# Audio file

[Merge Records Laura Ballance and Mac McCaughan.mp3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

# [Transcript](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:00:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Hey really quick before we start the show, a lot of you have lots of questions about how I built this, like how do you pick guests or where do you record the show or how can I get in touch with Howard Schultz?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:00:12 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Alert on that one. We can't help you, but we can try and answer any questions you might have about the show, a work or even me.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:00:19 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[If you'd like to submit a question, please visit Die Raz Comm. And fill out the form and will answer some of your questions right here on the show in the coming weeks.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:00:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[That's GUIR az.com.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:00:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[One of my roommates, her dad worked for Budweiser, and they had made these bass guitars that were Budweiser themed.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:00:45 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[It said Budweiser on the base.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:00:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yes it did.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:00:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[It was like you know it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:00:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Like a can of Budweiser.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:00:52 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I have no memory of that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:00:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And and then somehow it turned into Mac teaching me how to play bass, and I think that was all a ploy because I did have a boyfriend at the time.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:00:54 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Hilarious.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:01:03 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[He wasn't teaching you how to play bass, apparently.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:01:07](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[The.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:01:12 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[From NPR, it's how I built this a show about innovators, entrepreneurs, idealists and the stories behind the movements they built.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:01:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I'm Guy Raz, and on the show today, how 2 indie rockers launched a record label named it after a road sign and grew merge into one of the most influential names.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:01:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Independent music.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:01:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Building a successful business basically means being able to make smart bets, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:01:49 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Especially if you're in the business of venture capital, the business is basically betting you invest millions of dollars in a lot of promising startups knowing that most of them will falter or fail outright.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:02:04 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[But you're betting that every now and then you will invest in a winner, a business that maybe 5 or 10 years down the road will have a liquidity event, which is a polite way of saying that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:02:16 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Few people are going to make lots of money.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:02:19 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Anyway, one of the things that struck me when I was doing research for today's show is that in indie record label or any record label really is sort of like AV.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:02:30 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Fund, just like a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:02:32 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Fund the label takes a chance on a lot of maybes, with the hope of eventually hitting a winner in this case, a band that will sell hundreds of thousands of albums and make a ton of money for themselves.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:02:45 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Of course for the label.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:02:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[But unlike many VC funds, most indie record labels Don't Start with lots of cash to invest.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:02:54 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[They are almost by definition small and scrappy, with an artistic vision that, at least in the beginning.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:03:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[May be more important than making a lot of money.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:03:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And this basically is where loyal balance and Mak Macon began when they started the indie label Merd in 1989.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:03:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Laura and Mack were musicians.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:03:16 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[They were part of the band Super Chunk and in fact playing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:03:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And touring and being immersed in the indie scene in the late 1980s was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:03:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[One of the things that inspired them to start their own label in the early years.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:03:30 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[From Superchunk basically helped Laura and Mac keep merge from going bankrupt.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:03:32](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Replay.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:03:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And that income allowed them to make a lot of small bets on lesser known indie artists, until eventually in the early 2000s.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:03:44 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[One of their bets paid off with the massively successful band Arcade Fire.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:03:50 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[But the story of merge is also the story of the rise of indie rock in the 19.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:03:55 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[90's the label became hugely influential and helped to introduce fans like Spoon, Neutral Milk Hotel, the magnetic fields and many others to music fans around the world.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:04:07 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And all of this happened because of the creed.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:04:10 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And also the tension between Laura and Mac who?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:04:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Who are professional partners today, but at one point we're also.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:04:18 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[The two of them met in Chapel Hill, NC, when they were both college students and before that, Laura spent her high school years in Raleigh and Atlanta.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:04:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[It was the early 1980s, and she was already following the punk music scene and going to lots of clubs.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:04:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[We started going to shows at the Metroplex, which was a a punk rock club that we were able to go to as under age kids.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:04:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I think most of us, if we saw our kids going to that place now, we would be really scared.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:04:53 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:04:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[It was in this where the like abandoned warehouse, part of town.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:04:58 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Know it was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:04:59 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[It was pretty dodgy.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:05:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[What do you remember about?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:05:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[The music that attracted you to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:05:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I mean, you know, from everything I've read about you, yourself described. Introvert. You're quiet, you're shy, you get anxious being in front of people.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:05:14 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Then there's this really intense and often loud.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:05:14 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Mm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:05:18 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Angry, explosive music that you were listening to. Can you connect the dots for for me on that?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:05:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I guess because of my personality and because of things that had happened in my youth.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:05:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I felt.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:05:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Different.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:05:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I felt like an outsider.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:05:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And being introduced to the punk rock community, I felt like I had found all the other not normal people.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:05:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Like I had found a place to be where it was OK to not be normal and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:05:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:05:53 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[The music was an expression of that too.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:05:55 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[You sort.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:05:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[You describe yourself as like an outsider and like, you know, the kind of kids who would be called freaks or, you know, right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:06:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Or.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:06:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Today, it's funny.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:06:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[It's hard to find a teenager without blue hair or right or or, or who, who looks like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:06:10 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[What would be described as different in the in the 70s and 80s?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:06:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[You that kind of kid like were you?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:06:15 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Did you dress differently than other?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:06:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And did you wear your hair differently than other kids?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:06:19 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yeah. What did you look like?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:06:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yes, yes, quite good.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:06:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Well, at one point I had, like calico hair.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:06:26](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Mm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:06:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I sort of settled into having black hair and teasing it up and crimping it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:06:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And back then also like it was harder to like whatever you wanted to look like, you had to assemble it yourself. You had to make it happen.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:06:42](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yep.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:06:42 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Couldn't just go to hot topic and buy.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:06:44 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[People put safety pins in their clothing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:06:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Or whatever.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:06:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:06:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Or like for.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:06:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Some reason I would even like put egg whites in my hair to make it more like stiff.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:06:55](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:06:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And as opposed.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:06:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[To going and buying some Aqua net and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:06:59 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Would you if somebody saw you when you were 16?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:07:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Or 17, would they say?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:07:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[There's Laura, she.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:07:05 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:07:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[That's what they would say.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:07:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Probably.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:07:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yeah, I remember when I went to high school, especially at first walking down the hall and there would be these girls who, you know, to make fun of me.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:07:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[They would act like they were scared and jump out of the way and against the lockers like like they had to get out of my way because I was a monster walking down the hall.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:07:29 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Oh yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:07:31 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And I would just kind of, you know, pretend that I didn't notice.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:07:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Because I didn't know what else to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:07:36](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:07:37 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Alright, I want to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:07:38 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[To you Mac as a kid, do.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:07:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Did you get into music pretty early, or did it happen later when you were a teenager?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:07:46 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I was into it pretty early, just in the sense that my dad was really into listening to music and had a record player and records. You know, when you would get into.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:07:59 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[My daddy's car, much to my moms chagrin, the radio would be set to like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:08:05 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[So when you start started the car, I remember that you know the radio be on really loud and and you know at that time the radio.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:08:15 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[That we were listening to was guess what you would now call Classic Rock. At the time it was just rock.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:08:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yeah, that's right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:08:21 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[It was contemporary, but yeah, so I knew that my dad was, even though from looking at him, he wouldn't necessarily know it. He was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:08:29 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Really into rock'n'roll and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:08:31 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Can you say that looking anything you would know 'cause? He was a lawyer, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:08:35 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Right. So he just looked.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:08:37 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Mean he.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:08:38 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[He didn't look.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:08:38 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And roll, I guess he would say.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:08:39 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:08:40 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[But yeah, so it's on Main Street was a record that. Oh, yeah, we listen to a lot. And my dad was a big Led Zeppelin fan as well.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:08:49 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yeah, 1.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:08:49 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Time I asked.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:08:50 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Why he didn't have any Beatles records?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:08:52 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And he said they weren't heavy enough.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:08:57 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[But yeah, I was really into The Who, but also like A/C DC was probably my favorite band. I guess I would say at that time.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:08:57 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:09:07 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[What do you remember? Your kind of taste in music, veering more toward the kind of things that that Laurel was listening to, like, \*\*\*\*\*\*\*\* and punk did.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:09:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[That happen when you were a teenager.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:09:20 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I think I was probably more like solo was a high school in.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:09:24 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I was in Durham and I met people at school who were both into The Who and, you know, Led Zeppelin and AC/DC.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:09:34 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[They were also.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:09:35 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Listens to the college radio stations.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:09:39 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And so finding out about that is what it kind of exposed me to other kinds of music.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:09:44 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I read a story about how I guess when you were in your like in your early teens, you went to like, see a couple of \*\*\*\*\*\*\*\* bands playing at a coffee.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:09:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And that was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:09:54 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Sort of a moment where.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:09:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[It blew your mind because it was live music and it was loud music.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:10:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[That kind of got you thinking about maybe starting your own band is that is it right? Is that true?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:10:08 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yeah, I saw a flyer for a show at the Duke Coffee House, which is an all ages place on campus at Duke and the flower is for a band called the Ugly Americans.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:10:19 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And also a band called the band with No name.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:10:22 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And the band with no name was super.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:10:25 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I don't even know if you would call it Punk, really.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:10:26 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Think it was just more like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:10:29 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And rashing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:10:30 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Just shouting like DIY thing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:10:32 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[It was more like I feel like it was noise and maybe like Casio or drum machine or something.