ZINES 101

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WHAT IS A ZINE?

- A zine is a small, independent publication
- Zines are usually photocopied and often deal with topics that may be too niche or controversial for conventional publication
- They come in all shapes, sizes, and designs, and are usually published out of love, rather than for profit
BAD WORDS
AND OTHER THINGS YOU CAN’T SAY ON THE RADIO

VOL. 2
2015-2016

the official zine of WKNC 88.1 FM
nc state university
Women of Action

A zine about women empowerment & civic engagement by Anamaria & Luisana

Diverse Voices

Change the World
HOW CAN A ZINE BENEFIT YOUR STATION?
WHY MAKE ONE?

**ZINES...**

- **promote** your station without spending much money
- can add to your **brand/identity**
- help people understand your radio station’s **mission**
- direct people back to your **blog or online presence**

Zines are a great way to express your radio station’s identity and collaborate with your staff on a creative project.
STATION COMMUNITY

Zine making can be a great bonding experience among staff and allow people to get more involved with the station.
HOW TO MAKE A ZINE
1. **DETERMINE THE BASICS**

How often does it release?

- annual
- semi-annual
- monthly
- single release

**BUDGET?** will determine:

- paper type
- color or black+white
- number of pages and size
- frequency of release

*low budget zines are great and often have more character!
2. WHATS IT ABOUT?

your zine could..

• focus on a specific interest/topic/event
• be an overall view of the station
• feature art by station members
• have no theme, be about whatever!!
3. INVOLVE YOUR STAFF FROM THE START

• hold a zine meeting!
• gather ideas and see what direction your staff is interested in going in
• find out what people can contribute to the zine
  • photography
  • design
  • writing
  • cartoons
4. BRAINSTORM

get together with your staff and come up with some ideas for content

possible things to include..

- show reviews
- music reviews
- station’s schedule
- DJ profiles
- word games
- interviews
- editorial pieces
- song lyrics
- specialized playlists
- top charts
- upcoming events
- station history
- listener mail
- guides
- how-to’s
- doodles
- jokes
- mad libs
- poems
- artwork
- photography
- a day in the life
- reason behind DJ name
- staff picks
- house show memories
- station mission
- chart
HOW TO MAKE IT IN YOUR LOCAL MUSIC SCENE

it can be intimidating...

Can you play an instrument?

- do you want to learn one?
  - yes
    - how's your dexterity?
      - pretty bad
        - download some software and buy a midi pad controller
          - tryna play shows??
            - yes
              - reach out to a small venue and some similar local acts.
                - record some tracks and put them on soundcloud or bandcamp - that'll do temporarily (get your shit together in the meantime)
              - no
                - NETWORK VIA INTERNET (& do it for the likes)

- no
  - come back when this changes
    - I type so fast
      - start with guitar (you can even sing along if ur voice doesn't suck)
        - UR ON UR WAY 2 PLAYING HOPSCOTCH
          - can you write worth a damn?
            - yes
              - host shows yourself! DIY (even if it has to be the living room of your one bedroom apartment)
                - go to more shows. support the bands. try to make friends
              - no
                - go to shows, listen to albums, & start a blog
            - no
              - try reviewing music in local & online publications (the bigger the words, the better)

- yes
  - can you write your own music?
    - no
      - do you have general knowledge of local music already?
        - no
          - maybe you should, it's never too late
            - try booking shows at performance spaces
              - nowhere will host
                - not enough cred.
                  - go to more shows. support the bands. try to make friends
              - work at your college radio station (mention this often)
                - not enough cred.
                  - go to more shows. support the bands. try to make friends
            - yes
              - if it's crap...
                - if any of it sounds good..
                  - try booking shows at performance spaces
                    - nowhere will host
                      - not enough cred.
                        - go to more shows. support the bands. try to make friends
EVER WONDERED HOW YOU CAN GET MORE INVOLVED IN YOUR MUSIC SCENE? IF YOU'VE EVER WANTED TO SET UP A DIY SHOW, OR ARE WONDERING WHAT GOES INTO PLANNING ONE, HERE ARE SEVEN SIMPLE STEPS ON HOW TO BOOK A SHOW. **DISCLAIMER: BOOKING A SHOW IS ANYTHING BUT “SIMPLE”**

