

# WKNC Sessions on the cutting edge

## Creative Commons centers project

BY JAMIE WILLIAMS  
ASSISTANT DIVERSIONS EDITOR

As the music world continues to be turned on its head, everyone is scrambling to get on the front end of the curve, on the cutting edge rather than the chopping block.

And what better place to provide the proverbial kick in the rear than the Research Triangle Park, an area known for the very innovation that the music industry needs?

In the spirit of RTP, it was an idea drawn from the world of software that led WKNC's local music director Steve "DJ Stevo" Salevan right to the front lines of that cutting edge.

Like all great ideas, Salevan said the inspiration for WKNC's Sessions project came to him in the shower.

"I was just thinking about all the awesome live music that we have here and how it is really a shame that a lot of people outside the Triangle don't get a chance to hear most of it," Salevan said.

What he came up with was an innovative approach using top-of-the-line recording equipment and a DIY spirit to record local bands in spaces around N.C. State's campus and publish their music under a Creative Commons license, an alternative to traditional copyright laws that allows artists to retain whatever rights they choose.

In the agreement arranged with the artists by WKNC, the station reserves the right to play the recordings on air without having to pay royalties to the artists, who in turn, get mixed and mastered recordings that they can use however they please.

In addition, WKNC places the recordings on [www.jamendo.com](http://www.jamendo.com), the largest collection of Creative Commons media on the Internet, for users to download, remix and edit on their own.

Salevan said his interest in Creative Commons is rooted in his other passion, computer programming, citing the progress made in software through General Public Licensing, which allows users to edit source code to make their own improvements.

"Once something is released into the Creative Commons eco-system, it supports sharing. It's sort of how it works in the software field, creating a music sharing source," Salevan said.

While Salevan's passion for Creative Commons media and open source software made the Sessions Project an innovative idea, it wasn't until Greg DeKoenigsberg, community development manager at Raleigh's Red Hat, got a hold of the idea that it really got rolling.

Salevan, who was working

*"It's just so fascinating to me, the way that the whole industry is being turned on its head. ... This is on the bleeding edge."*

JIM BRANTLEY, SINGER/GUITARIST, BULL CITY

at Red Hat during the summer, approached DeKoenigsberg with the idea of a music project centered on Creative Commons.

DeKoenigsberg was immediately receptive, turning from sounding board to benefactor.

"At Red Hat we care a lot about open source software because it builds a way for people to share and improve," he said. "I think music is a great space for that because its obvious that the traditional model is broken."

With the support of Red Hat, Salevan was able to acquire all of the recording equipment needed to get everything started, most of which was out of WKNC's relatively small budget.

"We basically got catalogs and pointed to the stuff we needed to record, we got it, and over the last couple of months we've been able to start recording bands," Salevan said.

The recordings are done entirely by a team of students who share Salevan's passion.

Jim Brantley, whose band Bull City recorded a session, said it provides a great service to bands, whether they are up-and-comers or relatively established acts within the local scene.

"It's a tremendous opportunity for local bands," Brantley said.

"Just the opportunity to get recorded for free is amazing, and

also getting members of the local community involved in the recording is amazing."

But Brantley's interest in the project extends far behind simply recording with Bull City. Since then, he has kept a close involvement with the project.

"Steve floated the idea by me at the very early stages," Brantley said.

"This is one of my academic interests, and a real intersection between my rock 'n' roll side and my more business-minded side. It's just so fascinating to me, the way that the whole industry is being turned on its head. That means big trouble for the major players, but that the playing field is being leveled. And this is on the bleeding edge."

But the question remains, if WKNC is recording the bands for free, not paying them any royalties and making the recordings available for free on the Internet, how do the bands make any money?

DeKoenigsberg offered a simple, but biting accurate, retort.

"Well, how do they make any money now?"

"There's an Orson Welles quote that I've been using a lot lately. 'You make your name on the way up and your money on the way down.'"

"I think that really applies to this project."

Contact the Diversions Editor at [dive@unc.edu](mailto:dive@unc.edu).

## Creative Commons

"Creative Commons defines the spectrum of possibilities between full copyright — all rights reserved — and the public domain — no rights reserved. Our licenses help you to keep your copyright while inviting certain uses of your work — a 'some rights reserved' copyright," according to [creativecommons.org](http://creativecommons.org).

**History:** Creative Commons was founded in 2001 with support from the Center for Public Domain. The idea is rooted in the history of open source software and General Public Licensing, which makes source code available for users to edit and make improvements as they wish, while returning the product back to the original author.

