



## FRIENDS OF THE EARTH

529 COMMERCIAL SAN FRANCISCO CALIFORNIA 94111

April 5, 1973

To friends of our publishing program:

Here is a summary of past perplexity and future hope.

1. The arrangement between FOE and John Muir Institute has ended. Friends of the Earth Foundation will assume some of the burden JMI laid down. The new Earth Island, Inc., will help, as does Earth Island Ltd. in the UK.

2. We contracted with McCall Publishing Co., later sold to Saturday Review Industries, to publish 12 titles in The Earth's Wild Places, of which 6 were published. McC and SRI did not begin to promote the books the way they had agreed to, sales were disappointing to all, and they canceled, ceding back rights to FOE, and a small inventory. Work on the remaining 6 continues and 2 (Micronesia, Georgia) are due in August. We are working on new co-publishing arrangements.

3. Ballantine Books co-published 11 paperbacks with us, and we hoped for more. BB sold to Intext, severe financial difficulties followed, and plans for calendars and gift paperbacks of the ~~The~~ Earth's Wild Places fell short. BB is now a division of Random House and hopes are rising.

4. Herder & Herder co-published Only a Little Planet in our new series, Celebrating the Earth, together with Ballantine, but before publication sold to McGraw Hill and shortly thereafter was sold to Seabury Press. McGraw wants to keep the series and we plan two new titles with them for this fall, perhaps four per year thereafter--if a cooperative arrangement, as with Ballantine, works out.

5. Synergisms contracted to distribute FOE posters, then added an agreement to publish mounted prints, cards, and giant posters. They have not begun to succeed and we are winding up the arrangement and seeking a better one. Ballantine is interested in a 7-poster \$9.95 calendar.

6. Earth Island, Inc., has now been incorporated, can be hired by FOE to help with some of our publishing, as well as any the Friends of the Earth Foundation may embark upon, or similar organizations. It can also cooperate closely with Earth Island Ltd., now struggling in England.

7. Westab Products has done exceptionally well with FOE school supplies and stationery and is continuing and expanding its series, for which FOE has now earned about \$40,000 in royalties.

8. Random House has shown an interest in The Earth's Wild Places provided I do a book by that name for them as an opener. Xerox Education Group has shown a still more intense interest. Ballantine has suggested offering \$7.50 each for 7500 copies of Georgia (this would cover the entire printing bill and we could get our own copies for very little) and for subsequent EWP titles Ballantine may like. Dutton has offered to take the paperback edition (and remaining hardback sales) of Sense of Place.

So many things went suddenly wrong that it is almost reasonable to expect that a few will go suddenly right. We will spread any firm good news rapidly (and will also let you know if things get firmly worse).

*David R. Brower*  
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President