

MINUTES OF THE DISTRIBUTION AND PUBLISHING COMMITTEE

March 18, 1975

- AGENDA: 1) Advertising: necessity, possibilities, consequences  
2) Talk about new publishing  
3) Book keeping system  
4) Royalties for authors and agreements entered into for such

1) Advertising: why have no ads been placed before except for the brochures sent out prior to the publication of the books?

- basically because they have been selling well due to word of mouth etc
- there are approx 1050/3000 highrise and 235/1500 primary sources left
- we generally felt there was a need to push them more either through advertising or through other means whatever they be
- plan of action: Mike is to look up the universities with planning departments, sociology and environmental studies depts to the end of sending them a brochure and a new letter extolling the wonderfulness of these books (but ~~is~~ primarily highrise) and suggest that they include it on their course lists next september

-a cheap brochure on a bond paper will be looked into to be inserted into the existing brochures and a new mail out to the above mentioned university depts and some bookstores that have bought one but ~~is~~ not the other of our books and to bookstores that haven't bought anything (the bastards)

-Doug is to write ~~the~~ several national magazines<sup>2</sup> and find out their rates for ads : a list of them is Last Post, City Mag, Can Dimension, Forum, Our Generation, The Western Voice (not a mag) and Youthstream (Nat ad)  
- when all this is done, we will decide on what we think is best and submit proposed prices and costs to the group

- Steve is to look into getting a new list of bookstores and libraries etc  
2)  
so that we can update our files and he has already looked into this - we are getting a new list from Mark at the Book Barn in 3 weeks

2) New Publishing: -depends a lot on distribution and devising a better book keeping system that doesn't take a lot of our time and waste it as it now does  
- the decision to not actively publish for a while was based on the large outlay of money, the slow return (due mainly to a poor distribution system), and not getting some control over the material we publish (ie no editing rights etc.)

- also it was felt that it was a waste of a good book if we published it instead of someone else and could not get it out to the people who wanted it

- a suggestion was made that if we got a good book that we wanted out and wanted to publish it, we could do it and sell it to a distributor so that we still made a bit of a profit but not as much as we would if we did the distribution ourselves

- we didn't know distributor's prices (a guess for one was he paid us 40% of the selling price of the copies sold whereas we can usually get 60% or more if we sell them ourselves) so we could find out sometime in the future

- the general thought was that if the distribution problem could be licked, we would be in a much better position to publish, actively seeking books to do

- we talked about pamphlets for a while but I didn't get too much out of this discussion as it was very nebulous

3) Bookkeeping system: our's is fucked and we need a new one

- talked about buying a custom made one such as Womens Press has but it was felt we could do just as good a job ourselves as an outside company

- therefore it was decided to ask for several shifts after our major work is done in April, go through the records getting out all the information we need as to what people have bought from us, have not etc, who to send out new things to, then devise a new system, and then phase Murray off the committee perhaps

4) Royalties: we have a signed agreement with Primary Sources for sharing the profit (after our expenses are subtracted) 50-50

- seems to be no such thing for highrise so Mike will get hold of Graham and arrange for this to be worked out

- Russel Hahn of PS wants to know how we are keeping track of his books so Murray and Doug will look into this, draw up a summary and inform him

- decision to have individuals pay for their books before they are sent to them (a form letter & letter will inform them of this necessity) as there are many outstanding individuals' accounts (as we all can appreciate having been members of bookclubs and book orderers ourselves)