

Radio Promotion

Press Release

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Publicity

Lollipop Magazine Celebrates 10th Anniversary With Issue #62, June/July

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Lollipop is celebrating their 10th year of cutting-edge music journalism with a special anniversary issue, the June/July 2003 issue, coming out in late June. Boston-based *Lollipop* skates the dangerous line between underground music criticism and pop culture stone-throwing. Each issue features reviews of over two hundred releases representing a wide spectrum of music, including all sub-genres of rock, punk, hardcore, metal, electronic, industrial, and Goth, as well as DVDs, comics, movies, books, 'zines, fiction, and essays. Interviewing bands as well as film directors, TV personalities, altporn pioneers, and various media-mainlining hotshots, *Lollipop* has, for ten years, been a source of information and sharp-tongued entertainment for those wanting to know what's about to break into the mainstream or blow up huge in the ever-volatile underground.

Lollipop has gained a devoted following since its inception in June of 1993, and has grown from a free, regional newsprint rag to a full-glossy national magazine on the newsstand. The magazine has printed an astounding array of interviews over the years (see a partial list of interviews on reverse). Says founder and notorious Boston bad boy Scott Hefflon, "We've gotten some great stories over the years because we're all die-hard music fans – lifers, you might say – and we can spot a band who's paid their dues and is about to make the leap to the mainstream. We aren't afraid to ask specific, personal questions, but we're trusted by the bands cuz we don't roast 'em or quote 'em out of context to prove how cool we are. We don't fawn, but some of these bands have been inspirational to us during tough times in our lives, so it's a pleasure to get to know them personally and find out what makes them tick as individuals."

Lollipop also invented an innovative mp3 CD – the first one like it in the world – complete with photos, bios, CD covers, and website links, available free with each issue. (See attached page for band listings and covers for each of the seven mp3 CDs.)

The magazine is constantly evolving and outdoing itself while maintaining it's dedication to rock-'n'-roll culture. Since the beginning, *Lollipop* has had a color cover, often featuring original illustrations by famous underground artists, many of whom were interviewed in the respective issues. Iron Maiden cover artist Derek Riggs (his first ever magazine cover and interview), the legendary Frank Kozik, *Transmetropolitan* comic artist Darick Robertson, and Skot Olsen are but a few of the artists *Lollipop* has teamed up with.

In a magazine that openly states "featuring CD reviews which are often more interesting than the CDs themselves," it's no wonder *Lollipop* attracts the sharpest tongues (if not wits), some of the most well-versed music writers in the country. Some have written books on music, some contribute to other magazines, all are quoted in press kits and on band sites, and rumors of free drinks, getting jumped in the parking lot, and "other ways of saying thanks" have been reported.

Lollipop also has a rock'n'roll anniversary show/party planned for July 5th at T.T. The Bear's Nightclub in Cambridge, MA. Perhaps more a studded-belt bash than a star-studded gala, but *Lollipop* wouldn't have it any other way. Check www.lollipop.com/shows for details.

For more information please contact Margot Edwards 617-275-7675 margot@planetary-group.com, or Brooke Black, 617-275-7577, brooke@planetarygroup.com

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planetary



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Partial list of *Lollipop* features

(see also attached page with covers and features list by issue)

The Donnas, Idlewild, *Fight Club* writer Chuck Palahniuk, comedian Eddie Izzard, Tony Hawk, Mighty Mighty Bosstones, System of a Down, Suicide Girls, Supercult, RaverPorn/EroticBPM, *Blue Blood*, The Fook Twins from *Austin Powers2*, Rasputina, Doves, The Hellacopters, Jason Newsted of Metallica, Andrew WK, Fugazi, comedian Ryan Stiles (from *Whose Line is it Anyway?*), Fu Manchu, Scissorfight, Firewater, Foetus, Napalm Death, Dropkick Murphys, Monster Magnet, Corrosion of Conformity, Morbid Angel, The Ataris, The Haunted, At the Drive-In, Einstürzende Neubauten, Less Than Jake, The Vandals, Alice Cooper, Angry Samoans, Iron Maiden, Mayhem, Solace, Sunny Day Real Estate, Boss Hog, the Reverend Horton Heat, Cannibal Corpse, L7, No Use for a Name, "Weird Al" Yankovic, The Muffs, Cobra Verde, Jimmy Eat World, Garbage, Staind, the author of *Lords of Chaos*, Electric Frankenstein, John Hughes, Frank Black, Sepultura, Dee Snider, The Queers, The



