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TO FIAF SUBSCRIBERS TO THE INTERNATIONAL INDEX TO FILM PERIODICALS

Dear Colleague:

At Rapallo the Executive Committee expects to present to the General Assembly several alternatives for the future of the P.I.P. One of the proposals may be to form a cooperative of the most interested members to continue it from 1982 onward. The practical details of a cooperative and its contractual arrangements with FIAF would have to be carefully worked out before such a scheme could proceed. However we want you to have advance notice in order that you can investigate your financial possibilities and come to Rapallo prepared to state your degree of interest. We would not yet demand a final commitment but we would like you to be in a position to discuss it seriously.

When we examined the financial prospects at our meeting in Brussels the last few days we found that the project may make back all its costs for the present. However, the most conservative estimate of sales of the annual volume (450 copies, chiefly firm standing orders) could result in a deficit of BF 231,000 in 1981, a year in which FIAF will still be responsible for it. Nevertheless, prospects look good for the additional sales of the book; and we now own a stock of the earlier volumes which we can also sell. The publicity to promote book sales has only recently begun to appear in periodicals: These are the reasons why we think it will be possible to fill the gap between our costs and our income. However, we foresee that costs will continue to rise gradually during the coming years. We can compensate to some extent by raising the subscription prices and the price for the book, but there are limits lest we price ourselves out of the market. We will also be able to increase sales of the book but there will come a time when we have reached the maximum possible sales, as we think we have already done with the card subscriptions. Whether that maximum is 600 copies or 1500, we cannot say until we have given it a thorough try.

Our decisions in Rapallo are important for several reasons, the most immediate one being the lease for one part of our London office which must be renewed in September 1981 for a period of five years and it might be difficult to get rid of the lease - if it becomes necessary - without a big loss. We ask you to think of a cooperative in terms of a five year period, with a review in the fourth year to decide if the project may be continued. We anticipate that rising costs might result in a maximum deficit of BF 308,000 for 1982, still counting on the most conservative estimate of book sales. Perhaps we must count on an increase of 10 % each year thereafter. Although we would expect to make up the sum through increased sales, there is no guarantee. We would ask the members of the cooperative to be prepared to be the guarantors if it

should be needed.

If the cooperative has 15 members that would be a maximum of BF 20,533 each in addition to the regular subscription; if there are 10 members it would be BF 30,800; for 9 members BF 34,222; for 8 members BF 38,500, etc. That represents the maximum for which you would have to be prepared but it would probably be much less. Some members have said in the past that they would be prepared to pay much higher costs because they felt it still made a substantial savings in their staff costs. We ask all of you to give consideration to this factor.

We may have more attractive alternate plans to offer you in Repallo and would then abandon this scheme. But please come prepared to discuss it.

Eileen Bowser
President, Documentation
Commission
Vice-President of FIAF

Brussels, 6 April 1981