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:10:39 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Don't know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:10:40 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Strange.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:10:41 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And then the ugly Americans played. And that was kind of more what I knew to be like, punk.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:10:46 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[But yeah, so that was at the do coffee house, and punk shows were were usual all ages, unlike.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:10:51 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Shows that the clubs where you would hear a song on the radio by a band like on college radio, and you'd be like, oh, this band, you know, the rain parade, they're playing at the cat's cradle and you'd be really into it. And then realize like you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:11:01 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Go to that show because it was drinking age only, you know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:11:04 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:11:07 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Alright, so you so you're getting the the live music scene and I guess around this time you're also starting to play guitar.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:11:14 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:11:15 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And so by the time you graduate high school, you you're playing a few bands, and you and this guy named Jonathan Newman.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:11:23 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I guess you start a band together called the Slush Puppies.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:11:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And describe like the bands that you were playing and were they?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:11:27 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:11:32 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[How would you describe the sound?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:11:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Sort of like new.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:11:34 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[You describe like a new wave cover band.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:11:36 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Won't say like new wave and then slush puppies were like a little more punk.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:11:41 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Got it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:11:41 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[But also you know there was this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:11:44 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Kind of music that at the time you would have a lot of bands fell under the broad umbrella of like college rock or.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:11:53 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yeah, right. Right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:11:53 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[You know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:11:54 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And so, like our guitars were distorted and everything, but we weren't playing a million.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:11:58 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[An hour.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:11:59 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[It was more punk along the lines of like the Buzzcocks or something like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:12:02 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:12:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And you must have been a pretty student at high school. You went to Columbia.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:12:07 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[For College in New York.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:12:09 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yeah, I mean, I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:12:11 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I did find in some classes and not great in other classes and really going to New York City was the thing that I was the most excited about.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:12:19 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I mean, being in New York between 1985 and 1990 was like a really good time to be.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:12:24 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[New York.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:12:25 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Both for like New York music as well as.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:12:29 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[That I was living in a place where every band played, no matter where they were from.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:12:34 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I get. I guess after a year in at Columbia, you decided to take a year off and go come back to North Carolina and you moved to Chapel Hill, did you was?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:12:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[There a reason why?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:12:45 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Well, I ended up taking her.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:12:47 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[After two years at Columbia.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:12:49 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[It was originally because as much as I loved New York, I also missed being in North Carolina and being able to play music because playing music was what was difficult about being in New York.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:13:02 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[You can't just have a band playing in your dorm room or your apartment like you can in in Chapel Hill or whatever.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:13:09 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I did have a couple times of like taking my amp and my guitar on the subway down town.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:13:15 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Practice base and it's just like that was that was a drag. And so then I had a year off, which was awesome because.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:13:22 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[It was, you know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:13:24 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Living in North Carolina, playing music, working at Kinko's and Pizza Place and record store and just doing different things.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:13:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Just doing different things.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:13:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yeah. And I guess that was that's how you and Laura met, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:13:36](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:13:39 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[She was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:13:41 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Going to college at Chapel Hill and and both of you are working at the pizza place.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:13:45 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yeah, Pepper's pizza.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:13:47 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And you were at a UNC, Laura, right, and Mac was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:13:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Mm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:13:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[This guy that you met there, and I mean, did he make an impression on you from the beginning or what you remember? Did you recollection of when you first met him?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:13:58](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[OK.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:14:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[So there's this thing where the Raleigh scene and the Chapel Hill scene were kind of they were separate and there was some sort of rivalry, which I picked up on the kids in Raleigh, seemed like more serious.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:14:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And more into the the kind of like, more menacing side of punk rock or something.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:14:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And the Chapel Hill kids seem to be more.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:14:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Roofie, like Raleigh, was more \*\*\*\*\*\*\*\* to me, and Chapel Hill was more like poppy punk, and I met Mac Jonathan Newman and Gray Brooks. I guess around the same time.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:14:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[To me, they were this sort of unit.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:14:45 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[But Jonathan and Grey was a friend that we had also gone to high school with us.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:14:49](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:14:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[They, you know, we're always cracking jokes and being silly and my impression.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:14:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Was that was that Mac was one of these 3 funny guys.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:14:58 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Got it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:14:59 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I mean, we say we met at Peppers, but but we were both going to the same like concerts and shows at clubs and stuff like that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:15:05 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Laura made an impression because she was so goth.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:15:08 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Like when you say so, goth like goth, like an Edward Gorey character like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:15:12 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Like like that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:15:13 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Not.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:15:14 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[That I mean like, you know, you know, black hair, makeup chains, all the accoutrement right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:15:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yes, I had the accoutrement, but I have to say I did tone it down a bit because I decided.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:15:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[It wasn't worth while the trail.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:15:28 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Raleigh, Raleigh wasn't ready.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:15:30](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Er.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:15:31 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Got it. And did you guys become friends right away?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:15:35 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[No, it's not right away.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:15:38 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I feel like, you know, we got to be friends when we were working at Peppers together at the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:15:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Time.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:15:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yeah, it's like trial by.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:15:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[You know, it brings you closer together.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:15:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Working in a place like Peppers.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:15:50 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:15:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Meantime, Mac from, from what I understand, like during a year when you came back to Chapel Hill in the middle of your time in college.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:15:58 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[You and Jonathan, your friend Jonathan got back to kind of recording music for the slush.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:16:04 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Or really kind of took it seriously and you actually got a gig opening for Fugazi, which anyone who's who knows anything about, like \*\*\*\*\*\*\*\* punk, American punk knows that band knows Ian Mackay.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:16:16 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Classic DC \*\*\*\*\*\*\*\* band.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:16:19 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[He was a big deal. You got and you guys got to open for him at that at the cat's cradle.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:16:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Kind of a legendary club right in.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:16:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[In Chapel Hill, right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:16:29 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[It.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:16:30 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And it's been in a few different locations, but the cat's cradle has been around for over 50 years now, in different in different locations.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:16:37 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And yeah, I mean the most exciting thing about being in a band like Slush Puppies was who you got to open.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:16:44 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[You know, there's a lot of local bands and everyone's trying to get to open for the cool bands who came through on tour.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:16:49 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Know whether that was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:16:50 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[For Ghazi or the volcano sons, or whoever was Sonic Youth, whoever was going to be.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:16:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Who?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:16:55 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[So this was going to be their third show ever. So I mean, I was excited about being able to set that show up at the Cats cradle and being able to open that show. Of course, it was very exciting.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:17:06 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[So yeah, that was a big deal playing with them.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:17:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Hmm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:17:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And I guess around this time, Mac you were, you were playing a bunch of different bands and and there was one.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:17:15 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[One project that they started, which actually kind of plant the seeds for merge records I guess where?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:17:23 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Where? What you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:17:23 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Hey, let's let's put out a record with a bunch of other bands, like a limited number of records and and just sell them ourselves.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:17:30 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Have that come.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:17:31 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[What is? What's the story?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:17:33 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[So the bands such puppies we talked about and another band I was in called Wax with two W's and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:17:40 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Three other local bands we put out a box set of seven inch.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:17:43 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:17:44 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And this was something that was kind of masterminded by the bass player in wax, Wayne Taylor.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:17:51 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[He talked about it like, oh, yeah, like I know how.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:17:54 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I know how we do this like we get this. The place that we get records pressed, a local printing place called Barefoot Press can make this sleeves for us or make some booklets to go in the boxes and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:18:05](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[So.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:18:07 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Our friends who are in a silk screen company.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:18:09 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Root.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:18:09 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And Barbara, they can silk screen the front of this box set. It's going to be this compilation of all these singles of local bands.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:18:16 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[That was kind of the idea, like a snapshot of the scene, the local North Carolina music scene at that time.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:18:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[In the way that that it came about was really a community effort to all those, all those different businesses that Mac just mentioned, you know, they were part of the Community and and I think all the bands pitched in, in various ways too, in labour and cash to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:18:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[The records pressed.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:18:42 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[It was just.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:18:45 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I mean, I think it was mysterious to me before then.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:18:47 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[That how that how that all happened but.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:18:51 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[But that's kind of how we learned, you know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:18:54 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And sometime at some point I guess in sort of 1988, the two of you start dating.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:19:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[But we.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:19:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[How did it?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:19:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I mean, you guys had worked together and presumably became friends and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:19:07 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Then became boyfriend girlfriend.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:19:09 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And we started playing music around that time too.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:19:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I think I think it started with one of my roommates. Her dad worked for Budweiser and they had made these bass guitars.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:19:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[That were Budweiser themed and she had gotten 1.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:19:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And didn't know how to play it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:19:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Had never played an instrument.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:19:31 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[It said Budweiser on the base.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:19:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yes it did.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:19:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[It was like, you know, it looked like a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:19:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Of Budweiser.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:19:38 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I have no memory of that. That's hilarious.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:19:39 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:19:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And she wanted Mac to come over and teach her how to play bass.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:19:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And he was like, oh, yeah, OK.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:19:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[We need a bass player.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:19:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[You know you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:19:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I'll come over and and, you know, teach you how to play bass.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:19:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And then somehow it turned into him teaching me how to play bass. And I think that was all a ploy because I did have a boyfriend at the time, but my boyfriend was in roll.