

Put a record on...

Challenges and shortcuts to producing original CDs for sale in local market

By JASON BENNYHOFF
The Battalion

Becoming a musician may be a daunting task, but numerous technological advances in musicmaking have made the process of producing and marketing one's own music much easier. Long gone are the times when musicians and bands were forced to earn the patronage of major record labels before seeing their music in stores. CD recorders, Digital Audio Tape (DAT) and CD replication equipment have made producing professional quality recordings more a matter of will and budget than popular acceptance.

Today, the independent musician can purchase stand-alone CD recorders (those that are not attached to a computer) for about \$300. Blank CDs can be purchased in bulk for approximately \$1 a piece, and all of these things can be procured in a five-minute drive in College Station, or with a few clicks of the mouse on the Internet. Local businesses like Best Buy and Lippman Music sell CD recorders, Minidisc recorders and DAT recorders.

John Beal, a manager at Lippman Music, said, while it is now possible for individuals to produce their own music, the fastest and cheapest way prospective musicians can produce their own music is to know what they want before they try to record a CD.

"The biggest shortcut is always preproduction," Beal said. "Get everything down before (the recording stage), especially if you are going into a studio, because even the cheapest studio is at least \$30 per hour."

Beal said bands and musicians should be sure they have their performances set up the way they want it on the CD, rather than simply playing songs the way they would at a live show.

"There are a lot of things that you would do in a live show that will not work on CD," Beal said. "Things like dynamic changes, bringing the volume up and down, it is some-

thing that would be done to get a crowd going. It is things like that that do not work on an album often. On an album, everything is really compressed. On the radio, they want to get everything really loud — if it is not (loud), then the sound will have that hiss in the background and you would have to turn it up."

While recording the music onto the CD may be an exhausting task, there are businesses that can make the next step in producing a CD — the duplicating and packaging — relatively easy.

Paul Amorosi, owner of CD Marksman, a business that duplicates and masters audio CDs, said his business can duplicate CDs, design inserts, silk-screen designs on the CDs, package them and ship them in a fraction of the time it takes to create and record the music.

"We can do printing and duplication from one CD to as many as are needed," Amorosi said. "But there are certain things we need from the band. Usually, a band sends me a CD and artwork files, but these have to be in a press-ready format — that can cause some problems. Worst-case scenario, a band comes in with a digital tape and a few photos. Then we have to make a glass CD master of their tape and create the artwork. We can also master CDs. If a band brings in two press-ready CDs (music and artwork), they can have 1000 CDs in three to four weeks."

Amorosi said the CD sound quality must be excellent, but for a band or musician looking to sell their album, the packaging and artwork must be eye-catching. Amorosi said that, if someone is going to buy a CD, the graphics have got to be good.

"It is like toothpaste," Amorosi said. "Why do you buy one toothpaste over another? Appearance and image is everything."

CD replication and mastering businesses like Amorosi's can offer the musician a full package of mastering, duplication and packaging for as little as \$1 to \$2 per CD for orders of 1000 or more. However, the cost per CD goes up with smaller orders.

Once the budding musician has his or her freshly pressed CDs in hand, the next task is to find businesses that will sell them.

Jimi Pineda, an employee of Disc Go Round, said that local businesses are usually willing to support local artists. Pineda said it is a symbiotic relationship — the artist gets free play time for his or her CD in the store, and as it sells, the store will get positive feedback and recommendations from the artist it sponsored.

"We (Disc Go Round) like helping fellow local artists," Pineda said. "We help them get started. Major stores do not want to deal with licensing problems and such things, but if someone brings in a

CD, we will play it in the store so we can help them get some recognition. What I suggest local artists do, is drop off a demo and three or four of their CDs and we will sell them on consignment. We do not discriminate; we accept all kinds of music from country to death-metal."



ANDY HANCOCK/THE BATTALION

News in Brief
Aguirre to review Corps of Cadets
Mexico's Secretary of National Defense Gen. Enrique Cerna will review the Corps of Cadets as it marches into College Station before Saturday's game against Texas Tech University. Aguirre will place flowers on the statue of James Earl Rudder and then tour the San Jacinto Center of Cadets Center. Aguirre will attend the signing of an interlibrary agreement between the Memorial Student Center and the Center Galleries between Texas Tech University and Mexico's University of Air Force.

Slim student study
A study to create a better understanding between Muslims and Christians at TAMU is being conducted by the Muslim Student Association (MSA) is hosting a comparative study tonight about the Bible and the Quran. The study is part of Islam's holy book. Dr. Jamal Badawi, a senior biochemist, said Dr. Jamal Badawi, a professor of religious studies at St. Mary's University in Halifax, Canada, will speak because of his knowledge of the Bible and Quran. He has done similar studies before and he has read numerous books on the subject. The program will begin at 6 p.m. in Rudder 601.

