

# The secret to getting on radio: Cut the glossiness, be yourself

RADIO from page 5

You don't need a professionally produced and packaged album. Home-made CD-Rs work just fine. Granted, scrawling on your CD-R with a sharpie will probably only cut it at your hometown college station, so be prepared to at least maybe do some typing and printing.

Just like there's a difference between making an effort and overdoing it, there's a difference between making an effort and blowing it. The key here is that it's not the packaging that matters.

If you want to get played on college radio, you need to make the reviewer's job as easy as possible, and here is how to do it.

Put a sticker on the CD case that includes:

1. Your band name
  2. The album name
  3. Your label name (if you have one)
  4. Which tracks you recommend
  5. What artists you might sound like
  6. Which tracks (if any) contain profanity
- The first three items help the reviewer when they

are reporting your ad to the College Media Journal. If your album case designer thought they'd be artsy and experimental with their layout, this is extremely helpful.

The last three items help the reviewer immensely when they have a lot of material to go through and not much time. The reviewer, when choosing which albums to review, will almost always choose an album that tells him or her which tracks to avoid. If they can listen to a song for quality as opposed to listening for profanity, they're going to get more out of the song.

I guarantee it. And that's what you want.

If you insist on including anything else, include at most one 8.5-inch by 11-inch piece of paper. On this paper, restate the information on the sticker and include a short biography or any trivia about your band that you think might be useful.

Remember that word - useful. That sums up everything you need. If it's cute, if it's cool, then it's no good. These people see and hear the coolest stuff out there - you're not going to wow them with your wit or your sunglasses.

# Oleander deals with success

FLOWERS from page 5

experiences, bottled them up and put them into songs, he said.

"I think this is a much more successful album as far as going into the studio and recording something from the heart," Flowers said.

One of the most important songs on the album, Flowers said, is "Halo." With words like "Of things we should not climb/And I'm the first in line" and "Stay around, and we will shine," Flowers said the song became much more than he had expected when it was written.

But Flowers has seen that this song is not just important for the band - after an honest performance, the fans know they've seen something special.

"There was something about ('Halo') that just came together," Flowers said. "There's times when the music and lyrics and the performance click, and it makes something much bigger than you had ever anticipated."

"There's nothing more powerful than everything connecting musically as well as with an emotional sensitivity to being honest. It really extends outward and extends to the fans."

Fans in Lincoln will soon get to see Oleander for a second time. After playing with Candlebox in 1999, Flowers said he liked visiting the "very cool college town."

Flowers said he appreciates the smaller col-

lege town atmosphere.

"(Smaller towns) are not as transient as the bigger cities; they're not as fickle as the bigger cities," Flowers said. "They're pretty much happy to have music and performing, and they're genuinely more into it."

But success didn't come easy for Oleander.

Flowers and Eldridge have been playing together for more than a decade. In 1996, Oleander independently recorded "Shrinking the Blob," but they were still keeping their day jobs. Flowers, who was a bus boy for many years, said he wouldn't have it any other way.

"I think the worst thing that can happen to a band is to have rapid success," Flowers said, "because you get jaded and you don't learn to appreciate the things that other people have had to go through and struggle to achieve the same status."

Now with a gold album under their belt and their single "Are You There" rapidly going up the charts, Oleander is far from settling.

Success they've accepted, Flowers said, but they are still looking to grow and improve.

"We've accepted the fact that we're fortunate enough and blessed enough to have landed some stability in the industry by achieving gold status," Flowers said, "but I don't think we've settled for that."

"There's so much more out there to be had, and we are definitely hungry."

## Spring Fashions & Shoes!

Dolce & Gabbana	French Connection	
Diesel	Tessuto	
Lucky	Rocket Dog	
Hugo Boss	Quicksilver	
Kenneth Cole	Dragonfly	
Franco Sarto	Billabong	
Dr. Martens	Bulldog	
Betsey Johnson	Free People	
Nine West	Cooperative	
Blue Marlin	Laundry	
PRADA		
3 Dot		
Mavi		
BCBG		
Camper		
DKNY		
&		
More!		



