

## PROCESS

With this issue of *Radical Software* we are initiating a videotape distribution and exchange plan which we hope will be the genesis of a true alternate television network (see page 11).

Others have detailed the need for whole alternate economic support systems, but they have neglected media. Our feeling is that unless there's an alternate media as well, not just alternate content played over the existing structures, a lot of very positive energy may end up as just content for the existing context. Our contribution, we hope, will be in suggesting some (but not all) directions an information economy might take.

The upshot of all this is that *Radical Software* may be nearing its end as a print publication. Granted, the state-of-the-art of print (in terms of portability, random access and cost) is still more practical than video, but it's a different type of information. And after a few more issues we feel we'll have said all we want to say about TV. Then we'll just want to show it.

So we are only committing ourselves through *Radical Software* number six (Winter 1971). By then we will have either decided to take *Radical Software* into other areas which must be re-structured as high access tools (e.g. computers, biological sciences—IF YOU'VE GOT FEEDBACK ABOUT THIS SEND IT IN NOW), or transfer it completely to videotape.

Meanwhile, however, a group from Canada (the organizers of Free Video in Montreal, see FEEDBACK) has asked if they can do the next issue themselves.

There is a good chance this will happen as Canada is far ahead of America in decentralized media and a scan on a different culture would be a good thing. Their knowledge would trend towards complimenting ours, rather than overlapping.

Also, while we don't see *Radical Software* as a high access support system, neither do we see it as an exclusive one just for us. In other words, if the structure we have set up (publishing, distribution, etc.) can aid others then we are open to different inputs. Letting others do the next *Radical Software* would also give us time to concentrate our full energies on getting the alternate network underway.



With the first issue of *Radical Software* we initiated the above symbol: a xerox mark. It was meant as the antithesis of copyright, i.e. *do copy*. Our logic was that if you've paid for a copy of *Radical Software* the information becomes your tool for your own uses. Our economic safeguard was that it would just be cheaper to buy more *Radical Softwares* than to reprint huge sections for widespread redistribution.

Since issue one we've seen excerpts from *Radical Software* offset in a number of different places, all of which were themselves offering one kind or another of survival information.

However, Dr. Gregory Bateson, whose article appears on page three, wrote to us to say that while he had no objection to his piece running under a xerox mark, that would ironically leave him open to being ripped-off by copyright laws.

Specifically, Dr. Bateson pointed out that if he didn't copyright his article when it appeared in print, someone else could. And then they could paraphrase it, claim authorship and even royalties. Because there is no legal precedent for a xerox-right, we have copyrighted Dr. Bateson's writing.

However, the offer still stands—with added protection. Anything you see in this issue which does not have a specific copyright is covered by the following statement:  
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\$ \$ \$

We have raised our price from \$1.25 to \$1.50 a copy. The following will tell you why:

#### Issue Number Three Expenses

Veloxes .....	\$ 55.00
Art Supplies .....	\$ 150.00
Photostats .....	\$ 224.00
Typesetting .....	\$ 700.00
Printing (10,000 copies) .....	\$2741.00
TOTAL PRODUCTION COSTS OF ISSUE NUMBER THREE .....	\$3870.00

This means that the material costs for each copy are @38.7¢. BUT THAT DOESN'T COVER ANY SALARIES OR OVERHEAD.

The labor required has been once one person fulltime for three months, another fulltime for two months, one parttime for two months; and finally four people fulltime for a month. That's an aggregate total of 30 man-week's of work.

During that time we've had no money for salaries. Our loft overhead has been covered by gigs at colleges. Our printing expenses for the previous issues are coming back from sales.

Since then we've received a \$35,000 grant from the New York State Council on the Arts. It covers thirty weeks and is broken down: \$24,000 for salaries (eight people) and \$6,000 for production expenses of three issues of *Radical Software*, i.e. \$2,000 an issue. (The salaries above are for more than *Radical Software* and the additional \$5000 is for videotape and administrative expenses) e.g. accounting).

So that means we must recoup \$1870 on production expenses plus another \$500 or so per month for *Radical Software's* share of our (Raindance's) loft overhead and maintenance (about 60%). Figuring one issue every three months, that's another \$1500.

In other words, our total expenses, not counting salaries, were approximately \$5370 for this issue. With the grant to defray costs that drops to \$3370.

But *Radical Software* will have been defeated if it must rely on charity (not to say we're not thankful for the grant, we are) as ultimately anything more than seed money. Only if it's self-sustaining will it have succeeded as a total information resource.

So we figure we can make back the following on this issue: Of this run about a third will be distributed by us (we have 750 subscribers, the rest for single mail orders). Our mailing and packaging expenses run 26¢ a copy (22¢ postage, 4¢ envelope). Thus, out of the \$1.50 selling price we net @85.3¢ (\$1.50 minus 38.7¢ plus 26¢, again not counting salaries or overhead).

The rest of our run, assuming it's all sold, will be consumed through distributors who get 50% off or pay @75¢ a copy.

That's a total of \$5265 net to us from both second party and our own distribution before salary or expenses are taken away.

It's hard to say what salaries are because we don't think that way. But figure from the above listed personnel at \$100 a week (the structure listed in the grant) and you get \$3000 for this issue. Thus, if conditions are optimal we can net approximately \$3265 for this issue. With the grant that comes to \$5265 approximately.

However, we have a deficit covering nine months for the last two issues during which time only material expenses were returned to *Radical Software*, no overhead or salaries. During that time the money to pay for *Radical Software's* process was essentially put up from other Raindance sources. As we didn't really consider salaries then, just figuring \$500 a month overhead that equals \$500 times nine or \$4500. Subtract that from \$5265 and you get, at optimal conditions, \$765 total to cover back pay.

So, in short, assuming grant money and no demands for back salaries we're just about breaking even if this issue goes well.

# RADICAL SOFTWARE

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