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1. **HOW IT WORKS:** Official Game Pieces will be affixed to 12 oz. cans and 20 oz. bottles of Coca-Cola classic, available while supplies last, in specially-marked vending machines on participating school campuses (and via Rule #4). If your can/bottle does not have a sticker affixed, or if your sticker contains any message other than that stated below in Rule #2, you are not eligible to claim a prize. 2. **HOW TO PLAY:** Beginning 12:01 am (ET) on 9/1/2000 through 11:59 pm (ET) on 10/31/2000, visit southwest.com/drinkupflyfree.html and hold your Official Game Piece up to the Official Decoder Gameboard on-screen. If your Official Game Piece reveals the words "WINNER! FLY FREE!" you win a pair of round-trip coach Southwest Airlines tickets. If your Game Piece reveals the words "WINNER! DRINK UP!" you win a coupon redeemable for a free 6-pack of 12 oz. cans of Coca-Cola classic. CLAIMS SUBJECT TO VERIFICATION. See Rule #3 to claim a prize. 3. **IF YOU DO NOT HAVE ACCESS TO THE INTERNET AND WOULD LIKE TO FIND OUT IF YOUR GAME PIECE CONTAINS A WINNING MESSAGE,** mail your entire original Official Game Piece (after making a copy for your records to submit upon request) along with a plain piece of 3" x 5" paper on which you have hand printed your complete name, school address, zip code, day and evening phone numbers, as well as your home address, zip code & phone number to: Coca-Cola/Southwest Airlines "Drink Up! Log On! Fly Free!" Claims, P.O. Box 4932, Blair, NE 68009-4932, to be received by 11/20/2000. Limit one game piece per envelope. **ONLY WINNERS WILL RECEIVE A RESPONSE.** 4. **HERE'S HOW TO CLAIM A PRIZE:** To claim, mail your entire original Official Game Piece along with a plain piece of 3" x 5" paper on which you have hand printed your complete name, school address, zip code, day and evening phone numbers, as well as your home address, zip code & phone number, to: Coca-Cola/Southwest Airlines "Drink Up! Log On! Fly Free!" Claims, P.O. Box 4932, Blair, NE 68009-4932, to be received by 11/20/2000. Limit one request per envelope. **ONLY WINNERS WILL RECEIVE A RESPONSE.** 5. **VERIFICATION:** All claims are subject to verification. Decisions of the judges are final. All material submitted becomes the sole property of The Coca-Cola Company and will not be returned. Any sticker which is illegible, mutilated, altered, duplicated, tampered with, contains printing, typographical, mechanical or other errors, was not obtained legitimately or was distributed where prohibited by law, is null and void. In the event of a printing error or irregular sticker, neither The Coca-Cola Company, Coca-Cola bottlers, participating retailers, nor their respective agents and agencies shall have any liability. If, due to a printing, production or other error, more winning stickers are distributed, or more prizes are claimed than are intended to be awarded for any prize level according to Rule #6, the intended prizes will be awarded in a random drawing from among all verified prize claims received for that prize level. In no event will sponsor be obligated to award more than the stated number of prizes. Not responsible for late, lost, damaged, incomplete, illegible, postage due, misdirected mail, or a faulty or mistranscribed phone-mail transmission, technical hardware or software failures of any kind, lost or unavailable network connections, or failed, incomplete, garbled or delayed computer transmission which may limit a user's ability to participate in the promotion. Sponsor reserves the right to cancel or modify this promotion if fraud or technical failures destroy its integrity as determined by Sponsor's game agency, in its sole discretion. If the promotion is so canceled, only prizes to which any announced winners are entitled as of the date of cancellation will be awarded. 6. **APPROX. 4 OF AVAILABLE PRIZES, APPROX. RETAIL VALUES & APPROX. DATES OF WINNING INSTANTLY (UNCLAIMED/UNREDEEMED PRIZES WILL NOT BE AWARDED):** (70) Grand Prizes - A pair of round-trip Southwest Airlines tickets valid for travel to/from any destination within the continental United States serviced by Southwest Airlines (\$800 per pair). 1,214 (8,000) A coupon redeemable for a free 6-pack of 12 oz. cans of Coca-Cola classic (up to \$2.49 ea.), 1,250. Limit one Grand Prize per household. Prizes consist of only those items specifically listed as part of the prize. 7. **GENERAL RULES:** Game starts on or about 9/1/2000 and will generally be available in specially-marked vending machines until 10/15/2000 or while supplies last. Game open only to students enrolled in participating schools. Employees of The Coca-Cola Company, its bottlers, OTCs, their affiliates, subsidiaries, advertising and promotion agencies, suppliers and the families of each are not eligible. Void where prohibited by law. No substitution or transfer of prize permitted. All federal, state and local laws are the sole responsibility of winner. All federal, state and local laws and regulations apply. Potential Grand Prize winners must sign and return an Affidavit of Eligibility/Release of Liability within 15 days of notification. Noncompliance within this time period may result in disqualification. Return of any prize prize notification an undesirable will result in disqualification. All travel must possess required travel documents (e.g. valid photo ID) prior to departure. If a minor wins a Grand Prize, prize will be awarded in the name of a parent or legal guardian who must accompany minor on trip. Travel is subject to availability and certain blackout dates may apply. Travel must be completed within one year of notification. The Coca-Cola Company and its bottlers reserve the right to substitute prize of equal or greater value. Acceptance of prize constitutes permission to the sponsor and its agencies to use winner's name and/or likeness for purposes of advertising and trade without further compensation, unless prohibited by law. By participating in this promotion, entrants agree to be bound by the Official Rules and the decisions of the judges. By accepting prize, winners agree to hold sponsors, their respective directors, officers, employees and assigns, harmless against any and all claims and liability arising out of use of prize. Winners assume all liability for any injury or damage caused, or claimed to be caused, by participation in this promotion or use or redemption of any prize. Sponsors not responsible for any typographical or other error in the printing, offering or announcement of prizes. 8. For names of Grand Prize winners, available after 12/31/2000, send a separate, self-addressed, stamped #10 envelope to: Coca-Cola/Southwest Airlines "Drink Up! Log On! Fly Free!" Winners, P.O. Box 4939, Blair, NE 68009-4939, to be received by 11/20/2000. 9. **SPONSORED BY:** The Coca-Cola Company and Southwest Airlines.

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