

RED RAG

- IDEAS & SUGGESTIONS FROM A RED RAG COLLECTIVE MEETING AT 92a LONDON RD, READING ON SUN. 3. AUGUST 1986.

• PRESENT: PAUL Ho, PAUL Co, NICK, SIMON, IAN, SAM, LAURA, JACKIE, JOHN, CLIVE, LINDA, ANA, MARK R.

- THANKS TO LAURA FOR THE HOSPITALITY & REFRESHMENTS!

• HERE WE GO...

A: PRICING OF THE RAG/A PAPER: SUGGESTIONS FOR FIXED PRICE / RECOMMENDED DONATION / FREE...

- I: A PRICE GIVES A REGULAR INCOME, A GOOD IDEA OF OPINIONS OF THE RAG & OF HOW MANY TO PRINT. DONATIONS WOULD BE BETTER BUT DON'T HAPPEN.
- II: BUT SOME PEOPLE WOULD REFUSE TO PAY ON PRINCIPLE < COMMODITY CONSUMPTION >. IT WAS POINTED OUT THAT "GOING OUT" INFO IS ABOUT CONSUMPTION TOO! PART OF THE RAG'S CHARACTER IS ITS FREE-NESS.
- III: WHAT PEOPLE FELT: SIMON, CLIVE, LAURA, IAN & MARK IN FAVOUR OF, SAY, 10p PRICE; PAUL Co, LINDA ANA DON'T LIKE THE IDEA OF A PRICE BUT CAN'T SEE ANY OTHER WAY; JOHN IN FAVOUR OF A PRICE; PAUL Ho AGAINST A PRICE, ON PRINCIPLE; SAM - CAN'T THINK OF ANYTHING BETTER THAN A PRICE; PAUL Ho PREFERS DONATIONS BUT WOULD GO ALONG WITH PRICING IF NEED BE; NICK IS AGAINST CHARGING; MONEY FROM PAID ADS PREFERABLE.
- IV. NOTHING RESOLVED ON PRICING. WHAT DO YOU THINK?
- V. LARRY HAS OFFERED TO GET PAID ADS GOING AS A MAJOR SOURCE OF FUNDING. THE MEETING WELCOMED THIS, BUT IT NEEDS SOME CLARIFICATION. ALSO, HOW DOES LARRY FEEL ABOUT PRICING THE PAPER?
- VI. IF THE RAG COST SOMETHING TO BUY, A WAY OF GETTING THE CASH NEEDS LOOKING AT, & COLLECTING IT.
- VII. ONE WAY TO GET GROBBLES IS TO BECOME A CO-OP OR TRY FOR A SMALL GRANT.

B: DISTRIBUTION

- I. IT WAS AGREED (<!) THAT THE CURRENT DOOR-TO-DOOR DISTRIBUTION IS VERY NICE BUT IT TAKES UP A LOT OF TIME & EFFORT, AND MAKES SUNDAY FOLDING SOMETHING TO AVOID.
- II. SIMON SUGGESTED PUTTING THE RAG OUT THROUGH OUTLETS ONLY IN CENTRAL READING, WITH AN ENLARGED POSTIES SYSTEM (<10 SUBSCRIPTIONS!>) FOR PEOPLE TOO FAR FROM SUCH AN OUTLET. THIS SOUNDED OK TO MOST PEOPLE BUT OBVIOUSLY COULD GIVE THE POSTIES PERSON (<CURRENTLY VÉRONIQUE>) MORE WORK. WHAT DO YOU THINK, VÉRONIQUE?
- III. IF THE RAG COST, SAY, 10p A COPY, AND THE NEW IDEAS ON DISTRIBUTION WERE PUT INTO PRACTICE, THEN MONEY WOULD HAVE TO BE COLLECTED AT THE OUTLETS, <ESPECIALLY BECAUSE, AS PAUL Co SAID, DOOR-TO-DOOR SAVES COLLECTIONS WOULD CAUSE LOTS OF AGGRO FOR DISTRIBUTORS>.
- IV. IT WAS FELT SOME WAY OF ENSURING THAT PEOPLE DID PAY WAS NEEDED. A SUGGESTION WAS FOR A % COMMISSION TO THE SHOPKEEPERS etc, WHICH WOULD MAKE IT IN THEIR INTEREST TO ENSURE PEOPLE PAID UP FOR THE RAG. AGAIN, THIS GOT A MIXED RESPONSE & WAS NOT RESOLVED.
- V. THOSE PEOPLE WHO SAW COMMISSION AS BEING A NECESSARY EVIL SUGGESTED THAT WE GO TO AN OUTLET WITH THE AGREED NUMBER OF COPIES, ASK FOR OUR RAG MONEY UPFRONT & THEN, WHEN WE GO BACK WITH THE NEXT ONE, GIVE THEM THE COMMISSION FOR THE ONES SOLD & A REFUND FOR THE UNSOLD COPIES. IE A SALE OR RETURN SYSTEM...
- VI. WHAT DO YOU THINK ABOUT THE IDEA OF PRICING & COMMISSION?

VII: IT WAS AGREED TO TALK TO CURRENT SHOP/OTHER OUTLETS ABOUT THESE THINGS, & REPORT BACK TO THE NEXT MEETING. POINTS TO RAISE INCLUDE: SCRAPPING DOOR-TO-DOOR DELIVERY MEANS MORE PEOPLE COMING TO SHOPS FOR RED RAG & SOME MORE CUSTOM FOR SHOPS; THE RAG <IF PRICED> WOULD BE AVAILABLE ON SALE OR RETURN; ONLY MENTION COMMISSION AS A LAST RESORT < BUT IF ONE SHOP INSISTS ON IT, SHOULD ALL OUTLETS GET IT - THAT SEEMS FAIR >.

