

## Treeline Volume II

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Objective: To provide an outlet for writers and artists in northern British Columbia. Through this common forum for their work, northerners can come together, influence and support each other in developing their own unique form of expression.

To familiarize northern readers with their own heritage, thereby giving them a strong sense of cultural identity and pride.

To set up the initial stage in establishing Treeline Press, a northern publishing house, by initiating and coordinating a distribution system for subsequent volumes.

To expand circulation in British Columbia and Canada.

To improve the quality of the printing seen in Treeline Volume I.

New Features: Additional sections to improve the form of Treeline are 1. computer graphics 2. music and lyrics 3. native writing and art and 4. writings by old-timers in the north.

Dedication: Treeline II is dedicated to the hardy pioneers who have left a rich heritage which has just recently been recognized in northern British Columbia. In this celebration time of the 40th Year of the Construction of the Alaska Highway, the pioneers have stepped forward with tales of historic and literary value.

Source of Content: Creative writing classes of Northern Lights College, residents of northern British Columbia and established Canadian writers contribute to Treeline volumes.

Distribution: Treeline II will be distributed throughout British Columbia from Fort Nelson to Vancouver and Victoria. Grande Prairie, Edmonton, and Calgary will also be a target area due to natural geographic, commercial, and cultural links with the Peace River region. Other efforts to distribute across Canada will be assisted with a regional and provincial distribution system in place. A publicity campaign with a sales tour to designated markets will be coordinated. To create additional demands in these market areas, local media will be used to the fullest extent for press releases, TV and radio talk shows, interviews and readings. To extend distribution further and to enhance Treeline's profile in the publishing world, Treeline members will be involved with creative writing conferences, book fairs and publishing workshops.

Time Frame: Mid-November to January - collect and select material  
- return all discarded submissions with notes and covering letters  
January - edit all selected material  
- organize layout of Treeline II  
February to March - prepare photographs and/or prints  
- book printed by commercial printer  
- merchandising displays constructed  
- promotional kits prepared  
March - promotional photographs prepared  
- distribution and travel  
- advertising and mailing copies

Budget: The 2000 copies of Treeline II and establishing a distribution system will cost approximately \$32,000. The next volume of Treeline will be able to begin with the sales revenue from Treeline II and have a distribution system in place.