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## [Interview: Steve Austin, Today Is The Day](#)

Posted by Kory Grow Tuesday, November 7th, 2006

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In early October, Today Is The Day's sludgemaster general, Steve Austin, founded SuperNova Records as the home for both his band and a number of other up-and-coming extreme noise terrorists. Among the labels first releases are a remastered version of 1994's AmRep-issued live onslaught, *Willpower*. Second release? A *Willpower* DVD. He's also releasing albums by his side

discoveries, Roanoke, Diesel Theory and the Orange Man Theory. To change his state of mind, he also returned to his state of origin, Tennessee. Here, in an email interview, Steve Austin discusses why today is indeed the day.

#### Why did you want to move back to Tennessee?

NASCAR, Daisy Duke, Johnny Cash, Elvis, and my mama... Just kiddin'. I grew up in Tennessee and moved to Massachusetts in 1997. I just enjoy the South better than the cold North. The South has always been my home. Massachusetts is way too liberal and insane for me. I wanna be free and now I am.

#### Why have you decided to start your own label?

Freedom is the reason, again. Like King Crimson, we want to have a censorship-free home for our music and others that is 100-percent artist-driven and un-commercial. Our label stands for no-compromise, integrity, good music with no genre-specific crap. Just great music.

#### What do you intend to do differently from the labels you've been on in the past?

Release real records by new and interesting artists and expose creativity to the world once again. This time the movie is real.

#### Since you've decided to reissue some of your early Today Is The Day albums, what do they sound like to you today?

Like three poor kids from Nashville out-playing, out-performing anything that was made in the early 1990s.

#### How have you changed as a musician?

I am more versatile than I have ever been. I think I sing better and play better than I ever have. I was just feelin' it out in the beginning...

#### What should we expect from Today Is The Day's next album, *Axis*



### ***Of Eden?***

To be taken on a terror ride with no way home. To get really sick about the state of the nation and do something about. To write letters to politicians telling them you won't stand for bullshit. Anymore. You'll more than likely die during your first listen.

### **Your website says that you “actually produce” records. What do you differently from other producers with a band?**

Let the band be the band. I push people to be themselves, ugly or pretty. I only want on tape what is in the heart. Not a bunch of “I can't play, can you fix me in ProTools” shit. I am a futuristic old-schooler who loves real records that sound warm and huge.

### **You've cited jazz, and specifically Miles Davis's *Bitches Brew*, in the past as one of your major inspirations. How does that influence come through in your music?**

“Free jazz” creativity is like free verse. Not built on pop song format, ever flowing and changing, never playing the same line twice.

### **What are some things musicians should know when starting their own label?**

Get as much money as possible and don't be afraid to spend it for the right things. You can't do it alone and it takes quality personnel to get the job done. Curran Reynolds worked for Earache as head of promo and publicity for five years and finding him alone was the best thing that ever happened to us.

### **What is your favorite album right now?**

Ozzy Osbourne, *Blizzard Of Ozz*.

### **Anything else you'd like to add?**

Hell yeah! Here is to the future, baby!!!

Label site: [SuperNova Records](#)

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