Specials, Zeke, All, Jesus & Mary Chain, Rancid, Rx (Martin Atkins & Ogre), Sloppy Seconds, The Jesus Lizard, Clutch, Genitorturers, Tilt, Soulfly, God Lives Underwater, Momus, Nashville Pussy, Rob Halford, Stereolab, Testament, Bouncing Souls, Chumbawamba, Duran Duran, Julie Strain, Bob and Dave from *Mr. Show*, Foo Fighters, Guttermouth, Judas Priest, Megadeth, Portishead, Ben Weasel, Dandy Warhols, Colin Newman, Down by Law, Exene Cervenkova, Gang Green, The Fall, Mission of Burma, Misfits, Spiritualized, Echo and the Bunnymen, Can, Lou Reed, Me First and the Gimme Gimmes, Henry Rollins, Mötley Crüe, Morphine, GWAR, Evan Dando, The Offspring, Powerman 5000, Royal Trux, Shonen Knife, Swans, Moby, Social Distortion, Coal Chamber, Dweezil Zappa, Nerf Herder, Kevin Smith

high-res photos, logo, and covers available at www.lollipop.com/press

photos by Pia (www.piapix.com)
models: Bailey and Scarlett of SuicideGirls.com

Lollipop

Lollipop Magazine skates the dangerous line between underground music criticism and pop culture stone throwing. Each quarterly issue reviews 200+ releases representing most genres of “alternative” music: rock, punk, metal, electronic, and everything in between (indie, emo, noise, rockabilly, hardcore, industrial, Goth and more). *Lollipop* doesn’t fawn over lousy garage bands waving the banner of D.I.Y., nor does it whine “sell-out” every time a culture-bearing band sells a few records.



“The 33-year-old music fanatic believes he can broaden people’s musical horizons by exposing them to alternatives to the bands they’re spoon-fed by the radio. The mp3 disc is filled with 60+ songs, web links, band photos, and bios. [Editor/Publisher] Scott Hefflon’s intention is to tell the listener, ‘You like Creed. Here are 10 bands that have a much broader range. For everything that you’re into, there’s other stuff you don’t know about that I do.’” – *The Boston Herald*

“Now *this* is what I’ve been waiting for. Lengthy, intelligent critiques of zines, books and cinema that are actually fun to read. The best thing about this zine is that each and every column is so eloquent and articulately written. The thinking person’s punk rock fanzine.” – *MaximumRockNRoll*

publicity:

With Lollipop’s revolutionary MP3 CD available FREE with 5,000 “priority placed” copies (10,000 for the annual SXSW issue), now’s the time to do a story on Lollipop! Having survived **TEN** years, growing from a free Boston ‘zine into a full-glossy, nationally-distributed magazine... ohhhh, you can bet there are stories to tell!

CONTACT: Margot @ Planetary Group 617.275.7675 (margot@planetarygroup.com)

“*Lollipop* really should have a scan of its cover under the dictionary definition of ‘diversity.’ This magazine covers everything, from music: rock, punk, hardcore and metal, to other topics: movies, videos, books, zines, columns and other cool stuff.” – *Unrestrained!*

“A new breed of publication, a hybrid of a ‘zine and a magazine. It includes local and national music-scene coverage – plus fiction, full-color artwork, essays, and book, film, game and ‘zine reviews.” – *The Boston Phoenix*

“Between the wreckage of reviews, profiles and interviews – with groups like Rancid, the Ramones, Foo Fighters and Primus – we’re treated to esoteric essays.” – *Pulse!*

DISTRIBUTION:

Available directly from Lollipop or through Deyco Distribution (oversees the majority of accounts) at 212.683.0376

circulation: 15,000

cover price: \$4.95

CONTACT: Tim Den (tim@lollipop.com)



