



# 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 optimize their event information so it 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

If your application is successful, you will receive a personalized diagnosis of your website's event pages. This document will outline your current level of discoverability, taking into account aspects such as Search Engine Optimization, meta tags, site structure and structured data. It will also provide a list of possible solutions to be worked on with the LDFI and Culture Creates. Solutions may include implementing a structured data template, working with an existing API (application programming interface), validating your event data with the Footlight application, and/or or installing a Footlight code snippet. For more information about structured data and Footlight, see the following section.

The value of this kind of personalized website diagnosis is estimated at \$2,500.

## What is structured data

Structured data is markup code embedded in a web page. It describes the content of that page for bots that crawl and index the web for search engines (find out more in [this blog post](#)). Other kinds of crawling bots can also read and index structured data. For example, bots that index events structured data can share it via the Artsdata knowledge graph (more information below).

## What is Footlight

[Footlight](#) (developed by Culture Creates) is an application and service to convert events web pages into structured and linked data .

Using the latest AI and semantic technologies, Footlight automatically harvests unstructured or semi-structured live events information on your website and transforms this text information into machine-readable data. Once you validate this structured data, you can republish it as JSON-LD code on your web pages. Footlight helps you ensure the machine readability, traceability, and quality of your events data.

## What is Artsdata

Footlight and structured data are means of sharing your events data via [Artsdata](#), Canada's knowledge graph for arts events. Event data published to Artsdata is available to anyone who wants to reuse it. This open data can, for example, be reused on platforms, such as CAPACOA's [LIVE Performing Arts Directory](#) and any other events listings.

## What you should expect

Cohort participants should anticipate a time commitment of 8 to 40 hours over the September 2022 - March 2023 period. This number will depend on the number of performances in their programming and the discoverability solutions they choose.

Cohort participants will need to:

- Join the LDFI and Culture Creates for an initial meeting via web conference;
- Participate in additional training sessions (depending on their chosen discoverability solution);
- Collaborate with their webmaster to implement discoverability solutions on the backend of their website; and,

- Work one-on-one with Culture Creates to troubleshoot any technical issues.

## 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 **November 1, 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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