

Letters to the Editor

Women's Fair A Success

Editor:

Thank you on behalf of Women For Women for your excellent coverage of our yearly fund raiser, Women's Fair 79. Due to the efforts of many women, your publication, and other news media individuals, the Fair was an educational and financial success.

Women For Women thanks you for your contribution to the women of Monterey County and the Fair. We wish you continued success.

Joy Brennan
Coordinator

An Open Letter From Olivia Records

Editor:

Dear friends of Olivia Records: We're writing to you because we need your help. Many of you have been supporters of Olivia Records since we issued our first record in 1974; others have more recently become aware of Olivia, through concerts and our many fine albums of women's music.

We started Olivia nearly seven years ago in Washington, D.C. As so many women's businesses have had to do, we began with virtually no financial backing. We had our energy and commitment, and we knew that in women's music we had something to offer that women wanted and needed. We made a 45 rpm record — one song by Meg Christian, one by Cris Williamson — hoping that this sample of the music would interest a few major lenders in backing our first album. The results of this plan were a real surprise to us: Not one large loan was produced by it — but everywhere around the country, women wanted to buy the 45, and were making small donations with their purchase. It was their support that enabled us to get Olivia going.

The years have seen us move to the West Coast, grow from a catalog of one product to a roster of more than 20, and bring women's music to

women all over the world. We have remained steady in our commitment to foster a climate of growth and mutual support for women through the medium of women's music and women's business. And we're proud of what we've been able to accomplish up to now, with your support.

But our successes have not been without setbacks. Desiring to extend decision-making to a broader group of women, but lacking the sophisticated business skills to evaluate how many women we could adequately support, we expanded our group faster than we could afford to. Wishing to broaden the scope of the women's music we record, we produced albums by very talented lesser-known artists; but without the funds to tour these artists and promote their albums, we have not always succeeded in making the excellence of their music known to women around the country. The consequences — combined with the handicap of inflation and recession we all face today — have been severe for Olivia. We have had to cut back staff, we are operating with a sizable deficit, and we have been unable to produce a new album this year.

Now Olivia is at a crossroads — and once again we turn to you for support. We have the opportunity to produce an album that will help Olivia reach firm financial footing more quickly. It is an album that we believe you will love as you have loved *The Changer and the Changed*, an album of healing music and lovely melodies. We need to raise an additional \$40,000 for this project. You can help in three ways.

First, buy a new album for yourself (like Robin Tyler's comedy album, a newly distributed release), or buy a favorite for a friend. Second, if you can, send in a

donation — any amount will be gratefully received. Third, for those among you who have \$1,000 or more to lend, please write or call Judy Dlugacz at the address below, for information about interest rates and other loan terms we are able to offer.

For whatever help you can give (even if it's just moral support), we thank you from the bottom of our hearts. And we want you to know that Olivia isn't about to die. In spite of the difficulties we now face, we have good reason for optimism. Our energy and commitment remain high; we have gotten excellent, informed help in learning to function efficiently as a business while slowly reducing our deficit; and we are very excited about the album now in progress. So look for word from us in a few months about the new release, and once again, thanks for being there.

In sisterhood,
The women of Olivia
4400 Market St.
Oakland, CA 94608
(415) 655-0364

Demeter supports the work of Olivia Records and is sending a contribution to help them continue creating women's music and culture. Demeter Productions is also checking into the possibility of having Olivia albums for sale at concerts and other events.

An apology

Women For Women, Inc., wishes to apologize to Jauna Franklin, the talented artist of the Women's Fair 78 poster for giving the poster to *Demeter* for publication without her permission. We were also remiss in not giving her recognition for her work. The Fair committees and members of Women For Women sincerely thank Jauna for her artistic contribution to our organization, which was used to raise funds to support projects at the Salinas Emergency Housing Shelter.