1. **Make sure you’ve got a space available!** This can be a venue, a basement, a bookstore (RIP Nice Price), a living room, a record store, etc. Bars are okay spots for shows, but age restrictions suck. **Give yourself a month minimum beforehand to avoid conflicts with other shows, last minute band cancellations, finding a PA, and generally not wanting to tear your hair out.**

2. **Check-in with bands a week or two and then a day or two in advance to make sure that everyone’s still on board and good to go.***

3. **Get your paws on a PA!** You’ll need some amplification for your mics and such so you can hear loud and clear. The space may have one already, but if they don’t, ask around with your music pals, especially those that are in bands. Also, make sure someone’s on board to run sound during the show. It can be as simple or as EQ-y and complex as you want! **Acoustic/striped down shows are another alternative! This will keep any noise complaints to a minimum, and is also generally lower-risk and lower-stress.***

4. **Gather your talent!** Touring bands bring a new/exciting element to a show, while local bands bring a familiar/guaranteed element. Mix it up to ((hopefully)) ensure a good show and a decent crowd! **Make sure you’ve got a place for your touring bands to sleep! Sometimes they can/will find one on their own, but definitely don’t leave them hangin’.”***

5. **Promote your event!** Two weeks in advance is a good guideline for when to start promotion. Make a flyer, a Facebook event, tell your friends, get it on the WKNC Rock Report, anything you can to spread the word! Make sure you include: who’s playing, time/date, place, and donation amount. If it’s a house show, do NOT post your address! Just say to ~*ask*~ Also, if you have a dollar amount required for entry, you’ve got to pay taxes to The Man or something, so make sure you put the word “donation” next to it! **If this is a sober show or a safer(r) space, PLZ make sure you denote this on the flyer!! If you don’t know what these are, look ‘em up and consider them for yr show.**

Music communities can be tough to move up in, especially if they are male-dominated. The Triangle music scene has plenty of variety regarding genre as well as gender, and it’s important to give these hardworking non-cis-male artists the credit they deserve. Help encourage inclusivity in Triangle music by checking out these artists and their work; you won’t be disappointed.

Craving more non-cis-male music? Check out the “non-male power hour” on WKNC 88.1 FM from 3 - 4p.m., on Wednesdays.

1. beverly tender - wham-o-blam-o
2. housefire - when you wish upon an electrical fire
3. Naked Naps - Graham’s Cat (David Byrne)
4. Luxe Posh - Late August Night (mix)
5. See Gulls - Long Gone
6. Shirlette Ammons - Dear Nora
7. blursome - Symbol Sourcebook
8. DJ PlayPlay - Bondage
9. zensofly - Get Down
10. Des Ark - French Fries are Magical
It's quarter past 11 in the evening and _______ just started playing some _______ basement in the wild, wild indie rock world of Raleigh, North Carolina. We've got _______ on tap, and it's just lit like nothing else. There's a/an _______ in the pit, and _______ is crowd surfing on top of everybody's heads. Then, a/an _______ occurred, and everybody started running around like chickens with their damn heads cut off. You and your friends hop in a/an _______ and take off to _______. Then, all of a sudden a/an _______ appears in front of your _______. Everybody grabs the nearest _______ they have and start fighting the _______. After _______ kicked this _______’s ass, everybody piles in the car and heads to _______ to celebrate their survival.

**WKNC MADLIB**

Band Name _____________________________
Adjective _____________________________
Alcoholic Beverage _____________________________
Animal _____________________________
Celebrity _____________________________
Natural Disaster _____________________________
Method of Transportation _____________________________
Place _____________________________
Paranormal Creature _____________________________
Kitchen Utensil _____________________________
Political Figure _____________________________
Late Night Dining Establishment _____________________________

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**#DBB13 SIGNS YOU WORK FOR WKNC**