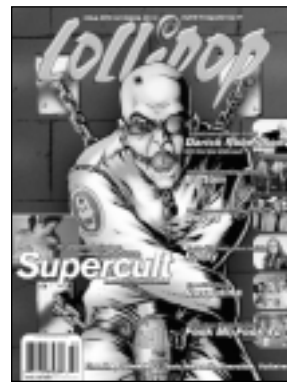
ISSUE 61

- Blue Blood
- Grave
- Idlewild
- Lamont
- Skeleton Key
- Strapping Young Lad
- The Donnas



ISSUE 60

- Cave In
- GARY CHERONE
- TONY HAWK
- HOT WATER MUSIC
- EDDIE IZZARD
- MIGHTY MIGHTY BOSSTONES
- OPETH
- CHUCK PALAHNIUK
- RAVERPORN/EROTICBPM
- SYSTEM OF A DOWN
- THE FLAMING SIDEBURNS



ISSUE 59

- Bottom
- Doves
- Entwine
- Fook Mi, Fook Yu
- Fozy
- Rasputina
- Darick Robertson
- Someday I
- Supercult
- Toxic Narcotic
- Travoltas
- Voltaire



ISSUE 58

- Arcurus
- EchoBrain
- Dillinger Four
- Dirty Donny
- Engine Down
- Suicide Girls
- The Hellcopters
- Ultimate Fakebook



ISSUE 57

- Andrew W.K.
- Dimmu Borgir
- Fugazi
- Fu Manchu
- Ryan Stiles
- Scissorfight



ISSUE 56

- Anti-Flag
- Dragonlord
- Fireballs of Freedom
- Firewater
- Foetus
- Kill Your Idols
- Napalm Death
- Scared of Chaka
- Frank Kozik
- The Mad Capsule Markets
- The Unseen



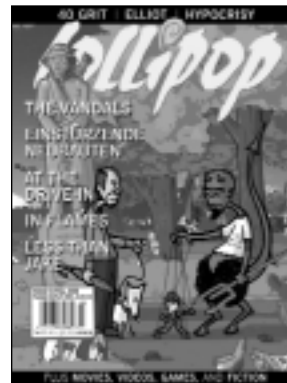
ISSUE 55

- Dropkick Murphys
- Electric Wizard
- God Dethroned
- Monster Magnet
- Rainer Maria
- The Living End
- The Stereo
- Zyklon



ISSUE 54

- Corrosion Of Conformity
- Extol
- Morbid Angel
- Puny Human
- Skot Olsen
- Starflyer 59
- The Ataris
- The Haunted



ISSUE 53

- 40 Grit
- At the Drive-In
- Einstürzende Neubauten
- Elliott
- Hypocrisy
- In Flames
- Less Than Jake
- Mock Orange
- The Vandals



ISSUE 52

- Alice Cooper
- Angry Samoans
- Bloodhound Gang
- Iron Maiden
- Kovenant
- Mayhem
- MonkeyWrench
- Solace
- Stuck Mojo
- Sunny Day Real Estate
- Travis
- Boss Hog



ISSUE 51

- Backyard Babies
- Cannibal Corpse
- Derek Riggs
- The Reverend Horton Heat
- Snapcase



ISSUE 50

- Bomp! Records
- L7
- Lynch Mob
- Moonspell
- Nebula
- No Use For A Name
- Primal Fear
- Splashdown
- The Bulemics



ISSUE 62 MP3 COMP

ELECTRO/GOTH/INDUSTRIAL

Christopher
Culper Ring
Ghost Parade
Moon Theory
MVM
Sabers
Terminus Victor
The Gathering

INDIE/ALTERNATIVE

Ad Frank
Ambulance (Ltd.)
Asiento
Bee And Flower
Blue Epic
Chubby
Elliott
Fairview
Firewater
Jeffrey Simmons and The Symptoms
Judith
Kimone
Michael "Sport" Murphy
Minus
Nineteen Forty-Five
Ring, Cicada
Sisley
Spitalfield