VIII: SIMON TO TALK TO EUROFOODS, MO'S PLACE, KAN'S KITCHEN, MUSIC MKT, NICK TO AHEW, ICL, ELEPHANT OFF LICENCE; PAUL Ho TO PALMER PARK LIBRARY, AZAD; IAN - ACORN, HARVEST, UB CYCLES, PAN BOOKS; MARK R TO JELLYS, PARADISE CLUB, NO. 60; LAURA - LINGS, CENTRAL, APOLLO & RCRC, CONTINENTAL STORES, S U THERLANDS; ANA TO LISTEN, POP RECORDS; CLIVE TO SANCO & HARRISON'S NEWSAGENTS.

① ACORN - ARE THE ACORN COLLECTIVE PREPARED TO ALLOW «THE RAG» TO USE THEIR EQUIPMENT? IF SO, ON WHAT BASIS? ESPECIALLY IF THE RAG COSTS 10p OR WHATEVER. IT WOULD BE GOOD IF ACORN COULD COME TO THE NEXT MEETING.

② STANDARD FORMAT: SUGGESTED, TO GIVE CLARITY, & TO MAKE IT EASIER FOR PEOPLE TO GET INVOLVED IN PASTEUR. AS FEW TYPEFACES AS POSSIBLE. ALL COPY ASKED TO BE TYPED TO THE CORRECT COLUMN WIDTH, IF POSS - 3 COLUMNS A PAGE POPULAR < 8cm TYPING, 6cm WHEN REDUCED - NICK HAS ACCESS TO A SUITABLE PHOTOCOPIER >. MARK IN FAVOUR OF STANDARD LAYOUT PRINCIPLES TO GIVE CONTINUITY, MAKE IT MORE ATTRACTIVE TO BUY < IF PRICED > OR GET, AND TO REDUCE ARTISTIC RIVALRY OVER PASTEUR STYLE. AND TO AVOID SPACE WASTING. PAGE/SHEET SIZE DEPENDENT ON THE PRESS USED, & SO ON ACCORN'S OPINIONS.

③ NAME - NOT REALLY DISCUSSED: A NEW START, OR USE THE LOYALTY OF THE RAG'S READERSHIP BY NOT CHANGING NAME??

④ PRINTING - GOOD TO GET INVOLVED FOR (1) DE-MYSTIFICATION, (2) SKILL SHARING, (3) ASSEMBLING A SUITABLE PRINTING GROUP IF WE WERE TO DO IT OURSELVES, (4) KNOWING WHAT YOU CAN GET AWAY WITH ON ARTWORK.

⑤ EDITORIAL POLICY - HELD OVER TO NEXT MEETING, ALONG WITH... < SORT OF >...

⑥ CONTENT / WHY HAVE RED RAG?

- I. PAUL Co. RAISED THE ESSENTIAL QUESTION OF WHO IS THE RAG/PAPER FOR? WHY WRITE? «SO THAT PEOPLE KNOW WHAT'S HAPPENING»; «NOT FOR ANARCHISTS OR POLITICS»; «FOR GROUPS OF LIKE MINDED PEOPLE»; «TO RELAY IDEAS & INFORMATION»; «NOT A JOURNAL FOR THEORY - BUT YOUR IDEAS AFFECT HOW YOU PUT INTO PRACTICE»; «NOT FOR POLITICAL AXE-GRINDING» - QUITE A SELECTION OF VIEWS, BUT MANY ARE COMPATIBLE. JOHN INTO LOTS OF NATIONAL/INTERNATIONAL STUFF.
- II. IF WE WANT A SITUATION WHERE PEOPLE USE THIS FRAMEWORK TO TRANSMIT INFORMATION - ON RIGHTS, ACTION, CAMPAIGNS, WHAT IS/WILL BE/HAS BEEN GOING ON - HOW DOES THIS ACTIVE PARTICIPATION COME ABOUT? BY DEVELOPING CONTACTS, PERHAPS WITH A NEWSHOUND TEAM RESPONSIBLE FOR GOING TO GROUPS etc TO ASK THEM WHAT'S HAPPENING & IF THEY WERE AWARE OF THE RAG AS A MEANS OF REACHING MORE PEOPLE, etc.
- III. A POPULAR SUGGESTION - TALK TO ALL SORTS OF PEOPLE/GROUPS ABOUT THE RAG'S NEW APPROACH: FOR CONTACTS, INFO, CONTRIBUTIONS & INVOLVEMENT.
- IV. ANOTHER IDEA: MEDIA WORKSHOPS ON WRITING, PASTEUR TO GIVE NEW PEOPLE EXPERIENCE & EXCHANGE SKILLS, WITHOUT RAG PRODUCTION DEADLINES. LAURA, CLIVE & MARK OFFERED TO HELP.

⑦ NEXT MEETING: THURS 14 AUGUST 1986, 8pm AT 56 HAMILTON RD, READING. COME ON DOWN!

• BUMPER NEW LAUNCH ISSUE PLANNED FOR END OF SEPTEMBER - GET BUSY NOW!!

x mark.