



Tsurumi Records Club News - APR 2026

Tsurumi Records News

When you run a small record label, there are **millions of things to do** and **millions of ways to do things**. This month, our biggest challenge was juggling this for both the label needs and big demands from our personal lives. That leads to the theme for this newsletter, **what to do and getting help**.

The big thing is trying to figure out what to do and how best to do it. Equally powerful and important, is figuring out what **not** to do. As we work through our to-do lists, we're trying to determine what things will have the biggest impact, and what repeatable processes can we apply to everybody, while at the same time making sure each product and experience we deliver is unique. This is similar to what artists face too.

So, what are some tricks for picking what needs to be done now, what could be done later, what would be nice but isn't necessary, and what has the biggest impact at the right time?

First is to recognize there are different types of work, so they can be organized as different activities. Then **know your types of work** and try to plan the related activities for when you expect to be in the best mindset for that type of work. In our case they include data entry, creative writing, accounting, promotion, release management, marketing, recording, production, website maintenance, learning new tools, and research.

In addition to figuring out how to do this to run our label, we love helping artists with making these decisions and organizing their projects. This is the goal of our **release management support**. It's here when we get to share our expertise in maneuvering digital streaming platforms, digital distribution and marketing, global publishing and songwriter rights, assembly and pressing of vinyl records, and feeding physical distribution outlets to help artists get more for the music they create.

We also **find others to help** us with our decisions. Many of us are DIY--almost to a fault--and we pride ourselves on having experience across the board in recording music, production management, accounting skills, web skills, technical know-how, and even some construction. It's often hard to release control (and cash) to pay others to do work that we can do ourselves, but there are only so many hours in a day and only so many days in a life. Part of the decision process is determining when we can optimize production by enlisting the help of others. There is a tipping point to offload some types of work so you can focus on the types you can't offload, e.g., a band needs to be writing, practicing, recording, and playing out - what only you can do for your music. Finding the right experts can also be more efficient and elevate the products. In our case we have partnered with digital management systems, pressing plants, mastering engineers, accountants, artists, and industry experts for booking, marketing campaigns, and vision coaching.

In the end, as we've mentioned before, music is often about being at the right place at the right time, to make the right connection with a person in a particular moment to give them a new soundtrack in their life. **We believe in everything that we put out**. We hope you do too. If you

agree with our decisions, support us. If you don't, let us know what you'd like to see us do differently. This is a collaboration.

Bands Bullets:

- **Undular Bore:** (Experimental Electronic) 18 MAY, with a release party in Seattle at Lucky Liquor. Out on [DSPs](#) on 18 MAY. Vinyl street date is 15 MAY - the double vinyl gatefold [pre-sale](#) open now.
- **Dead Ringers:** (Doom Rock) Playing on 12 MAY at GB UFO. Check out MONUMENT on [CD](#) and [DSPs](#). ...plus the [Official video](#) released for their single "Fever."
- **Son Reis Project:** (Jazz with Teeth) Playing 2 May at Missfits Tavern and 18 MAY at Gibson Music Hall. Check out PAYMENT PLAN on [Vinyl](#), [CD](#), and [DSPs](#) ... plus live videos [Live at the Junkyard](#) and [Leash on a Freak](#).
- **Snailtooth:** (Doom Punk) Playing 30 MAY at The Booby Trap with **Key of Evil**. T.H.E. is available now on [CD](#) and [DSPs](#). ... limited lathe-cut vinyl release available soon!
- **The Beautiful Mothers:** (Heavy RNR) Playing the Cha Cha Lounge in Seattle on 24 MAY, followed by a Midwest tour 9-18 JULY, to include Oshkosh, Chicago, Milwaukee, Sturgeon Bay, Manitowoc, and Cleveland. Get ready by listening to [HALF AMERICAN SERVICEMAN](#), [HIKIKMORI](#), and [CHIKARA](#).
- **TRS Recording Studio:**
 - Recorded **Key of Evil** overdubs for their new album.
 - Laid tracks for Danny Dew's band **The Dew Point**.
 - **Smoke Free Home** final overdubs for their new album schedule 3-5 MAY.
 - In final stages of repairs and remodeling for the TRS Studio Store.
- **Support the Record Stores:** Look for our releases now available in great stores like [Can Can Oshkosh](#), [Eroding Winds](#), [GB UFO](#), [Madcity Music](#), and available for order at any record store via Alliance.

TSU Singles Set - songs free for you to play and download

This month's **Singles Set 04-26** features tracks to get you inspired for MAY shows. Go see live music! Starring **Snailtooth**, **Dead Ringers**, **SRP**, and **The Beautiful Mothers**.

{if you are in the club, newsletters include the link to the free downloads... but you can [join now!](#)}

Coming Soon:

- More releases TBA!
- More recordings out of TRS... watch for TRS Recordings Volume Two.

Please feel free to forward this email to people you know that would be interested in this.

They can the sign up for the club too and read past news at: <https://tsurumirecords.org/newsletter/>

Thanks!

Jeff and Jason, Tsurumi Records

www.tsurumirecords.org

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