



# Call for Participation in the 2022-2023 Digital Discoverability Program

CAPACOA invites performing arts presenters and/or producers to participate in a Digital Discoverability Program, as part of the [Linked Digital Future Initiative](#). Between September 2022 and March 2023, a cohort of 20 organizations will have the opportunity to work with [Culture Creates](#) to translate their event information into structured data that is readable by search engines (ex: Google, Bing) and recommendation systems (ex: Siri, Alexa). As a result, local arts goers and tourists alike will have a much easier time finding your events, no matter which device or application they use.

## Requirements

To participate in the 2022-2023 cohort of the Digital Discoverability program, your organization must:

1. Be a CAPACOA member;
2. Be primarily a presenting or producing organization (either series and/or festivals);
3. Present or produce at least 10 different events from September 2022 onward;
4. Have a basic level of digital maturity and have access to the services of a webmaster;
5. Designate a discoverability lead. This dedicated staff member will be the primary cohort participant and contact person for the whole duration of the program.

## How this will work

Culture Creates develops tools and services to enhance the findability and discoverability of performing arts events. Using natural language processing, Culture Creates' Footlight technology will automatically harvest unstructured or semi-structured live events information on your website and structure this text information into machine-readable data. Once you validate this structured data, it will be republished as HTML-embedded, JSON-LD microdata on your website. It will also be populated as linked open data in the [LIVE Performing Arts Directory](#), the Artsdata.ca knowledge graph and other participatory open databases such as Wikidata.

## What is Footlight

[Footlight](#) (developed by Culture Creates) offers a data pipeline that supports a vision where the performing arts community can maximize discoverability together, sharing and promoting cultural events on the Web. Footlight integrates the latest semantic technology to ensure machine readability, traceability, and the highest level of quality.

It also takes advantage of [Artsdata](#), Canada's knowledge graph for arts events. This means that event information shared to Artsdata as linked open data is readily available to anyone who wants to reuse it.

Footlight users have the ability to view and publish metadata about their events. There are also options to create external links to other entities on the Web, like performing arts companies, arts organizations, artists, and places — if and when they are available.

Ultimately, Footlight enables arts organizations to easily share information about events in their communities. A positive outcome is the streamlining of event promotion.

## What you should expect

Cohort participants should anticipate a time commitment of 24 to 80 hours over the September 2022 - March 2023 period, depending on the number of performances in their programming.

Cohort participants will need to:

- Participate in an initial training session via web conference;
- Validate the structured data for their events through the Footlight user console;
- Install a code snippet on their website to republish their event information as HTML-embedded microdata; and,
- Work one-on-one with Culture Creates to troubleshoot any technical issues that may arise.

## Selection criteria

Cohort participants will be onboarded one at a time and selected primarily on a first come, first served basis. If selected, participants may begin their initial training session before the application deadline.

Unselected applicants will have the opportunity to apply for a future cohort.

## How to apply

Interested organizations must fill in this [application form](#).

The deadline for applications is **October 12, 2022**. Applications may close at an earlier date if the cohort is already complete.

## About the Linked Digital Future Initiative

The Linked Digital Future Initiative deploys a range of research, prototyping and digital literacy activities to foster discoverability, digital collaboration and digital transformation in the performing arts.

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