

to process the mail, do business correspondence, the banking, etc. *Most* of the business gets done by volunteers, however. Distribution to bookstores, bulk mail to subscribers, bookstore accounts, "handling" manuscripts (logging in, acknowledging, tracking): all require the regular assembly of dedicated dykes.

Financing the magazine comes mainly from subscriptions and bookstore sales.<sup>16</sup> Our friendly printers and typesetter allowed us to spread the costs over the three months between issues. For two years VISA checks floated us over the rocks. Donations have been important, but never enormous; the largest were two \$500 gifts, while most are an extra couple of bucks added to a sub. Revenue from sales lags far behind the arrival of the bill, so it was hard going for a long time. By the fifth year, cash flows had caught up to expenditures. However, because subscriptions promise future magazines, there is always a liability on paper. *CL/LL* has never received a grant because we've never applied for one—not out of some political analysis, but because there never was the time to incorporate, a requirement for a grant. Once incorporated, you have to keep books and be a lot more accountable to the government than seemed important to bother with. And since *CL/LL* always operates in the red, the collective basically knows where the money is and goes.

Expenses are low. The Women's Center provides an office (in the mouldy basement until 1987, now on the first floor in exchange for the occasional use of the magazine's PC). Collective members financed the computer initially and then were paid back. The biggest windfall—though perhaps not worth the price—came as a result of settling *CL/LL's* censorship lawsuit against the University of Iowa,<sup>17</sup> which agreed to print three issues of the magazine for free.

Although you'll see ads for *CL/LL* in various women's and lesbian magazines, marketing (indeed all "business functions") is not really attended to except as someone has the energy.

---

16. Originally \$10, subs went to \$12 after two years, and only recently were raised to \$15. Cover prices were \$3.50, then \$4 and \$5. Bookstores get a well-deserved 40% of the cover price, and distributors 15%. *CL/LL* began using distributors in 1987.

17. More later and in issues 21–28.