STEVE VON TILL

Supermodel Stalker
The Alan Star
The Format
The Forms
The High Ceilings
The Prids
The Rocket Summer
This Bright Apocalypse
TVorDogs
Ultrash
VCR

METAL/HARDCORE

40 Grit
As I Lay Dying
Black Label Society
Brick Bath
Broke
Darkest Hour
Darkthrone
Debris
Enslaved
Evergrey
Flamethrower
Goatwhore
God Bethmoned
Madder Mortem
Marduk

NICODEMUS

Nothingface
Purge d.L.
Sadaharu
Shai Hulud
Since By Man
Single Bullet Theory
The Acacia Strain
The Black Dahlia Murder
The Devin Townsend Band
The Plague
Transport League
Twelfth Gate
Vampire Moose
ZENK

PUNK/POWER POP

Angry Amputees
AntiSeen
Barbara Ann
Boss Martians
Bull Lee
Death on Wednesday
Don't Look Down
Elison
Eylash
Gain and the Craverobbers
Hollywood Hate
Kicked In The Head

KNUCKLE SANDWICH

Lost City Angels
Man
Mensen
More Than Glory
Not Long After
Ozma
Podstar
Queer For Girls
Real Swinger
Ruffo
Stick Shoes
The Dubnicks
The New York-Rex
The Primetime Heroes
The Riffs
The Riverboat Gamblers
The Rumlbers
The Same Page
The Sitchos
The Suggestions
The Suicide Machines
The Sweatpants Boners
The Tunnel Rats
The Turbo Acs
The Tziggens
Trigger

STONER/HARD ROCK

Camarsmith
Crash and Burn
Dropsnic
Event
Ichabod
Jumbo's Kilcrane
Krescent 4
Lamont
Lazerwolves
Near Life Experience
Sofa King Killer
The Napoleon Blowaparts
The Sullied
Todd Rigione

VIDEO TRACKS

DeathBecomesYou
Mest
One Man Army
Supercult DVD trailer

ISSUE 61 MP3 COMP



ELECTRO/GOTH/INDUSTRIAL

Aalacho
Brave
Christopher
Ghost Parade
IllegalTeenageBikini
Moon Theory
System1
VCR

INDIE/ALTERNATIVE

Against Tomorrow's Sky
Armor For Sleep
Asiento
Chubby
Curse
DC to Daylight
Dressy Bessy
Helm
Homunculus
Hopesfall
Kimone
Koufax
Mico
Mistle Thrush
Reggie & the Full Effect
Richmond
Sick Fifty Seven
Supermodel Stalker
Sylvie
The Blam
The Cocktail Revisionists
The Forms
The Millwaukees
The Modifiers
The Rocking Horse Winner
The Witches
TVorDogs
Victim of Modern Age
Victory at Sea

METAL/HARDCORE

26 MPH
Anchor Set
Brick Bath
Broke
Debris
Eighteen Visions
Eternal Lies
Immersed In Blood
Malevolent Creation
Napalm Death
Overkill
Pissing Razors
Sadaharu
Single Bullet Theory
This Day Forward
Twelfth Gate

PUNK/POWER POP

Adventures of Jet
AntiSeen
Barbara Ann
Bicardo
Boss Martians
Bottom Line
Darlington
Eylash
Forty Winks
Gaza Strippers
Giffbrand
Lost City Angels
Manalife
More Than Glory
Not Long After
Paper Lions
Podstar
Rocket From The Crypt
Stereodyperider
The Afflictions
The Agenda
The Blood Brothers

THE COVERT AGENCY

The Dubnicks
The Fonzarellies
The Primetime Heroes
The Riffs
The Rumlbers
The Same Page
The Sitchos
The Tunnel Rats
The Wake Ups
Trigger

STONER/HARD ROCK

Abdullah
All Night
Crash and Burn
Emok
Infinity Minus One
Krescent 4
Lamont
Lazerwolves
Les
Milligram
Near Life Experience
Rebreather
Solace
Spiritu
The Napoleon Blowaparts
The Quarterhouse
The Sullied
Throttlerod
Tumbler
Weedfeater

