ZINES 101

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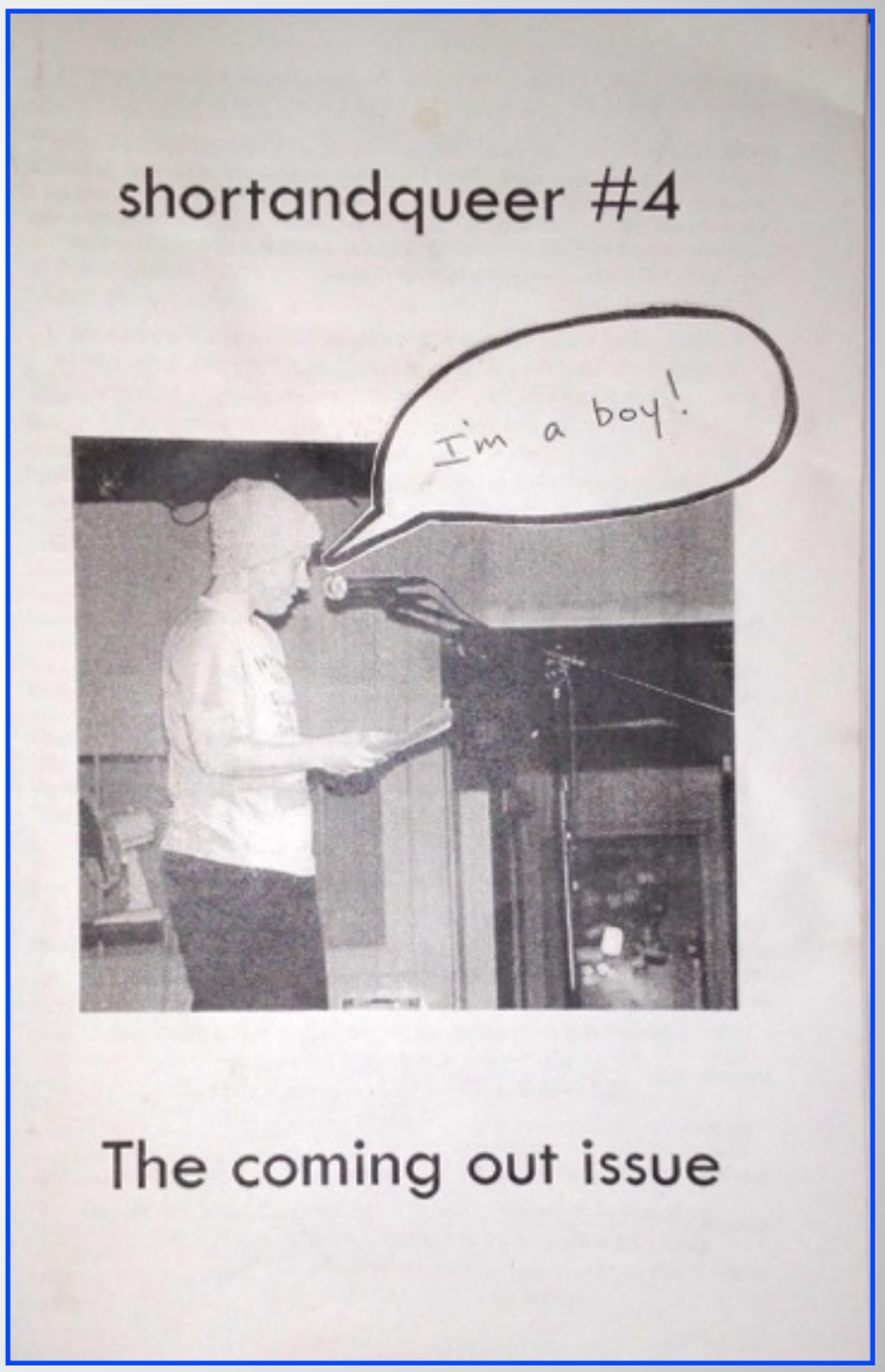
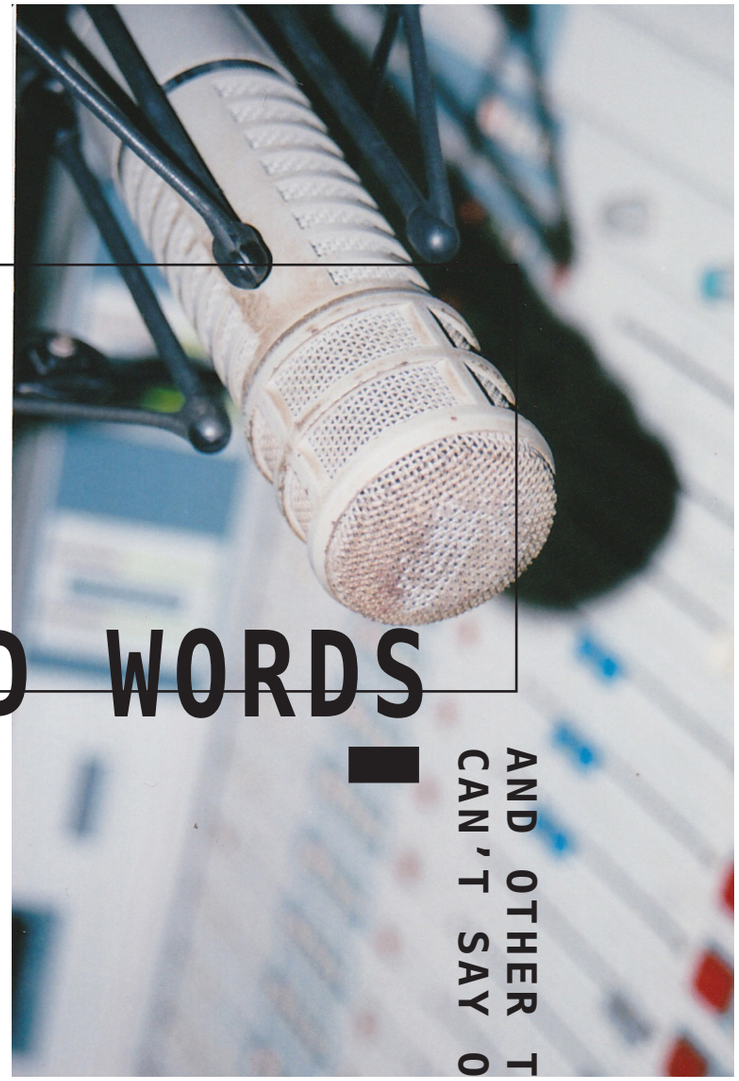
Nathan Hewitt, General Manager (former Design Director), University of Kentucky, WRFL

