

BUDGET REQUEST FOR THE CWSS  
PUBLICATIONS COMPONENT

for the period Feb. 15 - Aug. 15, 1971

Submitted in final form

February 5, 1971 to the SDSC

Foundation

BUDGET REQUEST FOR THE CWSS  
PUBLICATIONS COMPONENT\*

INTRODUCTION

The growing literature dealing with women's oppression, rights, and liberation has done much to expose the nature and sources of the problem. Little, however, has been written, and even less done, towards its resolution. It is the philosophy of the Center for Women's Studies & Services that rhetoric and protest are no longer enough; that since the problem has now been widely exposed, specific processes must be initiated to deal with it.

A major inheritance of long-term oppression is the vast array of unmet needs, and it is the belief of CWSS that to begin to meet these needs in the general context of social change, and specifically women's liberation, is the next necessary step. The multi-component, multi-service structure of CWSS is a concrete expression of this approach.

BACKGROUND

As with all seedlings planted in arid soil, the CWSS has gone through a somewhat lengthy period of internal development and, so to speak, subterranean growth. Thus, the seed money originally provided by the San Diego State College Foundation represents a sound investment in meticulous planning and organization, thanks to which the CWSS is now ready to surface and begin its work of providing the much-needed services. (It is important to remember that although the Women's Studies Program is not at present a component of CWSS, its initial organization and approval are in large measure due to the efforts of the coordinator and staff of CWSS, salaried by the initial SDSC Foundation funding.)

Our Board, and the various components are now rooted in both the academic and the general communities, and in both the expectations are high. Our potential for meeting these expectations is equally high, but we need continued support from the foundation. We are resolved to ensure that its investment in our program brings the highest returns in terms of the scope and excellence with which we fulfill our purpose.

\*Please read this in conjunction with the Informational Memorandum of February 2, 1971.

## RATIONALE

Of all the projected components, the one most uniquely equipped, and most urgently needed, is the Publications Component, since from the very inception it is designed to serve the academic community, the community at large, as well as the internal needs of CWSS.

There is widespread demand in academic circles for the International Annotated Bibliography of Women Writers, whose author, an SDSC faculty member, has halted its publication by MLA in favor of our Publications Component. An anthology of women poets compiled and edited by our Publications Component, under the editorship of a SDSC alumna, is ready to go to press. Precedent-making research for a monograph on women prisoners is now under way with an eye to being published by our Publications Component. Significant, easy-to-read articles now buried in obscure scholarly journals are waiting to be read by a larger audience when our Publications Component makes them available to the general public. No doubt, the existence of the Publications Component will provide an outlet for, and stimulate research and publication by, San Diego State College faculty and especially the faculty and more advanced students of the Women's Studies Program. The list of needs potentially served by the Publications Component seems endless.

## DESCRIPTION OF ATTACHED BUDGETS

It is important to remember when considering the enclosed budgets for the Publications Component that they are sub-budgets of the total CWSS budget proposal; furthermore, as numbered, Budget II is a sub-budget of Budget I, and Budget III is a sub-budget of Budget II.

Budget I

This budget is simply a replica of the corresponding part of the original CWSS twelve-month budget request submitted in July of 1970. As such, it is subject to modification in accordance with recent and current developments, and needs that had not yet been fully crystallized at that time but have now come into focus. Budget II is one such modification projected for a six-month period.

Budget II

This budget represents the immediate needs of the Publications Component as well as the minimum amounts necessary to keep it in operation for the next six months. As previously stated, we hope to regain a significant part of this initial investment through widespread sales of our publications, thus obviating the need for future funding in some of the areas covered by the present budget. This is particularly true in the case of the Poetry Anthology for which the outlay is itemized in Budget III.

Budget III

This includes the three possible budgets necessary for the publication of the Poetry Anthology, considered nation-wide to be a pilot project of prime importance. When considering the three possibilities, it is important to remember that the larger the original investment, the greater will be the returns - in the areas of profit, publicity, and service - all of which will feed back to strengthen the Publications Component and help it become eventually self-sufficient.

