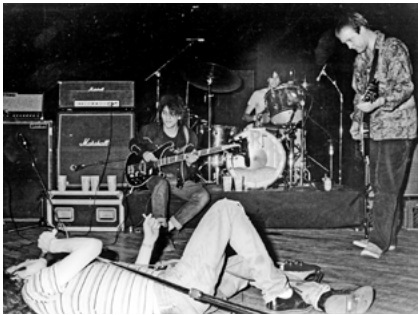


# DEAR PAUL WESTERBERG,

Editor's letter



A festival requires a name, and ours is named after one of your songs. From what I understood, you in your turn named the song after the place where you could find the best alternative radio stations in the United States: you had to turn the dial all the way to the left. At least, that's what I heard. I'm not American, I have no idea if that's accurate. So if it comes to a lawsuit, I'll use my lack of understanding of American pop culture as an excuse. But we all know better, the festival is named after a song by The Replacements.

The Replacements are one of my favourite bands, not just because of their music, but also because of the stories associated with the band. Performances in a drunken state, fights on stage, brilliant shows alternating with ones bordering on dreadful cover sessions. I would have loved to see such a messed up show, but I was late to the party. The first time I saw The Replacements live was at their reunion show in Chicago. Great, chaos-free concert. And, they played Left of the Dial.

The reason for naming our festival Left of the Dial is obvious. You have to keep turning the dial to the left until you end up in Rotterdam in October, and there you will find the best alternative music. From bands that give it their all. So far, none of them have drunkenly played covers. In some ways, I find that slightly disappointing. I would consider it a great tribute.

If you plan on suing us for using your song title I would advise you to wait a while. So far, Left of the Dial has only cost us money, and you can't squeeze blood out of a turnip. Maybe in a few years. Maybe, by then, we'll have lucrative sponsorship deals, and people will easily pay hundreds of euros for a ticket. You never know, it could happen. But in all honesty though, chances are very small. You know better than anybody else that there's generally less money in great music than there is in lousy music. That's why I wanted to politely ask if we could stick with Left of the Dial as our festival moniker. In return, you're always welcome in Rotterdam. Anytime.

Minke Weeda