

Microcosm Publishing
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\$100 & A T-Shirt

by Joe Biel, Rev. Phil Sano



SUBJECT CATEGORY: Documentary

RELEASE: 1/1/2008

PRICE: Retail: \$15 | Direct: \$10 | Wholesale: \$7.20

ISBN: 978-0-9770557-5-3

UPC: 8 80270 11292 0

FORMAT: NTSC DVD, 73 minutes + 40 bonus minutes

In just under an hour, \$100 & a T-Shirt brings zine culture to life! Using broken and borrowed equipment, Joe illuminates the world of self-publishing. He gives us glimpses of the Portland Zine Symposium, takes us on a zine-themed bicycle tour around Portland, and interviews local zinesters. This documentary answers a wide array of questions, including: what are zines, why do people make zines, where did zines come from, how do zine communities function, and what does the future hold for zines?

"Zines are so readable because the subject matter isn't dumbed down for you, homogenized by the filters of a corporate culture or edited by anyone other than the creator herself. You're getting the info (or diary or opinion) straight from the horse's mouths. Except these horses are independent publishers who don't stand to make a dime on their efforts." - Chimpanzee

"Like a good zine, the documentary is high quality (the video and audio are top notch with smart music and graphics) without being slick. It's good to see zines getting the same documentary treatment that music has long received. By the end I was questioning why it had been so long since I had made a zine myself." - Punk Planet #73

"Joe's lack of filmmaking experience gives the film a true DIY feel - the lighting isn't perfect, there are occasional sound problems - but this only adds to the authenticity of the work. It feels like you are watching a zine about zines." - Zine World #22

"Driven by oral history, Biel interviews an impressively large group of contemporary zinesters, many circling the hub of the Portland zine movement. Largely, like zines often do themselves, the story is told through the personal experiences of the interviewees." - Microcinema

Newly re-released 3rd Edition has remastered audio, new footage, 50+ new inserts shots, and more bonus material! Includes bonus shorts "TN State Prison" and "Record Playerz"

Comparative Titles:

Who Is Bozo Texino? DVD by Bill Daniel

Cantankerous Titles & Obscure Ephemera DVD by Joe Biel

From Portland with Bike Love DVD by Rev. Phil Sano

DIY or DIE DVD by Michael Dean

Sales Handles:

Won "Best Documentary" in the Microcinema Film Festival 2007.

Feature interviews have appeared in Wonkavision, Verbicide, Punk Planet, Mximum Rockn' Roll Magazines

Presentations at University of Oregon, Loyola University & San Jose Art Museum

Used in dozens of high school and college classrooms across the US.

DVD is being displayed and sold at festivals all over the US.

Co-founder of Portland Zine Symposium, the world's largest zine gathering.

Artwork by Cristy Road and Erik Ruin

Music by Defiance, OH and J Church

Excellent tool for librarians

MARKETING NOTES:

- DVD has sold over 2,500 copies and been seen by thousands more.

- DVD is featured on over 25,000 brochures distributed to stores and individuals

- Advertised regularly in *Maximum RocknRoll*, *Slug and Lettuce*, *Razorcake*, *Hit Me Back*, and *Reader's Guide to the Underground Press* magazines

- DVD was featured on a 50 day screening tour of the US including events in all major US cities and many small towns. Additional tours are planned for the US and Canada.

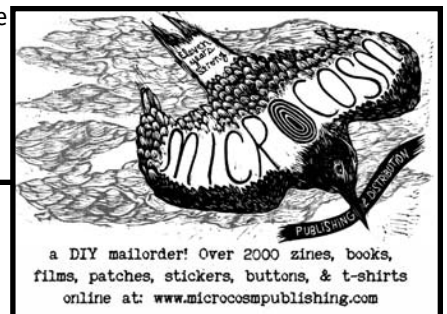
ABOUT THE ARTIST:

Joe Biel is a multidisciplinary artist living in Bloomington, IN. His previous films include the award-winning "talkumentary" about zine-making, *\$100 & a T-Shirt* and the study of James Earl Ray's innocence, *Tennessee State Prison*. He founded Microcosm Publishing in 1996.



ABOUT THE PUBLISHER:

Microcosm Publishing is an independent publisher and distributor based in Bloomington, IN and Portland, Oregon. Our titles attempt to teach self empowerment to disenfranchised people and to nurture their creative side.



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