This issue was done in three locations by three separate groups of people. Twenty-four camera-ready pages were sent to us from Canada, sixteen from California, we did the other thirty-two ourselves and the cover was designed by Ant Farm. (Each group received a subsidy from us. See *costs* breakdown on this page).

The process worked very well. The precedent of compiling a publication from different geographic locations is one we plan to continue. However, as we've said, we don't plan to go on with *Radical Software* as a high production quarterly.

Instead, we are thinking of a more frequent, less formal print service which would exploit offset technology to the fullest by allowing us to reproduce what is sent us with a minimum of typesetting, veloxing, and so on. In addition, we would give it over to other groups and individuals allowing them to do an issue using the distribution and support system we have set up.

While *Radical Software* began as a service to alternate television people, we've always felt that high access video was just the beginning of a whole trend towards alternate uses of technology and media. Thus, just as this issue deals with other designs and technologies, so will our print service continue access to funky and high-tech tools. In fact, we think the combination of hardware and software trends (e.g., in addition to high access television, the availability of mini-computers will accelerate rapidly over the next few years) will see a whole generation of Americans coming to terms with its technology as a better tool for social change than worn-out, non-Cybernetic political models.

The question then becomes: what scale? We do not believe in mass movements, that we should expend our energies convincing millions of people to think and move like ourselves. In place of a mass culture, we want an optional one; one which can support many different cultural options.

Towards that end we think we can function best as an accessible model, economically self-sustaining, doing what we think we have to do, but not trying to force it down anyone's throat. The first option we chose was television. A communications technology is a natural resource. On the one hand you can't ask people to ignore it, while on the other it's dangerous to surrender control to just one cultural option (i.e. the "networks"). There have to be programs to allow people to become video literate, instead of using video to teach print literacy. All a show like *Sesame Street* does is teach television, but because it doesn't acknowledge that, millions of kids end up assimilating a communications style against which they have no defense. Why aren't schools serving as an anti-environment to broadcast television by using videotape and Porta-Paks to get kids to see the low survival value of the culture's dominant media environment? Why haven't the foundations funded video literacy projects?

Similarly, people have got to become familiar with all the technologies which control our lives. In that direction then, we are heading.

Radical Software number five will attempt to reflect that through images more than words. We now ask you to send us any and all *images* which you think reflects where things are going, and not just video, but biology, computers and so on.

Radical Software number six, the last before we change our format, will actually be a book we have done called *Guerrilla Television*, a Holt, Rinehart and Winston paperback. (See page **27** for details). As that is mostly done (but not yet published), we'll be freed up sooner to redesign our format.

The new *Radical Software* will also be completely integrated with videotape, and towards that end we will be accelerating the videotape network detailed in the PROCESS PRINT-OUT and described in the tape offering on the inside back cover of this issue.

We have chosen to help set-up videotape distribution rather than surrender it to culture commodifying conglomerates because this allows us to develop it slowly, without hype, and reach people who are making their own videotapes instead of tooling up commercial production companies.

Moreover, recent developments in access to cable TV (both systems in Manhattan now have open channels) look as if alternate distribution systems can be a reality.
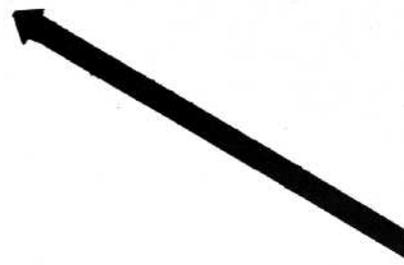
Finally, we are moving. Our current loft costs $500 a month and the rent is going up to $550. We have found a place nearby (8 East 12th Street, New York, N.Y. 10003) of the same size (about 2200 square feet) and convenience for only $350 a month. That frees up $2,400 a year for projects .

TOP SECRET

we are moving aug 1

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NEW PRICES!!!

Issue One	Out of Print
Issue Two	$1.25
Issue Three	$1.50
Issue Four	$3.00
Issue Five	$3.00
Issue Six *Guerrilla Television* $3.95	

by Michael Shamberg and Raindance Corporation. Design by Ant Farm. A Holt, Rinehart, & Winston paperback. (see editorial and pg. **27**)

Our prices keep fluctuating upwards because we're unable to make any money without raising them. This, of course, creates havoc with new subscribers who respond to old subscription offers (printed in *Radical Softwares* 1, 2 & 3).

Our policy is this:

As of June 23, 1971, we stopped accepting subscriptions at the old rates. All money coming in after then is being applied towards our new prices. Where people have sent in not enough money for a full subscription, but too much for the reduced number of copies they can receive, we are refunding the difference.

However, all subscriptions received before June 23, 1971 are being honored at the old rates. This means, for example, that if you sent in $1.50 for issue number 6, you will receive a $3.95 book for that price. We have 182 subscribers who will benefit from that. We are willing to take a loss of approximately 65¢ per copy on those books because: 1. it frees us to develop our new format more quickly; and 2. that loss may be offset by book sales generated by our subscribers showing them to friends, etc. Moreover, we get a standard publishers' discount of 50% on each copy, so books we sell for $3.95 (including mailing) only cost us half that. In other cases, of course, the bookstores will get that margin.

All new rate subscribers to *Radical Software* will get issue number 5, the last before we mutuate our format and information process, and *Guerrilla Television*, before it is available in bookstores.

Sorry for the inconvenience to some of you, but we are neither a public service nor a hard commercial venture (which is why we carry no advertising) and hope our readership is thus willing to experiment along with us in making this thing work.