

Agents to blame

Literary review loses money on each issue sold

(Continued from page 15)

The young dance publication, only one issue old, still has a small readership. It has some 300 subscribers, and other than subscriptions, it has only been circulated to libraries. Cohen is also planning to circulate it through selected stores and through dance schools and dance companies.

"Dance In Canada is a refined and

attractive magazine," said Cohen. "Because it is bringing the valuable realm of Canadian dance to the reader, it has the potential to be a successful, top-rate dance journal."

Waves, York's 80-page literary magazine, contains reviews, poetry and fiction. Bernice Lever, one of the editors, said the tri-annual magazine is "trying to display as much Canadian talent (both students and otherwise) as possible", including work in French.

Despite being one of the oldest

journals on campus, the three year old literary journal has been unable to really 'catch on' in the Canadian reading market.

With less in the way of grants than other publications, and no advertising revenue, the literary publication's future is still somewhat shaky.

"Our publication can only be distributed through agents," said Lever. "The problem with this is that the agents and stores are swallowing up whatever money a

small periodical might have made in the form of profit."

For instance, it costs Waves \$1.50 to produce each book, and this is the price they sell it for. But because the stores work through agents, the stores and agents take off 40 cents for each issue they handle and sell. The end result is a journal which costs \$1.50 to make, and returns only \$1.10.

Grants and funds from private institutions prevent such losses from killing the magazine.

Another of the commercial magazines on campus is Pulse, a film and television publication.

"We try to view the Canadian process in terms of the whole international film and television scene," said Rick Harris, its editor.

The 40-page, year-old monthly news-magazine started out as a newsletter for the film students here at York. But founder Harris felt the fledgling periodical would have more potential if it were 'externalized' into the trade.

Pulse now focuses on the informational, technical and marketing aspects of the film and television industries. As it is not a critical magazine, but rather a trade magazine for film and television, it is unique in Canada.

While the periodical is not a



CTR editor Don Rubin

money-making proposition, it has enough revenue from subscriptions and advertising to keep running from month to month.

"All the money we make is ploughed back into the magazine," said Harris.

While Pulse is not a "mass-circulation" journal, it has a fairly wide distribution; aside from subscribers, it is sold in bookstores, colleges, professional educational institutions (Seneca, Humber) and repertory cinemas.

Pulse appears mainly in the film centers of Toronto and Montreal, but also has a small distribution out on the West coast.

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