

## OLIVIA NEWSLETTER

#2

Dear Distributors:

Due to the time involved in mailing back and forth, the newsletter will be sent out every other month. Hopefully, this will give all participants a chance to collect fleeting thoughts on paper and send them in.

Because of a less than overwhelming response to the inquiry regarding a suitable name for this historic journal, the name Olivia Newsletter seems to meet the need and, at worst, can only be accused of being dull.

Deadling for the next issue is Nov. 30th.

### WHO WE ARE

#### BRENDA WARREN - Santa Cruz, Calif.

I am 21, Sagittarius, with many titles I alternately call myself. Some of the most consistent are: lesbian, feminist socialist, musician, songwriter, video freak, sound freak ... I first got into women's music/culture through video: a tape by the Santa Cruz women's media collective of the women's music festival in Sacramento a couple of years ago. I didn't attend the festival, but fell in love with the tape--so much that I and some other women here decided to do our own music festival. We call ourselves the Amazon Music Project and spent the summer (last year) getting to know about women's music through putting together the festival.

I started being an Olivia distributor in June when Meg did a concert here and I really still feel new at it. Besides distributing Olivia records I also have a part-time job doing sound at U.C.S.C. (the Univ.), I'm going to school being a joint women's studies/media & communications major; I write music, sing and play piano in a group with 3 other women (we do almost all original material) and am working with 3 other women on producing the Cris Williamson Santa Cruz concert scheduled for December 5th.

#### AMY QUATE - Indianapolis, Indiana

Here we have yet another Hoosier (you remember what that means from the last newsletter I hope). Age: 22; Education: B.A. chemistry, 1976, Indiana Univ. I have been involved in feminist causes since about age 15 and this has taken form in everything from lobbying, to writing and organizing, to self-help, and to singing, composing and selling women's music (currently featuring being an Olivia distributor and working in a feminist media collective in Indianapolis). As I examine this problem of trying to explain myself on paper, I realize that feminism is really the only coherent, recurring theme that materializes. Hopefully, I will someday be able to meet some of you, because the motly non-patterns of my life as an over-expansive generalist defy the capacities of a paragraph. But to give you some idea of wh-t I mean by non-patterns (and let you know that I am not trying to avoid the issue entirely), my current activities are: (besides selling Olivia), going to school, tutoring college chemistry and math, quitting my job as a substitute teacher for Indianapolis Public Schools, starting a new job selling new chevvy's for an auto dealer in Indy (if Olivia needs any staff cars, I'll give them a deal that nobody could beat!), cooking, for a big house for me and some wimmin friends to live in, spending the next 3 months as a juror on the Marion County Grand Jury, and applying (for the 3rd year in a row) to medical school (yes, they have affirmative action for racial minorities but no they do not have affirmative action for wimmin, and take it from me we do get screwed!).

#### NEWS FROM GINNY

The new forms are great. Let's give LA a break and use them--order NOW.

With Christmas descending upon us it is probably wise to begin hustling orders now. Don't forget Cris, Meg, Kay and High Risk have provided our sisters with a really great gift--Women's Music. Remember Meg's Songbook. We can now play something besides "Deck the Halls" at Christmas parties. You might have a few listening parties to give women a chance to hear the new albums.

**WANTED:** An East Coast distributor to write up a synopsis of the distributors' meeting. Please share with those of us who did not attend.

### PUBLICITY

**POSTERS:** Don't underestimate the selling power of posters and handbills. A few well-placed posters can serve as a constant reminder that Olivia albums are locally available. Women Centers, bookstores, YWCA's, laundromats, and any place else that would have a high rate of female traffic. Handbills could be used at key concerts (even if you are selling the album there, but especially if you're not), college registration, conventions, and any other large gathering of women.

**NEWSPAPERS:** If there is a feminist or underground paper in your area that you think should carry advertisements for Olivia albums, contact Ginny and give her the details. It might be possible for the costs to be absorbed by Olivia if the expected return on purchases would justify the expenditure.

There are non-paid ways to get Olivia into print. Contact the local papers and speak with the editors of the 'women's' page, trends section, or whatever it is called locally. Explain who you are, what you do, and a little bit about Olivia. Tell them you think it would make a good feature story and would love to give an interview on Olivia. You might try the Arts Editor if you strike out with the others.

You can use the background material Ginny sent each of us as a reference source. If at all possible, name the places that already carry the album and also state where you can be reached if other retailers are interested in carrying the album.

The tone of the article should, if at all possible, reflect the mood of the community. For example, in a conservative community, it is probably to your advantage not to come off as a "weirdo, pinko, hippie, creep." In other words, make sure people don't ~~not~~ hear what you say because of how you said it.

We will cover the other medias, tv and radio, in the next newsletter.

#### PERSONALS

Dear Robbie: Glad that we finally found you. Hope to hear from you soon and have a good time in Tampa.

Sandy.

Dear women:

If any of you have had problems dealing with stores that only get their records from huge record distribution companies and warehouses and you've been able to get them to carry Olivia, please share your secrets. Amy in Indianapolis is having ~~one~~ hell of a time cracking this nut. Let's see if we can come up with some help for our sister.

#### WELCOME TO SOME NEW DISTRIBUTORS:

Lynx Shelfield from Brooklyn, New York  
Cheetah from Boulder, Colorado  
Lindee Reese from Sebastopol, California  
Bonnie Bliss from Austin, Texas.

Texas and Colorado now have distribots and hopefully more will follow. We hope to hear from each of you and that you'll share a little of yourselves and your communities with us.

#### NEXT ISSUE -- Deadline: Nov. 30th

1. Bio-sketches not yet done.
2. Suggestions relating to tv and radio publicity
3. Women's production groups in your area (I'd really like to get on this but need help)
4. Personals - notes, comments, criticisms, loveletters, etc.