 6 DVDs, 8 Audio Cds

Extended version of Motown's 25th Anniversary Concert

14 Hours of Bonus Features, Behind the Scenes Photos

8 Audio CDs containing *The Motown Collection* (120 Tracks)

Subtotal: \$159.52

Total: **\$159.52**

Scores _____ \$694.44

Books _____ \$376.06

CDs/DVDs/Vinyl Records _____ \$431.40

Grand Total: \$1,501.90

Relevant Websites

Music Online: African American Music Reference

Excellent resource on African American Music including books and journal articles about Motown and Motown artists

<https://search.alexanderstreet.com/aamr>

GoodReads

Helpful with finding books on Motown (what websites or locations to purchase them, what libraries you can find them in, recommendations, and reviews)

<https://www.goodreads.com>

Grove Music Online

Searchable database of articles about Motown and its artists

<https://www.oxfordmusiconline.com/>

Alexander Street Press: Music Online

Stream Motown music from an enormous selection of artists and titles

<https://search.alexanderstreet.com/musp>

UCLA Music Research Guide

Helpful LibGuide that contains many links to different music reference resources

<http://guides.library.ucla.edu/musicresearch>

Reflection

The reason I chose Motown for my specialized collection is because I am a huge fan of R&B music. My parents played R&B music from the 60's and 70's on a non-stop loop in our house growing up and one of the first concerts I ever went to was a Smokey Robinson concert. I decided to pick a music library for my library type because the UCLA Music Library was a big part of my undergraduate program. I also really enjoyed the tour we took with Matthew Vest. The tour showed me what a music library is capable of in terms of programming, collection development, and outreach. The users I want to reach regarding my collection are undergraduate ethnomusicology students. When I was in the UCLA ethnomusicology program as an undergrad, there were many different classes that covered various types of music (The Beatles, jazz, rap, world music, and electronic dance music). However, there were not any classes that went over early R&B in great depth. In Schlesinger's article *State of the Profession*, he recommends outreaching and partnering with faculty to "make certain materials are fully integrated into the curriculum" and "creatively applied as the basis for assignments (Schlesinger 2015)." In my scenario, I made certain that I worked with faculty to ensure that my collection is properly utilized. I feel that a specialized collection of materials related to Motown would create interest in the music and students could get exposure to the unique sound it is so famous for.

The university my music library in is most known for their ethnomusicology program, especially their jazz studies program. This fact guided me in selecting materials for my collection. Many Motown songs use large musical ensembles for their tracks and I feel that this will lend well to the school's jazz big band. I found that Ejazz Lines has an excellent selection of big band arrangements of Motown music. By typing in prominent Motown artists' names such as "Stevie Wonder" and "Marvin Gaye", I was able to find multiple charts with full scores and

parts. With my budget, I am able to buy fourteen different songs that can be performed by the jazz big band, as well as some of the smaller jazz combos. For the school choir, I found scores and vocal parts for a compilation of eight different Motown hits. I found this using J.W. Pepper & Son. I found an additional chart of Motown songs for piano, vocal, and chords that a jazz combo can use on Theodore Front Musical Literature. This piece was available on Amazon as well. However, surprisingly, it is less expensive if I buy it via Theodore Front.

For the books, I went entirely through Amazon because the prices were the lowest and shipping is free with Amazon Prime. Theodore Front had some nice books about Motown, but they could not compete with Amazon's prices. One resource I found useful when searching for books was *goodreads.com*. It gave me a list of the top books about Motown, reviews as well as which stores I could purchase the books including a link to the book's Amazon page. Using this resource made choosing and eventually purchasing the books much easier. Another bonus of buying the books exclusively on Amazon is only having to calculate the taxes from one large purchase versus multiple smaller purchases. Ten of the eleven books I plan to purchase are hardcover books. I made this decision because I believe I will be able to use the dust jackets in the display in front of the library. This will give the display great optics as well as show users what books on Motown we have for circulation. The books are also about specific Motown artists and groups that way the collection will give students insight on not only the sound of Motown, but the people too. The Motown CD box set was chosen for research purposes for the History of Motown class. It can be put on course reserve and students along with interested users can listen to the CDs in the library. The Motown DVD can be used for research purposes as well and the Motown course instructor can also play clips for the class.

I decided to buy the vinyl record sets because I am personally a big fan of grooved media. I think that students could benefit by hearing what the Motown sound was intended to sound like with the pops and hisses of a needle on vinyl. The UCLA Music Library has a very impressive display of Mexican music (using album covers) in their display case and I was thinking that I can do something similar. The two vinyl record sets include fourteen albums with unique covers. I can use the album covers in my exhibition to accompany the dust jackets from the books. Clayton Crenshaw created a display of books and CDs in the Crouch Fine Arts Library in Baylor University which “proved to be very effective” and increased the circulation of the promoted materials (Crenshaw 2014).

By Googling “Motown DVD” I was able to find the *Motown 25th Anniversary Deluxe Collector’s Set* through Time Life. This comes with six DVDs and eight audio CDs. These can be used for research purposes and the DVDs contain lots of exclusive footage an interested user would find very fascinating. The set also comes with a booklet full of photos that can be scanned and displayed in the music library Motown exhibit.

I feel that the materials I selected will aid students in the History of Motown class as well as garner a greater interest in Motown music in users outside the course. The musicians will have a wide variety of songs to perform and the students will have a collection of materials that are not only educational, but also entertaining.

References

- Crenshaw, Clayton. 2014. "Promoting Music Library Resources—With Mixed Results." *Music Reference Services Quarterly* 17 (4): 226–36. <https://doi.org/10.1080/10588167.2014.965644>.
- Schlesinger, Kenneth. 2015. "State of the Profession." *Performing Arts Resources; New York, N. Y.* 31: 1–7.