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:20:02 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[He wasn't teaching you how to play bass, apparently.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:20:07 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[You. So you were teaching Laura how to play bass, and that's because you you didn't play any instruments before that, right, Laura?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:20:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:20:14 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[No.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:20:16 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[It was kind of so we could have a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:20:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Band with Jonathan. You want you want. You said Laura would be great in a band. And so you were like, I'll teach you, base.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:20:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:20:23 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yeah, Jonathan had drums.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:20:24 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I played guitar and we needed a bass player, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:20:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[But I think that was just a way for us to start dating. Really 'cause we.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:20:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[We would hang out more because we were playing in a band together and it sort of evolved that way.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:20:39 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Well, Mac, you then?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:20:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[So you go back to finish out your time at Columbia.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:20:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yeah. How did? How did you and Laura?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:20:45 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Mean were you?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:20:46 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Were you going up to visit Mac when you coming? Get back down to Chapel Hill all the time like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:20:50 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[You 'cause you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:20:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[What would become a six year relationship, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:20:55 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yeah, I mean, I came home on vacation.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:20:58 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[In New York.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:20:59 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Was a pretty common trip for anyone from North Carolina to make in terms of going to see bands up there or whatever, like, it didn't feel like that big of a deal.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:21:09 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[There's a lot of travel back and forth.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:21:12 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[All right, mean.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:21:12 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Time you're going back to college and playing a bunch of bands and and you and Laura are dating. And from what I understand, at some point maybe it was like like between a junior and senior year.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:21:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[In.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:21:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[So I guess this would be like the summer of 1989.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:21:31 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[You start another band called Chunk with Laura.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:21:36 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Is that how you remember it?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:21:38 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yeah, that seems that sounds right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:21:40 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[It was that summer chunk was the band that we started that summer with Chuck Garrison and Jack McCook.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:21:48](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Hook.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:21:49 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And and this is after the drummer in the band, right, who's who actually his.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:21:53 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Was Chuck.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:21:55](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:21:55 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[But he somehow inspired the name chunk for the band.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:21:59 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Apparently he was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:22:00 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[In the phone book as Chunk Garrison right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:22:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yeah, they.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:22:04 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[It was a misprint.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:22:05 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[It was some.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:22:06 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[So that's that's how that name where that name came from, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:22:11 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[So he inspires the name chunk.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:22:14 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And here's my question for you, Mac, every time you formed a new band in your mind, was it like this is going to be the band that's going to make it, or was it just like?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:22:22 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Is fun. Let's just do band.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:22:25 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[It was much more the latter.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:22:26 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I don't think I ever had the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:22:28 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Like trying to quote UN quote, make it writing the music business or whatever you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:22:33 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[What I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:22:33 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[It was just more like, hey, like we all live within 5 blocks of each other.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:22:37 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[What we might as well have a band.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:22:39 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And so.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:22:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[What did you think you were gonna do when you graduated from college?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:22:43 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I honestly just didn't know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:22:45 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I mean, I think that I probably thought I was gonna, like, work in a record store or something like that. Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:22:50](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Right, right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:22:51 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I didn't have a grand plan.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:22:55 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[You were the main.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:22:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[You were the lead singer and lead guitarist, right and right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:22:58 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[You a bass guitarist.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:23:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yes. How would you describe the sound of what was then called chunk before it would become super chunk, but how would you describe the sound?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:23:08 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I would say Punky.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:23:11 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[But Papi, also like people at the time, compared us to the Buzzcocks.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:23:16 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[But it was also sort of college rock at.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:23:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Same time.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:23:20 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[We did a Shangri Laz.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:23:21 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Cover on the B side.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:23:23 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[There's definitely pop hitting.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:23:24](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[All.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:23:25 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Right. So you guys form this band and that summer you took a road trip to Seattle.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:23:32](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[It.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:23:32 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And in Seattle, from what I'm saying, you guys actually went to to the sub pop offices to meet with Bruce Pavit and Jonathan Ponoman, who've been on the show before.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:23:42 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[You guys go there.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:23:44 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[For any specific reason, thinking maybe you could sign your band to their label.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:23:49 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Why did you go visit sub hop?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:23:52 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Well, one of my friends from school, Aubrey Summers, was friends with them just from growing up. I guess from high school or something like that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:24:02 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And so it wasn't like, oh, you can get your band.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:24:04 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[It was just more like we're fans of mud, honey and sub pop. And she's like, oh, I can.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:24:10 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I know those guys.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:24:11 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Can.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:24:12 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[We can go see their office.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:24:14 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[It wasn't like, really a business proposition as just like we're fans.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:24:16 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[But it was just like let's.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:24:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Check it out.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:24:18 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yeah, this is gonna be cool.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:24:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yeah, it's just fun.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:24:19 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yes. And did you meet them?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:24:22 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I think we did meet them.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:24:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I think we did.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:24:24 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I just don't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:24:25 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[But I do remember thinking like, oh, this is cool. But it's also like just it looks like an office.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:24:32 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yeah, it was not exotic.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:24:34 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[It was exotic 'cause, it was sub pop and we were in Seattle, which is wild, but it was also very normal.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:24:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I mean, you had this band called chunk, but like, how did the idea come about to start a record label?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:24:46 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[How did that conversation even start?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:24:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Was it on road trip?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:24:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[It was on that road trip.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:24:51 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:24:53 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Mac brought up the idea of starting a record label that we should start a record label and we should put out our own records.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:25:02 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Know do 7 inches and stuff.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:25:04 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And it sounded pretty casual and like fun, and we knew.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:25:10 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[You know, we knew it was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:25:11 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[You know the the veil of mystery had been removed from the idea of making records.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:25:14 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:25:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Because Mac, a couple of previously had already been involved in.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:25:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Vinyl records and it was just 1000 records. But still you kind of knew that it wasn't this scary thing that it was possible to to actually make records and sell them.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:25:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:25:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And to actually do it in a sort of casual way, because.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:25:38 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[When that group of artists in Raleigh made that box set, many of them were trying to start a record label.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:25:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[There wasn't a lot of promotion done.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:25:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Was no marketing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:25:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[It was just we're making this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:25:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Do you want to buy?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:25:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[That seems like something that wasn't intimidating, and something that we could.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:25:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[If I had.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:25:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Had thought that it was going to turn into what it is now or that that was the goal I would have said no. I don't want to do that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:26:06 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Sounds like too much work. No way.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:26:11 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[When we come back in just a moment, Hello and Mac juggle the demands of launching a new record label while managing a band and their own relationship.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:26:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Stay.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:26:22](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[With us.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:26:22 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I'm Guy Raz, and you're listening to how I built this from NPR.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:26:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Support for this podcast and the following message come from Cloudy O the e-mail and text marketing platform that puts creators and control. If you're the creator of an ecommerce brand, you need a platform that hustles as hard as you do.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:26:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Clavio unlocks the power of your ecommerce data so you can personalize and automate messages that keep customers coming back.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:26:50 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Creators communicate with clients.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:26:53 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Forfree@klaviyo.com/npr.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:27:00](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:27:06](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:27:10 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Hey, welcome back to how I built this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:27:12 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I'm Guy Raz.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:27:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[So it's the summer of 1989 and Mac and Laura are back in North Carolina after a road trip to Seattle. And this turns out to be a pretty eventful year because not only have they started a band called chunk, they've also decided.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:27:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[To start their own record label.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:27:32 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[To the idea of starting a label come out of frustration with major labels or with the fact that none of your bands were side. No, it was not.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:27:41 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Nothing to do.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:27:43 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[No, it was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:27:44 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[It wasn't a reaction to something that we didn't have. It was more like wouldn't this be cool?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:27:53 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Like I think in other words, like it didn't even have to really be discussed. Like, oh, it'll be like this kind of label, not like that kind of label.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:28:00 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Just like we, we knew what we were into you, for instance. Like we had just gone to see the sub pop offices.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:28:08 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And just being able to make something of our own that was both like what sub pop would do but not sub pop but but but our own thing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:28:20 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Know what I'm saying, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:28:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And we know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:28:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Maybe they'll let us put out a 7 inch with their music on it, and plus, Mac was in a million bands, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:28:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[There was plenty there that we could.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:28:35 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Put out.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:28:36 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[But you weren't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:28:36 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[You weren't thinking about this as like a business you were thinking about this as a fun thing to do.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:28:42 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yeah, more like an like a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:28:44 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Art project is the right word, but more of an artistic endeavor rather than a business.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:28:46](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:28:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:28:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[By the way, how did you come?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:28:53 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[With the name merge Merge Records.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:28:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Well, we were on a road trip.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:28:58 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And you saw a sign that said merge.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:29:01 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yes, yes, we.