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



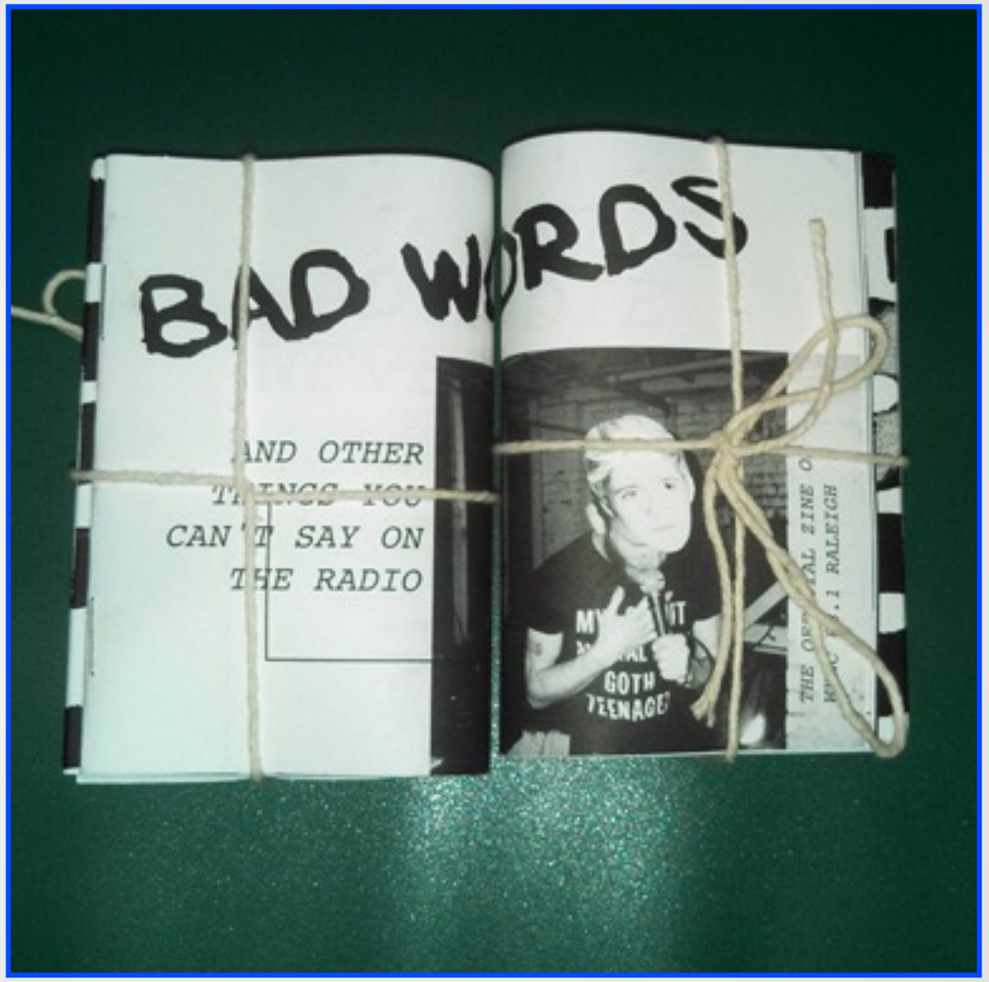


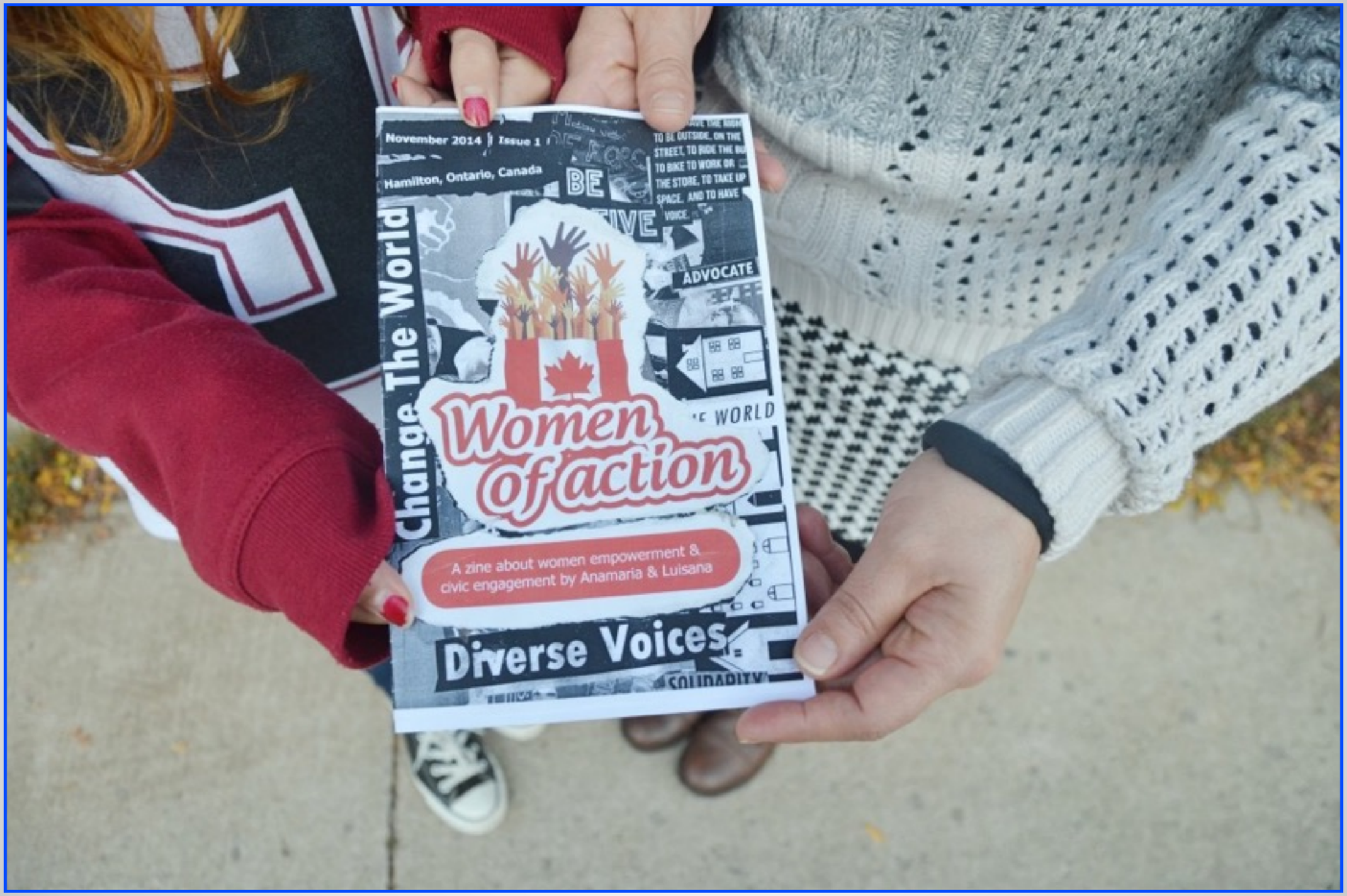
BAD WORDS

AND OTHER THINGS YOU CAN'T SAY ON THE RADIO

the official zine of WKNC 88.1 FM
nc state university

VOL. 2
2015-2016

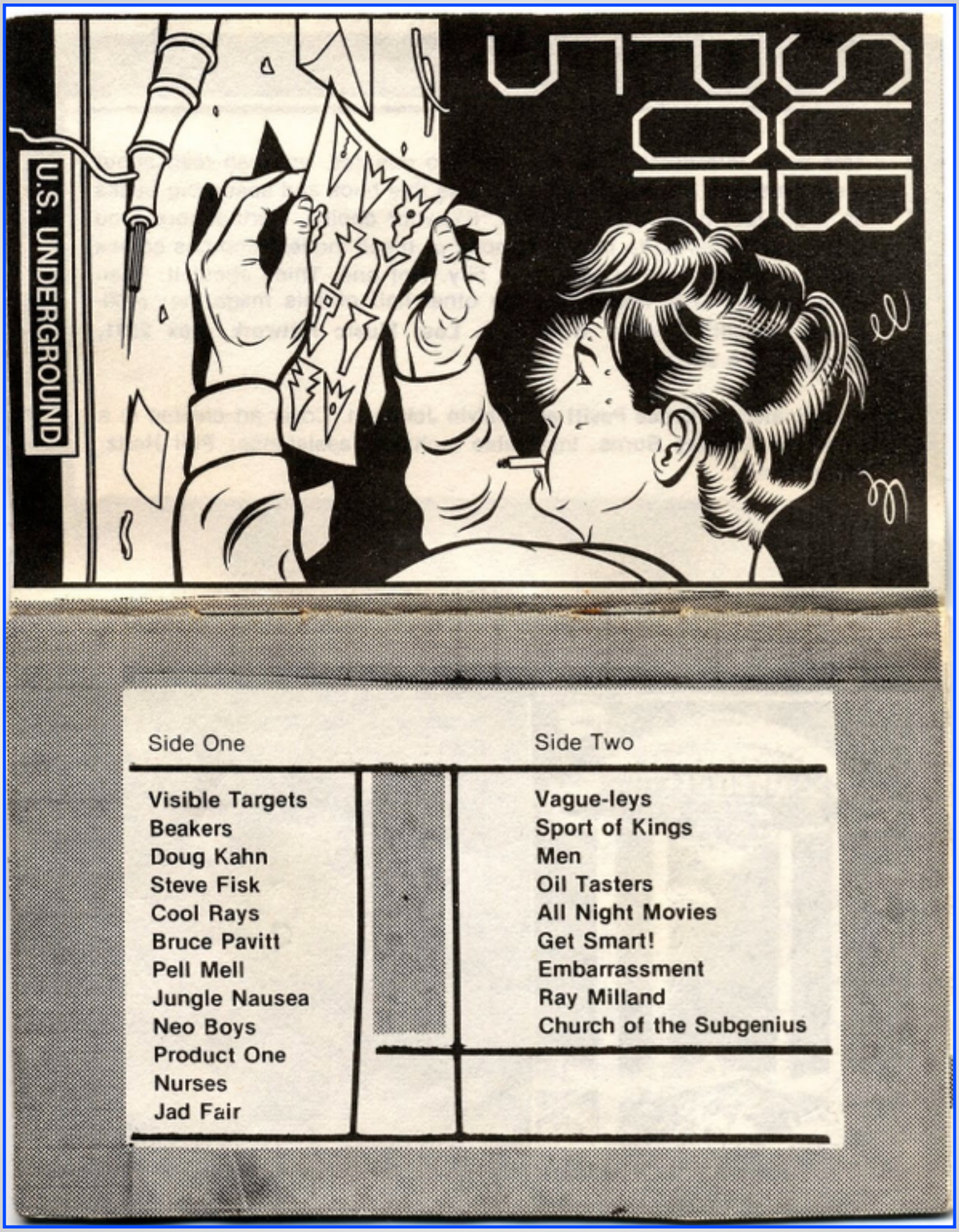



November 2014 | Issue 1
Hamilton, Ontario, Canada
ADVOCATE
Women of action
A zine about women empowerment & civic engagement by Anamaria & Luisana
Diverse Voices

Craft Leftovers
Craft Leftovers Monthly
craft leftovers monthly
Craft Leftovers monthly
October 2009
Issue 2

ZINES
WELLINGTON CITY LIBRARIES
N0521671224
ZINES
WELLINGTON CITY LIBRARIES
N0521671240
PRINCESSES AND TENS
©Zora Patrick 2012