VIDEO TRACKS

DeathBecomesYou

ISSUE 60 MP3 COMP



ELECTRO/GOTH/INDUSTRIAL

Asiento
Moon Theory
Tiamat
VCR

INDIE/ALTERNATIVE

Aloha
Curse
Engine Down
Favez
Hyle Fischer
Sift
Someday I
Sunday's Best
The Anniversary
The Break
The Exit
The Ghst

METAL/HARDCORE

Alsu
Arcturus
Decapitated

DECEMBER WOLVES

Eighteen Visions
Insision
Kekal
Skinlab
Solwork
Urgund
Wurdulak

PUNK/POWER POP

Audio Kerate
Home Grown
Justin Sane
Manalife
Mighty Mighty Bosstones
Pipedown
The Code
The Covert Agency
The Sign Ofz
Thought Riot
Toys That Kill
Ultimate Fakebook

STONER/HARD ROCK

Bottom
Eternal Elysium
Gate 9
Give
Halfway To Gone
Ironfloss
Obdow
Scott Kelly
The Glasspack
The Rubes
Woody Mammoth

VIDEO TRACKS

Fear Of A Punk Planet
MVD Videos

ISSUE 59 MP3 COMP



ELECTRO/GOTH/INDUSTRIAL

Asiento
Entwine
Moon Theory
Rain Fall Within
VCR

INDIE/ALTERNATIVE

Against Tomorrow's Sky
Aloha
Conduction
Drag the River
El Gato
From Safety to Where
Hey Mercedes
Hot Rod Circuit
Rescue
Someday I
Sunday's Best
The Get Up Kids
The Great Northern
Victim of Modern Age

METAL/HARDCORE

Beyond the Embrace
Brand New Sin
Dead to Fall

DEBRIS

Go For The Throat
Orange Goblin
Overkill
Speedeater
The Postman Syndrome
Toxic Narcotic
Tzefa

PUNK/POWER POP

Armstrong
Dwarves
Eylash
Freaking
Flash Bastard
Justin Sane
Manalife!
mi6
Mighty Mighty Bosstones
Ozma
Supercult
Ten Foot Pole
The Cells
The Code
The Kings of Nuthin'
The Means
The Spitfires

THE VANDALS

Travoltas
Tsunami Bomb
Voodoo Glow Skulls
Wednesday Night Heroes
Wretch Like Me

STONER/HARD ROCK

Abdullah
Below The Sound
Bottom
Christiansen
Hermano
Ironboss
LA Guns
Lamont
Lamont
Season to Risk
Sixty Watt Shaman
Spickle
Spiritu
The Mushroom River Band
Totimoshi

VIDEO TRACKS

The Alzaris
The Vandals

ISSUE 58 MP3 COMP



ELECTRO/GOTH/INDUSTRIAL

Asiento
Antimatter
Christopher
Moon Theory
VCR
Zeromancer

INDIE/ALTERNATIVE

Against Tomorrow's Sky
Bill Foreman
Christiansen
Curse
Hopesfall
Kimone
Koufax
Snowdogs
Someday I
Supermodel Stalker
The Beautiful Mistake
The Reunion Show
Victim of Modern Age

METAL/HARDCORE

Agalloch
Debris
Eighteen Visions

FROST LIKE ASHES

Opeth
Sadaharu
Toxic Narcotic
Tzefa
Various Artists

PUNK/POWER POPS CENT

Deposist
A Global Threat
Armstrong
Barbara Ann
Boss Martians
Dag Hestly
Darlington
Defiance
Endless Struggle
Eylash
Forty Winks
IntroSpect
Lost City Angels
Manda and the Marbles
More Than Glory
New Bomb Turks
River City Rebels
Rocket From The Crypt
Staring Back

THE BLOOD BROTHERS

The Flaming Sideburns
The Kings of Nuthin'
The Same Page
The Tunnel Rats
The Unseen
The Vandals
Viva Death

STONER/HARD ROCK

Abdullah
Below The Sound
Favez
Infinity Minus One
Lamont
Sixty Watt Shaman
Spickle
Spiritu
Totimoshi
Tribe of Judah
Weedfeater