Respectfully submitted by  
Carol Rowell, Coordinator  
Center for Women's Studies & Services  
in behalf of the CWSS Interim  
Board and Publications Component

# San Diego State College

San Diego, California 92115

CENTER FOR WOMEN'S STUDIES & SERVICES

PUBLICATIONS COMPONENT  
ORIGINAL ONE-YEAR BUDGET  
Request

STAFF

1 Full-Time Managing Editor	\$12,000
2 Half-Time Assistant Editors @ 5,000	10,000
1 Full-Time Secretary	6,000
<b>Sub-Total</b>	<b>\$28,000</b>

EQUIPMENT

1 Electric Typewriter	\$ 700
2 Manual Typewriters	200
Full desks/chairs, 2 @ \$70	140
Half desk/chairs, 2 @ \$50	100
Tables/chairs, large, 2 @ \$200	400
Tables/chairs, small, 2 @ \$30	60
File Cabinets, 2 @ \$50	100
Bookcases, 4 @ \$30	120
<b>Sub-Total</b>	<b>\$ 1,820</b>

OPERATING EXPENSES

Materials	\$ 500
Supplies (Desk - \$100, Misc. - \$1,000)	1,100
Xeroxing (10,000 pp. @ 3¢/copy)	300
Space Rental (1,500 sq.ft. @ \$250/mo.)	3,000
<b>Sub-Total</b>	<b>\$ 4,900</b>

COMMUNICATIONS AND UTILITIES

Telephone	\$ 800
Postage	800
Utilities	150
<b>Sub-Total</b>	<b>\$ 1,250</b>

TRAVEL

2 Instate trips for Managing Editor	\$ 200
1 Out-of-State trips for Managing Editor	275
Mileage (3,000 miles @ 10¢/mile)	300
<b>Sub-Total</b>	<b>\$ 775</b>

**TOTAL** **\$36,745**

# San Diego State College

San Diego, California 92115

CENTER FOR WOMEN'S STUDIES & SERVICES

## PUBLICATIONS COMPONENT

\*SIX-MONTH BUDGET for FEB. 15 - AUG. 15, 1971  
Request

### STAFF

Half-Time Coordinator		\$3,000
Half-Time Secretary		1,500
Two Work-Study Positions	Approximate	<u>1,000</u>
	Approx. Sub-Total	\$5,500

### EQUIPMENT

Savin Photo Copier #220 (Purchase cost \$1,275)		
Rental price, \$50/mo. for six months		\$ 300
IBM Selectric Typewriter		
New 15" for \$440 with 5 elements @ \$18 each		530
Manual Typewriter		180
File Cabinet		
5 drawer @ \$5/mo. (applies to purchase)		30
Full desk/chair		70
Half desk/chair		50
Table/chairs, large		200
Bookcase		<u>30</u>
	Sub-Total	\$1,390

### OPERATING EXPENSES

To include long distance phone, mailing, publicity, materials, supplies, miscellaneous expenses		\$ 500
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### PRINTING COSTS

\$ 500

### SPACE RENTAL

1,500 sq.ft. @ \$250/mo.		\$1,500
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TOTAL \$9,390

\*Notice that this six-month budget is somewhat modified and therefore does not represent exactly half of the original one-year request.

COST ESTIMATE / Grandma's Camera  
for Poetry Anthology

The following is a cost estimate given by Richard Blackburn of Grandma's Camera, 309 G Street, San Diego, California 92101 (233-4198).

Estimate is based on a maximum issue of: 2000 copies / 60 pp., plus cover on Artlaid Text; 50 pages black ink only, 10 pages in two color.

Paper (35,000 sheets 11 x 17)	--	\$270
Film	--	25
Plates (approx. 40/\$1 each)	--	40
Ink (50 pp. b&w/10 pp. 2 color)	--	10
Labor (printing)	--	195
		195
TOTAL	--	\$540

Advantages

This estimate is for printing from camera-ready copy. The magazine editor would be responsible for preparing copy. Grandma's Camera has offered the use of its electric typewriter (with ball-selector type and margin justifier) and help from its staff in final layout problems. Although this assistance is offered free of cost, I think it would be reasonable to add \$60-100 to the above estimate to cover the cost of unforeseen problems as well as to reimburse these people for their advice and help. This would bring the total cost to \$600-640, still well below other estimates. It should be noted that commercial rates for preparation of copy for camera range from \$3.75 (Merlin Printers) to \$20 (Neyenesch) per page. Thus publication costs would be cut  $\frac{1}{4}$  to  $\frac{1}{2}$  if we prepare copy ourselves.