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:29:02 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[We were driving along trying to name it and I found myself just looking around going antelope.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:29:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yield merge and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:29:14 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Merge seemed.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:29:16 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I mean really meaning anything is.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:29:18 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[It's hard and when you first name it, it has the meaning of the word, and then overtime it loses the meaning of the word and becomes just a word.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:29:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[It's the same with naming your.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:29:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And anything you say for a name for your band sounds really stupid.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:29:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Until you've lived with it for awhile and whenever we have to explain how we named merge, it's sort of embarrassing to me because it's so just straightforward well.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:29:36 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:29:45 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Could have been antelope records.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:29:48 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Here we are.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:29:50 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[What I mean, you guys had a band 'cause.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:29:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Know that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:29:55 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Later that summer, in 1989, you actually recorded some songs.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:29:59 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[First few songs you recorded.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:30:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[At a studio.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:30:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[But what did having a label?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:30:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[The label that you had would be in charge of like getting the record pressed and and getting artwork made and then getting it to record stores.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:30:16 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[That what the the role of the label would be.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:30:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yeah, and and having helped assemble those box sets, something else that really appealed to me was the sort of craft aspect of it, the idea of making these objects and and putting them together and, you know, designing them really.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:30:35 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Appeal to me.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:30:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I had always liked making things and having 7 inches made, which is what I was thinking.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:30:42 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Then starting a record label, we would get to decide what they were going to look like and then put them together and that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:30:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Appealed to me.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:30:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[But.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:30:50 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Did it if in fact it was, it was about.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:30:54 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Just distributing and printing and doing all this stuff for chunk.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:30:57 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Did you even need to create a label?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:30:59 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[It wasn't just going to be for chunk, it was going to be, you know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:31:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Got it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:31:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[For other brands.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:31:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[For other bands too.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:31:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Looking to help other bands out.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:31:04 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I got you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:31:05 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Right, like other bands in our community and also Max other bands.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:31:11 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:31:11 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And I think that to answer your question like, why have a label?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:31:14 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Not just be like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:31:15 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Here's a trunk record to me the idea.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:31:17 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Label wasn't the mechanism the place like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:31:22 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Does the printing and the manufacturing and the distribution blah blah, though it was that in reality also I thought of a label as the kind of aesthetic umbrella of like a certain group of artists.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:31:39 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Other words, like when I thought of record labels I thought of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:31:42 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Four ad or sub pop or discord or Team beat records like they each had their own kind of voice even though there was different bands within those families.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:31:51 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Know what I mean?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:31:52 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[So to me, the idea of the label, it was more like here's a like I said, like a voice or like here's an umbrella.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:31:59 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[That means something. When you see that name.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:32:04 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I think it also helps when you're trying to sell the object.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:32:08 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:32:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[When you're calling record stores or calling distributors, if you aren't calling saying I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:32:16 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I want to sell you a 7 inch by band's chunk.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:32:18 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:32:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[It was different if you were advocating on behalf of somebody else.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:32:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:32:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[So I'm calling from Ridge Records.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:32:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I have.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:32:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[We have this great band and and yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:32:30](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:32:31 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[We happen to be in the band, but you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:32:33 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Need to know that? Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:32:34 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[That makes sense.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:32:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[So you record, you know, you record some tracks, you got the label.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:32:38 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Going by the way, out of curiosity, did you form like? I mean, you're still in college?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:32:41](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:32:44 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Of you. Did you form like an LLC?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:32:46 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[You.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:32:47 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:32:47 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I mean, I'm just projecting. Your dad was a lawyer.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:32:50 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[He help you?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:32:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Like set up the business, did you do any of that?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:32:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Not right away.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:32:57 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Merge Records and it kind of lived in.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:33:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I don't know your your apartment, Laura, or your room dorm room or something. Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:33:02 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yeah, yeah. I was living with some other women in the house.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:33:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And merge Records was in my bedroom on a shelf.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:33:13 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And it wasn't too long before Max's dad figured out what we were up to and was like, you guys need to need to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:33:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Incorporate. Yes, exactly.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:33:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Incorporate. I suggest you're an S Corp.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:33:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Oh.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:33:25 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[So. So, so that's so that's how it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:33:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[He kind of gave you some advice on what to do and how.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:33:30 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Set it up, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:33:30 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yeah. I mean, he basically did it. And then it's like here sign the papers.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:33:36 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And I guess you would, you're going to start simply just producing singles and and like cassettes, but even to to do that. I mean, did you have any money, any startup money?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:33:47 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[We borrowed money from friends and family almost on like a per release basis. Like our friend Lydia. I think Lena's like $500 or something. Maybe for our first single or something.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:34:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And by the way, what would?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:34:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[$100 buy you like?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:34:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[How many copies of the single that you could then sell?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:34:09 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Maybe I'll pay for printing the sleeves or something. I can't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:34:12 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I can't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:34:14 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[These were cheaper back then. I think that it may have been enough to press 500 records.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:34:18 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Passenger graphics.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:34:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[They cost less than a dollar each.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:34:23 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And sometimes, like the band, would chip in money to press the record, and then we would pay them back.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:34:30 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[So any money that we had was like profit, the small amount of profit after paying someone back for helping us press the record.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:34:39 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Meantime, you put out for trunk, you put out some music on this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:34:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Merge that you have and this is complicated 'cause I read that in like early 1990, you signed a deal, a record deal with a record label called Matador, which went on to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:34:57 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Huge bands and become a really successful label in and of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:35:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[You signed A3 record deal. The band Chunk does with Matador Records.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:35:07 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[It's a little.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:35:08 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Can you kind of break that down for me and help me understand why you would do that if you already had your own record label?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:35:14](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Well.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:35:15 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[With merge we were doing tapes and then vinyl 7 inches.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:35:21 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[So the idea of putting out a full length album.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:35:26 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[It just requires a lot more money and possibly know how and other things too so.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:35:32 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Matador was interested in signing chunk to do albums and if you remember at that time if you did a album, you'd have to make a vinyl LP and a compact disc and a cassette.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:35:47 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[So you're manufacturing a lot of stuff.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:35:49 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[It's expensive, expensive and so the idea of of chunk signing to Matador was more like a parallel track of OK, we can keep doing stuff on merge too.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:36:02 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Singles and then our band will be able to kind of take this step up in terms of being able to put out.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:36:08 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Full length album.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:36:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And right around the time you signed to to Matador, you also had changed the name of the band from Chunk to to Superchunk, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:36:19 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yes. And do you remember what the dollar amount was when when you signed with?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:36:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Or was it 10s of thousands of dollars?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:36:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[It thousands of dollars.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:36:28 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[No.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:36:30 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Hundreds of thousands.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:36:32 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Several 1000.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:36:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[So it was like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:36:34 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Was like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:36:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Was like 3, four 5000 bucks.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:36:35 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Several $1000.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:36:37 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[We'll pay you this advance.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:36:38 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[We'll, we'll we'll cover the cost of the record and the distribution and then you know once we hit this amount of money you, you'll get a percentage of royalties. It was like that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:36:48 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yeah, like it was a small deal, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:36:48](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:36:51 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I mean, we knew how to do things cheaply, and we knew how to work fast as a in terms of recording as a band and work in a local studio. We weren't trying to like, we didn't think of this as oh, now we're in the big leagues, we.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:36:54 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:37:05 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Thought of like, oh, we get to do.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:37:07 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Kind of what we would do anyway.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:37:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Here's here's what I wonder. You graduated from Columbia.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:37:10](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Tongue.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:37:12 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[You go back to Chapel Hill, your full time job.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:37:15 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Mac is super chunk and merge and and I think Laura at that point you still had another year of college left.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:37:22 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[But what I'm trying to figure out is.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:37:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Like, how do the economics of this work right? Because.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:37:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yeah, I mean super chunk was, you know, was gaining a sort of a cult following on on college campuses and and you know, you were touring, but you were never in the Billboard charts, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:37:38 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Never had like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:37:39 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[You remember selling like hundreds of thousands of copies of your records, but in those early days.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:37:46 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Were the economics such that you could actually live off of what you were making?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:37:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[No, no.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:37:51 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Now the the economics of of that were that we had day jobs.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:37:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[What did you do?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:37:57 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Worked in the record store.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:37:59 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[At kinkos.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:38:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Would everybody anybody ever come up to a kinkos and say, dude, you're Mac from super chunk?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:38:05 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I don't think we are just well enough.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:38:07 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[OK.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:38:07 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Can't think we're well known at all.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:38:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I got you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:38:11 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[But as as you started to like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:38:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Get some more airplane stuff, you know, on college stations. Could you just focus on Superchunk or did you still have to have other jobs?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:38:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[We had other jobs for a long time. I think maybe after our third record came.