



KIRK PUBLIC RELATIONS

1511 JENNIFER STREET RICHARDSON, TEXAS 75081

214/690-8446



KIRK PUBLIC RELATIONS

1511 JENNIFER STREET

RICHARDSON, TEXAS 75081

214/690-8446

AGENCY PROFILE

Kirk Public Relations, originally formed in 1982, offers marketing-oriented counsel with emphasis on media relations, financial communications and special events. Performance is aimed at being the most productive and effective possible with tight adherence to budgets and time schedules.

Four basic steps guide the client-agency relationship: 1) Research and analysis; 2) Planning and strategy; 3) Management and implementation; 4) Evaluation and refinement.

The Company brings years of experience to bear upon the client's objectives, carefully executing controlled programs, whether it be in the area of investor, employee or community relations -- any communications activity that affects a company or organization's relationship with its key publics. When necessary, Kirk Public Relations utilizes the expertise and talents of outside professionals and suppliers to assure the satisfactory completion of the client's programs.

In addition to the Principal, the staff includes a financial specialist with undergraduate degrees in business and English, a master's in management and experience working for an oil company, mutual funds firm, a major real estate developer and the Internal Revenue Service.

Kirk Public Relations is distinguished in several ways:

- o It is a "hands-on" agency, not merely a consulting firm.
- o The agency does not charge a retainer. The client is invoiced only for work actually performed, with service tracked daily in quarter hour increments.
- o The company does not mark-up vendor invoices--a standard 17.65% in this industry--or out-of-pocket expenses.
- o Professional fees for the most experienced staffers range from 20% to 45% less than overhead-heavy, full-service agencies.

The company is located in Richardson, Texas, a flourishing Dallas suburb incorporating the Metroplex's "Silicon Prairie," a concentrated area of high technology companies.



KIRK PUBLIC RELATIONS

1511 JENNIFER STREET

RICHARDSON, TEXAS 75081

214/690-8446

BIOGRAPHY

PRESTON F. KIRK, PRINCIPAL

Preston F. Kirk, APR, is senior consultant and owner of Kirk Public Relations. Prior to restarting his company in 1987, he was executive vice president and co-manager of the Southwest Division of Manning, Selvage & Lee, Inc. (MS&L), a New York-based international public relations firm. MS&L, ranked No. 4 in the industry, had acquired his firm--Kirk & Finklea Communications--in 1984. Kirk opened the Dallas office and built fee billings to \$430,000 by year-end 1986. MS&L closed its offices in April 1987.

The Waco, Texas, native is a journalism graduate of Baylor University. He began his career with the Waco (Texas) Lodestar as editor, was a reporter for The Galveston (Texas) Daily News and assistant bureau manager of United Press International/Houston. At UPI, he distinguished himself in the coverage of medical transplants, Apollo spaceshots and the trials of (then) Cassius Clay and Dr. Timothy Leary.

Kirk was a founding editor of *Houston Business Journal* (1971) and *Texas Business Magazine* (1976), and wrote a monthly business column for *Muse Air Monthly Magazine* for two years (1983-1984). He was named an Outstanding Young Texan in 1976.

His public relations experience includes two years as senior account executive and corporate secretary at Churchill Group, Inc., a Houston-based investor relations firm. He was corporate manager-media relations at E-Systems, Inc. of Dallas, a Fortune 500 defense electronics firm (1977-80), and vice president-media relations at RepublicBank Dallas (1980-82), then the nation's 22nd largest bank. He formed his own public relations firm in 1982.

He has presided over the Baylor, Texas Gulf Coast and Texas (statewide) chapters of the Society of Professional Journalists and has been active in Freedom-of-Information campaigns. He is a member of the Public Relations Society of America and is an accredited public relations practitioner (APR). He is vice president of the Dallas Chapter, National Investor Relations Institute, as well as a published member of the Poetry Society of Texas. Kirk is listed in "Who's Who in the South & Southwest" (1981), in the current "Who's Who in Finance & Industry," and in the first edition of Marquis' "Who's Who in Advertising" set for publication this fall.

