

THE FUTURE OF RADICAL SOFTWARE

Radical Software began in early 1970 as print connection between the then few people who were working in alternate television. The first issue appeared in the summer of 1970 and was initially mailed free to about 700 names we'd compiled. We then started distributing to a few bookstores and later reprinted. At the time we decided to make it a quarterly and pledged ourselves to doing only six issues. Theoretically, the last issue would have appeared in December of 1971.

Included in the six issues was a book we did called *Guerrilla Television* which we decided to make issue number six. Because it got done before this issue, number six actually appeared before number five.

Meanwhile, the task of doing *Radical Software* has turned into a chore because not only do we do our own production (through layouts and supervision of printing), but we also do distribution ourselves. This means excessive bookkeeping, correspondence, trips to the post office; and shietwork roles for some of us. While we enjoy the intelligence-gathering and design roles of *Radical Software*, the drudgework takes too much time from other things like making videotape.

In short, if we are to go on with *Radical Software* we have to have outside support services. Thus, we have made an agreement with a publishing company called Gordon and Breach to have them take over the production and distribution jobs leaving us to devote all of our time to the editorial role.

Gordon and Breach is a low-key publishing company which concentrates in the area of scientific reprints and journals. It also has a subsidiary for distribution, including an extensive mail order and institutional network.

We have agreed to regularize our format (at 9" by 12"—the same as this issue) and commit ourselves to a second volume of nine issues (the first six issues having been volume one) over a year's time beginning in September of this year.

Each issue will sell for \$1.95 at newsstands and bookstores. Naturally, we're offering a reduced subscription price. It will be \$12.50 for all nine issues, or a savings of \$5.05 over the total single copy price (and roughly equal to the current cost of the quarterly *Radical Software*: four times \$3.00). Single copies will not be available through the mail.

What does this mean to subscribers? Simply that you will no longer deal with us directly but with a more efficient distribution company. Moreover, Gordon and Breach will also be distributing the back issues of *Radical Software* (which still can be purchased individually. See offer in the back of this issue).

Thus, we have another new address for subscriptions: *Radical Software*, Suite 1304, 440 Park Avenue South, New York, New York 10016.

What does this mean to contributors? Nothing different. All editorial control and processing of information remains with us. Any correspondence you have with us comes directly to another address: *Radical Software*, Post Office Box 543, Cooper Station, New York, New York 10003.

That is a different address from our current one because we are giving up our loft in New York City and decentralizing (see *The Raindance Story* below). We will be working on future issues in Manhattan, upstate New York, California, and wherever else we go. So keep the material coming to us.

Most important is this: We want to let others do whole issues of *Radical Software*. We've already tried this in part with the California and Canada sections that were done in the last issue (number four). It worked very well.

Our idea is that there are groups and individuals who have codified enough diverse information that it should be circulated. But in many instances they lack the means to do so. To do an actual book requires a lot of time and more than casual information.

With a publication like this, however, it's possible to as soft-edged as you want. Thus, if you think you could do an issue, get in touch. We will provide a production budget (50% advanced—in cash) and an advance against a guarantee of some royalties on the issue you do. It won't be fabulously lucrative financially, because we ourselves are a non-profit group. But we can meet all expenses.

Or, if you think you would want to do part of an issue then we can provide partial expenses. If you just have a page or two to submit, do it as camera-ready copy (i.e. layed out) and we promise it will be included in a future issue. It doesn't have to be about video, of course.

We have already discussed the above with Antioch College in Baltimore, and people in Canada and California, and expect that they will each do an issue of the next volume. The first three issues we plan to do ourselves.

So, *Radical Software* goes on as an experiment in working towards a true information economy. We hope this will generate a high variety of inputs as there is obviously a genuine need for our type of information in the survival space.

As for actual videotape information, that function will be taken over by Raindance, and information on a video subscription service appears next to the *Radical Software* subscription offer in the back of this issue.