

# CONTENTS

NUMBER 2

1970

## CABLE

What is Cable?  
 Electromagnetic Spectrum  
 Channel Allocation  
 FCC Report on Program Origination  
 Cable Rap  
 Cable Systems Chart

## LASER

*A Short History of the Laser*  
*The Potential Impact of the Laser on the Video Medium*  
*Frequency and Form*  
 excerpts from *Neuron Cluster Grope*  
 excerpts from *Technology Against Technology=Anti-Tech*

## SPARKS

EQUIPMENT  
 Standards  
*X-Rays*  
 Tips for Using Portable Half-Inch Equipment  
 Microphones  
 What is Television?  
 Glossary  
 New Equipment  
 Problems with Sony AV Series  
*Europe Now*

Lloyd Cross  
 Lloyd Cross  
 Vic Gioscia  
 Don Benson  
 Takis  
 Eric Siegel  
 Don Ward  
 Parry Teasdale  
 Videofoms  
 Videofoms  
 John Hopkins

## VIDEO CARTRIDGE/CASSETTE SYSTEMS—COMPARATIVE TABLE

*Techniques*—excerpts from a transcript  
 ENVIRONMENT/EVENTS  
*Video Balloon*  
*Electronic Tune Up*

Paul Ryan

*Space Station*  
*Television Is*

Pedro Lujan  
 Andrea Brown  
 Charles Bensinger  
 Liam O'Gallagher  
 Douglas Davis/  
 Fred Pitts  
 Paul Ryan

*Self-Processing*

COMMUNITY  
*Video in El Barrio and the Classroom*  
*Alternatives for Alternate Media—People's Video Theatre Handbook*  
*Project Report*

Elliot S. Glass

*Television as Town Meeting*  
*Televisionaries vs. Televisigoths*

Ken Marsh  
 Allen Rucker  
 Richard Kletter  
 Dorothy Todd Henaut  
 David Silver

## CULTURAL DATA BANK

Scott & Freude Bartlett  
 Jackie Cassen  
 Steve Christianson  
 Tom DeWitt  
 Electric Eye  
 Fobile Muck Truck  
 Phil Gietzen  
 Global Village  
 Homeskin  
 National Center for Experiments  
 in Television

People's Video Theatre  
 Raindance Corp.  
 Eric Siegel  
 TVX  
 Stan VanDerBeek  
 Woody Vasulka  
 Videofreex, Inc.  
 Video Graphics, Inc.  
 Video Van

*Noh Place*

## INTERVIEWS

with *Eric Siegel*  
 excerpts from an *Interview with Brice Howard*

Ira Einhorn

Jud Yalkut  
 Sally Surpin,  
 Richard Kletter,  
 Allen Rucker

## FEEDBACK

Charles Bensinger  
 Center for Policy Research  
 Steve Christianson  
 Tom DeWitt  
 Electric Eye  
 Fobile Muck Truck  
 Kira Gale  
 Global Village  
 Phil Gietzen  
 Richard Green  
 Michael Hastings  
 Joe Hryvniak  
 Leicester Commune  
 Media Access Center  
 Media Bus  
 Media Ithaca  
 J. Kearney

Phil Noyce  
 National Center for  
 Experiments in Television  
 NYU Media Co-op  
 Nam June Paik  
 Guy Pignolet  
 Jay Ruby  
 Aldo Tambellini  
 Albie Thoms  
 TVX  
 Vasulka/Lowenberg  
 Venice Film Fricassee  
 Videofreex  
 Marco Vassi  
 Joe Weintraub  
 West Coast Video Magazine



The first edition of *Radical Software/Summer Issue* was printed in July, 1970. It was reprinted with a few changes to its cover as *Radical Software/Number One* in September, 1970. 2000 copies of the first edition were printed for a total cost of \$1650; \$550 for typesetting, \$1100 for printing, materials and layout for a cost per copy of 83¢. 632 copies were mailed out free at a mailing cost of 39¢ per copy, 570 copies were handed out free; in response to requests by mail 349 were mailed out for a charge of \$1. *Radical Software* incurred a 29¢ cost for mailing, 22¢ for postage and 7¢ for envelopes (West Coast and European mailings cost \$.60-\$1.00). 125 copies were mailed to Buffalo State University; 324 were sold at 18 bookstores in New York City for \$1 a copy (Bookmasters accounting for 9 stores). *Radical Software* received approximately 70¢ on a consignment basis from the bookstores after the copies sold.