Kirk was twice elected to public office in 1973 as director-secretary of Texas' largest municipal utility district, Harris County WC&ID No. 93. He has co-authored two books, "Houston: Big Town, Big Money" and "The Business of Personal Finance."

Kirk is a former member of the Marion County (Jefferson, Texas) Historical Commission and a former director of OPEN, Inc., of Dallas, a non-profit organization serving ex-offenders and their families.

His public relations expertise covers banking, electronics, energy, management consulting, real estate, telecommunications and tourism.

#



KIRK PUBLIC RELATIONS

1511 JENNIFER STREET

RICHARDSON, TEXAS 75080

214/690-8446

WHAT KIRK PUBLIC RELATIONS CAN DO FOR YOU

Analyst Presentations
Annual Reports
Audio Visual Presentations
By-Lined Articles
Capabilities Brochures
Case Histories
Communications Audits
Corporate Identification Program
Corporate Image Counseling
Crisis Management Program
Direct Mail
Employee Publications
Employee Relations
Groundbreakings
Issues Management
Media Relations
Media Tours
New Product Publicity
News Conferences
News Releases
Press Kits
Product Brochures
Publications
Security Analysts Meeting
Seminars
Speaker Support Slides
Special Events
Speechwriting
Spokesperson/Media Training
Sports Promotion
Strategic Counseling
Trade Show Exhibits
Video News Features
Videotapes



KIRK PUBLIC RELATIONS

1511 JENNIFER STREET

RICHARDSON, TEXAS 75080

214/690-8446

REGIONAL AGENCY FEES

Principal	\$80
Senior Account Executive	75
Account Executive	65
Assistant Account Executive	50
Senior Writer	40
Specialist	38
Intern	20
Word Processor	20
Secretary	20



KIRK PUBLIC RELATIONS

1511 JENNIFER STREET

RICHARDSON, TEXAS 75080

214/690-8446

S A M P L E

LETTER OF AGREEMENT

This document briefly summarizes the arrangements under which Kirk Public Relations will provide services to the client.

The cost of the public relations program depends directly upon the time required to implement it. To provide as much flexibility as possible, while at the same time assuring the availability of appropriate personnel when needed, our financial arrangements are on the following basis:

Professional fees reflect the hourly cost of personnel -- based on experience level -- plus out-of-pocket expenses. Kirk Public Relations agrees to forego a retainer. The projected monthly fee agreed upon for a program is arrived at by dividing the number of months required to plan, execute and complete the program, with adjustment made for timing/execution as required. One half of the average monthly amount will be paid within 10 days of the first of each month.

The agency will report monthly on services rendered and status of the program. At that time, out-of-pocket expenses also are billed. (Out-of-pocket expenses include such items as travel and lodging, long distance telephone, copies, release reproduction, postage, telecopier, tollway fees etc.) Any unusual and major out-of-pocket expenditures are cleared with the client in advance. All out-of-pocket expenses are billed at their net cost. The agency will rebate any overage for hours unexpended against available budget.

Kirk Public Relations will maintain records of all staff time worked and all out-of-pocket expenditures incurred on behalf of your company and will be prepared to supply reasonable supporting detail which you may require.

The standard 17.65% agency commission on advertising and vendor services--such items as art, photography, design, printing, films or TV productions--will not be charged as long as the client pays the vendors direct. The agency will review/correct/approve vendor invoices before routing to the client for immediate payment.

All amounts due over thirty (30) days from billing date shall bear interest from the 30th day at the rate of eighteen percent (18%) per annum (or such lesser rate as may be the maximum permissible rate under applicable law). This charge shall be in addition to any other remedies the agency may have with respect to late payment.

Page 2
Letter of Agreement

All press or other materials released on your behalf by Kirk Public Relations will be submitted to you for your approval prior to release. You agree to defend, indemnify and hold the agency harmless against any loss, cost or expense (including reasonable attorney's fees) it may sustain or incur as a result of any claim, suit or proceeding made, brought or threatened against the agency arising out of assertions made on your behalf in any materials it may prepare for you and in any public relations efforts it may undertake for you and which you approve before release.