# The Post & Nickel

2 Blocks From Campus!  
14th & P Lincoln

Omaha 132nd & Center

**ATTENTION:**  
If you are a minority, GLBT Student, or a Student of Color at UNL

**Earn \$10**

for participating in a study called "College Student's Experiences of Prejudice and Discrimination." The purpose of this study is to try to gain a deeper understanding of how minority students and Students of Color at UNL experience prejudice and discrimination.

Participation involves filling out a questionnaire which asks several open-ended and short answer questions. Completion of the questionnaire takes approx. one hour, but can be filled out at your own pace once picked up. In order to pick up a questionnaire, contact Scott Frong at 472-3158 or sfrong@unl.edu. Once completed, questionnaires can be returned to Scott Frong and you will be reimbursed \$10 for your time.

AAAAAAARRRRGGGGGG!!!!

Tell us what you think about issues that affect you  
online @ dailyneb.com

Make an Impact in your Circle of Friends.

Get a FREE 8 oz. Biologie Detangling Solution with any Color or Perm Service when you come in by April 28, 2001. Good only with coupon.

**SPECIALS ON:**  
Biologie • Nexox • Paul Mitchell  
Rusk • Vital Nutrients

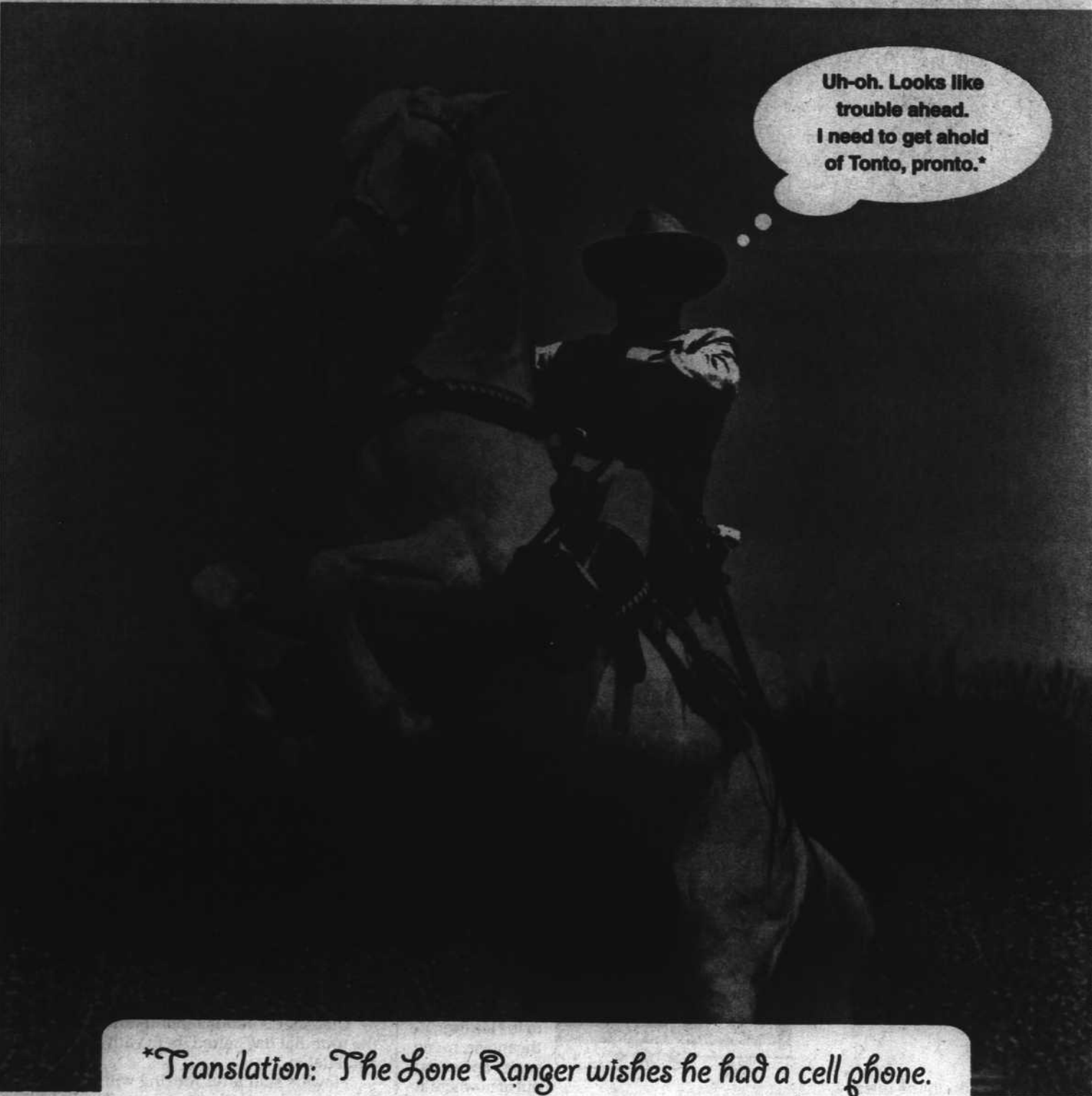
With a cut, color or body perm

Halcuts \$5.25 to \$5.75

**474-4244**  
Call for an appointment.

Students, under direct supervision of licensed instructors, perform all services.

**College of Hair Design**  
11TH & M ST • BARBERING • COSMETOLOGY • 474-4244  
5 Blocks South of UNL Campus



Uh-oh. Looks like trouble ahead. I need to get ahold of Tonto, pronto.\*

\*Translation: The Lone Ranger wishes he had a cell phone.

Ride in today and see our brand NEW \$24.99 rate plan.

**CELLULARONE**  
1-800-CELL ONE

<p>CellularONE 620 North 48th Street, Suite 200 • Lincoln, NE 68504 402-466-1400 • 800-422-6865</p>	<p>CellularONE Gateway Mall • Lincoln, NE 68505 402-466-0700</p>
---	--

