

Our babies' rock! A journey into CD production...

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Baby Rock and Rhyme sessions were launched at our libraries last year, targeting tots aged up to two who were too young for existing storytimes. They now attract up to 40 bubs (and their parents/carers) per session. Our presenters urgently needed an easy source of music in sing-able keys. And Baby Rock & Rhyme parents and caregivers said they'd like to take the songs and rhymes home with them to continue the play and bonding sessions. So the *Baby Rock & Rhyme CD* was born! It was produced partly in response to customer need and partly as a support tool for staff. Very talented people work in libraries – musicians, singers and so on. This CD shows what can be achieved when you use the talents of the people around you to support the people in your library community. It was performed, sung and produced by library staff – and even recorded in the Central Library. The first batch of 500 CD's sold out in 2 months flat. You may be wondering...What were the copyright issues? How much did it cost to produce? How much revenue has it generated? What would we do differently next time? Come to our session and let us share the journey and our learning's with you!