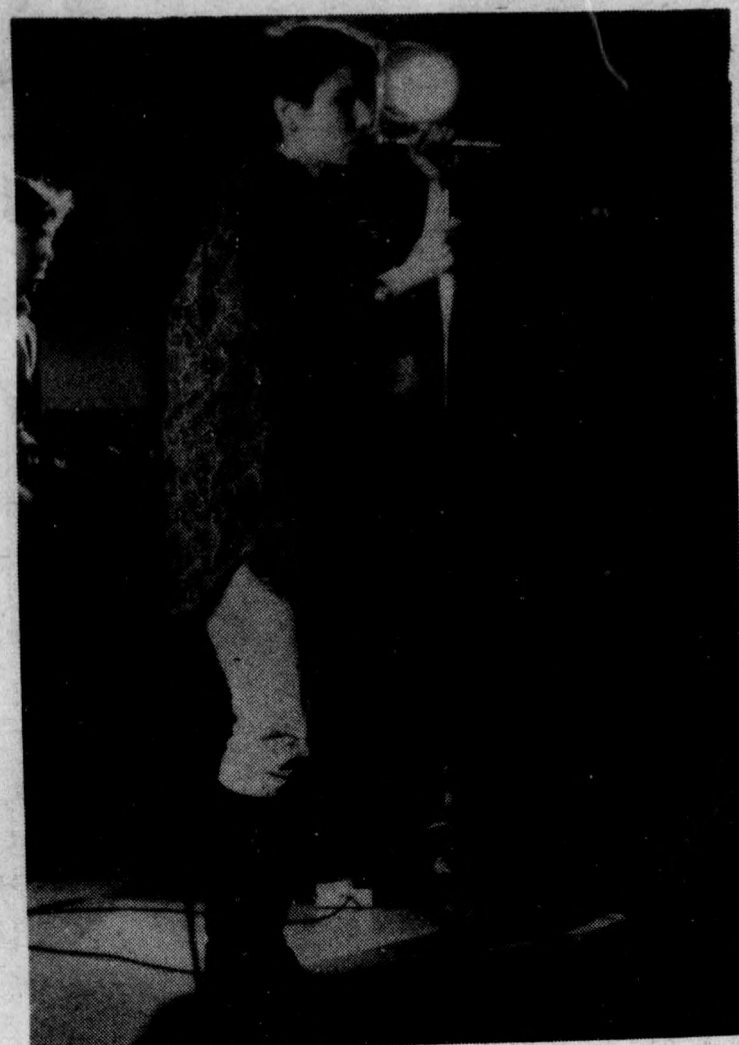


The Future of Live Alternative Music in Fredericton



Roxanne Heichert of Go Four 3

Taking All The Risks

Live alternative music is still available in Fredericton, but for how long is the real question.

Bands like Go Four 3, The Nils, and Euthanasia have played in Fredericton during the last year, but they are not turning profits here and it is difficult to find promoters.

Jeff Beardall is one of the few promoters in the city, who is willing to bring the bands in despite the odds of taking a loss.

"We haven't made any money yet, but the reason we do it is because we know there is a potential there to make money, and also we think that it is a far too valuable thing to let die," Beardall said.

In the city of Fredericton, Beardall says, it is

Photographs by Chris Vautour
Feature by Tim Porter



Deja Voodoo



Go Four 3

hard to find "real good, live, original, alternative music, and we are just trying to provide that for people."

Beardall, a member of the hardcore band The Guilt Parade, and Peter Rowan, owner of a local record label (D.T.K. Records), teamed together last month to promote the Go Four 3 concert. They lost \$270 at that concert because of sparse attendance. The attendance at this concert has been typical of all the alternative concerts recently.

Over one year ago, Deja Voodoo played at the SUB as part of a fund raiser for CHSR-FM. Liquor was sold during the concert and about \$300 was made from the event.

Next, Scum, a hardcore band from Montreal,

played in the SUB in February 1986. This marked the end of Beardall and company putting on concerts in the SUB.

Due to difficulties that arose when the concerts were held on campus, Beardall looked for places off campus to put on their shows.

However, going off campus was not as promising as Beardall would have liked. They didn't sell liquor at the concerts in order to get younger people out, but they also didn't make a profit. From The Nils to Euthanasia and Swamp Thing, money was lost at each successive show.

Since the failure of Go Four 3, future dates for live bands to come to Fredericton have been cancelled. However, one hardcore band, S.N.F.U., is scheduled to come to Fredericton on



The Guilt Parade and friends

Dec. 7. Beardall hopes that with a good crowd at this concert things might look brighter for the future. Beardall and Rowan have two local bands lined up to play with S.N.F.U., Neighbourhood Watch and Plain Truth Inc.

Beardall says at this concert they are going all out on promotions.

"If we can get people to one show, so they can say 'hey, this is kind of fun,' and hopefully they will come back to the next one," Beardall said.

Beardall says that one of the problems why people aren't turning out to the concerts, is because they were held at bad times throughout the school year. He says that Friday nights are the best for shows, but sometimes it's hard to schedule bands for that one specific night.



Jeff Beardall of the Guilt Parade

Although Rowan uses record label on the promotional advertising, the bulk of the money comes out of his own pocket.

"There is a lot of real fine Canadian independent music, and in terms of what it costs to get a band in, it is very cheap," Rowan said.

Beardall and Rowan are not the only promoters in Fredericton, they have had help from many local people who are interested in music. "Because we are using our own money we have to be more selective with the bands we bring in," Rowan said.

Despite the failures in the past, both Beardall and Rowan are looking at the S.N.F.U. concert as the turning point. They will be playing at the Msgr. Boyd Family Centre this Sunday night at 9 p.m.