Animalz 3
Now with people too!
Beatrice
Woolfish (wolfish)
catfish
1
THE ENCYCLOPEDIA OF SMALL (and big) CREATURES

THE PRESSURE TO BE HAPPY
the mental health issue
DIY
ISSUE 8 · OCTOBER 2015
THE PRESSURE TO BE HAPPY #2



Side One	Side Two
Visible Targets	Vague-leys
Beakers	Sport of Kings
Doug Kahn	Men
Steve Fisk	Oil Tasters
Cool Rays	All Night Movies
Bruce Pavitt	Get Smart!
Pell Mell	Embarrassment
Jungle Nausea	Ray Milland
Neo Boys	Church of the Subgenius
Product One	
Nurses	
Jad Fair	

DIRTY HANDS
DIRTY HANDS
DIEGO
DIEGO
DIEGO
PROFESSOR WALTON
DIRTY HANDS
DIRTY HANDS
WANDERLUST
MEMORIES

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

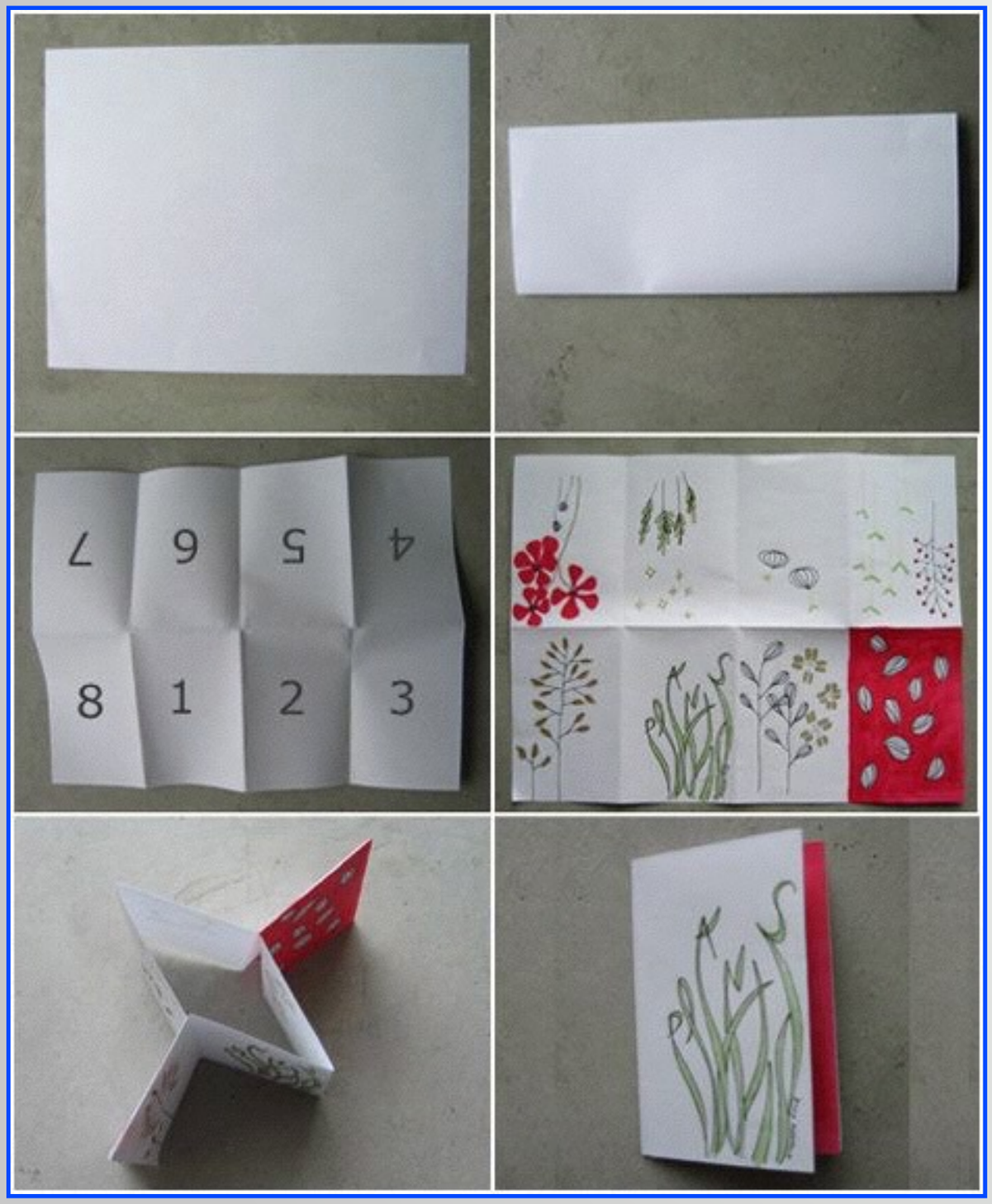
how often does it release?

