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RADICAL SOFTWARE

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The first edition of *Radical Software/Summer Issue* was printed in July, 1970. It was reprinted with a few changes to its cover as *Radical Software/Number One* in September, 1970. 2000 copies of the first edition were printed for a total cost of \$1650; \$550 for typesetting, \$1100 for printing, materials and layout for a cost per copy of 83¢. 632 copies were mailed out free at a mailing cost of 39¢ per copy, 570 copies were handed out free; in response to requests by mail 349 were mailed out for a charge of \$1. *Radical Software* incurred a 29¢ cost for mailing, 22¢ for postage and 7¢ for envelopes (West Coast and European mailings cost \$.60-\$1.00). 125 copies were mailed to Buffalo State University; 324 were sold at 18 bookstores in New York City for \$1 a copy (Bookmasters accounting for 9 stores). *Radical Software* received approximately 70¢ on a consignment basis from the bookstores after the copies sold.

The three thousand copies reprinted in September, 1970, for printing, materials, and layout, cost \$860 or 29¢ per copy. Prices were raised to \$1.25 at bookstores; \$1.25 post paid for mail orders, and annual subscriptions were offered, four issues for \$5. 800 post cards were mailed for \$65 informing people interested in *Radical Software* of the availability of subscriptions. To date (October 23, 1970) 369 copies of Number One have been placed in the same 18 bookstores in New York City, purchased outright for 75¢ per copy instead of loaned on consignment. 180 copies have been placed in 7 bookstores in Boston on consignment, 82¢ per copy going to *Radical Software* upon sale. (We have just received word that the copies have moved well, somewhat better than our New York experience, and Boston will be refilled shortly.) 218 copies have been mailed, 182 from single order requests and 36 as subscriptions beginning with Number One. It costs 21¢ to mail one copy. 100 subscriptions have been received that will begin with Number Two.

The initial \$1897.70 it took to print and mail the Summer Issue of *Radical Software* came from Raindance Corporation. Two people worked full time to put out the first issue. They received no salary. Raindance paid a portion of the rent for the apartment in which the Summer Issue was published as well as telephone, mailing and sundry expenses. The \$860 to reprint also came from Raindance. At the time of reprinting, three people were working full time on *Radical Software*, two on editorial work and one on circulation. Both editors were paid \$40/week and the circulation man nothing. At this writing only one editor is being paid, \$30/week to cover the cost of a babysitter. We are increasing our readership in New York and Boston and will go into a few more cities on the East Coast. We can handle that because our circulation manager goes about in his microbus distributing the issues, refilling orders and collecting money. We are attempting to get to the West Coast but have yet to connect with either a distributor or person who will do a careful job of getting the magazine out and a conscientious job of refilling orders and collecting money. A member of Media Access Center, of Portola Institute, has volunteered to distribute 400-500 copies of issue Number Two. We will pursue distribution in Chicago and the Midwest after we gain experience on the West Coast. At this writing the second edition of *Radical Software* is going to press. If you are reading this you will know we solved the financial problem about to unfold. Raindance has \$150 in the bank and will receive \$1900 from monies owed about three weeks after the typesetter and printer want their down payment money, about \$1200. Receipts from Number One *Radical Software* should start coming in since they just reached Boston and recently refilled the New York bookstores. Probably \$400 will come in by down payment time from that source and perhaps another \$250 from subscriptions. We are attempting to get a bank loan against the \$1900 owed since it is from a reputable source but preliminary returns indicate it will not be easy.

For issue Number Two typesetting and printing costs have gone up. We would like to print 10,000 copies based on our first experience and likely West Coast distribution. 10,000 copies @ 28 pages will cost \$4240; \$760 for typesetting, \$3480 for printing, materials and layout; or 43¢ per copy. 5000 copies @ 28 pages will cost \$2908 or 58¢ per copy. The amount of cash we can obtain and terms we can work out with the printer will determine how many copies are printed. After the results of Number Two come in we will have some solid information on our circulation and subscriber potential and distributor interest.

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