VIDEO TRACKS

Death Becomes You
Sunami Bomb

ISSUE 57 MP3 COMP



ELECTRO/GOTH/INDUSTRIAL

Asiento
Lullacry
Mortuis
VCR

INDIE/ALTERNATIVE

As Friends Rust
Audio Learning Center
Curse
Forget About Tomorrow
Garrison
Liars Academy
Park
Schatz
Sift
Taking Back Sunday
VPI

METAL/HARDCORE

Arch Enemy
Bonescrew
Borknagar
Centurian
December

DEVIN TOWNSEND

Dim Mak
Dimmu Borgir
Headstrong
Immortal
Kekal
M-16
Rabies Caste
Ringworm
Scholomance
Sonata Arctic
Will Haven
Zeke
Zimmers Hole

PUNK/POWER POP

American Standard
Avoid One Thing
The Covert Agency
The Dragons
Finch
Flogging Molly
Hey Mercedes
Manalife
Moday Lemon
PipeDown

RIVER CITY REBELS

Rx Bandits
Sewing with Nancie
Toys that Kill
Virus Nine
Zonic Shockum

STONER/HARD ROCK

Bottom
Electric Frankenstein
Gate 9
Gideon Smith & the Divo Damed
The Jive Turkeys
Juicer
Lamont
Oxbow
Panache
Palm (The Men of)
Racabannon
The Rubes
Scott Kelly
Solanzed
Sourvein
Trik Turner
Woody Mammoth

ISSUE 56 MP3 COMP



ELECTRO/GOTH/INDUSTRIAL

Asiento
Behind the Scenes
Mindspan
Mors Sypniltica
Paralyzst Age
The Cruxshadows
VCR

INDIE/ALTERNATIVE

Budda Bang!
Lowsunday
Mind Like Water
Mira
Morsel
The Incredible Moses Leroy
The Ivory Coast

METAL/HARDCORE

60ig
Bonescrew
Cable
Caldner Inc.
Devin Townsend
Decast
Epoch Of Unlight

FINSTER BABY

Gollath
Hellspawn
Kill Your Idols
No Warning
Nullcast
Scholomance
Season to Risk
Throwdown

PUNK/POWER POP

AH! ***Video Track**
Antifreeze
Bodyjar
Death on Wednesday
Ensign
Gigantor
Ozma
Rx Bandits
Scared Of Chaka
Sick on the Bus
Son of Sam
Supercult
The Alzaris
The Casualties
The Damed

THE LOT SIX

The Starting Line
The Turbo A.C.'s
Tight Bro's
TSU
Two Man Advantage
Useless ID

STONER/HARD ROCK

Carlos
Dead Meadow
Fireball Ministry
Five Horse Johnson
Halfway to Gone
J Mascis + The Fog
Moke
Novadriner
Sons Of Odis
Sunless Day
Sunshine
The Bicycle Thief
Throttlerod
Thuisa Doom

Lollipop: The Wonder Years

On the eve of the third year of publishing *Lollipop*, those few of us who have weathered the storm (and stormed the whether) set upon the seemingly innocuous task of trying to make sense of it all. After looking up the word innocuous, the deed seemed doable. Job: write a harmlessly fluffed-up article about The Lollipop Kids, the colorful munchkins of the magazine biz, and the trials and tribulations they've experienced along the unevenly-paved Yellow Brick Road. Almost immediately, the story became unclear: you can't roll the credits 'til the movie's over, nor can you write obituaries for those who refuse to die. The alternative, excuse my French, would be to write a tabloid gossip/slander column – low art at its finest. It seems our grotesque-yet-charming munchkins with the cosmetically-enhanced sneer never made it to Oz. The ongoing picnic in the poppy fields has had its highs and lows, but what journalist of merit would be able to pull off a *Little House on the Prairie*-esque story given this motley crew of decadent and media-mainlining runts? Answer: None, that's why I got stuck with writing this retrospective. To steal a quote from the Muppets (yet another puppet journalist metaphor), "Getting there is half the fun, come share it with me. Movin' right along, du-ga-dune, du-ga-dune."