- 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!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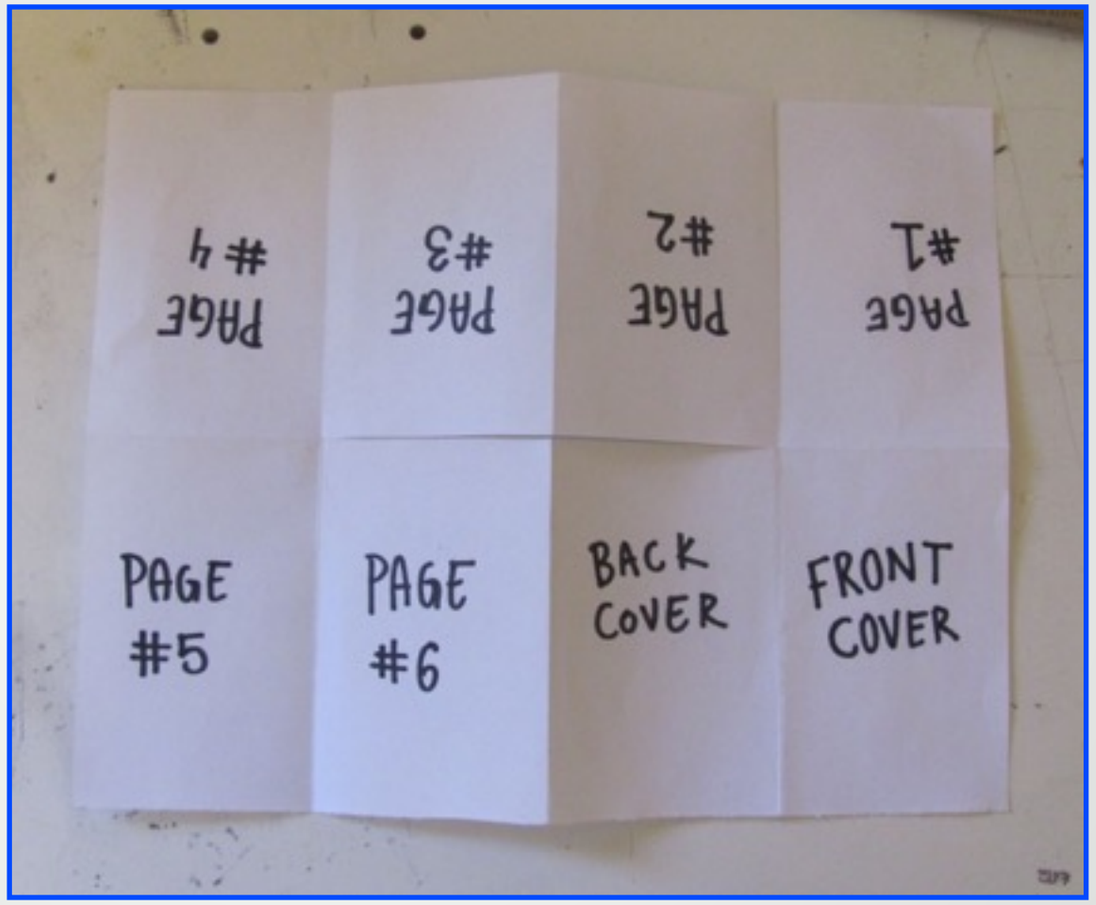
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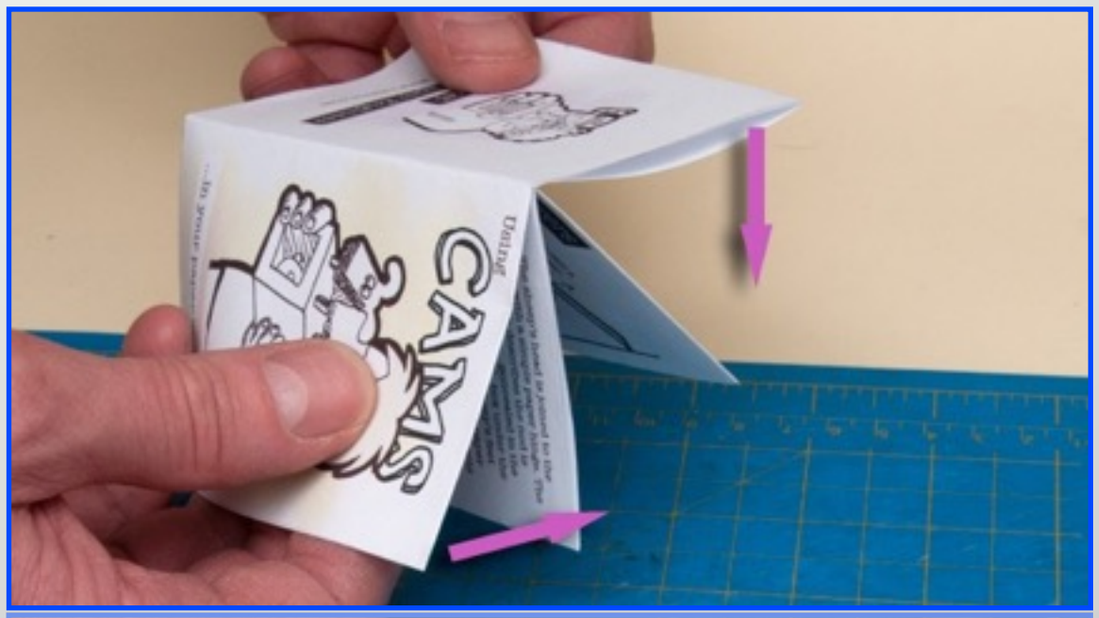
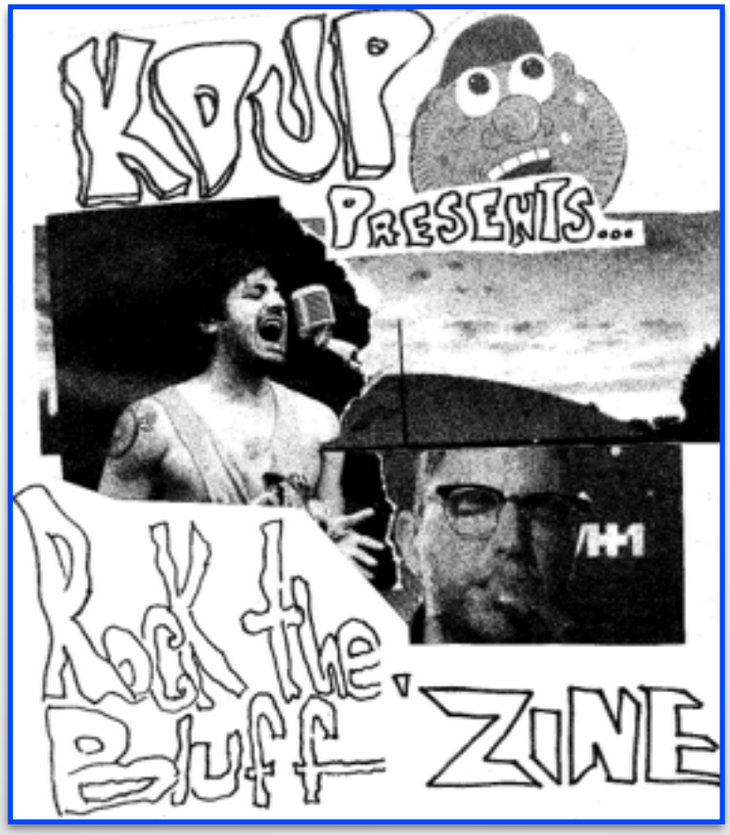
PAGE #3
PAGE #2
PAGE #1
PAGE #5
PAGE #6
BACK COVER
FRONT COVER