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:38:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Wow, we were touring enough that it seemed like we could support ourselves with the proceeds from our tours.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:38:38 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And you know, it sort of got harder to keep a job at Kinko's.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:38:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Because you'd be gone for six weeks or two months and then you'd come back and try to get on the schedule again and then have to leave again six weeks later, did you?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:38:55 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Did you feel like you had to tour a lot because that was the primary source of revenue and income?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:39:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[For you guys, is that was that a a factor in why you toured so much and you performed live?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:39:08 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[So much.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:39:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I think it was well if you put out a record that was especially back then, that was the main way to promote the record. Aside from getting it on college radio, you had to tour and not only were we doing it to promote the record, but.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:39:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Because it was fun and and it was how you connect.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:39:30 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[People.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:39:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Your your.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:39:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[No Pocky for Kitty comes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:39:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[It's around the time of maybe like a month after, never mind by Nirvana comes out, which really kind of there's an explosion of tension to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:39:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Small labels and you know all of a sudden just an explosion. And then the major record labels kind of realizing that these these bands in Seattle and indie bands are You.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:39:53 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Potential gold mines and but. But around that time and you guys started to get a lot.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:39:58 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Media attention.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:39:59 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Like people are saying, oh, this is the next super chunk is the next breakout band.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:40:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[You remember that?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:40:04 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I remember it from the point of view.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:40:08 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Of people who worked for major labels wanted to take us out to lunch type attention, but beyond that, I kind of feel like we were in our own world to a certain extent.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:40:21 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And I thought Nirvana was awesome, but it felt like they were kind of on another.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:40:27 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[A different level. It didn't feel. I I never felt like, oh, that's going to be us.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:40:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[In the meantime, you had your own label.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:40:37 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I mean, at what point was there a band that that kind of came that you said, who's the first band you saw?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:40:42 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[You know, be some use built originally for your own band, but also to distribute other music.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:40:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Who did?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:40:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Was it mostly like Chapel Hill bands that were coming to you?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:40:53 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Chapel Hill in Raleigh. You know and and like we weren't really signing bans.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:40:58 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[We were putting out seven inches, you know, which are one off things. Not that, not something that anybody signs a document over. And plus like. Yeah, it was all among friends.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:41:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Didn't feel like we had to sign anybody. And then?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:41:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[In 1992, we heard from Corey Rusk, who ran touch and Go records, and he had noticed what we were doing with merge and he said that he would like to have touch and go manufacture and distribute.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:41:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[On behalf of merge and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:41:30 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[They were based in Chicago, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:41:32 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Were.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:41:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Based in Chicago and and this would.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:41:35 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Enable us to do full length records.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:41:38 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[So it would save you 'cause you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:41:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Afford to do.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:41:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[You guys did another cash. So they would like print the records and all the labels and everything and you guys would be the distributor or the?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:41:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[No, they would just manufacture it for us and then distribute it for us. So that left us basically in the position of having to choose the bands.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:41:58 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[You are the talent spotter.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:41:59 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yes. And then also do the promotion like the the trying to get people to write about it trying to get it on the radio.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:42:06 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yeah, trying to get MTV to pay attention.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:42:10 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Boys, I'm paying attention to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:42:11 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[No, but but I think the first band that we signed was or didn't sign was Paul Vo.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:42:12 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Music, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:42:18 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[In terms of doing a full.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:42:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Length. Yeah, that's the first band. We did a full length with and we they were in shake deals.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:42:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Didn't do.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:42:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[We sort of based how we dealt with bands on how touch and go did.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:42:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[You know what Corey did was profit split.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:42:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[So we thought that seemed fair.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:42:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And so that's what we did with the bands that we started working with.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:42:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[So initially the band you would sign the band and by signing it you wouldn't even do a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:42:45 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[It would just be like, yeah, we're we're going to ask you guys to commit to like 3 records with us.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:42:50 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And we'll what?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:42:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[We wouldn't even say that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:42:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Would you say?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:42:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[We would just say we'd love to put out an album by you guys.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:42:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[You be into.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:42:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And they'd say, yeah, and that was it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:42:59 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And then what did that mean you would finance the recording and the?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:43:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Production of the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:43:04 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Record.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:43:04 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I don't even remember giving Paul though. In advance, we would take the Masters, give him to touch and go, and they would manufacture it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:43:14 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Don't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:43:14 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Do you remember it differently, Nick?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:43:16 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I feel like we probably gave Paul, though, a couple $1000 to record that record at Ducky Studios or something.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:43:24 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[But I mean, it was more like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:43:26 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[It wasn't like here's a big lump of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:43:28 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Go do whatever. It's kind of like. How much did it cost for you to record?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:43:32 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Like well.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:43:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Here's that, but there was no.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:43:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[There was no talk of how many records we were going to do with them.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:43:38 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I mean our assumption, I think to this day is that if we're doing a good job, then why wouldn't you want to do another record with us though we do use contracts now, but we were taking the handshake deal model from labels like touch and go and disc.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:43:55 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Labels on the Punkier side of the industry.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:44:00](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Now.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:44:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[At this point, I think around, you know, 9293.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:44:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[The two of you split up.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:44:07 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[You are no longer.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:44:08 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Together as a couple, which you know, I mean, that's a long time to be together.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:44:14 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Even though you were super young, but still.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:44:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[It's.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:44:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[A long time and imagine that was not easy.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:44:21 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[But here we are.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:44:22 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I mean, you know, 25 years later, more 30 years later, still talking, talking, the two of you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:44:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Clearly you're not.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:44:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[You both have your own families and your, but your business partners. Then when you split up as a couple.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:44:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Do a band together and you had a business to merge label together.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:44:41 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[So.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:44:42 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Did you have a conversation? Say, let's keep this going.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:44:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:44:45 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Was it like that mature and adult?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:44:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I don't know if it was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:44:49 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I don't know how sure it was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:44:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[How much?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:44:53 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[But, but basically it felt. I mean, I felt like what what we had built with Superchunk and merge was larger than us at.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:45:04 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[At.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:45:04 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Moment when we were splitting up personally, you know, like it was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:45:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Felt like it had.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:45:11 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Merged and Superchunk both had a life of their own in a way, and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:45:15 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Like us not being together as a couple didn't have to mean that these other things had to dissolve too.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:45:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[When we come back in just a moment.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:45:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Hello, Laura and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:45:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Keep their businesses together even though they have split up and how merge eventually makes a big bet on a little known band called Arcade Fire.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:45:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Stay with us.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:45:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I'm Guy Raz, and you're listening to how I built this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:45:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[From NPR.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:45:58 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

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[00:46:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

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[00:46:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

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[00:46:38 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

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[00:46:47 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[It's that simple.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:46:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

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[00:46:59 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Hey, welcome back to how I built this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:47:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I'm Guy Raz.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:47:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[So it's 1990.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:47:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And Mac and Laura have just ended their romantic relationship after being together for about 5 years.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:47:12 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[But they are still very much together, very much partners when it comes to the record label merge and their band Super Chunk.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:47:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[But maintaining that delicate balance is not easy.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:47:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[It was not, and especially like touring with somebody. You just broke up with, like being. Yeah, it was hard.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:47:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And he was the lead singer.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:47:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yeah. And singing songs that may have been connected to, I don't know, maybe not, but no.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:47:42 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Connected to love or relationships or feelings. And I mean that must have been hard to to be. Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:47:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[It was hard, I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:47:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Like, yeah, I remember after Fourish came out touring for that record and being, you know, listening to him singing those songs and like, you know, being on stage and being angry and being sad.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:48:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And, you know, sometimes crying behind my hair, you know, like just.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:48:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[It was a hard time for sure.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:48:11 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[What?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:48:12 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I'm curious about is at this point merges only 3 1/2 years old and so was super.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:48:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[They were still new. Neither of them were making a lot of money or, but clearly you saw something in in those two things that even though it was still early days.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:48:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And you were far, far away from becoming a sustainable in any way. You saw something in merge and even in super chunk that convinced you guys to work through your personal.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:48:38 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Differences. I think a lot of that was how much it meant to other.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:48:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Like it's a responsibility that is hard to put down. You know, once you start doing it and you realize that other people are attached to it, it's harder to think about.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:48:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Just deciding to do something else.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:48:58 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I mean on a more selfish way. I feel like, you know, we started the band and the label.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:49:05 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[We were like doing things as fans in the sense that, oh, I like the way this record label does things, or I like the way this band makes me feel when I see them live.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:49:09 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Hmm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:49:17 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I want to do that and so from a selfish point of view.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:49:22 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[As opposed to like? Well, I can't take this away from these fans is more like we've spent a lot of time like making this thing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:49:29 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Why should we give it up?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:49:32 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yeah. So so you're like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:49:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[2627, you're still really young, but a really kind of mature.