

**TINA BOLD, D.J., "THE VINYL HOURS," SUBMERGE 411**

**Angela:** Describe your radio show.

**Tina:** I host a radio show called "The Vinyl Hours" on KUCR 88.3fm every Monday from 7 to 9 p.m. PST. You can also hear it on the internet at <http://www.kucr.org>. The show has been going strong since its inception in 1992. When people ask me what I play I tell them, "I spin everything from Patti Smith to Patsy Cline." A typical playlist might range from Buddy Holly to The Cramps. It's a complete roller coaster for the ears. I love so many types of music, from jazz, to folk, to hardcore punk rock. I can't explain it! In the past I have tried to narrow it down to certain genres, but it never works. Most people who are first-time listeners say they rarely hear this stuff on the radio. That's a good thing. I'm hoping to educate people, turn them on to new music.

I have also had numerous guests over the past 12 years, too many to list here. I can say some of the guests have ranged from bands to activists, to community leaders, to business visionaries, to poets, to visual artists. The common thread is that everybody believed in their work, enough to share it with the world. I think that's awesome!

**Angela:** Talk about some benefit shows you've participated locally.

**Tina:** Feb. 1994: I did a benefit called, "Rock for Homeless Outreach." This was a benefit to raise money so that the Homeless Outreach organization could build a home for homeless families.

June 2003: I co-coordinated with Annie Knight to do a benefit for "Step Up Recovery." This benefit helped to support Step Up Recovery sober living residents.

August 2003: I did a show to help Rachel Jacobs, who was on the road from New York . She was close to having to sell her car because the tour was making her penniless; I chose to help her do what I could to support indie acoustic rock.

Feb. 2004: I co-coordinated with Ben Stewart, of the band Conspiracy of Thought, and with Scott, and Alex of the Central City Lutheran Mission in San Bernardino to bring the Wheels of Justice to our community. We did a benefit concert, and had two days of presentations.

**Angela:** [Submerge411.com](http://www.submerge411.com) (<http://www.submerge411.com>). Goal(s)?

**Tina:** The goals of [Submerge411.com](http://www.submerge411.com) are to continue to be a free, non-profit service to those in the Inland Empire. The site is for bands, musicians, artists, event coordinators, and the people who love them. For years, I can recall people asking me, "Do you know of anything going on tonight?" I would rattle off a few shows. Now, I can just say, "Check my site." I also focus on events that might not have a lot of publicity, either the bands are on tour, or there is a last-minute show somewhere.

The bigger shows that have ads in every magazine have the word out; [[Submerge411.com](http://www.submerge411.com)] is for those who are in need of getting the word out. The site was also put together to enhance the weekly e-newsletter that I do for listings of events and shows. It is for the new bands or artists, or the old-timer, or the touring acts to find out where to

book their event, who to talk to, etc. I realize a lot of people are short on time, but the site is very simple, and can be a great resource to get the word out. I also announce the list on my radio show, The Vinyl Hours.

I think that this community is empowering in that I am surrounded by people who contribute actively to creating our own culture. These artists aren't just making art and promoting themselves, they also make an effort to connect their talents to serving our art community/other artists. Yes, those artists, and musicians, who put shows together for others, who help touring acts, who bring people to town that nobody has heard of are helping serve the community.

**Angela:** Give some tips on networking/how to actively participate in the Riverside arts scene to the young upstart yearning to get involved.

**Tina:** Do. Create. Get the word out. Go to shows. Go to shows of bands or artists that you don't know. Talk to people. Interact with others. Help others. Get involved.

**Angela:** What's your opinion of the venues/galleries in Riverside?

The venues and galleries in Riverside come and go. Some last and that is great! The key is for the venues and galleries to be owned by artists and musicians, or true allies of art and music. People who really care about something won't just let it slip away.

**Angela:** Why do you think that a city like Riverside has such a strong DIY ethic?

**Tina:** When there is nothing to do, you can either do nothing or create. Living an hour away from big cities like LA, and San Diego does not allow you to go to some of the same events that these cities offer. So, I have seen a lot of people create because they were not going to give up on their dreams, just because they didn't live in a big city. The circle of artists, and musicians that I have met in Riverside tend to stick together and help one another. I'm not sure what other cities do because when I lived in other cities I was always an observer, rather than a participant.

**Angela:** Sometimes I feel like geography and the architecture of Riverside affects the artsy element.

**Tina:** Smog and dirt has to be good for something. Just kidding.

Yes, there are some really amazing buildings, and different types of nature in Riverside that some cities do not offer. What about traffic, now there's an artsy element. Just kidding. I have a love/hate relationship with Riverside. I always have.