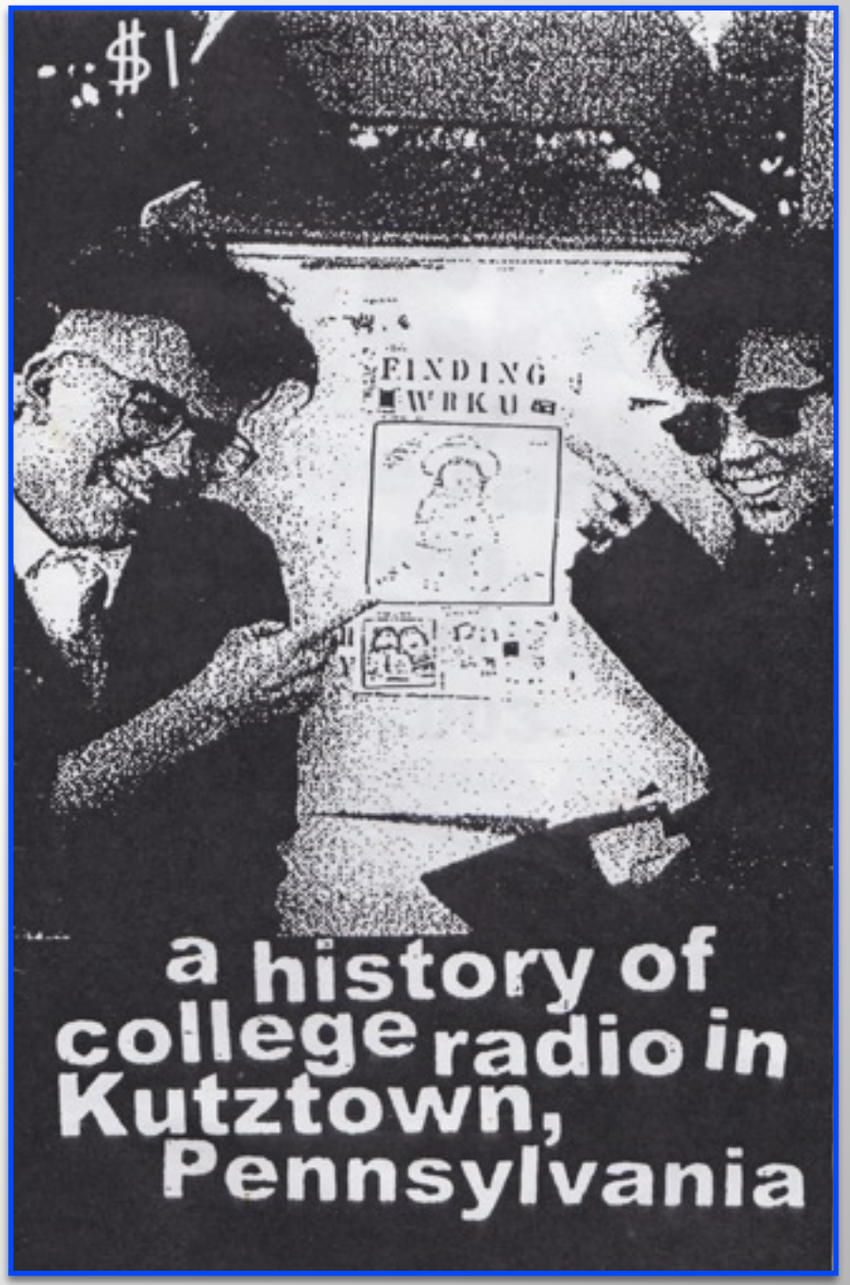

CAKES

2. WHATS IT ABOUT?

your zine could..

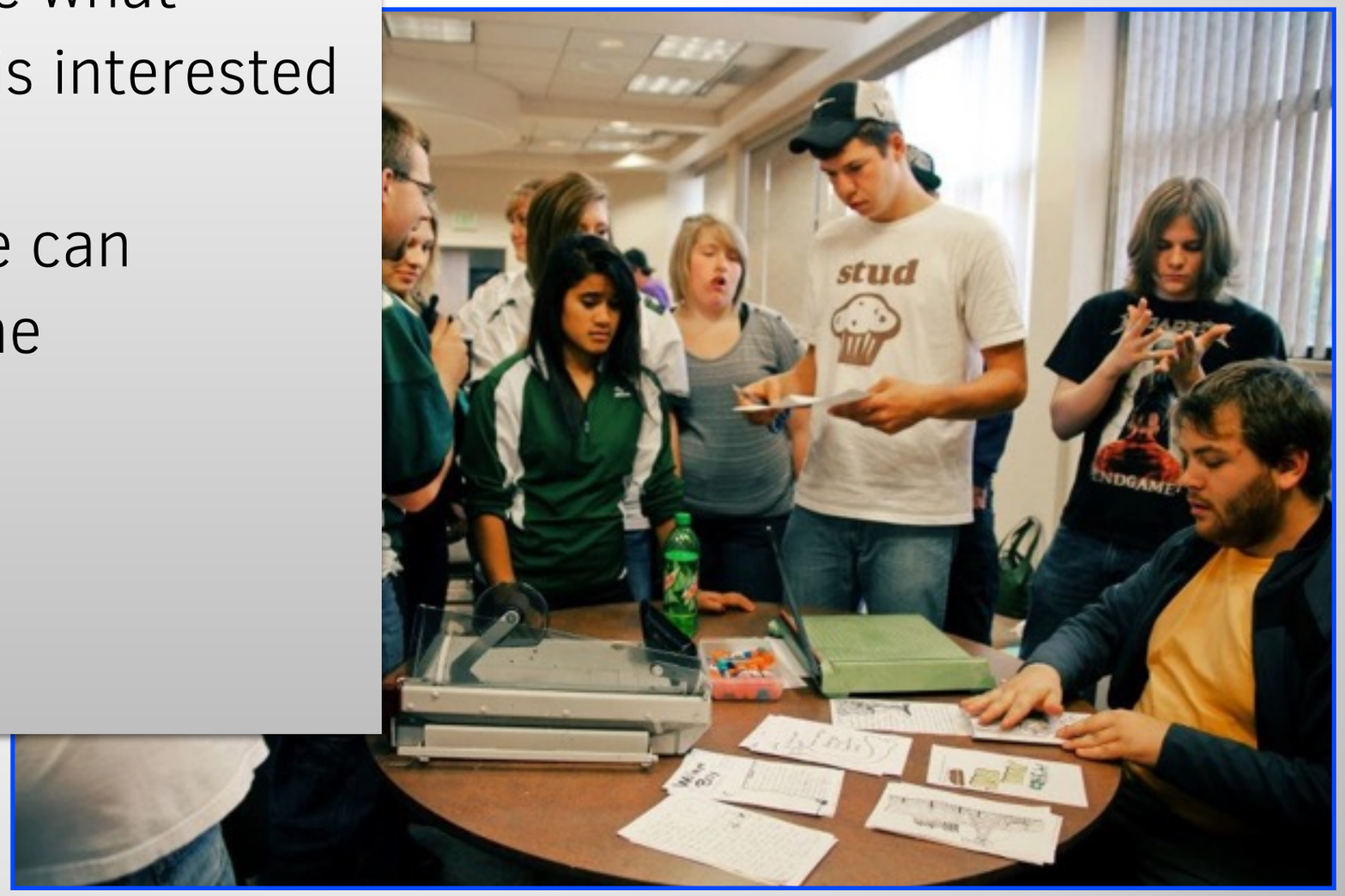
- focus on a specific interest/topic/event
- be an overall view of the station
- feature art by station members
- have no theme, be about whatever!!





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..

by DJ Acorn

Can you play an instrument?

yes → can you write your own music?

- **yes** → yes
- **never tried** → maybe you should, it's never too late → yes
- **no** → do you have general knowledge of local music already?
  - **no** → come back when this changes
  - **yes** → are you in college?
    - **yes** → work at your college radio station (mention this often)
    - **no** → can you write worth a damn?
      - **yes** → go to shows, listen to albums, & start a blog
      - **no** → try reviewing music in local & online publications (the bigger the words, the better)

no → do you want to learn one?

- **yes** → how's your dexterity?
  - **I type so fast** → start with guitar (you can even sing along if ur voice doesn't suck)
  - **pretty bad** → download some software and buy a midi pad controller
- **no** → UR ON UR WAY 2 PLAYING HOPSCOTCH

tryna play shows??

