

2 DISTRIBUTION

Tape Exchange and Process Print-out

4 ARTICLES

Notes on Biotopology 1972 by Warren Brodey

Notes from Stephen Waterman

The Nutritive Context by Frank Gillette

Planet Productions

Revolutionary Engineering: Towards a Counter-Technology

Videotape Dance Therapy by Louis Jaffe

14 EDUCATION

Alternate Programming

CONTENTS

RAINDANCE

New York City

17 NUTS AND BOLTS

Video Handbook by Parry Teasdale

Westbeth: Plugging into the Master Antenna
by Dean Evenson

Sony Modifications by Eric Siegel

22 CABLE

Letters and Inquiries

26 OTHER NETWORKS TO PLUG INTO

People and Publications

28 FEEDBACK

Access Index

People

SUMMER 1971

NUMBER FOUR

**SPECIAL: CANADA
AND CALIFORNIA
SECTIONS !!!**

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Once again we've raised our price (from \$1.50 to \$3.00). And once again we're honoring all subscriptions received when the old rates were in effect. For the rest of you here's why *Radical Software* has gotten more expensive.

First of all, our format change from a newspaper to a book layout puts us in the same class as other less disposable, more savable publications. We've increased our contents and are simply offering more and unique information. Finally, we just couldn't make money the way we were going, and we think our readers are willing to go along with us in making this thing work.

Here is a cost breakdown for this issue:

Typesetting.....\$1,400.00	(this breaks down to \$700 for Raindance in New York, \$700 for Canada. California used <i>Big Rock Candy Mountain's</i> composer)
Veloxes and Photostats.....\$900.00	(this breaks down to \$200 for New York, \$200 for Canada, and \$500 for California, and includes' all of California's art and composing expenses)
Art Supplies.....\$495.00	(here it's \$120 New York, \$300 Canada, \$75 California for negatives they sent to us instead of lay-out boards)

TOTAL CAMERA READY EXPENSES ISSUE 4.....\$2,795.00
 PRINTING AND BINDING ISSUE 4.....\$2,830.00
 TOTAL PRODUCTION COSTS ISSUE 4 (10,000 copies).....\$5,625.00

It should be mentioned that 8,000 copies (upon which these figures are based) in sales would be the best we've done and that it could take up to a year to sell them.

Next, salaries and overhead breakdown into two people three months fulltime at \$100 a week, and four people half time, or a total of \$3,600. Add to that \$350 a month for *Radical Software's* share of the total Raindance overhead (half), or \$1,050. Thus, total approximate salaries and overhead for *Radical Software* come to \$4,650.

This means that, if everything goes very very well, we can net \$11,920 minus \$4,650 equals) \$7,270 on this issue over a year's time.

This means each issue of *Radical Software* costs 56¢ apiece for materials, without considering salaries or plant overhead. Assuming we sell 80% of our run, or 8,000 copies, our income breaks down this way:

Subscription sales (approximately 1,000 mail subscriptions already accepted at \$1.50 a copy minus the 56¢ unit cost and approximately 15¢ for mailing)...\$790.00

Mail order sales (approximately 2,000 projected mail order copies at \$3.00 minus 71¢).....\$4,580.00

Book store sales (approximately 5,000 copies at \$1.50 net to us minus 5¢ apiece shipping).....\$7,250.00

TOTAL PROJECTED INCOME before salaries and overhead.....\$11,920.00

However, to do that we have to front end the \$5,625 production costs, of which \$2,000 is covered by a grant from New York State Council on the Arts. Then we have an ongoing deficit from the last three issues which we do not have precise figures on because we have not kept *Radical Software's* books separate from Raindance's. But some things to consider are: we've only sold 60% of the last issue so far, and about 60% of the issue before that (number one, however, is almost gone). And we got ripped off by our last printer (Balan Printing in Brooklyn) who shortchanged us by 1,500 copies on a pressrun of 10,000 thus driving our costs on number three up by 15%. And finally, we have a deficit for back salaries for issues one and two when virtually none were received.

The last thing is California and Canada. Media Access Center received \$575 from us to cover all material expenses, but no salaries. Canada was sent \$500 and received an additional \$130 from Free Video in Montreal. When the Canadians began production they were expecting a grant to cover their expenses. Therefore it was agreed that we would not reimburse them.

However, their grant is still pending. If it does not come through they'll have a deficit of \$570. Both Canada and California will receive 300 copies of issue number 4 to do with what they wish.

We made no formal agreement on further reimbursement because any income projections we make are contingent upon things we can't control, and don't know about. If it looks like this issue is going to do well, quickly, money will go back to California and Canada. However, they agreed to work at a deficit and without salaries because they're getting the use of the *Radical Software* network. We like the idea of a publication being produced in many different geographical locations and hope we can develop the economics to sustain similar projects in the future. (See editorial for more details).