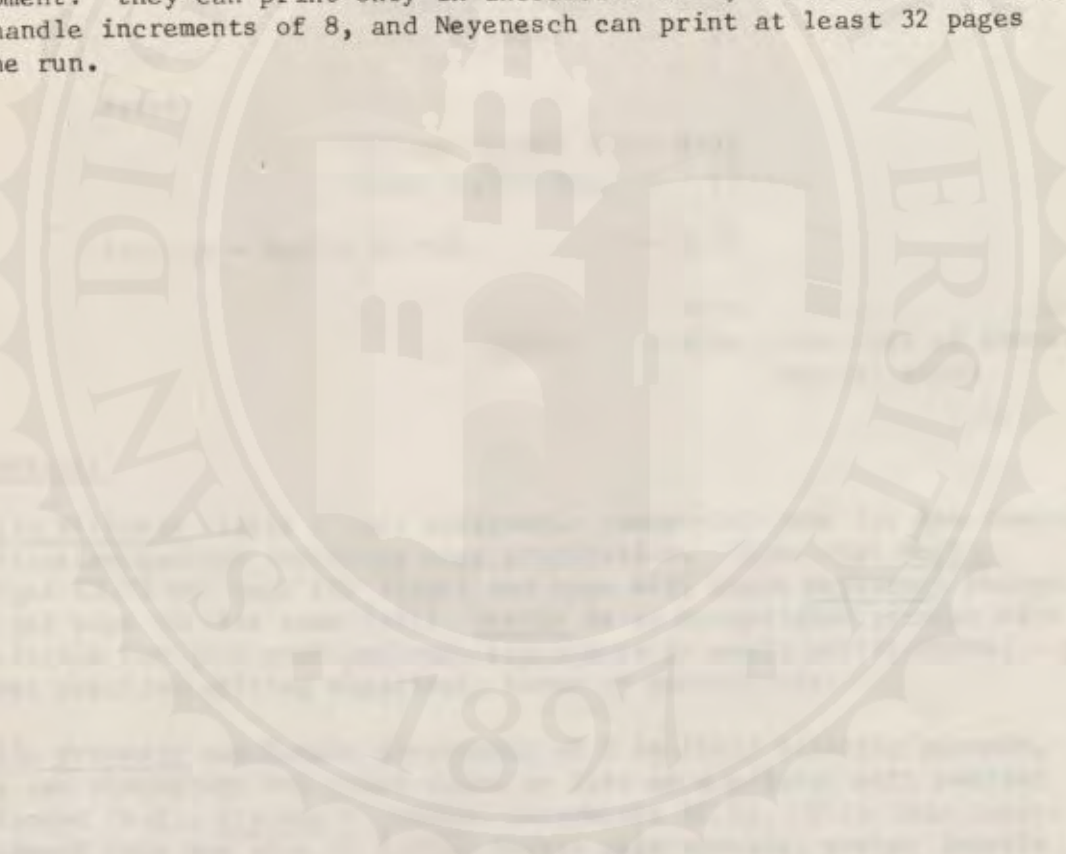
Women involved in the magazine would volunteer the labor required to collate, fold, and staple the book. Grandma's Camera will provide equipment and space for this work. This volunteer operation further cuts total publication costs by some \$165 (Merlin Printers' price for binding and stapling).

The primary advantage of printing with Grandma's Camera is thus twofold: by doing a large part of the operation ourselves (preparing copy and putting the magazine together) we cut costs in half; at the same time we have the added benefits of an on-the-job learning experience where we will be exposed to the different stages of printing, becoming familiar with printing equipment and processes. In terms of future publications, this training would be quite valuable.

