Videotape exchanges are an essential part of the growth of video art. They allow artists to share their work, gain exposure, and connect with other creators in the field. The process of exchanging tapes can be complex and require careful planning.

We are hesitant to push the plan and have it appear as something it is not. We are using our existing hardware and administrative structure to handle requests. We receive support from RADICAL SOFTWARE sales, New York State Council on the Arts grant, and help ease the transition to our new loft (see front cover).

At this point our own affairs enter in. We have decided to relax budgetary restrictions (i.e., a super-slick "underground" videotape mail order service). However, we feel there is a difference between traditional marketing, where people are forced to buy; and network mail order service. (We have distributed asking people if they have hardware, and other mailers have access to e.g., Sony dealers, schools.)

We will implement it through personal contacts and our own mail order network which includes RADICAL SOFTWARE subscribers (more than 1,000 past and present), returns from questionnaires, and help ease the transition to our new loft (see front cover).

During the summer period (July and August) we are going to do a variety of things. Boys and girls will spend part of their time traveling and videotaping through the Midwest and the Far West. They plan to attend a convention of the National Student Association in August in Colorado and see what interest heads of college governments have in a university tape exchange network.

We will implement it through personal contacts and our own mail order network which includes RADICAL SOFTWARE subscribers (more than 1,000 past and present), returns from questionnaires, and help ease the transition to our new loft (see front cover).

Thus, the role of a distribution network becomes very important to our future. If we are to do it, it has to be self-sustaining. And we need it to distribute our own videotapes.

Our distribution strategy will be a synergy of the intelligence we accumulate from visiting people and seeing their tape, and what they say their needs are.

We will implement it through personal contacts and our own mail order network which includes RADICAL SOFTWARE subscribers (more than 1,000 past and present), returns from questionnaires, and help ease the transition to our new loft (see front cover).

If you have tapes you think we can help with, if you want to exchange tape, or if you have general feedback, please let us know.

END

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### Videotape Exchanges: April thru June 1971

**Producer**

1. **Homeskin**
   - P.O. Box 3255
   - San Francisco

2. **Media Access Center**
   - 1155 Merrill Street
   - Menlo Park, Calif.

3. **Antioch College AV Dept.**
   - Yellow Springs, Ohio

4. **Johnny Videotape**
   - 465 9th Avenue
   - Santa Cruz, Calif.

5. **Challenge for Change**
   - Montreal, Canada

6. **State Univ. of New York**
   - Buffalo, New York

7. **Bob Witter**
   - 275 Dwight Street
   - New Haven, Conn.

8. **Black Panther Party**
   - BF 118 Grande Poste
   - Algiers, Algeria

9. **Brian Smith**
   - 2417 Dupont Ave. S.
   - Minneapolis, Minn.

10. **Ant Farm**
    - 247 Gate 5 Road
    - Sausalito, Calif.

11. **K-TV**
    - 9945 86 Avenue
    - Edmonton, Canada

12. **Free Video**
    - P.O. Box 11 Station N
    - Montreal, Canada

13. **Source Coalition**
    - 2115 S Street NW
    - Washington, D.C.

14. **Vidiot's c/o Fred Endsley**
    - UCLA Dickson Art Center
    - Los Angeles, Calif.

**Software (minutes)**

- **Doukhobors Community in Saskatchewan**
  - 2:30

- **Video Potatoes**
  - California living
  - composite (60)

- **Ohio Farm Environment**
  - (20)

- **Economics of Video**
  - (40)

- **Composite: University Life**
  - (60) & raw (60)

- **Abstractions**
  - (30)

- **Wild Seed: Media Nomad**
  - composite (30)

- **Electric Letter: sights of Edmonton**
  - rock music, PLQ raps (20)

- **Free Video Festival, March 1971**
  - (60)

- **Information Sampler: Organic Farming, Jamming**
  - studio work (20)

**Software (minutes) + Postage**

- **San Francisco Oil**
  - no record

- **$pill**
  - (30); Ezekiel Family commune (30)

- **Jack Moore European Underground Tapes**
  - 2(20) plus $30 royalty

- **Clinton Project kids make own TV**
  - (30)

- **Tender is the Tape II: Raindance Composite**
  - (60)

- **Tender is the Tape II**
  - nr

- **Hippies Invade Frost, nr**
  - Cleaver (60); Altamont (60)

- **Knowledge & Industry III**
  - $.98

- **Raindance Media Primer**
  - (30)

- **D.C. Demonstrations 1970, $6.09**
  - Nixon peace speech, moonwalk, astro party (80)

- **Clinton Project**
  - (30)

- **Raindance Composite: Died at Altamont, nr**
  - picked-up

- **Ecology Edit: Motorcycles, Farming**
  - (60)

- **Bucky Fuller, Nixon off-air**
  - picked-up

- **Bucky Fuller**
  - (30)

**IN**

*Royalties paid by Raindance for tapes used at college gigs

**OUT**