- **yes** → reach out to a small venue and some similar local acts.
- **no** → record some tracks and put them on soundcloud or bandcamp - that'll do temporarily (get your shit together in the meantime) → NETWORK VIA INTERNET (& do it for the likes)

if it's crap... → host shows yourself! DIY (even if it has to be the living room of your one bedroom apartment)

if any of it sounds good.. → try booking shows at performance spaces

- nowhere will host → host shows yourself! DIY
- not enough cred. → go to more shows. support the bands. *try* to make friends

7 STEPS TO

BOOKING A SHOW

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. 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/stripped down shows are another alternative! This will keep any noise complaints to a minimum, and is also generally lower-risk and lower-stress.**

3. 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'.**

4. Promote your event! Two weeks in advance is a good guideline for when to start promotion. Make a flier, 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 safe(r) space, PLZ make sure you denote this on the flier!! If you don't know what these are, look 'em up and consider them for yr show.~**

Also, make sure someone's on board to run sound during the show

NO BOYS ALLOWED

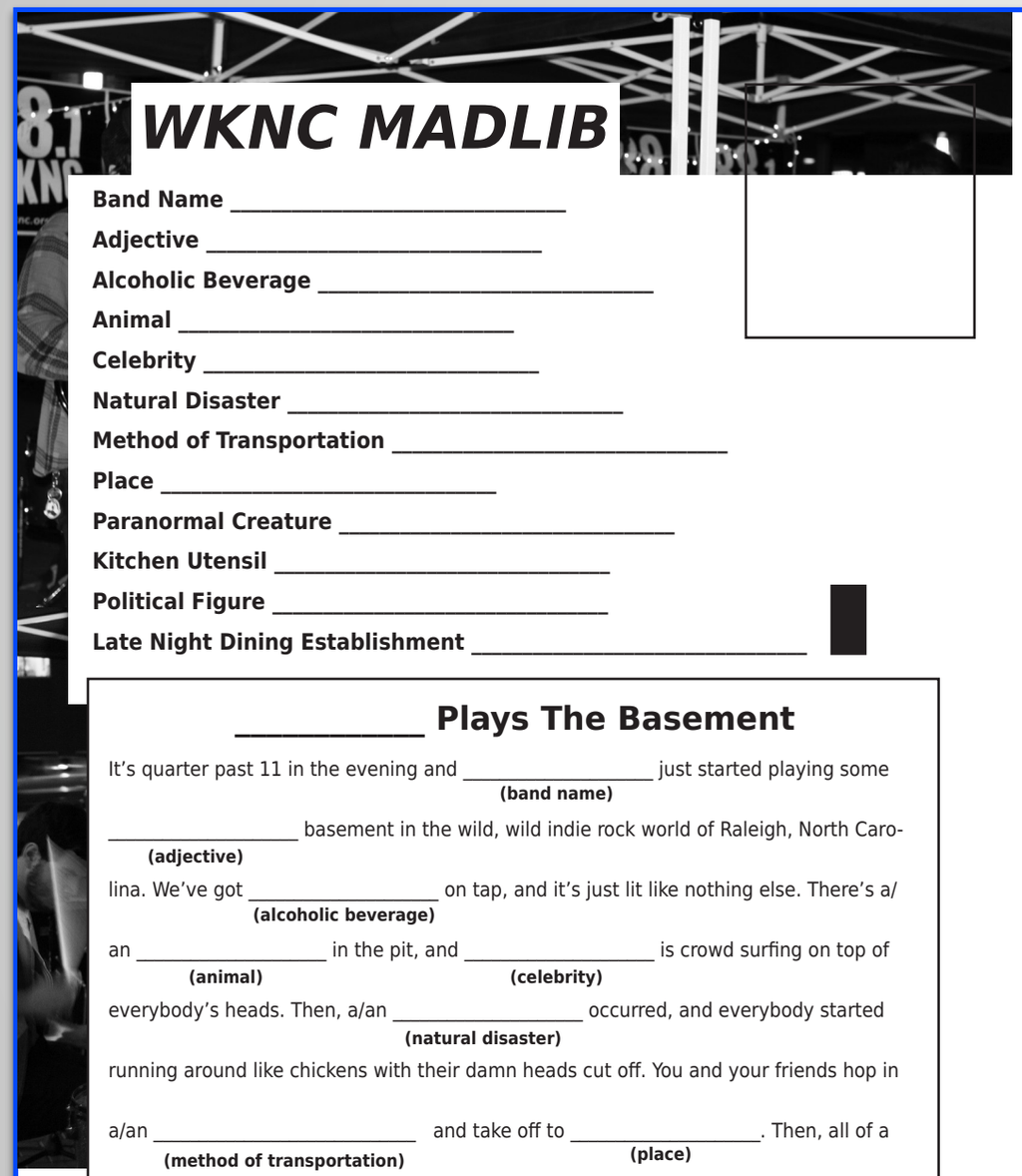
PLAYLIST

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 Bryne)*
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*

by NCSU_guest



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 _____

_____ Plays The Basement

It's quarter past 11 in the evening and _____ just started playing some
(band name)

_____ basement in the wild, wild indie rock world of Raleigh, North Caro-
(adjective)

lina. We've got _____ on tap, and it's just lit like nothing else. There's a/
(alcoholic beverage)

an _____ in the pit, and _____ is crowd surfing on top of
(animal) **(celebrity)**

everybody's heads. Then, a/an _____ occurred, and everybody started
(natural disaster)

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
(method of transportation) **(place)**

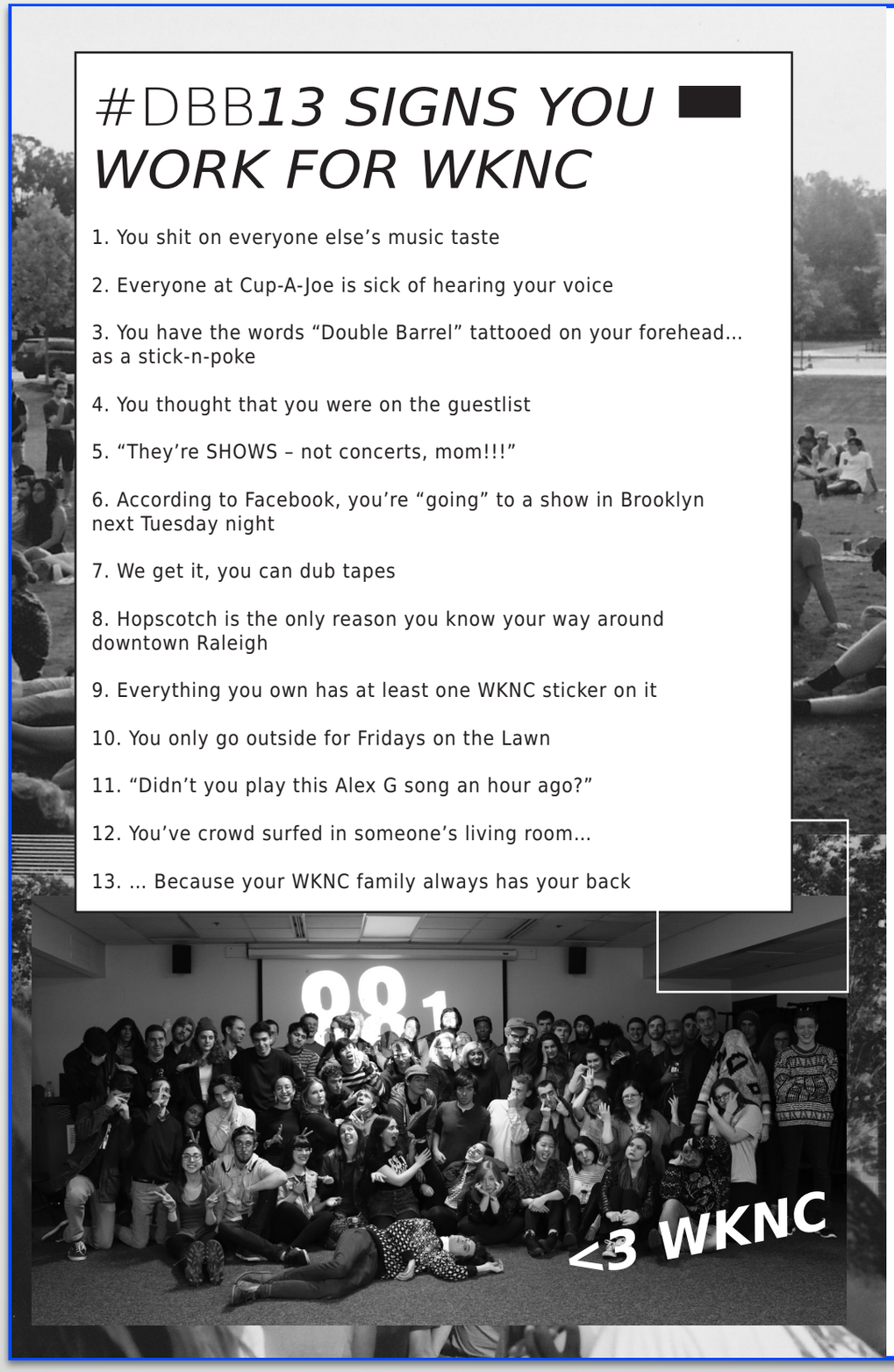
sudden a/an _____ appears in front of your _____.
(paranormal creature) **(method of transportation)**

