



## North American AstroPhysical Observatory (NAAPO)



**Cosmic Search: Issue 6**  
(Volume 2 Number 2; Spring (Apr., May, June) 1980)  
[Miscellaneous items found throughout the magazine]

### Miscellaneous Items

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**Information About the Publication**  
(Editorial Board, Editors, Table of Contents)



A magazine about Space, the Future and the Search for Intelligent Life beyond the Earth presented in a popular, responsible manner

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Opinions expressed by persons writing in **COSMIC SEARCH** are their own and do not necessarily reflect the opinions of the editorial staff.

## To ALL COSMIC SEARCHers

[This statement was found on page 25 of the magazine.]

Our goal is to create a popular, responsible magazine taking you to the exciting frontiers of science with a sense of great adventures to come:

- a magazine about space, the future and the search for intelligent life in the universe—
- a magazine which can be read with understanding by a high school student and with profit by a Ph.D.

With the eminent background and wide experience of our editorial board and our authors we are working to achieve these objectives. The problems of starting such a magazine,, however, are formidable and although we are making progress we believe you might like to know more about the story behind **COSMIC SEARCH**.

During 1977 a group of us associated with the Ohio State University Radio Observatory formed an independent, non-profit scientific-educational organization, Cosmic-Quest, Inc., with the purpose of publishing **COSMIC SEARCH**.

We were all very naive, rank amateurs with no experience in magazine publishing and we grossly underestimated the complexity of the magazine business and the work involved. But we learned rapidly and found many veteran magazine people who were willing to share their expertise. At this point everyone connected with the magazine was an unpaid volunteer.

Whereas many new magazines are launched with investments of hundreds of thousands to millions of dollars, our starting capital was a \$40,000 loan. To generate subscriptions \$10,000 was spent for ads in magazines. The resulting cost per subscription ranged from \$3 in the case of the best magazine to over \$30 for some others. If a subscription cost over \$4 we were losing money.

As we went to press for the premier issue we had about 1000 subscribers but we printed 75,000 copies at a cost of \$25,500 and mailed nearly 65,000 as complimentary copies to generate subscriptions. Results were less than we had hoped, amounting to about a 2 percent response.

Our original intent was to publish 6 issues a year. Although sufficient manuscripts were no problem, editing and publishing at this frequency was more than a small volunteer group could handle so we went to 4 issues a year but giving all previous subscribers 6 issues for a one year subscription.

For the next three issues we printed an average of 10,000 copies per issue at an average cost of \$6500 per issue. In addition to printing costs, we had big bills for postage, envelopes, office supplies, telephone, legal fees and many other items totalling nearly \$20,000. Income from advertisements in the magazine had netted only a few hundred dollars and with new subscriptions levelling off we had not on only a debt of \$40,000 (loan) but we were losing about \$2000 a month.

Currently we have about 4000 subscribers and a newsstand distribution of about 5000. Production cost per copy drops dramatically as the number printed goes over 10,000. We need at least double the present number of subscribers and newsstand sales to make **COSMIC SEARCH** a self-sustaining operation. Although there is now one part-time hourly employee, Sylvia Raub, our efficient Business Manager, the rest of the effort is completely volunteer with much of the work done on kitchen tables, literally. Initially we hoped some magazine income over expenses could be used to assist deserving research projects but these visions have vanished and all we now want to do is break even.

Although the work is staggering, we enjoy doing it and with the encouragement of our readers we intend to continue.

John Kraus



Smiling dolphin. Does his smirk indicate he knows something we don't? See article by Bruce Fleury. Photo from David K. Caldwell, Biological Systems, Inc.

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## THANK YOU!

**COSMIC SEARCH** expresses sincere thanks to the following donors who are helping to make sure that the story of SETI and mankind's future continue to be told in an interesting and factual way.

### Planetary Donors

**Jane L. Brooks**, Adelaide, South Australia (2 years)

**David M. Laida**, Sierra Vista, Arizona

**Arthur J. Morgan**, New York, New York

**A. V. Shaver**, Winchester, Virginia

**Paul Simons**, Sheboygan, Wisconsin

**Dennis Wildfogel**, Pomona, New Jersey

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Donation categories are as follows:

**Planetary:** \$30 per year

**Stellar:** \$100 per year

**Galactic:** \$500 per year

**Cosmic:** \$1000 per year

Contributions, however, will be gratefully accepted in any amount. Checks should be made payable to Cosmic Quest, Inc., P.O. Box 293, Delaware, Ohio 43015.

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## Coming in COSMIC SEARCH

- "Putting Our Best Signal Forward" by **Leonard David**

- "Confronting Political Realities" by **Marcia S. Smith**
- "Space Travel and Life" by **E. J. Opik**
- "Not as We Know It" by **Isaac Asimov**
- "Gravity Waves for Interstellar Communication" by **David H. Douglass**
- "Diana Waves Back: The First Moon Bounce" by **John Kraus**
- "Strategies of Searching for Extraterrestrial Civilizations" by **Nikolai Kardashev**
- **FORUM**: Discussion with **Patrick Palmer** and **Lee Rickart** on "SETI Perspectives"
- **ABCs of Space** will explain in simple terms:
  - The Universe in Six Leaps
  - The Expanding Universe
  - Planetary Rings: The Earth's Ring
  - Signals versus Noise
- More **SEnTinel** news reports, highlights of meetings, "Off the Shelf" books, college courses and many other special features.

