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Continued from Page 9

our first 7-inch, and we sold enough records to pay off the loan."

"We're slowly building a little kitty, a little stash of money," he said.
"But even with the last Sideshow record, I had to take out a loan to put out the 12-inches.

"It still takes a lot of money that I still don't have."

McGinn said record labels provided a service to bands by allowing them to focus on their music without worrying about financial and business matters.

"A label should take care of the dumb stuff like manufacturing are signed on the Caulfield label.

records, promotion, advertising and distribution.

"It allows a band to just be a band, and it lets them say 'OK, we write the songs, play and record them, and we let someone else deal with all the crap

that goes along with it."

Most of Caulfield's bands were signed after McGinn noticed them at incoln shows, he said.

"It has mostly been a pretty informal thing," he said. "No contracts or anything like that. I just approach the bands and say 'Hey, you should do a 7-inch.' It's really a low-key thing." Besides Sideshow and Mercy Rule,

Lincoln band Opium Taylor, Omaha band Frontier Trust, Denver band Christy Front Drive and Kansas City acts Molly McGuire and Giant's Chair

Caulfield isn't a full-time job for McGinn just yet. He does most of the local distribution and advertising himself. Outside distribution is taken care of by a number of national and international companies, McGinn said.

"Anyone out there who has heard of us can probably find our records if they know where to look," he said.

"At first, it was just something to do so we could sell records to our friends," McGinn said, "but now it's gotten to be a lot more like a business.

McGinn said he would like to keep doing what he has been doing, but on a slightly larger level.

"There's a cool crop of new bands in town that I'd like to see grow," he said. "It would be great to help them put out records."

Zine

Continued from Page 9

Her job is to make that gem shine. To do so, she uses computers, but she insists that computers alone don't

guarantee a good design.

Trautner works with SubDP Desktop Publishing company. Desktop publishing, she said, made her issues "sell like hotcakes."

She also wants to use her computer to set up an e-mail address for reader response. With all her improvements, the name Subterranean Quarterly is no longer representative, she said, because her 'zine is surfacing.

"Well, we're still underground compared to the New Yorker," she

said, smiling. "... Our next issue

Pipe Bryan Peterson, the man behind Pipe, likes to give his 'zine a more human touch.

Peterson, who studies English and Japanese film, does all Pipe's produc-tion by hand, pasting the elements

"I like the feeling of having paper in my hand and putting it down on paper," he said.

The quality of writing, he said, was more important than the paper it comes on.

"If I have one solid short story, it should be interesting," he said, "not whether it comes on a glossy page or

Peterson started his 'zine because he wanted to communicate with people outside the mass media.

Peterson was walking with friends, trying to think of a name, when one of them stepped on a huge piece of pipe, and it stuck. (The name, not the pipe.)

You can think about pipe in a lot of different ways," he said. "Peace pipe. Stick this in your pipe and smoke

His efforts pay off in the end, and Peterson has been able to combat the streamlined media at least in a small

"I had a crazy experience where one guy came up to me in a clothing store and said, 'Are you the person who wrote that one article? I talked to my Mom about that for hours."

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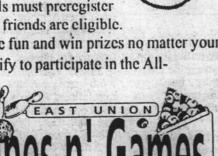
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Monday, January 23, 7 p.m. Tuesday, January 17, 7 p.m. Wednesday, January 25, 8 p.m. Thursday, January 19, 6 p.m. Thursday, January 26, 8 p.m. Friday, January 27, 6 p.m.

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