Lollipop began as a "wouldn't it be nice" idea, brought up by a friend of mine, Karen Granaudo, back in 1993. This is the first time her name has been in the magazine since issue three, so you're welcome to come to your own conclusions. Once we determined that statewide didn't need a hyphen, we were well on our way to creating an edgy, flamboyant 'zine covering sung and unsung heroes from all over New

England. In English, that means reviewers from all over the area would review unsigned bands from all over the area and be published in a magazine that would be distributed all over the area. Sounds like a good



idea, doesn't it? We thought so too. Karen and her cronies brought the idea to me and my friend/roommate Bob Butman. Issue ten (twelve, officially) was the last time he made a significant contribution to the magazine. That represents a year and a half of Lollitime and, despite a less than civil parting of

the ways between the two of us, he'll always be noted and appreciated.

In retrospect, Karen probably brought the idea of a pre-named magazine to me because she liked my writing and was under the impression that I knew lots of people. My mailing address was, generally speaking, Boston, so perhaps living in The Big Bean gives non-city folk the impression that you know people. Whatever. Again in retrospect, I think I *did* know a lot of people – hard-partying unknowns with a wide variety of untapped creativity. That got us through the first few issues. By then, most of the start-up crew had spent their pent-up load and lay rotting like dried husks in the wake of an almost one-year-old magazine. Sad, but true enough to print. While sitting in a not-especially comfy chair at the tail end of my third lease since *Lollipop* began, it's all too easy to gloss over the efforts of the innumerable people that bailed out along the way. So that's exactly what I'm going to do. The early years at *Lollipop* really sucked, and so did the magazine. We're still in the early years as far as I'm concerned. That's another story. One of the many flaws of the magazine was that it was being run by me. Another of the flaws was that nobody knew, or really cared, what it was we were trying to do. Hell, I'm not so sure even we knew, we just wanted to do it.

In 1993, Boston already had its established Boston papers/'zines, and the community (excuse me while I cough) wasn't exactly doing cartwheels at the prospect of yet another young upstart. Especially one run by unknowns who had yet to pay their dues. Yup, that was definitely a problem. In truth, or at least what passes for it in this line of work, people were very right for not welcoming us with open arms. We had no legitimate right to be publishing a 'zine: We hadn't yet chummed up with all the clubs,

promoters, retailers, and big bands in town. I wasn't even aware of all the sacred cowness this city fosters, so I doubt I was pro-actively community-oriented enough to make a favorable impression. I was a young idealist who thought a good concept, some hard work, and some fresh talent were all it was going to take. Duh. Then came the still-insurmountable hurdle of trying to organize a bunch of flaky free-lance show-offs and trying to make something somewhat coherent out of it. We're *still* trying to do that. Since none of our small slackerstaff knew diddley about how to actually *make* a 'zine (design, layout, take to printer, distribute), we relied upon the expertise of the Editor and the Publisher of *Core Magazine*, Kerry Joyce and Ed Levy respectively, who'd just put out the second issue of their humor magazine. I buddied up with two the wacky Needam/Framingham gents more than the "inner circle" who were less enthusiastic and receptive to our potential project. (Doug Thoms turned me over Joe Bonni who told me rapidly of his own troubles – so that was the post-"Hair Issue"

#3 *Pit Report's* welcome, prior to Doug's quitting and the magazine's renaming itself *Endangered Species* – and I got T Max's answering machine each time I called *The Noise*.) So *Core's* Ed Levy taught design and layout techniques to Dave Dawson, a Mass Art illustration graduate. Dave was designing ads, posters, and a huge 3-D sign for two ex-roommates of mine, Jeff Pare and Jake Dalbec, who were opening a pet store on Newbury Street that has since gone out of business, and he agreed to be our art director. After designing the first two issues, as well as a couple of the logos we still use to this day, Dave departed for greener pastures than independent publishing. That could, and probably should, have been the end of *Lollipop*.