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:49:41 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Decision, I mean, I guess maybe, I don't know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:49:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Mean. I remember when I was 20.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:49:45 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I don't know if I would have made such a mature decision. I think I would have been like screw you just done. Goodbye. But but really that that's why I mean and maybe people listening are like well, why are you so surprised about the decision they made, guy?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:49:58 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[But I'm just telling you, so thinking out loud here. I I just.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:50:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I I do.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:50:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Mature and we've had stories on a show of couples who you know, EO products, the Founders divorced and they kept going.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:50:10 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Story Stacey's pita chips.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:50:12 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[You know, they had a split but kept it going.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:50:16 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yeah, I think.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:50:17 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Think it?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:50:18 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I mean.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:50:18 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[It was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:50:19 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[It was mutual to the extent that neither of us wanted to punish the other.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:50:23 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yeah. So, like, I think that maybe if there was something that had been more like one person was more angry about it than the other person, and that person could take it out on.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:50:33 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Person by being.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:50:33 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Well, we're. I'm we're breaking up the band or somet.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:50:36 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Thank you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:50:36 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Like we.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:50:37 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[There wasn't really that feeling so.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:50:40 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Trash.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:50:41 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yeah, this thing that you've put so much.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:50:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Into, you know, and sometimes that decision in the band can lead to a number one hit. Like don't speak by no doubt, because she wrote without the the other someone else in the band that they split up and then she.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:50:53 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[That song, and there you go. Number one song.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:50:55 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Now you know what we.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:50:56 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[For.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:50:59 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[It didn't workout, but really like you're grinding away, you're doing a lot of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:51:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Here's what's interesting about that Superchunk never became, I think I'm right to say you're still around, but it never became like, hugely commercially successful.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:51:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[It had a huge, strong fan base, but right, is it fair to say like never became hugely a huge commercial?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:51:19 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Act right. True.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:51:21 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And just to be clear, if you had only done super chunk.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:51:25 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Just from a business perspective, could the two of you have had?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:51:30 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Had sustained your lives and your family's lives and paid your mortgage and your bills and all these.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:51:36 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Had you only done Superchunk?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:51:40 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[No, I don't think so.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:51:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[No, but, but yeah, like once we started slowing down the touring and were able to focus more on merge. I think that like it enabled merge to grow more.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:51:42 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[The.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:51:53 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[That's the thing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:51:54 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Because super chunk was the band merge was the label.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:51:59 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I don't know if if if one of those alone would have worked without the other right, because.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:52:04 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[While you guys were touring, I imagine you would meet other bands.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:52:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[You know, while you were touring and and playing festivals and then probably people heard more and more about Merge Records. And so there was kind of like this cycle like this ecosystem that was formed like people.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:52:22 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Saw you perform or knew about the band and then found out about the label or.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:52:25 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Kind of knew about the label and met you guys. And then people say, oh, you should check out, you know, talk to Mack and Laura because they've got, you know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:52:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Superchunk is if it's label is that is that right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:52:36 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[That how those two things were connected definitely.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:52:40 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And like we would find out bands.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:52:42 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And then other bands that were already on merge would tell their friends about merge, as you said, or they would come to us and say, like, hey, my friend's got a band like you might not like them, but I think they're great and send us their DEM.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:52:54 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[You know, and so that's before merge was big enough.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:52:58 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[To be known.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:52:58 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[By I don't know managers or whoever, like we're finding out from people that we already trust.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:53:03 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Of yeah, you know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:53:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[So here's what I'm trying to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:53:07 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Out you. You're.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:53:08 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Basically, spending most of much of the 1990s.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:53:12 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Touring and also SIM.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:53:15 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Building this label, while also kind of dealing with the aftermath of your.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:53:22 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[It's a lot going on, but why would a band go and work with you if they could go and work at that time if they?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:53:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Go work for.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:53:30 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[A bigger label that would give them a bigger advance.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:53:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[When you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:53:35 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[A band, a punk rock band, or.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:53:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[A band.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:53:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And it wasn't because you thought you were going to make a bunch of money and become famous.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:53:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yeah, it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:53:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Because you did it 'cause. It was fun, and then it turned out you wrote some good songs and you were.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:53:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Oh.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:53:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Think we're good enough? We should make a record.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:53:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[But you didn't think you were going to get on the Billboard?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:53:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[You didn't think that you were going to be able to make a living off it. Even you know it was super. Chunk was very lucky.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:54:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[That we got to a point where we could support ourselves and that we reached a point where we didn't have to have day jobs other than running merge. Once we got home, which we didn't get paid for.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:54:15 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:54:15 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[So like whether band would sign with us or not. It wasn't about.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:54:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[It was about who do I trust and who will I feel good about working with. And that changed at some point. I feel like now things are different.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:54:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:54:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[But but to I think if there's a point you were making earlier, which is very true that that like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:54:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I think the success of both Superchunk and merge, they're codependent.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:54:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[One fed the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:54:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[We couldn't have just started merge by itself without super chunk also and be where we are now.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:54:46](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yeah, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:54:49 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I mean, it's almost like super chunk was like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:54:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Your I mean, if I hate to put in these crude terms for today like we talk about social media marketing, right? And so like super chunk was was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:55:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Kind of like the publicity arm. I know it wasn't, but it sort of was, because people who like the band then learned about merge and then it created this momentum.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:55:13 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[True and and from the other side. From the we talked a little bit about this, but from the artists relations side.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:55:20 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Bands are more open to working with the label, knowing that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:55:26 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[The people running the label are also in a band.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:55:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Right. They trust you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:55:30 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yeah. Yeah, because they know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:55:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Or they hope that they're not going to get, you know, screwed by you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:55:37 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I should have mentioned that for for most of the first decade of the 2000s, super trying just took a hiatus.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:55:42 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Just really kind of stopped the band and focused on the label.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:55:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[We did and it wasn't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:55:48 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I mean, we couldn't have planned it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:55:50 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yeah, but it did happen to coincide with.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:55:53 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Merge becoming a much busier. Yeah, bigger label.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:55:58 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Which was kind of lucky timing in that sense.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:56:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[How did the two of you?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:56:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Have there been times let, let's say after you've split up right and and you're running this this label where you guys had some significant enough differences between the two of you that there was a chance that that merge wouldn't survive it?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:56:18 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[You've definitely had disagreements, but I never.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:56:22 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I never felt like what's going to happen.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:56:24 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Happen will there be a merge?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:56:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Did disagreements ever ever get into shouting?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:56:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I mean, I can't imagine either of you ever shouting. 'cause. You're so soft spoken and chilled out.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:56:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Maybe this is just in the interview.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:56:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I don't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:56:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Did you ever share each other?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:56:38 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Shouting an e-mail.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:56:38 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yeah, we shouted at it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:56:40 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Shout e-mail, shouting all caps.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:56:42 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Terrible. It's so loud.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:56:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Like disagreeing over.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:56:45 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Over over all kinds of things.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:56:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[It's been awhile since we've had one of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:56:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I'm trying to remember what the last thing was where we were disagreeing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:56:53 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[But you know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:56:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[For the same reasons that we broke up, probably we have difficulty communicating with each other. If I feel like I'm trying to say something and I feel like Mac is refusing to hear me instead of figuring out a better way to say it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:57:11 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I turn into a lizard.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:57:15 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And and I just am an angry lizard under a rock and. And like, it's hard for me to express myself.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:57:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I'm just mad.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:57:23 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[You just fum you just silently.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:57:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Fume.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:57:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I either silently fume or I send off some. I'll poor worded e-mail that doesn't come across as I intended.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:57:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I want to ask you about what I think is probably one of the turning points in Merrick's. I think it would take at least a decade before you, even barely profitable, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:57:44 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[But I want to ask you about a record that you released in 1998.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:57:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[So 8 years in nine years in.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:57:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[The records called in the aeroplane over the sea by the band Neutral Milk Hotel.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:57:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[This for people to know that record.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:58:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Hugely influential became a just a hugely important, like cult record among.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:58:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[A certain kind of music lover, you know, indie rock or.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:58:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Whatever he would call it called.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:58:11 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Rock. Whatever. Whatever it was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:58:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I love this record.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:58:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[A beautiful.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:58:14 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I'll just be honest with everyone listening.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:58:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[How did you come across that?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:58:19 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Because it was a slow burn, it wasn't like a huge hit right away.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:58:23 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Didn't become a cult record for many years until.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:58:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[After it was released.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:58:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[How did it come to?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:58:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[How did you guys get that record?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:58:31 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Well, that was the second album that we released by Neutral Milk Hotel.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:58:36 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[So we had that relationship, but as awesome as an airplane over the sea is, I don't remember feeling.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:58:44 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Like when we got it and we heard it, I remember thinking this is awesome, but I don't remember thinking like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:58:51 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Oh my gosh, this is so different than the last record.