

Budget for the Computer Arts Festival to be held at the Kitchen, April, 1973

Mailings

- 1) Invitations: sent to 250 people and institutions; 8¢ postage and 2¢ per xerox copy equals 10¢ each x 250 equals \$25.00
- 2) Responses and confirmations: expect to send approximately 200 letters = \$20.00
- 3) Return postage for all software materials sent: air mail, insured, approximately \$3.00 each, x 50 = \$150.00
- 4) Publicity mailing:
  - a) type setting and art work for the calendar of events = \$40.00
  - b) printing costs: for 2500 copies = \$30.00
  - c) postage for 500 copies, the Kitchen mailing list, press and media, schools and institutions, @ 8¢ each, = \$40.00

Total..... \$305.00

Telephone

- 1) Home phone (Dimitri Devyatkin, Festival Co-ordinator, GR3-6583)
  - a) monthly charge for service- \$12, x 2 1/2 months = \$30.00
  - b) over calls, @ 7¢ each, approximately 200 over calls per month, = \$35.00
  - c) long distance ( New Jersey, New York State, New England, etc.) = \$100.00
- 2) Kitchen phone- installation of private line = \$25.00  
plus monthly charge of \$12.00 x 2 1/2 months, = \$30.00  
plus overcalls, approximately \$20.00
- 3) Pay phones, approximately, in dimes.....\$30.00

Total.....\$270.00

Publicity

Free: 1) Village Voice, What's On Page; 2) The Villager, Back page; 3) Cue Magazine; 4) New York Magazine; 5) New York Times; 6) all college and high school newspapers; 7) many more.....

Paid: 1) Advertisements in a number of school papers (Columbia, NYU, CCNY, etc.) .....spend approximately \$150.00  
2) Village Voice: special rate.....in conjunction with the Center for New Music, we pay the Center \$40 per 1" x 2" block, for 1 wk and we get announced in the Center's mailing, to 6000 people. spend approximately \$80.00 per week for double box, x 2 weeks = \$160.00  
3) New York Times- minimum ad is \$100.00. # Sundays, 3 issues = \$300.00  
4) Send special press releases to all possible reviewers, especially computer periodicals.

Total.....\$610.00

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OPERATING EXPENSES: TOTAL.....\$1185.00

Administration:

Myself- as festival co-ordinator: 3 months of work.....\$1800.00  
for \$150.00 per week, for 12 weeks. My current income is \$100.00 per month from the Kitchen, and I survive with a few odd jobs which will have to be curtailed during the period of working on the Computer Arts Festival. I will not continue to take the \$100.00 per month unless I continue to also carry on my normal activities as co-director of the Kitchen. See separate letter in the Kitchen's collected letters detailing my regular work.

Secretary- part time, 20 hours per week, \$2.50 per hour = \$50.00  
per week, for 8 weeks..... \$400.00

Total.....\$2200.00

Catalog: All artists are also submitting descriptions and diagrams, and we have contacted a very reasonable printer. It is hard to give exact figures, but a fairly decent looking brochure, might cost us at least \$400.00..... This brochure will be the main record of the tapes, and a document of the state of the art. Charles Dodge, of the music faculty of Columbia University, will