(Grandma's Camera Cost Estimate - continued)

Disadvantages

The drawbacks of this low-cost operation would be those evolving from a dependence on volunteer labor. Where Neyenesch contracts to deliver a finished publication within two weeks of receipt of copy, a magazine printed at Grandma's Camera could take from 5 days to 2-3 weeks to collate, fold, and staple, depending on the number of women available to work on it and the amount of time per day each could devote to the job. I estimate that the book would take about 45 days to publish (from preparation of copy through printing and binding) under favorable conditions. As with all printers, the amount of time Grandma's Camera would require for the actual printing operations would depend on their simultaneous commitments to other jobs. Further, it can take more time per page to print at Grandma's Camera due to the limitations of their equipment: they can print only in increments of 4, while Merlin Printers can handle increments of 8, and Neyenesch can print at least 32 pages in one run.





COST ESTIMATE / Merlin Printers

The following is a cost estimate given by Jake Imming of Merlin Printers & Publishers, 1729 Palm Avenue, Imperial Beach, California 92032 (423-2221).

Estimate is based on a maximum issue of: 2000 copies / 64 pp. plus cover; one color ink only. Paper cost is not included in this estimate.

Art and Layout	(approx. \$3.75 per page)	
	64 page inside	-- \$240
	Cover	-- 10
Camera and Plates		
	Pictures @ \$1.50 each	
	Screening @ \$1.50 each	
	Inside 8 plates	-- \$280
	Cover 1 plate	-- 35
Press		
	Inside 32,000 Imp.	-- \$144
	Cover 2,000 Imp.	-- 12
Binding - Saddle Stitch		-- \$165
	TOTAL	-- \$886 (plus cost of stock: approx. \$250)

Advantages

Merlin Printers offers a very reasonable commercial rate for the complete publication package including copy preparation. (Note that Merlin charges \$3.75 per page for layout and type set, where Neyenesch charges \$20 per page for the same job.) Merlin is an established printer with a reputation for good work and much experience in small publications, e.g., school creative writing magazines, books of poetry, etc.

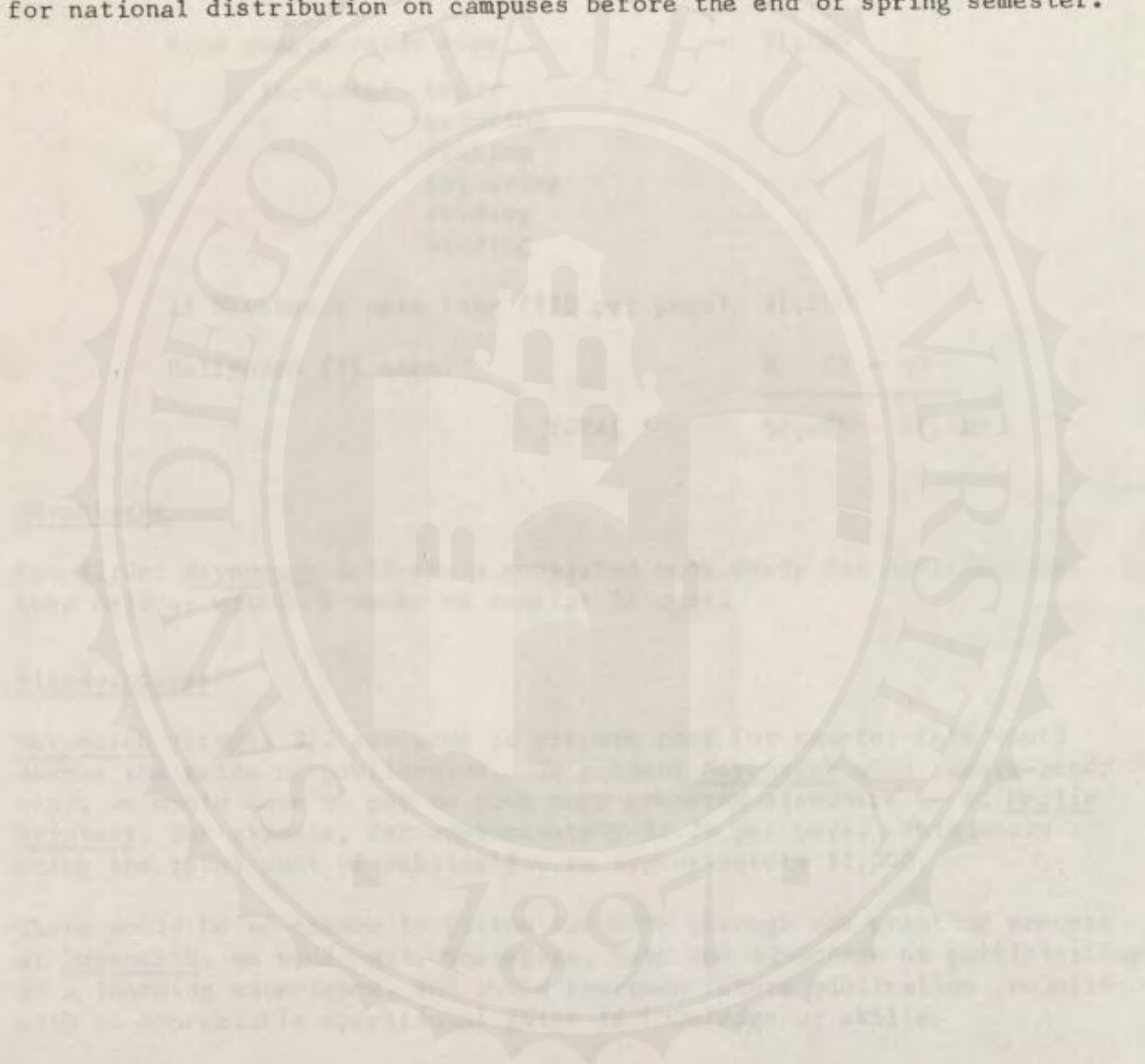
Merlin Printers can handle increments of 8 in their printing process, they can photograph and print twice as fast as a printer with smaller equipment (e.g., Grandma's Camera, increments of 4). With this larger equipment they are able to handle double page spreads, poster inserts of 14½ x 22 inch size and larger.

