

LOCA RECORDS

WWW.LOCARECORDS.COM

LOCA Records is an independent experimental electronica label based in Brighton, UK

We release onto vinyl, CD and the Internet under Free/Libre/Open-source licenses that allow musicians to re-appropriate and reinterpret music and sound. We now use the CreativeCommons.org attribution-share-alike license and encourage others to do the same.

Our artists include ML, Ward, Maz Plant Out, Meme, Snø, Xan and Calvados Beam Trio. More information can be found at <http://www.locarecords.com>

Does LOCA make any money?

Loca receives money from selling CDs and Records in a similar way to the Free/Libre and Open Source GNU/LINUX distributors. We sell records across Europe, Hong Kong and the USA.

Are you mad?

We believe that musicians are mad to sign away their rights. Originally copyright was intended to give artists and writers an income from their works for a period of 20-50 years, but now it has been hijacked by corporations who actively lobby to make rights in copyright law last forever.

The multinational media corporations believe that music is purely a product to be squeezed of every last vestige of profit. By enforcing copyright law they can control every derivative of the music, including samples, lyrics, melodies, rhythms and imagery. By releasing open-source we contribute to creating an alternative public space for shared, open, collaborative art and music.

I understand the music is released open-source but is the music written in an open source way?

Loca artists create the music in different ways. The most democratic and open is the project known as ML. This is an experimental collective that applies open-source methods to music writing itself. ML is currently working on a Sourceforge-type system that allows the music to be selectively re-written, forked and developed by a number of different collaborators. Tracks are never *finished* but continue to be changed and improved, enabling interim versions of the music to be released.

HOW TO RELEASE OPEN SOURCE RECORDS

GET SOME MONEY

We reckon if you hunt around for the best deals in Europe you can get a 500 cd release out for £1000 [about £1,440.00]

GET SOME MUSIC

Find music you love... and tell whoever made it about open source licensing. Worth pointing them at the creative commons website at - www.creativecommons.org - to see how it works.

GET IT MASTERED

Released tracks sound better when they are mastered. Some pressers will do this as part of the service but you'll have to pay extra!

GET IT HEARD

Get promo versions out to Radio Stations, local bars, clubs, cafes and all your friends - the more people hear this before the release date the better.

GET IT PRESSED

Send two copies to the pressers (one as backup) and make sure you 'proof listen', 'proof read', get the tracks in the right order and the artwork in the right format. When comes back it'll be too late for mistakes!

GET YOUR LICENSE

You are supposed to get a pressing license (MCPS) but save money and er... forget to...you must know which open-source license you are using (We use attribution-share-alike) and it's a good idea to print this on the CD artwork somewhere.

GET IT DISTRIBUTED

Distributors haul the records across the country to take them to record shops. Sometimes it can be hard to convince them to take your shiny new release but there are some cool co-operative distributors (eg Leaf Records and www.posteverthing.com)

GET IT PROMOTED

Expensive, so do it yourself on the web or through sending out promo copies to newspapers, magazines and radio stations.

WEB

You need a web presence. Set up a website and put some MP3's (or Ogg if you can) on it. Keep it clear and simple - there's no sense in drowning a website in useless information. Post some of the graphics and sound bites from the release on there too and make it open source.

RELEASE DATE

Set it. And try to keep to it. Make sure you get lots of attention in the press and cross your fingers to make enough cash to release your next one...and then start again.