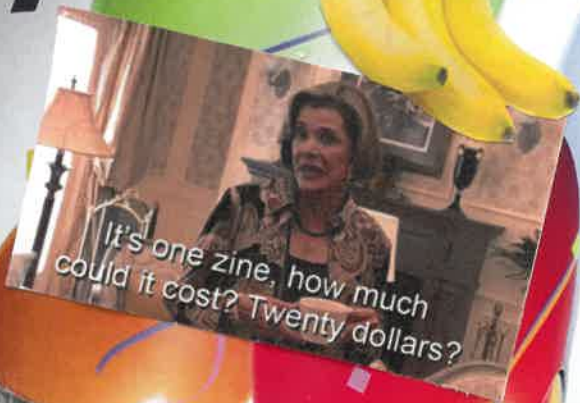


this zine is by
riotmuffin

don't @ me

august 2024

find it on
archive.org
if u must



DO NOT PAY
for this zine

DO NOT PAY
for this zine

Do! NOT!
PAY! FOR!
THIS ZINE!!

WE ALL DESERVE
TO DROP \$100
ON ZINES THEN
HEAD TO THE
VEGAN BURGER
JOINT AS A
LITTLE TREAT

Acuse
me?!

* ACTUAL DOODLE *
from 2024 Midwest
Q/T zine fest promo flyer

this is the ethic i intend
to relentlessly antagonize inside

\$15

THE PRICE

OF

ZINES

IS TOO

DAMN HIGH!

\$1350

\$10

\$ not
paying
that

\$20

\$12

\$14

\$9

\$ Too
much!
lol



Before I got on the train a coupla months ago, I had an hour to ~~kitt~~ destroy, so I stopped at an indy bookshop and found that it had a buncha zine bins. Sig!

But then I started to see the price tags. \$8... \$10... \$12... \$15. FUK! It's one of those places! You know the ones.

The day was May 29, 2024 - 4 years plus one day after the burning of the 3rd police precinct in Minneapolis, one of the most joyous days of my/my friends lives, amidst learning community care in the midst of the ongoing pandemic, and suddenly getting the feeling anything could be possible.

So the next zine I flipped to caught my eye, with a colorful cover about Covid, bicycling, and the George Floyd Uprising. I flipped to the back to learn more, and there it was... oh no. The price:

This page is mostly typed b/c it's a relevant quote from that \$20 whole-ass-book I got. I would love for u to dwell on it a bit.

In the book, poster artist Josh MacPhee of Just Seeds critiques art exhibitions themed around "protest", in which:

"...a Gordon Parks photograph of Muhammad Ali rubs shoulders with paintings by well-known contemporary artists, which sit next to a wall of political posters created for mass public distribution, which in turn share space with abstract sculptural installations never seen outside of a gallery or museum. Are all these things actually "protest"? Are they protesting comparable things in comparable ways? If "protest" is something worthy of organizing an exhibition [or, ahem, zine fest...] around, one would think there would be some comparable desire to see that protest accomplish something. Yet time and again, institutions (and individual artists and designers) [and zinesters] **willfully conflate their self-expression, or the possibility that someone will be inspired by their self-expression, with the organized voice of communities and groups of people in active political struggle.**"

-- Graphic Liberation: Image Making & Political Movements.
(The book is a buncha interviews by Josh with other social movement graphic artists, and I highly recommend it)

To paraphrase: don't fuckin cosplay struggle for name recognition or to make a buck.

thank you for reading

"BUTT HOW DO I PAY FOR PRINTING SHIT?"

Glad u asked! Here's some ideas that u may not have that of:

PRINTING

Steal from ya job

free copy machines if it looks like u belong

yr friends job

pay copy machines "oops it jammed!" [or run fast]

Craigslist a home machine

Scamazon a home machine

PAPER + other supplies

Scamazon again w/ a new email

Supply store dumpster

please tell me yr stealing from werk

Waiting at doctors office

any copy machine when nobodys looking

Stack of paper bags at self-checkout, cut to size

back of old posters/flyers



TWENTY DOLLAS!!