Nothing in the agreement to be signed shall be construed so as to constitute either the agency or the client as an agent/authority to bind the other, except as may be specifically approved by the party to be bound.

Either client or agency has the right to terminate the working relationship on 30 days' notice in writing. In the event of termination, the percentage of total program fee paid and the percentage of work completed will be compared for potential rebate by the agency or additional payment by the client.

In the event that either party should violate any material provision of the agreement, or any action which would have had the intention and effect of materially injuring the business, reputation or prospects of the other, and the situation is not corrected within 15 business days following written notice, the other party shall have the right to terminate the agreement on the 16th day following the date of such notice without limitation of any other rights it may have in respect to such breach or injurious action.

Accepted and agreed to on _____, 1988.

Client

Agency

Preston F. Kirk, APR, Owner
Kirk Public Relations
1511 Jennifer St.
Richardson TX 75081



KIRK PUBLIC RELATIONS

1511 JENNIFER STREET

RICHARDSON, TEXAS 75080

214/690-8446

CLIENT LIST - MAY 1988

Ad Link Division	Advertising specialties firm, Richardson TX
American Realty Trust, Inc.	Tax-qualified REIT, Dallas
Blue Chip Cookies of Dallas	Gourmet cookies franchise, West End Marketplace, Dallas
Boys Clubs of America, Southwest Region	"An Evening for Legends & Fans," sports celebrity fundraising dinner
Sheila Carmine Public Relations	Communications firm, Stamford CT
Hubler-Roseburg, Inc.	Graphic arts/design firm, Dallas
o Dell Computer Corporation	Personal Computers Mfgr., Austin
Financial Dynamics, Inc.	Economics Research & Investment Advisory firm, Dallas
DiAnne Malouf	Photographer-author, Dallas
The Oakley Company	Full service marketing-PR- advertising firm, Dallas
o Lock Purnell Rain Harrell	175-attorney Dallas law firm
o Town of Addison	The "Uptown Downtown" Dallas suburb
o The Tyler Corporation	Tyler Cup XV - Premier running event for over-40 CEOs, Dallas
Alan Thomas Smith, D.D.S. General Dentistry	Certified dental implantologist, Plano TX
Southmark Financial Services	NASD-registered broker/dealer providing financial products and services to 245 independent branch offices nationwide; Dallas
Worldmark Communications	Marketing communications firm, Dallas



KIRK PUBLIC RELATIONS

1511 JENNIFER STREET

RICHARDSON, TEXAS 75081

214/690-8446

REFERENCES

"As I look over the list of my excerpts from radio, newspaper and TV appearances in 1987, I'm amazed at the accomplishments of your efforts. Thank you for your creative and innovative ideas that lead to bottom line performance in sales, income and efficiency. ...our weekly radio show...has added a new dimension of publicity that increased our profits by 50% in 1987. But, most of all, I want to thank you for your uncanny ability to make me see potential profits right in front of my nose. I value your service as a necessary and vital part of my business."

Stephen N. Blaising, President
Financial Dynamics, Inc., Dallas

"The Pennzoil-Texaco saga recently passed its fourth anniversary. It is difficult to realize that a settlement hopefully has been reached.... On behalf of Pennzoil & myself, I wish to express our thanks to you personally for the highly professional job you have done in representing our company. I am sure we will work together again in the future...."

Robert G. Harper, Director
Media Relations & Corporate Advertising
Pennzoil Company, Houston

"The cultural exchange between The Netherlands and the U.S.A. has received a strong impulse during the past two years.... The cooperation in this respect with your office has been highly profitable to us. The way your office organised and handled the visit of Minister (L.C. "Elco") Brinkman to Texas was, by all people concerned, viewed with admiration. Thank you very much indeed for the excellent and expert cooperation which I, and other officials of the Ministry experienced in the past period. My compliments concern especially your Dallas Bureau... Preston Kirk...together with many of his colleagues, greatly contributed towards the new type of cultural relations...."

