

American Visual Communications

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August 7, 1978

Ms. Laura Gilpin
409 Camino del Monte Sol
Santa Fe, NM 85701

Dear Ms. Gilpin:

Sam Scott of Santa Fe suggested that I write to you concerning a project that our company has undertaken. Enclosed you will find a poster/catalog describing slide programs our company is now currently beginning to market on a direct mail basis. If you will notice at the bottom right hand column, we have a program entitled "Artists of New Mexico." We are now going through final production stages on those few programs which we have not yet completed and this is one of these programs.

We envision utilizing slides of five pieces from each of twelve artists. Our question is, would you consent to being one of those twelve? All it would mean is that we would need you to either supply slides of five different works or we can arrange to have a photographer take the photos at your convenience. We would also appreciate receiving either written or preferably tapes of your comments about your work by you. Here again, either you could supply the tape or the photographer could tape your comments at the same time he is taking the photos. Sam Scott thinks highly of your work and thought, perhaps, that you might be receptive to the idea.

To date, we have not received very many orders for this particular program, however, this doesn't mean that over the next year or two we might actually be able to sell a significant number. Financial remuneration is therefore still a question mark. We are a new company and as such are struggling to keep our head above water at the moment. We are partially Indian owned and are making efforts to work actively with serious conservation and American Indian groups nationwide.

Our efforts will be fruitful only if we can enlist the support of talented people such as yourself. If the project sounds as if it might be of interest to you, please let us know at your earliest convenience and we will pursue the further details. Every artist would of course receive a set of the slides with booklet and accompanying tape as a sign of our thanks. Hoping to hear from you soon.

Sincerely yours,

Matt Middleton
President



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