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## Miscellaneous Quotes

The following quote is not directly associated with any article.

### Quote on page 8

Science tells me that each twinkling star  
That smiles above us is a peopled sphere,  
Or central sun, diffusing light afar;  
A link of natures chain ...  
Vain is the inquiry-all is darkness, doubt:  
This earth is one vast mystery to man.  
First find the secrets of this planet out,  
Then other planets, other systems scan!

Mikhail Lomonosov from "Evening Meditations on Seeing the Aurora Borealis"

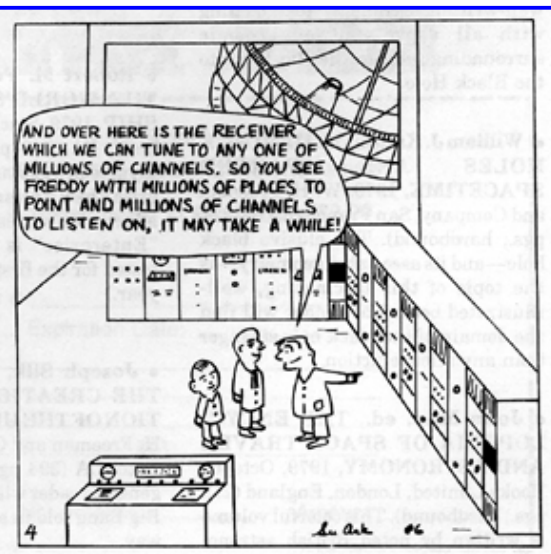
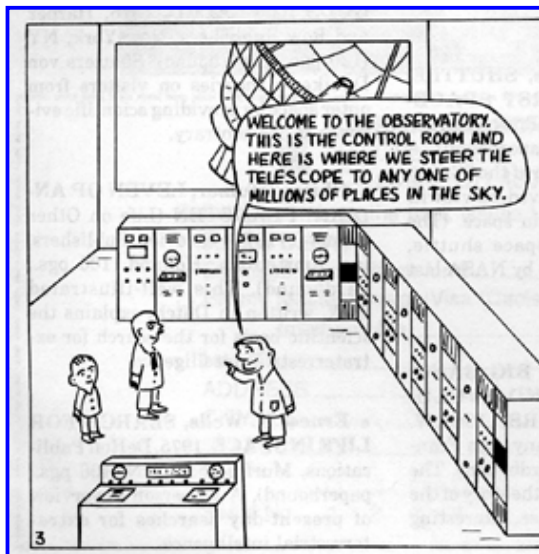
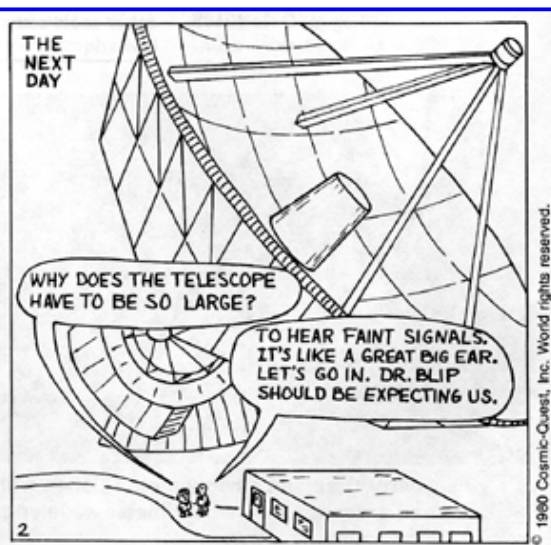
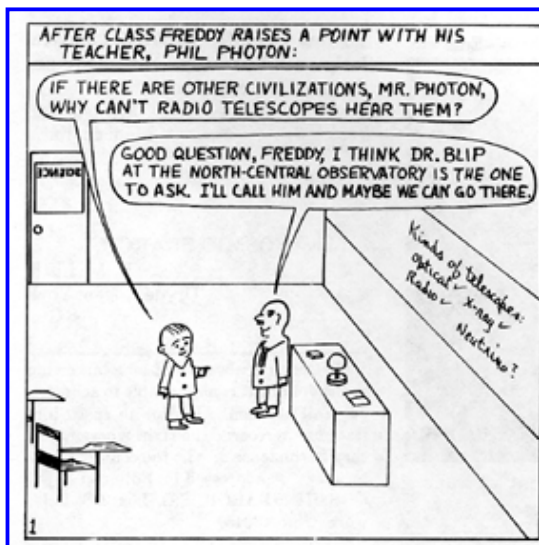
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## Miscellaneous Graphics

The following graphics are shown on this webpage at a relatively small size; click on each one to obtain a larger size version.

**Graphics Entitled: "THE ADVENTURES OF FREDDY SETI" by Su Ark**





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