**Different Licenses:** There are several different forms of Creative Commons licenses that artists can apply to their work. They include: attribution, noncommercial, no derivative works and share alike. Sessions operate under a combination of the clauses stating that WKNC has a "non-exclusive, royalty-free, irrevocable and perpetual right to reproduce the recordings," while the band retains all rights to the recordings, so long as WKNC is credited as the producer.

**Advantages:** Artists have the ability to expose their works to an audience that might not have otherwise found them, all while giving users an opportunity to use the works for their own purposes, as well.

## STARSYSTEM

- ★ POOR
- ★★ FAIR
- ★★★ GOOD
- ★★★★ EXCELLENT
- ★★★★★ CLASSIC

## DIVESTAFF

Bryan Reed, Editor  
843-4529 | [dive@unc.edu](mailto:dive@unc.edu)

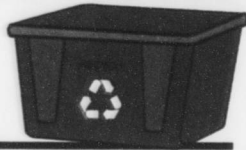
Jamie Williams, Assistant Editor

Edwin Arnaud, David Bergart, Melissa Brown, Jordan Lawrence, Rachael Oehring, Benn Wineka, Catherine Williams, staff writers

Abby Jeffers, Design Editor

Cover Design: Abby Jeffers

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SON VOLT  
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WEDNESDAY, APRIL 30  
AMERICAN MUSIC CLUB  
@ THE ARTSCENTER

APRIL	MAY
24 TH ABBEY ROAD LIVE (Beatles Tribute!)	16 FR LES DUDEK** (\$15)
25 FR BOMBADIL CD Release w/ guests Nathan Oliver, Love Language** (\$8/\$10)	17 SA SOUTHERN CULTURE ON THE SKIDS**
26 SA WHO'S BAD?! (Michael Jackson Tribute)	20 TU (Presidents of USA have cancelled)
27 SU DESTROYER w/ Andre Ethier and Work Clothes** (\$12)	26 MO CLINIC w/ BBG** (\$13/\$15)
28 MO MEAT BEAT MANIFESTO w/ Raz Mersinal's Badaw** (\$15/\$18)	27 TU X w/ Detroit Cobras** (\$20/\$23)
30 WE JOSH RITTER w/ Ingrid Michaelson**	28 WE NORTH MISSISSIPPI ALL-STARS w/ Army Levere** (\$16/\$18)
MAY	JUNE
2 FR PRESSURE BOYS Reunion Show!! A Benefit for Cystic Fibrosis Foundation	5 TH ADRIAN BELEW** (\$18/\$20)
3 SA PRESSURE BOYS NIGHT TWO! w/ Guests THE SNEAKERS** (\$16/\$20)	6 FR SWERVEDRIVER** (\$15/\$17)
4 SU MAN MAN w/ YEASAYER**	10 TU MUDHONEY w/ Birds of Avalon
6 TU BRITISH SEA POWER/ THE ROSEBUDS & Jeffrey Lewis** (\$10/\$12)	16 MO MARIA TAYLOR / JOHNNATHAN RICE
7 WE EASY STAR ALL STARS w/ Trumystic**	21 SA ROONEY** (\$13/\$15)
8 TH CASUALTIES, KRUM BURNS, ANTAGONIZERS	25 WE DEMON HUNTER, Living Sacrifice, more
9 FR THE OLD CEREMONY w/ Tony Scher** (\$10)	26 SA IRIS DEMENT** (\$28/\$30)
10 SA POLVO (sold out)	JULY
13/14 TU & WE DRIVE BY TRUCKERS** (\$20/\$22)	5 SA DIRTY SOUTH FEST w/ Lower Class Brats, Murphy's Law, more
	24 TH HEROGlyphics (Souls of Mischief, Pep Love, & Casual) w/ Blue Scholars, Knowbody, Musab, Prince Ali** (\$15)

MAY 2 AND 3  
PRESSURE BOYS

TUESDAY, MAY 6  
BRITISH SEA POWER

WEDNESDAY, MAY 7  
EASY STAR ALL STARS

### WE ARE ALSO PRESENTING...

**SHOW @ Lincoln Theatre (Raleigh)**  
4/24 SON VOLT w/ Bobby Bare Jr.

**SHOWS @ Local 506**  
6/5 JEREMY ENIGK w/ Damien Jurado  
6/10 HAYDEN\*\*

**SHOW @ Leigh Farm Park (Chapel Hill)**  
5/3 Festival for Wildlife w/ STEEP CANYON RANGERS, BIG FAT GAP, OUTLIERS, & more (\$10)

**SHOWS @ The ArtsCenter (Carrboro)**  
4/30 AMERICAN MUSIC CLUB w/ Lost in the Trees\*\* (\$12/\$14)  
6/21 ANNUALS\*\* (\$10/\$12)

**SHOW @ Night Light (Chapel Hill)**  
5/1 THE ACORN/ Doom Bunny

**SHOW @ Koko Booth Amphitheatre (Cary)**  
8/8 WILCO (tix go on sale May 2)

FRIDAY, MAY 9  
THE OLD CEREMONY

MAY 13 & 14  
DRIVE-BY TRUCKERS

TUESDAY, MAY 27  
X

## DIVERRECOMMENDS

**Album From the Vaults**  
Superchunk — *No Pocky For Kitty*: The 1991 sophomore effort from Chapel Hill's indie icons is the band's most consistently exceptional long-player. Chock full of frantic anthems like "Punch Me Harder," *No Pocky For Kitty* is an untouchable 12-track delight.

