

Television Service

We have at present 28 paying subscribers to the tv service. Two of these are recent and ordered by Blackwells and therefore are not really secure.

Income produced is £4478.00.

Non-FIAF subscribers are Arizona State University, *Birmingham Arts, Appalachian State Univ., Univ. of Ulster, Southern Illinois Univ., Denmark Radio, Dublin RTE, Univ. of Alberta, *BBC, IBA, *NFBC, Tulane Univ., *Australian F & TV school, Rede Globo (cards), Singapore B'casting. 15 non-FIAF out of a total of 28 tv subscribers. There are only 9 non-FIAF film subscribers out of a total of 39, and four of these (marked * above) take both film and tv. So we could say there are only 11 "pure" tv subscribers.

There must be something wrong about our approach bearing in mind all the broadcasting organizations and media courses etc. in the world.

First, of course, these organizations are not information minded and want nothing to do with cards and microfiches. They might be interested if we present the index in a simple way, not too expensive, and as up-to-date as possible.

I suggest that we consider the possibility of producing the tv service in a different format.

1. On paper, as a journal, six or eight times a year, double column on A4 reduced to A5. Both sides of the paper.
2. We list the entry once only, in periodical order with a running code number.
3. We include an index from subject headings and authors, with generous references. The index cumulates through the year.
4. We reduce the price drastically, say to £90.00. Charge extra for airmail.
5. Provide A5 ring binders.
6. We produce an annual volume, A4 (A3 reduced), either as at present or in the new format.
7. Start March 1987.

Total entries at the end of the year would occupy about 185 pages. Index at end of year about 28 pages.

Present cost of producing the microfiche £700.00.

One useful by-product would be we could easily provide free indexes to donated periodicals.

Producing the volume annually might attract the ITCA grant every year.

If we sold another 20 subscriptions we would exceed present income.