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:58:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Just ground breaking.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:58:54 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[This is going to blow people's minds, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:58:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[But but definitely like exceeded my expectations of you know what it would sell.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:59:02 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Sure, because it's not like when you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:59:04 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[A neutral milk go tell you think like, wow, this is going to be some popular music.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:59:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[You.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:59:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:59:10 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[It's like a very unique thing that that band is doing everyone in it, you know, has is doing something interesting whether.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:59:14](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:59:17 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Julian, playing the saw mean the drumming is wild.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:59:21 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Horns, you know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:59:23 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yeah, but what's interesting about that record is, as you said, it was kind of a slow burn and the band did not tour for that much longer after that record came out.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:59:33 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[They split up and and then they split up and then that's.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:59:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[But.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:59:36 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:59:36 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[The record grew in people's mind.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:59:37 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:59:39 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[The public perception.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:59:40 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[That.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:59:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Record still was on many lists.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:59:44 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Best.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:59:44 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[One of the best albums of the 90s.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:59:47 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I'm assuming that must have been the first time that a merge record got that much attention.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:59:48](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Replay.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[00:59:54 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I mean, I think that you know that this was definitely talked about in a different way and it was kind of funny to me that it was spoken of with some sort of mystery because in our experience there are also just like a band stopping a Taco Bell.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:00:08 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[On tour like you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:00:09 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Know what I mean?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:00:10 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[They were people.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:00:11 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yeah, right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:00:12 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[They.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:00:12 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[They weren't ghosts, you know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:00:14 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:00:15 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I'm curious about your selection process.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:00:18 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:00:18 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I mean.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:00:19 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[How did you guys and how do you make decisions? I mean, do you just listen to thousands and thousands and thousands of demos over the years? And if you like one, that's how you pick?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:00:31 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Mean, what's your criteria? That's part of it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:00:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Like, I mean, that's a big part of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:00:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[You just listen to it and what's you, you try to figure out what sticks with you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:00:40 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And what's different and interesting, and also I think you know it helps a lot if they're nice people like that is a big part of it too for us.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:00:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And and did you? I mean, as you sort of?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:00:55 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Got better and better. Known in in that first decade. Were you just being inundated with demos?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:00:59 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yes, a ton of demos and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:01:02 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Is I mean the good thing is you can often tell within 30 seconds or so whether this is going to be something.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:01:09 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[You're into or.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:01:10 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[You know, sometimes without even listening to it from the way it's being presented to you, you can tell so you're not literally listening to thousands and thousands.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:01:20 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Of entire.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:01:20 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[But there's a lot to go through when you don't want to miss something that could be amazing you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:01:25 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Know is there something that ever came to you that you guys did miss that you and some and then somebody else picked it up and then you heard it and?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:01:31 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Like, Oh my God, we missed it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:01:32 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[This.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:01:33 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[There's certainly things that we wanted to put out that we didn't get to, though I do know that after we put out the first Arcade Fire album, more than one booking agent called and said, you know, I could have booked that band. I had that C.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:01:36](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:01:45 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[In a stack of demos on my desk and I just never listened to it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:01:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[This is this is the next, I think, hugely pivotal moment for the label you released arcade fires.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:01:57 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[That the Ed ban would go on to become your best selling band on the label. How did?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:02:04 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[How did you guys?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:02:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Even get connected with arcade.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:02:07 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Because I mean, not only did they become a hugely commercially successful band, they won Grammys and were after the year album the Year all the stuff like hugely.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:02:16 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[You know on on lists of best albums of of of all Time.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:02:19](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:02:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[How did they come across your radar?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:02:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[The best way for any demo to get.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:02:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Is for it to be handed to us by someone we know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:02:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And over the years of touring, of course, we met a lot of people. One of them was this guy, Howard Billerman.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:02:39 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[He sent us a demo of the Arcade Fire, he said.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:02:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Know they they came to record.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:02:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[In his recording studio and you know, he was like, I think they're really good and and you you need to check them out and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:02:54](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:02:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[The CD sat on Max desk for a while and you listen to it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:03:00 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Sat on my desk for a while and I listened.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:03:02 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[To it and the CD wouldn't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:03:05 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Didn't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:03:05 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[It was like a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:03:06 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:03:06 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I didn't remember that part.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:03:07 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[It was like a DVD or something weird like and I was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:03:10 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Howard Stern. I can't listen to it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:03:13 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I'll sing another one like he's he's on another desk.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:03:17 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[So we finally got a disc that we can play and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:03:21 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[It was so good. And so I was into it, to the point where I would play it for other people and be like, is this really good or is it just reminding me of things that are good? You know, like I love.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:03:32 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[You know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:03:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[It went around the office and everybody.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:03:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Liked it, but we're always.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:03:39 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[We make decisions very.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:03:40 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[This is something that has always been sort of a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:03:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Rush into working with the band and in this case it took us so long to make up our minds that when we finally reached out to the band, apparently they were on the verge of signing a contract with.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:03:59 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[A Canadian label.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:04:01 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And they got out of it and wound up on merge.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:04:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[How did you convince them to sign with you?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:04:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Well, I guess I you know at that point merge had enough of a reputation that it was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:04:14 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[It was a more attractive choice than the one they were about to go with.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:04:18 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I have to imagine that that record and then their subsequent records really.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:04:23 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Helped grow merge, you know, by an order of magnitude.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:04:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[It's sort of like I think of, like, Bloomsbury Publishing that it was a small publishing house in London and they signed an obscure writer named JK Rowling in like 1997 or something.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:04:39 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[You know, like 10 years after it was founded. And then of course.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:04:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Bloom Spray Publishing became enormous because Harry Potter became that serious.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:04:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Know it's like the Bible. It's sold.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:04:50 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Know what it?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:04:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[It was Arcade Fire, sort of like that for merge.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:04:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I think so.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:04:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:04:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I mean, we had to grow in order to do what we needed to do to support that record, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:05:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Because it just it just.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:05:05 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yeah, like we had to grow really fast to keep up with that record and like yet again we had we, you know, we were like, OK.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:05:14 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[This is gonna. This record's gonna be. Really. It's gonna do really well.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:05:17 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Gonna sell at least 4000 copies.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:05:19 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And for a first record by a new band, that would be really good.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:05:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And they also, I mean the album art for that record involves some elaborate foils.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:05:31 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And it involved multiple steps in which the the printing place would have to like. Let this one part dry before they then do the next part.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:05:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Otherwise they'd stick to each.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:05:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And like you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:05:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Come the the stuff would peel off.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:05:45 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[So it was expensive.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:05:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[It was expensive and slow, and so when the record came out and people started buying.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:05:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[It we didn't have any more and we couldn't make them fast enough and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:05:59 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Kept like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:06:00 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Know ordering more and then by the time we got those, those were already sold out and we'd have to do.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:06:05 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Again and again, which I so I would say is.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:06:08 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Like a terrible feeling for us.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:06:10 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Not being able to keep up with a record that people want to buy.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:06:14 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:06:15 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I mean how do?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:06:16 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[You explain and maybe there's no explanation.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:06:19 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[It's just fate.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:06:21 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[But how does that?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:06:22 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I mean, I mean this record, their first record funeral.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:06:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[When certified gold in the US, which means sold more than half a million copies.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:06:30 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Double platinum in Canada, Platinum in the UK.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:06:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Why this?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:06:34 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I mean, obviously it's an amazing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:06:36 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[But still you need people to notice it and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:06:38 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Talk about.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:06:39 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Just some things kind of take.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:06:41 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I think it's a combination of how good that band was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:06:46 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Makes people talk about them and makes them.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:06:49 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Tell other people about them, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:06:50 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And then hearing those songs on record and they're as good as the band is live.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:06:56 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[It's an awesome combination. I remember when that band did their first like real U.S. tour.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:07:04 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Unicorns, I think.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:07:05 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And they came through Chapel.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:07:08 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[They had a day off and we got them a show in a tiny club in Chapel Hill called The Cave.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:07:13 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[It holds maybe like 50 people or something like that and it was the first time we had seen them live and they just blew everyone away and you could just see like, wow, like this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:07:23 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Is we're blown away, but this is going to blow everyone away. And I remember getting emails from people we knew around the country the first time they would come through town.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:07:32 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Remember Britt from spoon?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:07:34 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Emailing the day after they played in Austin for the first time, saying like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:07:38 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I just saw Arcade Fire.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:07:40 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I simultaneously feel like I want to quit music and like I want to start a new band like, you know, so like, they were just making a huge impact on whoever saw them. And I feel like that's one of the most power.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:07:49 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:07:53 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Ways to communicate with people.