This is a regular-ass sized zine, just like this one!

they want \$20 for this?

! ? !

Now, it just so happens that I remembered a previous encounter with some Minneapolis zinesters charging similarly exorbitant prices. "Hmmm," I said aloud, as I flipped to the first page...

"Y'ALL!!"

I exclaimed to the whole bookstore,

"I just guessed this zine's author just from the price!" ☹

"But inflation has hit the whole economy..."

Zines should not be PART of "the Economy"!!

"Well, don't pay for it if you don't like it!"

DON'T WORRY!
I'M NOT GONNA!

goof-ball

"stop name-calling"

NO

WEEKLY BUDGET

Groceries \$60

Bus fare \$30

Mutual Aid \$15

Zines \$100

Vegan Burger \$25

SOMEONE WHO IS GOOD AT THE ECONOMY PLEASE HELP ME BUDGET THIS!!!

Objections

"I need to make a living somehow..."

DON'T DO IT w/ YR MEDIOCRE ZINES! There are plenty of us struggling but getting by without taking a critical non-commercial means of social struggle and joy and gentrifying it into a premium boutique enterprise that the folks who keep the genre alive can't even access at events claiming to celebrate it! For fuck's sake!



"But what ^{about} the zero-value phenomenon, which says people might buy more of something at a higher price, b/c lower priced ones are often shitty?"

It's true there are a lot of shitty zines.

SOLUTION: DON'T TABLE SHITTY ZINES

and give a reasonable, sliding scale price if you must, a free-box with the riff-raff, and give everything to your friends for free, ya nerd

Now, let me get it out of the way right now: Yes, artists and writers deserve to be compensated fairly for their creations. My wage labor job is in the arts world. I'm the daughter of an artist who has somehow held together a co-op gallery for decades. I understand this well.

\$20 is reasonable for a good art poster.
\$20 is reasonable for the full 200-page book I purchased at the same bookshop.
\$20 is NOT reasonable for a 24-page zine that you printed out at home, folded over and stapled twice. It's not.

The thing about fair compensation is it has to be fair on both sides. That is doubly so regarding zines, a communication medium born from poor, marginalized queerdos and activists without access to established media channels and methods. The whole damn POINT of zines is that they should be cheap to make and easy to access. At least that was the case before the "boutique zinester" trend I've been noticing more & more lately.

That "boutique" zine world, thriving at zine festivals, stores, and academic gatherings, is so incredibly different than my experience with zines as a fun noncommercial tool for consciousness raising and organizing (or disorganizing, shout out to all my anarchy/nihilist/insurrecta pals). We print out relevant zines from other crews, add them to our own, and distro them along with stickers, posters, food, Narcan, and more at mutual aid events, shows, actions, etc. Sometimes there's a donation jar but often not!

In fact, in discussing this with friends & comrades, I've lost track of the number of times people have said: "Wait - some people pay for zines ???"

Now, it happens that I do make personal zines too. And I've sold them! For reasonable prices, NOTAFLOP sliding scale, and I will even accept shitty 'authcom bullshit in a trade, b/c MY POINT IS TO GET THE GOODS IN PPL'S HANDS. I'm not trying to make latte money with my zines - that's what shoplifting's for!!

I also design stickers in addition to making zines and, unfortunately, some of them have become rather popular. A well-liked indie store asked me once about selling them, which caused a bit of an existential crisis as I thought about it.

"NOTAFLOP"
= no one turned
away for lack
of funds

This place sells single stickers for \$5+ for people to put on their laptops + water bottles. But that ain't me. Like with zines, I make stickers to get 'em INTO THE WORLD. I want people to put em up on street signs and light poles and windows and anywhere they will make the right people BIG MAD, and make the right people smile. Giving out/selling just one? HELL NAH! for \$5? HELLLL NAH! Maybe 5 for \$5, or \$10 for \$5. So I told 'em no.

I'll keep giving em out for pay-what-you want, on my socials, at events, to friends, or ~~anywhere~~ anywhere there isn't a cash register. Usually I break even, and I am pleased.