**Movie Rental Pick:**  
"Election": The 1999 dramedy starring Matthew Broderick, Reese Witherspoon and Chris Klein, jabs all the nuances of teenage, umm, politics.

**Something Random:**  
Vote early: Go be all civically dutiful and stuff — or Diddy might kill you.

## Events:

**Today**  
Tapes N Tapes  
Local 506 | The blog-tastic indie rockers in Tapes N Tapes return with a new album and a tour to promote it. The tour rolls through Chapel Hill, and well, it's indie rock, so it fits right in. 10 p.m. \$12.

**Friday**  
Bombadil CD Release Party  
Cat's Cradle | Durham's Bombadil is a joyously goofy band whose fun-loving antics belie some smartly developing songwriting skills. Nathan Oliver and The Love Language complete a more-than-solid bill. 9 p.m. \$8 in advance. \$10 at the door.

**Saturday**  
DIVE PARTY IV  
Local 506 | As is our custom, we picked some of our favorite bands — Hammer No More The Fingers, The Future Kings of Nowhere and The Graves of Fairmount — and asked 'em to play a show for us. They complied, and we couldn't be happier. Prepare a rock-tastic ball of rock-tacular rocking. 10 p.m. FREE!

**Sunday**  
Destroyer  
Cat's Cradle | Dan Bejar's eccentric pop solo project has been a longtime favorite of critics, and the Merge-signee's latest LP has been no different. The tour rolls through Carrboro with local duo Work Clothes opening. 9:30 p.m. \$12.

Sound of Singles  
The Cave | Sound of Singles is a folk outfit whose stripped down arrangements lend a sad sort of fragility to songs held together with Gerald John's aching vocals. 9 p.m. 21 and up.

Opening Flower Happy Bird  
Local 506 | Opening Flower Happy Bird's trippy, electronically rooted pop music brings an unexpected level of emotional dynamic in the methodically moving arrangements the duo put on last year's *Endings*. 9 p.m. \$7.

**Movies in the Union:**  
"There Will Be Blood": The epic horror story driven by Daniel Day Lewis' chilling portrayal of a cold-hearted oil baron kicks off the weekend's Oscar-bait doubleheader. Friday, 7 p.m.; Saturday, 9 p.m.  
"Juno": 2007's indie comedy delight showcases a razor-witted and pregnant Ellen Page and rounds out the don't-miss duo. Friday, 10 p.m.; Saturday, 7 p.m.

Contact the Diversions Editor at [dive@unc.edu](mailto:dive@unc.edu).

**The Lumina** 620 Market St. Chapel Hill 932-9000

Take 15/50! South towards Pittsboro Exit Market St. / Southern Village

FORGETTING SARAH MARSHALL 1:20-4:10-7:20-9:45  
88 MINUTES 1:25-4:10-7:20-9:45  
STREET KINGS 1:30-4:15-7:15-9:40  
LEATHERHEADS 1:15-4:00-7:15-9:35  
NIM'S ISLAND 12:45-2:50-4:55-7:00-9:15

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FORBIDDEN KINGDOM (PG-13) (130 415) 730  
FORGETTING SARAH MARSHALL (R) - ID REQ'D (145 425) 740  
FROM NIGHT (PG-13) (155 435) 735  
NIM'S ISLAND (PG) (135 410) 710  
LEATHERHEADS (PG-13) (150 430) 715  
UNDER THE SAME MOON (PG-13) (140 420) 720

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THE COUNTERFEITERS  
7:00, 9:10, SAT-SUN 2:00, 4:30

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PG-13  
7:00, 9:15, SAT-SUN 2:00, 4:30

Performances are charming, warm, sweet, nostalgic.

THE YEAR MY PARENTS WENT ON VACATION  
PERFORMANCES ARE CHARMING, WARM, SWEET, NOSTALGIC.

7:20, 9:25, SAT-SUN 2:20, 4:30  
SMART PEOPLE  
7:00, SAT-SUN 2:00  
THE BAND'S VISIT  
9:00, SAT-SUN 4:00