

18 October 1982

To the members of the Student Communications Board:

Greetings from the End of the Rainbow!

As I understand it, your dissatisfaction regarding our recent purchase of records from WMPG is two-fold; you don't feel that you got a good deal, and you think that the students should have had first opportunity to purchase/obtain records, since the lps were bought with student money. Here are my thoughts regarding each point.

1. Value is relative, and very subjective. In the case of the purchase of a large lot of records, it isn't the number that primarily determines value, it's what the records are. The lot purchased from WMPG consisted of secondary and obscure artists. There were no 'hot' albums (i.e. Beatles, Rolling Stones). I understand another dealer looked at the lot, and offered \$25 cash for it. We purchased the lot for \$100.00 trade value, and offered to search for specific albums that the deejays wanted, to fill holes in the radio station's collection. While sorting and pricing the records, my partner and I agreed that if the albums from WMPG moved faster than anticipated, that we would increase the amount of trade value. This is something we occasionally do when dealing records that are difficult to establish value on. However we don't mention this at the time of the transaction, because we don't want the person we're buying from to anticipate something extra that may not materialize. We find it's more fun to pleasantly surprise them.

2. I agree that the students should in some way get something out of this transaction (I'm an alumnus of USM, myself). However, I don't think that the records in the lot we purchased would be of interest to the students of USM, except maybe a select few. The majority of the records purchased were secondary Rhythm and Blues/Disco lps, and the rest were a mixture of unknown folk/rock/pop artists.

You say you would like to get the records back. I'd like to suggest an alternative proposal, one that would be of greater benefit to the students, you, the station, and us.

The End of the Rainbow is willing to designate a two week period of time during which the students of USM can come into the store, show us a valid student I.D. and receive a 25% discount off general albums, and a 50% discount off WMPG records.

This would benefit: the entire student body, who would have a much larger selection of records to choose from; you, because you wouldn't have the hassle of picking up and disposing of the records; the radio station, which would still have its \$100 credit; and The End of the Rainbow, which would benefit from increased exposure and publicity.

I suggest the first two weeks in November for the time period. You would be responsible for on-campus publicity (notice in the student newspaper, flyers around campus and in the dorms should be sufficient).

Please seriously consider this suggestion. I really feel that it would be of a greater benefit to everyone concerned. And I personally like to find solutions to problems where everybody "wins".

Take care.

Sincerely,
Maurice Harter
for the End of the Rainbow

STUDENTS!

WMPG . . .

In conjunction with End of the Rainbow . . . offers to the students of The University of Southern Maine the following:

- A) 25% off all albums currently in stock
- B) 50% off all albums displaying any WMPG marking

This offer is good from Nov. 15, 1982 through Nov. 29, 1982 at

End of the Rainbow
91 Oak St., Portland, Maine