Disadvantages

Despite their relatively low commercial rate, Merlin Printers would still involve greater costs than Grandma's Camera -- the difference lies largely in the amount of work that can be done free of charge at Grandma's Camera by volunteer labor. The long-term disadvantage of beginning our publications operation with Merlin Printers would be that we could not take part in the different phases of printing, layout, and binding to the degree

that we could at Grandma's Camera -- i.e., Merlin Printers could not offer any on-the-job learning experience to the women who hope to be involved in future publication projects.

Another disadvantage with Merlin Printers is their present overloaded job schedule. Mr. Imming stated that they already have several school publications under contract with completion deadlines in April. Our publication might not be finished until after April -- we had hoped to have a finished book by no later than March 15 to allow several months for national distribution on campuses before the end of spring semester.



COST ESTIMATE / Neyenesch

The following is a cost quotation given by W. L. Atkison, Sales Manager, and Irene Richardson, Saleswoman, at Neyenesch Printers, Inc., 2750 Kettner Blvd., San Diego, California 92112 (297-2281).

Estimate is based on a maximum issue of: 2000 copies / 60-64 pp., plus cover on 65# Jersey Sepia; black ink only, no halftones. Paper (text) used would be 60# Ivory Offset Book.

From camera-ready copy	--	\$1,065
includes: paper		
printing		
cutting		
collating		
folding		
binding		
If Neyenesch sets type (\$20 per page)		\$1,200
Halftones (\$5 each)		\$ 25 - 40
		<hr/>
TOTAL		\$2,290 - \$2,305

Advantages

For \$1,065 Neyenesch delivers a completed book ready for distribution; they deliver within 2 weeks of receipt of copy.

Disadvantages

Neyenesch charges \$20 per page to prepare copy for camera; this would double the price of publication. To present Neyenesch with camera-ready copy, we would have to pay to have copy prepared elsewhere -- at Merlin Printers, for example, for approximately \$3.75 per page. This would bring the total cost of publication to approximately \$1,300.

There would be no chance to follow our copy through the printing process at Neyenesch; we would not, therefore, have the advantage of participating in a learning experience, and would approach future publication projects with no appreciable operational gains in knowledge or skills.