Everybody grabs the nearest _____ they have and start fighting the
(kitchen utensil)

_____. After _____ kicked this _____'s ass,
(paranormal creature) **(political figure)** **(paranormal creature)**

everybody piles in the car and heads to _____ to celebrate
(late night dining establishment)

their survival.



#DBB13 SIGNS YOU [redacted] 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

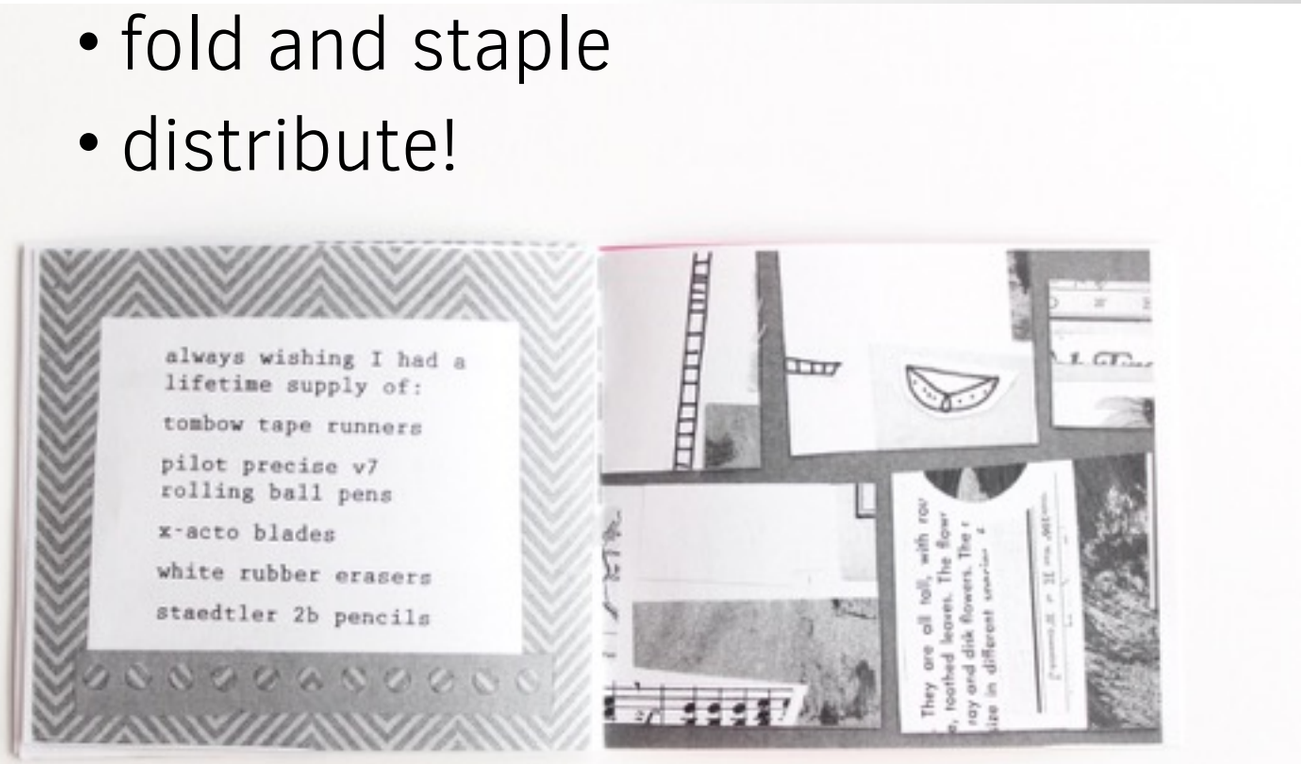
5. CREATE A TIMELINE

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!



WKNC Bad Words Vol. 2 - Submissions

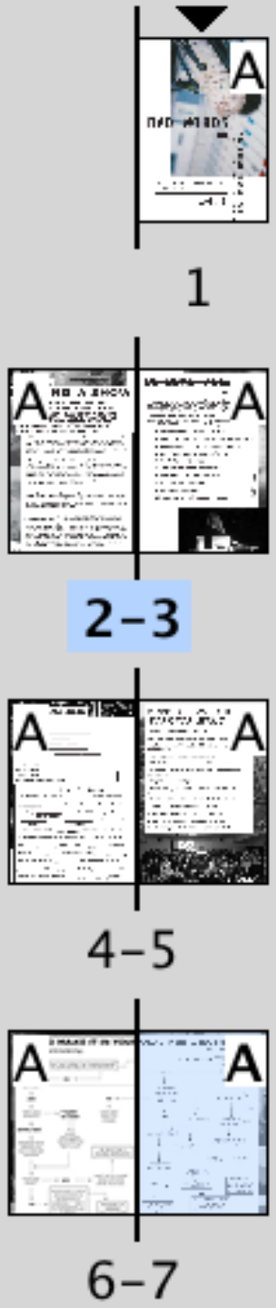
kvgandhi@

File Edit View Insert Format Data Tools Add-ons Help Last edit was made on February 4 by anonymous

Comments

	Your Name	What you're contributing	SUBMISSIONS DUE FEB FIRST BY 7:30PM					
	C. Phillips	Pinhook / first page blurb						
	Yvonne / Julie	How to book a show / make tapes		*Remember that the Zine format is a regular 8.5"x11" sheet of paper folded in half				
	Ryan Love	Americana, Blues & Co. show history		**Just for when you are designing things				
	Chad / Colin	History of Triangle hip hop						
	Jamie Halla	A night on the town w/ Jamie Halla						
	Emily Ehling	photocopies of prison letters						
		Laser Dan interview	maybe not					
		specialty shows	post-rock, americana, ..					
	Emily Ehling	Lisa Frank stickers						
	Emily will take this if no one else does lol	Buzzfeed parody (13 reasons....						
		doodle						
	James	Playlists (genre or "specific occassions")	stu(die)ing playlist	**ha hipsters / B@RZ / cybaby / sleeper squad**				
	Jules	interview with frat member abt "indie music"						
		social media links on back						
	me	NO BOYS ALLOWED						
		sketch of current schedule	someone do this					
		photos (house shows, etc..)						

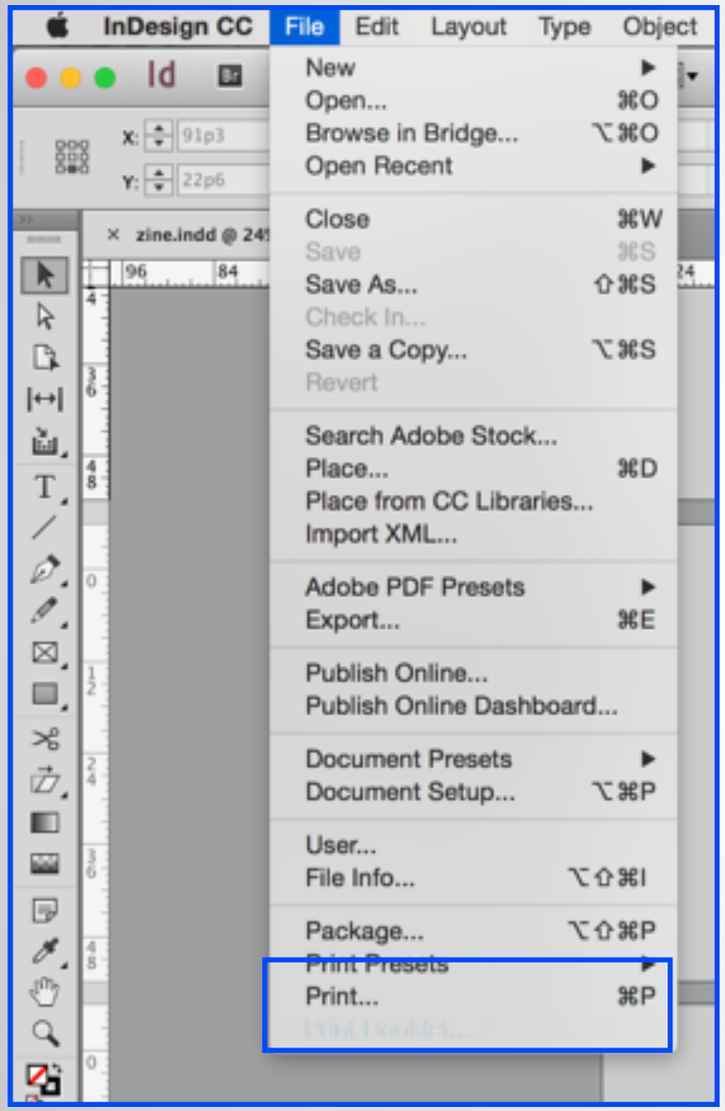
6. PUT IT ALL TOGETHER

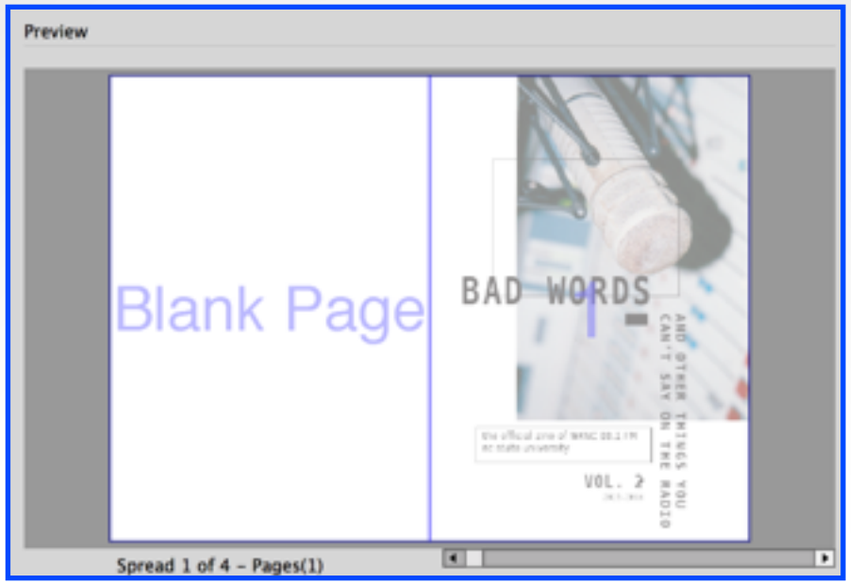


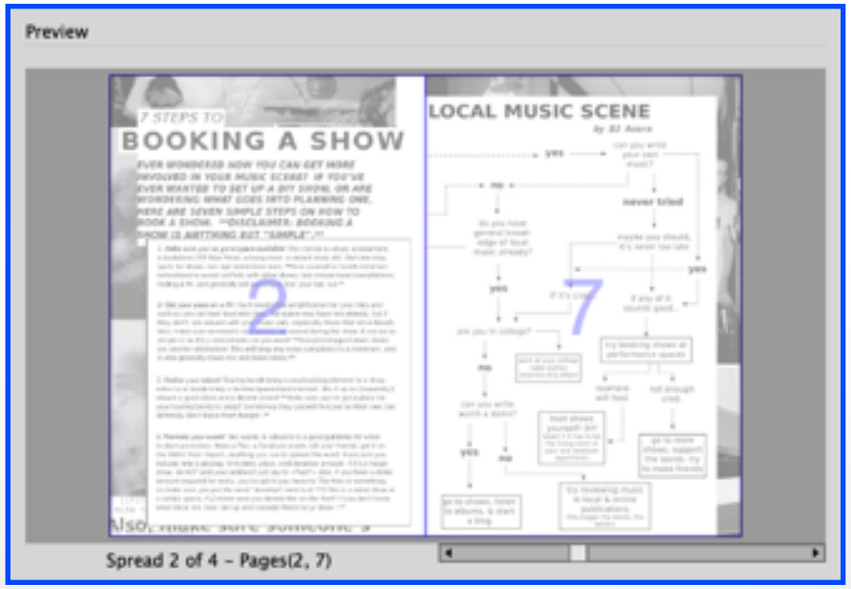
- *lay out pages in Adobe inDesign (or similar programs)*

- *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

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

8. PLAN RELEASE

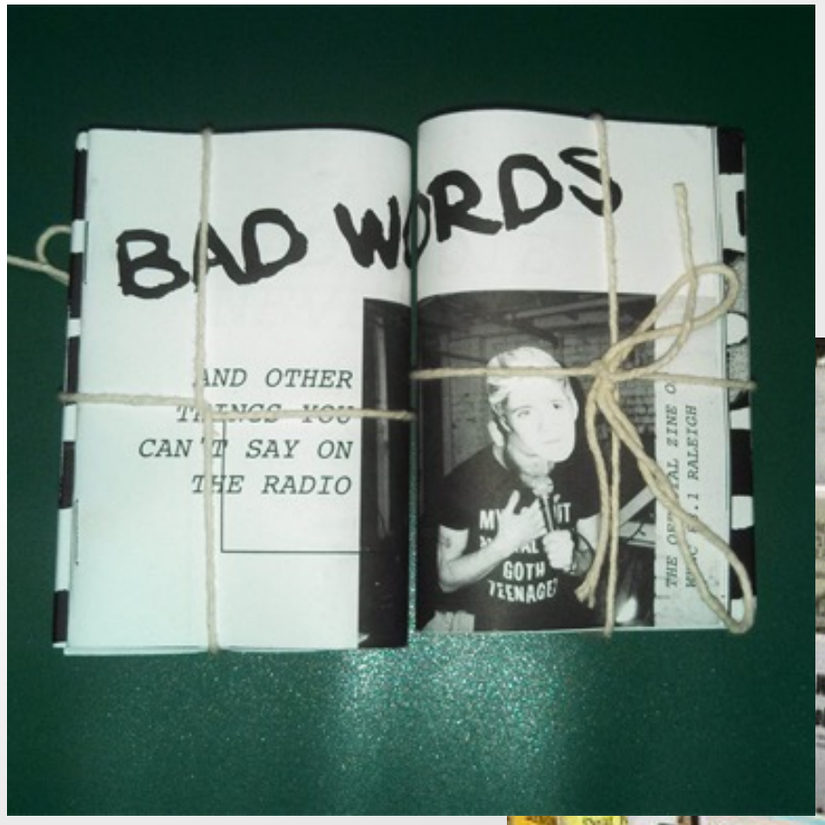
How can people get one?

- 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

consider releasing with some form of music like a tape or CD!

For profit?

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



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