

EASTWIND

POLITICS AND CULTURE OF ASIANS IN THE U.S.

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January 21, 1984

Dear Friends,

The Fall/Winter '83 issue of East Wind is finally available. We had expected to finish the magazine last November but experienced delays due to numerous revisions in article drafts which kept prolonging the production. In an effort to be timely and topical, we added articles and updated others.

As you can see, we selected the Asian Pacific Student Movement as the FOCUS section. As many of the contributing editors and advisors have suggested, we have expanded the FOCUS section to include a variety of articles on a single topic, highlighted by several articles on a particular theme. We hope that the special feature on career goals will stimulate much thought and discussion.

Please send us a note with your comment on this issue. We would like your opinions on:

1. the overall content. Which articles did you like or dislike? Please give us comments on the writing style, balance of articles, headlines, etc.
2. What do you think of the cover and layout? Because of numerous suggestions from readers, we dispensed with the separation of articles into distinct sections and intermixed the pieces. Do you like this format? We think it makes the magazine easier to read and more interesting to thumb through.
3. Please give us your suggestions for future articles.

As we enter our third year of publication, the staff has proposed several changes to improve the magazine.

First, we will publish three issues of the magazine in 1984. We plan to offer a spring (April), summer (August) and fall/winter (December) issue. Each magazine will be 40-44 pages in length. We need to make this change for several reasons:

1. We want to make the magazine more timely. There is too long a gap between issues of the magazine. By the time we put together an article list and solicited articles, new issues and

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events demanded attention. We find ourselves delaying publication in order to include articles on these new issues. This also meant that the magazine grew longer and thicker. By publishing three times a year in a shorter length, we are not only producing a more timely publication but hopefully a more readable one.

2. We want to put the production and distribution mechanism on a more stable basis. The long delay between productions created problems in our business functioning. As distributors and stores expect to see the magazine on a more regular basis, the entire system of billing, sales, etc. becomes more stable.

3. Publishing three times a year is a greater inducement for subscriptions. By subscribing the reader does not have to worry about missing an issue, but also saves money.

Publishing more often obviously means increased expenditures, but we believe the increased sales income, subs, and fundraising will more than offset the costs. A key factor in maintaining financial stability will be increasing our subscriber base from 350. We need a large subscriber base to guarantee 50% of our production costs.

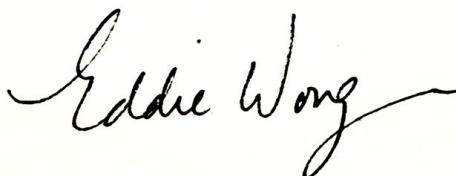
Another change we would like to make is in the editorial process. With the increased number of issues, we need to draw in more editors to take responsibility for the writing and editing of articles. We need to work on several issues at the same time to meet our deadlines. In the next few months, we will be asking some of the contributing editors and advisors to take on additional responsibility by serving on an editorial board which will be responsible for planning the issues and following through on some articles. We plan to have a diverse group with representation from both the East and West coasts as well as people from different backgrounds and areas of political and cultural work.

We've already begun kicking around some ideas for the 1984 issues. Tentative suggestions for the FOCUS sections include:

Spring '84: Asian Pacific Americans and the 1984 elections
Summer '84: Asian and Asian American art and literature
Fall/Winter '84: Labor issues in the Asian Pacific communities

Please send us your suggestions for other focus topics or articles for these proposed sections.

Sincerely,



Eddie Wong