

WK  
February 15, 1973

M E M O R A N D U M

TO: John P. Keith  
FROM: Richard T. Anderson  
RE: February Status Report -- Paperback Book

The January report was not optimistic, because three key issues were unresolved: cost for bulk orders, distribution procedures, and a contract with New American Library. At this point, each has been resolved or soon will be.

RPA has guaranteed purchase of 50,000 copies at 32 cents each. These will be distributed to participating organizations in quantities of 500 or more at 40 cents per copy, shipped directly from the plant. Orders are now being taken. In taking a calculated risk, we may be stuck with surplus books but at the same time have assured a substantial quantity for those that want the book prior to the first broadcast. It is now possible to say with reasonable certainty that "the book will be widely available in advance of the town meetings." That was our goal.

We will work with NAL to see that the book will find its way to as many bookstores and newsstands in the Region as possible. The adequacy of the distribution system has yet to be determined. Does it respond only to demand and publicity? Can we get it throughout the Region without substantial advance publicity or people asking for it in every bookstore?

A contract is close to being consummated. Peter Herman and I discussed it with NAL staff last week and expect to receive a revised copy shortly.

March 1 is the formal release date. A press reception is scheduled for Chase Manhattan Bank's 60th floor and the book's acceptance during the following week may well determine its sales and its impact on the overall project. No doubt each will compliment the other.

Thus, it appears likely that the paperback book element of McM's ~~grand~~ grand design will come off very close to the original intention.

RTA

RTA/rst