The three thousand copies reprinted in September, 1970, for printing, materials, and layout, cost \$860 or 29¢ per copy. Prices were raised to \$1.25 at bookstores; \$1.25 post paid for mail orders, and annual subscriptions were offered, four issues for \$5. 800 post cards were mailed for \$65 informing people interested in *Radical Software* of the availability of subscriptions. To date (October 23, 1970) 369 copies of Number One have been placed in the same 18 bookstores in New York City, purchased outright for 75¢ per copy instead of loaned on consignment. 180 copies have been placed in 7 bookstores in Boston on consignment, 82¢ per copy going to *Radical Software* upon sale. (We have just received word that the copies have moved well, somewhat better than our New York experience, and Boston will be refilled shortly.) 218 copies have been mailed, 182 from single order requests and 36 as subscriptions beginning with Number One. It costs 21¢ to mail one copy. 100 subscriptions have been received that will begin with Number Two.

The initial \$1897.70 it took to print and mail the Summer Issue of *Radical Software* came from Raindance Corporation. Two people worked full time to put out the first issue. They received no salary. Raindance paid a portion of the rent for the apartment in which the Summer Issue was published as well as telephone, mailing and sundry expenses. The \$860 to reprint also came from Raindance. At the time of reprinting, three people were working full time on *Radical Software*, two on editorial work and one on circulation. Both editors were paid \$40/week and the circulation man nothing. At this writing only one editor is being paid, \$30/week to cover the cost of a babysitter. We are increasing our readership in New York and Boston and will go into a few more cities on the East Coast. We can handle that because our circulation manager goes about in his microbus distributing the issues, refilling orders and collecting money. We are attempting to get to the West Coast but have yet to connect with either a distributor or person who will do a careful job of getting the magazine out and a conscientious job of refilling orders and collecting money. A member of Media Access Center, of Portola Institute, has volunteered to distribute 400-500 copies of issue Number Two. We will pursue distribution in Chicago and the Midwest after we gain experience on the West Coast. At this writing the second edition of *Radical Software* is going to press. If you are reading this you will know we solved the financial problem about to unfold. Raindance has \$150 in the bank and will receive \$1900 from monies owed about three weeks after the typesetter and printer want their down payment money, about \$1200. Receipts from Number One *Radical Software* should start coming in since they just reached Boston and recently refilled the New York bookstores. Probably \$400 will come in by down payment time from that source and perhaps another \$250 from subscriptions. We are attempting to get a bank loan against the \$1900 owed since it is from a reputable source but preliminary returns indicate it will not be easy.

For issue Number Two typesetting and printing costs have gone up. We would like to print 10,000 copies based on our first experience and likely West Coast distribution. 10,000 copies @ 28 pages will cost \$4240; \$760 for typesetting, \$3480 for printing, materials and layout; or 43¢ per copy. 5000 copies @ 28 pages will cost \$2908 or 58¢ per copy. The amount of cash we can obtain and terms we can work out with the printer will determine how many copies are printed. After the results of Number Two come in we will have some solid information on our circulation and subscriber potential and distributor interest.

HOW DO YOU THINK VIDEOTAPE CAN BEST BE USED NON-COMMERCIALY FOR PROFIT?

Radical Software is in the process of incorporating as an independent non-profit organization

To encourage dissemination of the information in *Radical Software* we have created our own symbol of an x within a circle: ©. This is a Xerox mark, the antithesis of copyright which means DO copy. (The only copyrighted contents in this issue are excerpted from published or soon-to-be-published books and articles which are already copyrighted.)

Editors: Beryl Phyllis  
 Korot Gershuny

Contributing Editor: Michael Shamberg

Publisher: Ira Schneider

Circulation: Louis Jaffe

Production: Phyllis Beryl  
 Gershuny Korot

Thank You: Megan Williams, Thea Sklover,  
 Davidson Gigliotti, Jeff Stollow, Carol Vontobel,  
 Jeff Casdin and Art Anderson—Source Associates

Address: Radical Software  
 24 East 22 Street 2nd Floor  
 New York City 10010  
 Tel: 212-982-5566

# RADICAL SOFTWARE

cover photos: Julie Katz and Tom DeWitt

RADICAL SOFTWARE 24 East 22 Street New York City 10010

If you would like to subscribe for one year (4 issues, postpaid) enclose this card in an envelope with a check for \$5 payable to "Radical Software". Or send a subscription to a friend.

Begin subscription with Issue No. 1 (Summer 1970)

Begin subscription with Issue No. 2 (Fall 1970)

Name \_\_\_\_\_

Address \_\_\_\_\_

ZIP CODE \_\_\_\_\_

WE EAGERLY SOLICIT INFORMATION AND INFORMATION ABOUT INFORMATION WHICH READERS FEEL WE SHOULD INCLUDE. ANYTHING FROM PRACTICAL AND EXPERIMENTAL VIDEO TO COMMENTS ON THE CURRENT POLLUTION OF THE INFORMATION ENVIRONMENT TO CURRENT DATA ON CABLE TELEVISION LEGISLATION AND USE AND BEYOND TO DESIGNS FOR ALTERNATE COMPUTER NETWORKS AND OTHER SOFTWARE SYSTEMS.