



VIDEO CONTACT

Woody & Steina Vasulka
257 Franklin Street
Buffalo, New York 14202

Dear *Woody & Steina*:

The purpose of this letter is to follow up on the distribution network, which was previously mentioned to you, and network interaction between you, the video artist and Video Contact, Inc.. The explicit objective is to maximize the mutual endeavors of the independent artist using video and of Video Contact, Inc. and the best interests of the various marketing sources throughout my referred network.

The video artists all over the country generally have tapes that up to this point enjoyed minimal public exposure and use. In addition, each has unique talents, interests and environmental resources which have not been most efficiently utilized. The "network" is a synthesis and "intelligent participation" of these talents and an interface with national television media and other public viewing vehicles (such as the 1981 multi-city video symposium which we speak of in a separate writing.)

I am enclosing an evaluation request of our prior contact. The results of this evaluation will help Video Contact staff order their resource and marketing priorities and improve the mechanism of on-going communication nation-wide.

In response to the enclosed questionnaire we want to allow you to keep our objective in the foreground: to respond to your needs and at the same time promote mutual development of other artists. In this way Video Contact can feedback resources and opportunities that develop out of its efforts.

As many of you know, one structure for meeting this objective has been a distribution network for independent video producers and artists. The network is distinctive by virtue of its inter-position between the available artists and the existing and potential markets. To refamiliarize you with our objectives allows us to summarize the following four distinctive features established as part of the Video Contact network:

- 1) the existence of a profit structure for the artist;
- 2) the utilization and incorporation of resources for public distribution and national recognition available to Video Contact made directly available to the local individual artists, existing teams of artists;
- 3) the establishment of temporary team clusters (from mixed locals) for specific projects and productions;
- 4) corporate operations based upon the Video Contact "school of video" (published in an upcoming article in Videography.)

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If you want to have any of your titles included in our brochure and part of our next mailing, please contact me to pursue further discussion of this and other participatory opportunities.

Sincerely,

Dorinda Hoarty

Dorinda Hoarty
May 25, 1979

P.S. The outstanding honorarium for your video tape(s) entered by Video Contact in the Italian Video Festival is forthcoming from the US Sponsor of Video Roma, Martha Stuart Communications, Inc.