



AMERICAN MEDICAL ASSOCIATION

535 NORTH DEARBORN STREET • CHICAGO, ILLINOIS 60610 • PHONE (312) 527-1500 • TWX 910-221-0300

COMMUNICATIONS  
DIVISION

FRANK D. CAMPION  
Director

October 31, 1972

Eliot Porter, M.D.  
c/o E. P. Dutton & Co., Inc.  
201 Park Avenue South  
New York, N.Y. 10003

Dear Doctor Porter:

This is just a note to inquire whether you received my letter of September 27, 1972. The mails being what they are today, I enclose a xerox copy of that previous letter in the event that you did not receive it. When you have an opportunity, we would greatly appreciate hearing from you. It would be a pleasure working with you.

With all good wishes,

Very sincerely,

A handwritten signature in cursive script, reading "C. C. Renshaw, Jr.".

Charles C. Renshaw, Jr.  
Editor  
Prism Magazine

CCR/bas  
Enc.



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c/o E.P. Dutton & Co., Inc.  
201 Park Avenue South  
New York, N.Y. 10003

Dear Doctor Porter:

I have long been a great admirer of your wonderful photography, but just recently learned that you are a physician. This latter information was of particular interest to me because of a major, new editorial project we are undertaking here.

Early next spring the AMA will launch a new, monthly socioeconomic magazine for circulation among 210,000 practicing physicians. I enclose a prospectus of the publication. When the prospectus was written, we thought that the title of the magazine would be Insight, but it now develops that we will use the name Prism. Nonetheless, I think the prospectus will give you an overview of our general editorial character and thrust.

One thing the prospectus does not do is to indicate the important emphasis we will place on photography. The magazine will probably be in an 11" X 11" format, and we are hopeful that this will give us an excellent opportunity to achieve visual impact. We are taking great care in our selection of a printer, with the same objective in mind.

As you know, physicians travel widely, are interested in the out doors, and many of them are avid camera buffs. A photo essay by you -- particularly since you are a physician -- would have great appeal for our audience. Also, I think an article telling how and why you decided to give up the practice of medicine and take up the art of photography would be fascinating to our readers. What the photographic selection would be in this latter instance I would leave to your judgment.

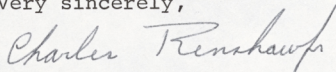
My only purpose here is to reflect our deep admiration for your work and to tell you how much we would like to publish some of it. Any ideas you may have for specific features would be extremely welcome.

Eliot Porter, M.D.  
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Our rates of payment are perhaps not comparable to what you usually receive, but I think we could guarantee you a minimum of \$750 and perhaps more, depending on the particular character of the feature and the amount of space we could devote to it. Perhaps when you have had an opportunity to think about all this, you would be kind enough to let me know your reaction. It would be a great pleasure to work with you and to publish some of your truly remarkable photography.

With all good wishes,

Very sincerely,

A handwritten signature in cursive script, reading "Charles C. Renshaw, Jr.", written in dark ink.

Charles C. Renshaw, Jr.  
Editor

CCR/bas  
Enc.

cc: Mark Perlberg