\*Offers good for a limited time on new activations on select rate plans only, and are subject to change without notice. 700 minutes includes 260 anytime minutes, 250 "night" minutes for calls made from 8:00 p.m. to 5:59 a.m. Monday through Thursday, and 250 "weekend" minutes per monthly bill cycle for calls made from 8:00 p.m. Friday to 11:59 p.m. Sunday, from within home calling area only. Unused minutes expire each month. Does not include taxes, surcharges, international, long distance or other toll charges. Incoming and outgoing calls are rounded up and billed in half-minute increments from the time the network begins to process the call before the call rings or is answered through the termination of the call. Minimum term commitment required with fee for early cancellation. Featured hardware available at Cellular One stores and participating dealers while supplies last. Other restrictions apply. See written materials in-store for complete details.

The Lone Ranger and associated characters are trademarks and copyrights of Golden Books Publishing Company, Inc.

**RELAY FOR LIFE**

AMERICAN CANCER SOCIETY

A TEAM EVENT TO FIGHT CANCER

1st Annual

University of Nebraska-Lincoln

Relay for Life

Saturday and Sunday, April 21-22, 2001  
6pm to 6am  
UNL City Campus, Memorial Drive  
Registration due March 30  
unrelay@hotmail.com

**GODSPELL**

"Glorious family-friendly. Make time to see this."  
-The Miami Herald, Miami, FL

"hip, new window into the musical."  
-Palm Beach Post, W. Palm Beach, FL

April 6-8, 2001 • 5 performances

Lied Center for Performing Arts

Tickets: 402-472-4747 or 800-432-1231  
Box Office: 11:00am - 5:30pm M-F  
www.liedcenter.org

UNION BANK

Lied Center programming is supported by the Friends of Lied and grants from the National Endowment for the Arts, a federal agency; Heartland Arts Fund, jointly sponsored by Arts Linkages and Mid-America Arts Alliance; and Nebraska Arts Council. All events in the Lied Center are made possible by the Lied Performance Fund which has been established in memory of Ernest F. Lied and his parents, Ernest H. and Ida C. Lied.

University of Nebraska-Lincoln  
An equal opportunity educator and employer with a comprehensive plan for diversity.