By issue three, I'd figured out how to layout a "it'll do for a freebie piece of shit magazine" with the help of aaron dalbec (undercase intentional), who could cut a straight line with an Exacto blade, Bob, and Scott "Opie" Jablonski. We were getting a few (well, two) national releases by this time – it seems all my 50-some-odd issues mailed to big labels was really paying off – and some (well, a few) of our advertisers were actually paying for their ads. While most industry people (I use the term loosely) and our readership (ditto) still had little idea what to make of us,

Lollipop was, even then, printing quite a few pieces of fiction, essays, artwork, movie reviews, book reviews, comic reviews, and even some surprisingly good poetry. Sure, I still wrote almost all of the music reviews, but success, fame and fortune seemed just over the horizon. I've always had bad depth perception.

Issues four through six showed some serious growth in look and feel. It's not really that we knew what we were doing, it was more that more people were starting to come on board. The good ship *Lollipop* didn't look like it was going to go under as quickly as many had anticipated, and a few more good writers and artists were willing to work with us. Laura Kallio, our token college graduate, continued to tell us where to stick our commas, as she has for every

Off-key rounds of
"We're in the money!
We're in the money!"
sounded briefly.
Then we sobered up.

joyous issue ever since. The cover of issue four was the first I'd ever assigned, and while artist Chris Garniewicz has only contributed a few times to the magazine, his cover represents the beginning of the zany color illustrations that have become part of *Lollipop's* identity. Two years later, he finally delivered the leather jacket with his cover painted gloriously on the back. Fellow indie publishers *Core* called it quits after four issues, and *Lollipop* quickly invited Editor Kerry Joyce and artist Kevin Banks to work on the magazine. Kerry consistently cranked out insane fiction and the meatiest essays ever to appear in this magazine, as he still does. Kevin began doing covers, centerpieces, and spot illustrations that set the standard for illustrators to this day. He was so damn prolific, Boston's alternaweekly, the *Phoenix*, offered him gobs of money to go work for them. Kevin still occasionally has a lapse in judgment and slides us a drawing we're only too happy to print. Our coverage of unsigned music was, by this point, mostly Boston-based. Despite the good intentions of its originators, covering music from Boston, in Boston, seemed so much *easier* than risking yet another road trip to central or Western Mass to see bands that unreliable sources said were good. Road trips invariably were strewn with disaster: Poor planning,

sucky bands, car trouble, and general apathy. Local hotshots copping attitude about their dwindling scene is not something you need to drive hours to see; you can saunter into almost any beer dive with a stage and find arrogant, go-nowhere bands "with a following" of drunks who'd sooner kick someone's ass than buy a badly-produced demo tape. By issue six, we were covering over a dozen national CDs per month! Hurray! We also ran our first major label ad for Atlantic Records, thus embarking on the downward spiral of label whoredom you have come to know and loathe from *Lollipop*. Off-key rounds of "We're in the money! We're in the money!" sounded briefly. Then we sobered up.

The First Anniversary Issue summed it up best saying, "In spite of wrecking our truck (that makes three vehicles in a year), losing our home, and burning out everyone (including 2 pets, 8 roommates, and two partners), we made it to our ONE YEAR ANNIVERSARY." The little snippet went on to thank all the contributors, advertisers, and readers, as well as boast various promises of

growth, wildness, and other such drivel. I really don't remember much after that. It's all kind of a blur of pissed-off staffers leaving, eager staffers joining, CDs coming in, ads almost paying for this monstrous growth of a pretty good idea, great pieces of mind-blowing writing, reviews that are probably far more entertaining than the CDs themselves, booze, sex, chaotic parties, throwing up on myself while in deep contemplation, more booze, more staff changes, more car crashes, different offices, writers in rehab, freakouts galore, new faces, lost friends, more booze, some of the better one-liners I've read anywhere, attempts at oneness, more parties I don't remember but sounded fun, glossy covers, national distribution, live shows I reviewed but can't recall, non-linear conversations with sharp, articulate people I never would've met otherwise, and a need to sum up this run-on sentence. Thank God for *Lollipop*; the pay sucks but it sure beats working fast food or retail. I hope *Lollipop* has helped you in some way: Made you laugh, told you something you didn't know, affirmed something you already knew, or just eased you through another day.

Scott Hefflon
Editor/Publisher/Asshole
illustration by Kevin Banks
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