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:07:54 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I mean, they have sold millions of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:07:57 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I think funeral probably close to a million and definitely suburbs more than a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:08:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I mean, just to put this in perspective, I mean that's that's a lot of money.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:08:07 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Mean that's 10s of millions of dollars in record sales.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:08:10 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I mean, you guys said you weren't prepared for it. Like I know that you weren't thinking in terms of money and and business, but I mean it was like a lottery ticket in some ways, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:08:21 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Mean it just like the fact that they sold so many records.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:08:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Obviously.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:08:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Reflects on how good the music is, but also resulted in in merge becoming more than just a a small little indie label.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:08:37 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Well, it's interesting because the way that we work, just like we were saying, like if they sell 4000 records like that'll be a success for a new band. On our first album, we go into things trying to keep.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:08:46 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:08:52 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[A rain on you know how much money we're spending because it's the band's money too, you know? And so for better or worse, that does put us in a position of not having made the 50,000 records that we could have sold from the get go.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:09:06 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[But you know, we also can't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:09:09 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Assume because that would be insane to think that the next record we put out by any band is going to be like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:09:15 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[So in other words, we can't just scale merge up to handle a funeral every time because it's, yeah, almost never going to be right a funeral.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:09:22 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[So so once that record came out.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:09:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And all of a sudden you just you didn't have the support to staff. How did you?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:09:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Did you do?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:09:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Did.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:09:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[How did you cope with that?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:09:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Some of what you do is you hire, like independent publicist, you know, independent publicity people, you know, you hire out to contractors to do certain parts that you feel like you, you know, you find the right people and you hire them, you know, temporarily just for the project.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:09:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[That's a that's a lot of it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:09:47 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:09:49 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[The other thing is that when a record gets as big as our band gets as big as Arcade Fire, there's a percentage of people that know what label that record is on, but there's a much bigger percentage of people that don't know and don't care, like even what.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:10:00 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Record label is.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:10:01 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Just like I love Arcade Fire, you know, like when something gets popular beyond what you think of as, like alternative world or whatever indie world.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:10:11 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[That's not people who really think to look at the back of a record necessarily, or even buy a record.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:10:16 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[If you were.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:10:16 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[If you want to make a lot of money in the throughout most of the 20th century, you would become a newspaper publisher because you would print classified.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:10:25 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[It was like printing money. Like if you wanted to make a lot of money, you know, in the 50s, sixties, 70s, you could start 80s, nineties. You start record label, right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:10:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Mean. I mean the the guys started Atlantic.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:10:36 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I mean, they people were making money with, but if you wanted to lose a lot of money in the last 20 years, you'd start a record label.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:10:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Because because music went digital, people. I just want to Amoeba Records a legendary record store in Berkeley, CA.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:10:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And it's just wonderful. You walk through there and it's like there's records and there's there's, there's vinyl and there's CDs. And it reminds me of when I was a kid and I'd go to tower records and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:11:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[In Los Angeles, just such a such a powerful feeling. But you know, there are very few record stores compared to when I was a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:11:10 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Obviously, I think you know I I read that like in 94, there were like a billion records shipped by 2007. It was like half of that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:11:18 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[By today, it's probably half of that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:11:21 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[This has not been a good time to be a record label and somehow.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:11:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[You guys like, have been thriving. Growing what?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:11:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[What?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:11:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I mean, people are going to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:11:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[They're not buying records or not buying CDs.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:11:38 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[So what?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:11:39 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[What explains the fact that you guys are?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:11:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Doing better than OK.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:11:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[There's moments where it feels like a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:11:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I mean, it's definitely not as easy as it was. You know, when people were buying downloads.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:11:53 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[On top of buying CDs, they're not doing anymore, but you know, I think something else that has helped in the last 7 to 10 years has been vinyl coming back.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:11:54 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Right, which they're not doing anymore.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:12:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:12:06 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I wonder how many of these vinyl records are actually being listened to sometimes, but like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:12:11 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[That is helping a lot to support artists and and record labels and record stores.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:12:17 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yeah. One thing that's difficult is that even though.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:12:17](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:12:21 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[The way people consume music means that they don't really have to pay for it so much.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:12:27 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[All the things that we do on behalf of bands, because we our job is really to get the band's music out there to as many people.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:12:32](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Replay.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:12:35 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[As we can make them aware of the band.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:12:39 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Get the band's music in a place where the people can hear it easily and know about the band. All that stuff still requires just as many people as it used to, if not more on our end.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:12:49 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yeah. Plus we are still making vinyl and CDs and tapes even.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:12:56 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[So all the jobs are still there for people on our.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:13:00 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[But people don't have to pay for it on the other.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:13:03 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[So that that's what's difficult now. I mean it's interesting because in some ways the most old fashioned ways of promoting music are still the most successful and powerful. And touring is one of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:13:15 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Because if you see a band live, they blow you away like that stays with you more even than if you were just like you're in a coffee shop and you like. I like this song. You hit Shazam and see what it is and yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:13:28 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Remember to go check that out when you get home.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:13:31 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Might.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:13:31 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[But if you see a band live and they blow you away like you're going to support that band, you know when you think about the journey you've been on, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:13:41 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I mean 30.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:13:42 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I think you celebrated your 30th anniversary as a band and label in 2019.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:13:47 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Do.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:13:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Could you have ever imagined that 30 years later, you know, we'd be talking about the band and the label?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:13:55 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Is these really influential kind of iconic?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:14:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Institutions in in independent music in America.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:14:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[No, I mean I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:14:05 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I definitely never would have imagined.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:14:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[That.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:14:10 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I love.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:14:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[What we've done and I've enjoyed it very, very much, but sometimes I resent it, like sometimes I even I'm like, damn it. Like, there were other things I wanted to do too.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:14:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Now I don't. I haven't had time.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:14:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Because because this has turned out to be successful. It's it's.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:14:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Gift though.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:14:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:14:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Do you think that that what happened with merge and the influence it had had to do with just getting lucky like just? Luckily finding the right artist? Or do you think it had to do with like the kind?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:14:45 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[The strategic, you know and hard work approach that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:14:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Guys took.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:14:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Both probably.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:14:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I I think that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:14:53 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Our strategy has always been.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:14:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[To be careful and grow slowly and we've never had big goals on the long term and I think that has served us well in a way because we we've been cautious enough to avoid in general over extending ourselves.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:15:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And that has led to our longevity, I think.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:15:15 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Mac. Yeah, I think it's. I think it's a combination because.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:15:20 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Of course, luck is always involved and you happen to run into the right person or pick up A and put in a demo tape at the right time of day and it appeals to you in a certain way and end up working with that band or whatever. But.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:15:32 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[At the same time.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:15:34 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[You can build on that with doing things the right way and treating people well and doing a good job for your artists, you know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:15:44 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I just want to ask one more thing about the two of you, because because of course this is this isn't just a story about the label or about super chunk.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:15:53 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[It's a story about your.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:15:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[So what do you think explains the success of your business partnership?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:16:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[From your perspective like, why do you think it's worked?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:16:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[You were boyfriend.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:16:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Your 20s, you split up and that now you bring your guys are in.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:16:10 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Early.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:16:11 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[So it's you can look back and laugh.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:16:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[For fondly remember there's no that connection that that that's gone but.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:16:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[But still your.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:16:21 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Business partnership and your friendship has really survived and thrived.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:16:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Why?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:16:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[What explains it?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:16:29 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I think probably because we like, I'm not trying to do the business side.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:16:36 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Great. You know, like we're not trying to like I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:16:36 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:16:39 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I'm going to do.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:16:40 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I need to do that I need to do that like we're not trying to do.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:16:43 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[On each others toes in some way.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:16:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[But I would say also that you know Mac and I are very different.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:16:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Each other like he's got.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:16:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Ideas and I'm cautious.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:16:53 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I'm the person going like we should do this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:16:56 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[And then she's the person saying, like, why?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:16:59 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:17:00 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Or something like I don't know, but that is kind of like the the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:17:03 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[The relationship you know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:17:05 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Yeah, we fulfilled different parts of what the business needs to succeed, and I suspect if you had two Macs running, merge, merge wouldn't have kept going.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:17:15 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Will be awesome.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:17:20 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[You like this song with no part.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:17:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Explore a balance and Mac Macon, founders of Merge Records and members of the band.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:17:34 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[The band was a hiatus for much of the early 2000s, but over the past 10 years they've been back performing together live and in studio.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:17:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[In fact.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:17:44 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Have a brand new single just.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:17:46 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[It's lying behind me right now, and it's called endless summer.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:18:04](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:18:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Hey, thanks so much for listening to the show this week. If you want to reach us, our e-mail address is hibt@npr.org. If you want to follow us on Twitter, we're at how I built this or my account at Kai Raz.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:18:18 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[You can find us on Instagram at how I built this NPR or mine at Guy dot Ros.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:18:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[This episode was produced by JC Howard, with music composed by Ramtin Arablouei.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:18:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[It was edited.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:18:30 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Neva Grant, with research help from Claire Murshima, our production staff includes Casey Herman, Julia Carney, Elaine Coates, Farrah Safari, Liz Metzger and Harrison BJ Choi.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:18:41 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Our intern is Catherine cipher.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:18:42 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[Jeff Rogers is our executive producer.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:18:45 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[I'm Guy Raz, and you've been listening.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:18:47 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[To how I built this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[01:18:59 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)

[This is NPR.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVI)