

Music's popularity boosts scene

SEATTLE (AP) — He's standing near the stage at the Off Ramp Music Cafe in deliberately ripped Levi's, black leather boots and long cotton underwear beneath a one-pocket workman's T-shirt. Both his ears are pierced — the left one twice — and his straight black hair is pulled back by a headband and falls well past his shoulders. Is he in a band?

Of course. So is the guy in cutoffs and short, spiky dreadlocks; the girl with her hair cut to fuzz over her right ear and hanging long over the left; even the prep-cut young man in khakis and a denim shirt.

In this birthplace of "grunge" rock, everybody's in a band.

And for every one of those aspiring musicians dreaming of being part of the next Nirvana, Pearl Jam or Alice in Chains, there's an entrepreneur willing to sell them that dream.

How many cities of half a million people can boast more than 100 commercial recording studios and demo-tape duplication firms? And those are just the ones that advertise. Dozens more have so much word-of-mouth business they don't need to place ads. It took one engineer more than a month to squeeze one person in for four hours of re-dubbing vocals.

The scene is served by more than 75 new and used musical equipment stores. Ads in *The Rocket* music magazine tout photographers specializing in band promo shots, music producers, vocal and instrument instructors, musical consultants, and attorneys specializing in music business law.

Musicians can peruse the calendars in *The Rocket* and other magazines to locate the dozens of clubs that feature live, original bands. If they have a revolving door at drums or bass they can find help in the "musicians available" column. If they need that stage-ready look, there are ads for tattoo parlors and body piercing clinics.

Music business consultant Ed Locke said that as the scene has grown, so has the need for such services.

"This wasn't available to me nine or 10 years ago, when I was out there," Locke said of his firm, which offers advice on music promotions, production and management.

Locke, who is not an attorney, charges a retaining fee of \$150, plus \$65 an hour. Among his clients are a man trying to get his own record label off of the ground and a producer who is "just fed up with trying to shop the deal. He wants to make sure he is selling the product in the right manner."

Selling the Seattle product was the aim of Bruce Pavitt and Jon Poneman, owners of the now internationally known independent label, Sub Pop.

"They just wanted to be the agents by which all the cool music happening here in the mid-80s could be served up to the world," Sub Pop publicist Nils Bernstein said.

Pavitt and Poneman, who claim original patent on grunge, "always used local photographers, artists, designers, so they could build the scene as a whole," Bernstein said.

Sub Pop, which had mega-acts Nirvana and Soundgarden under contract in their early days, serves to reassure local musicians that the dream can be realized.

That may be ironic, however. As Sub Pop has prospered with a share of earnings from Nirvana's multi-platinum DGC release, *Nevermind*, and its own back-catalog *Bleach* from the group, it has begun signing bands from around the country.

Other companies are big enough to look beyond the local scene. At Bad Animals studio, part-owned by Seattle sisters Ann and Nancy Wilson of Heart, engineers did overdubbing and mixing work on R.E.M.'s latest release.

Bad Animals President Steve Lawson said the studio is a member of the World Studio Group, which ranks it among the top 25 in the world. Major acts generally use Bad Animals' Studio X, which comes complete with full lounge and kitchen facilities, for \$2,500 a day.

However, the studio still does the bulk of its musical work with Seattle acts, Lawson said, adding that many local groups have the backing to afford Studio A at \$1,250 a day.

Seattle musicians also have the option now of pursuing big-league managers, if they can get in the door.

Susan Silver Management isn't accepting new clients, said Mary Kohl, associate manager for Alice in Chains, which just wrapped up a mostly sellout tour of Europe.

The company also manages Soundgarden and Sweetwater.

Lawson said it signaled a major change in attitude when Seattle managers were able to get acts signed to major labels and then stay on as manager.

"There was a feeling at one time that you had to go someplace else for the proper structure like lawyers and managers," Kohl said.

Kohl said Seattle managers still must travel to New York and Los Angeles, but "that's a small price to pay ..."

'They just wanted to be the agents by which all the cool music happening here in the mid-80s could be served up to the world.'

— Nils Bernstein,
Sub Pop publicist

Legislative advice: Know your topics and spell correctly

BISMARCK, N.D. (AP) — North Dakota lawmakers say if you want them to stand up and take notice, then sit down and write.

Their advice: send personal letters, know your topic, spell names correctly and never say God is on your side.

"If I was going to give advice to anyone who wants to be part of the legislative process ... it would be to know what you're talking about," Sen. John Andrist said.

"I'm just a little bit offended when I call someone back, and they say, 'Well, I don't know much about the bill, but George told me to call,'" he said.

Sen. Bonnie Heinrich said form letters are a pet peeve.

"They usually get tossed," she said.

Letter-writing campaigns, where people are urged to write variations of the same missive, are almost as worthless, several legislators said.

Sen. Steve Tomac was a recent target of such a campaign over a bill in the Senate Government and Veterans Affairs Committee, of which he is chairman.

Unfortunately, the person who organized the campaign misspelled Tomac's name.

"I ended up with a stack of letters all addressed to Sen. Tomak," he said. "Personal letters from people who had researched the bill ... would have been a lot more effective."

Constituents who want to get a lawmaker's attention should contact them directly — with a personal letter or a phone call — and leave God out of it.

"Some people pander to that argument, but it has never been well-received," said Dave Meiers, a lobbyist for North Dakota's beverage industry.

FREE MUSIC

BUY 2 USED RECORDS OR TAPES AND GET ONE FREE!

One coupon per customer per day.

We Pay Cash \$\$ For Used Records, Tapes & CD's

(Free used record or tape of equal or lesser value)

Expires 4/31/93

HAPPY TRAILS

361 E 13TH • 485-5351



CHECK IT OUT!

WOW!

Why Pay More Somewhere Else?

The Wednesday/Thursday
8 BUCK DUCK SPECIAL

for a

GIANT PIZZA
(15" One Topping)

CALL NOW!

484-2919

Dine-In • Take-Out • Delivery

Expires 4/30/93



UNIVERSITY OF OREGON
BOOK STORE

Art & School Supply

30% Off!

Organizers:
At-A-Glance & Dayrunner
Books & Refills

Appointment Book 2⁹⁵
U of O Mortar Board
With UO calendar of events reg 6⁹⁵

File Folders 4⁹⁹
1/3 cut box of 100 #752 1/3 reg 6⁹⁹

Weyerhaeuser Laser Paper 3⁹⁵
Recycled 20# 8.5 x 11 reg 6²⁵

Premier "First Choice" 7⁵⁰
Laser Paper
24# 8.5 x 11 reg 9²⁵

Rollerball Pens 1²³
Pilot V5 & V7, Asst colors reg 1²⁹

**A PARTNER
IN YOUR
EDUCATION**

School Supply Sale!

Sale Ends April 10th!