

## INTERNATIONAL INDEX TO FILM PERIODICALS

To FIAF Executive

From: Editor

Subject: Publication of the Index 1978-

### 1. Position

Macmillan's will not be publishing the annual volume of the Index after the 1977 edition

#### 1.1. Possible solutions

- 1.1.1. Not to publish an annual volume. We would then lose the income from the fee and a valuable, prestige reference work
- 1.1.2. Look for another publisher. There is now very little time for the 1978 edition. Previous publishers (Bowkers, St. James/St Martin's & Macmillan) have proved inefficient and disinterested in such a specialised reference book.
- 1.1.3. Publish the 1978 edition by FIAF. This would give us more control over printing schedules, publicity and sales. The profits would be higher than the present publisher's fee and would help finance the card service.

### 2. Recommendation

I recommend that FIAF adopts Solution 1.1.3. and publishes the 1978 Volume.

#### 2.1. Finance (see attached sheet)

- 2.1.1. The major bills would require payment in 30-60 days, therefore at no time would FIAF need to support the Index by more than £3300 and this only for a short period.
- 2.1.2. St Martin's (New York) will take at least 300 copies of the 1978 edition for US sales at £8.75 each and pay us at once
- 2.1.3. Macmillan has sold some 270 copies (outside North America) and we could take over these orders.

[These figures are for the 1976 volume which appeared two years late with very little advertising. FIAF would be able to do much better than this]

#### 2.2. Procedure

- 2.2.1. George Walsh (St James) is anxious to help us with the production of the 1978 edition by doing the paste-up and supervising the following stages with the Editor (at no charge). He wishes to know FIAF's decision so that he can schedule publication this year of the 1978 volume.

#### 2.3. Advertising

As we have already been advising our publishers on this since 1972 we are in an excellent position to contact libraries, bookshops and institutions as well as film periodicals etc. We also now have the address list of "Film Literature Index". The advertising can be carried out from the London office in conjunction with the Documentation Commission.

#### 2.4. Invoicing and dispatch of copies

With the help of Mrs Fernandes, our new part-time assistant, we can also deal with invoicing and dispatch in London. We hope that either the printer or the NFA will store the volumes releasing them to us as needed.

Frances Thorpe