1. You shit on everyone else’s music taste
2. Everyone at Cup-A-Joe is sick of hearing your voice
3. You have the words “Double Barrel” tattooed on your forehead… as a stick-n-poke
4. You thought that you were on the guestlist
5. “They’re SHOWS - not concerts, mom!!!”
6. According to Facebook, you’re “going” to a show in Brooklyn next Tuesday night
7. We get it, you can dub tapes
8. Hopscotch is the only reason you know your way around downtown Raleigh
9. Everything you own has at least one WKNC sticker on it
10. You only go outside for Fridays on the Lawn
11. “Didn’t you play this Alex G song an hour ago?”
12. You’ve crowd surfed in someone’s living room…
13. … Because your WKNC family always has your back
5. CREATE A TIMELINE

**extended project**

- **delegate** assignments
- decide on **deadlines** based on when you want the zine to release
- determine staff roles
  - copy editor?
  - designer?
  - print expert?
  - photographer?

**one day project**

- have everyone create a page on their own
- put the pages together and have someone photocopy them
- fold and staple
- distribute!
<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Your Name</strong></td>
<td><strong>SUBMISSIONS DUE FEB FIRST BY 7:30PM</strong></td>
<td><strong>Remember that the Zine format is a regular 8.5”x11” sheet of paper folded in half</strong></td>
<td><strong>Just for when you are designing things</strong></td>
<td><strong>ha hipsters / B@RZ / cybaby / sleeper squad</strong></td>
</tr>
<tr>
<td>C. Phillips</td>
<td>Pinhook / first page blurb</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yvonne / Julie</td>
<td>How to book a show / make tapes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ryan Love</td>
<td>Americana, Blues &amp; Co. show history</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chad / Colin</td>
<td>History of Triangle hip hop</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jamie Halla</td>
<td>A night on the town w/ Jamie Halla</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Emily Ehling</td>
<td>photocopies of prison letters</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Emily Ehling</td>
<td>Laser Dan interview</td>
<td>maybe not</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Emily Ehling</td>
<td>specialty shows</td>
<td>post-rock, americana, ..</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Emily will take this if no one else does lol</td>
<td>Buzzfeed parody (13 reasons....)</td>
<td>doodle</td>
<td></td>
<td></td>
</tr>
<tr>
<td>James</td>
<td>Playlists (genre or “specific occasions”)</td>
<td>stu(die)ing playlist</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jules</td>
<td>interview with frat member abt &quot;indie music&quot;</td>
<td>social media links on back</td>
<td></td>
<td></td>
</tr>
<tr>
<td>me</td>
<td>NO BOYS ALLOWED</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>sketch of current schedule</strong></td>
<td></td>
<td></td>
<td>someone do this</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>photos (house shows, etc.. )</td>
<td></td>
</tr>
</tbody>
</table>
6. PUT IT ALL TOGETHER

- lay out pages in Adobe inDesign (or similar programs)
- lay out pages by hand and photocopy
7. PRINT

Adobe InDesign —> print booklet
**TIPS TO SAVE MONEY**

- utilize all space on paper
- ideal sizes
  - 5.5” x 8.5” (half letter)
  - quarter letter
- print in **black and white**
- use colored paper
- print cover in color
- cheap paper—20lb standard

**ESTIMATED COST**

1 bw page = 10cent
1 bw ds page = 20cent

halfpage
20 pages = $1 per zine
100 zines .. $100!

Consider accepting donations

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one front and back black and white page of paper can hold 4 pages, that’s only 20cent a page!
8. PLAN RELEASE

How can people get one?

- release at an event
  - this can also help drive people to an event you are trying to promote!
- available at station
- order online
- get from local record store/book store
- limited run

For profit?

- are you giving them away for free?
- do people have to pay for them?
- suggested donation?

consider releasing with some form of music like a tape or CD!
9. KEEP IT ALIVE

Make sure your zine doesn’t die when people leave or graduate

- have underclassmen working on the zine
- let people who will be around during later years get involved with the backend process (printing, budget, etc)
- reconvene with staff after your zine release and discuss how the next one could be improved
- get the ball rolling on your next zine right away! open up job positions for different roles.. have people already thinking about content
- allocate a budget for it if possible!
LET’S DO IT