Michel van Erkel, Director
International Relations
Ministry of Welfare Health & Cultural Affairs
Amsterdam, The Netherlands

"Working with a limited budget, we were able to obtain significant media coverage which helped us recruit additional personnel and 'to tell the story' of our firm. This combination (Preston Kirk and Bob Finklea) of seasoned professionals...made our affiliation both very positive and very successful. It is my belief based upon our experience with this firm that anyone considering affiliation with a public relations firm would be unwise not to take a hard look at (them)."

Edward J. Harrison, President and Chairman
Southmark Financial Services, Inc., Dallas

"(In 1983) you began working with (our firm) to introduce MONIES telecommunications software system.... I want to thank you for all the hard work you have put in on our account. We are rapidly growing in not only sales and installations, but in our corporate growth. I feel you had an integral role in our development, for it was your work three years ago that helped roll out MONIES and gained us the visibility and initial credibility we needed in order to call on major corporations we now count among our clients."

Marshall B. Roberts, President
Stonehouse & Company, Dallas

"I very much appreciate your (Preston Kirk) preparing my acceptance speech for the National Council on Christians and Jews Brotherhood Awards Dinner. It was inspiring and, judging from the many compliments following the presentation, well received. Many thanks for your efforts on my behalf, and kindest personal regards."

Kenneth Schnitzer, Chairman of the Board
Century Development Corporation, Houston

"...thank you personally for the extremely professional job you did in managing our affair. The evening's program went off without a hitch and the highly organized way in which you mounted our media campaign insured the wonderful publicity we received. We hold major fund raising dinners in Chicago, Los Angeles, New York and Dallas. Of all the events which I have seen, none received the coverage enjoyed by our Legends & Fans Dinner. I've worked with many individuals and professional fund raising firms over the years. None provide any better service...."

James C. Stratton, Regional Director/Southwest
Boys Clubs of America



KIRK PUBLIC RELATIONS

1511 JENNIFER STREET

RICHARDSON, TEXAS 75081

214/690-8446

PREVIOUS CLIENT EXPERIENCE

Access Communications, Inc., Houston
Ada Resources, Inc., Houston
Amaretto di Saronna, New York
Ayerst, Inc., New York
Big Three Industries, Inc., Houston
George Bithos, D.D.S.
Blount International, Inc., Dallas
Bordeaux Wines of France
Browning-Ferris Industries, Inc., Houston
Capital Solutions, Inc., Dallas
Century Title Company, Houston
The Chicken Shack Restaurants, Corpus Christi
Cornerstone Properties, Dallas
Crutcher Resources Corporation, Houston
Dallas Chamber of Commerce (ACCE Comms. Council)
Dimensions, Inc., Richardson TX
Daniel J. Edelman, Inc., Houston
Electronic News Clipping Service, Houston
Electrospace Systems, Inc., Richardson
Elson's Gift Shops, Atlanta
Equitable Life Assurance Society, Dallas
Ericsson, Inc., Richardson
Ericsson Lightwave Cable, Kansas
Fidelity Bank, N.A., Oklahoma City
Financial Services Publications, Inc., Dallas
Foster-Wheeler Energy Corp., Houston
The Foundation for Cultural Exchange,
The Netherlands - U.S.A.
General Electric Credit Corporation, Dallas
Gentling Publications, Fort Worth
German Wine Information Bureau, New York
Harvard Human Resources, Dallas
Hogan Systems, Inc., Addison
Houston Oil & Minerals, Inc., Houston
Holston Well Services, Lafayette, La.
Industrial Relations International, Richardson
International Irrigation, Inc., Colorado
Jefferson, Texas Annual Spring Pilgrimage
Keystone Industries, Peoria, IL and Sherman, Texas
The Lincoln Dels, St. Louis Park, MN
Liquid Level Electronics, Tomball, Texas
Logic, Inc., Dallas
Mallard Well Service, Inc., Lafayette, La.
Metro Development Corporation, Dallas
The Netherlands Ministry of Welfare, Health
& Cultural Affairs, The Hague
New Place Program, Richardson
Nippon Kokan Steel, Houston

McFaddin Ventures, Inc., Houston
MCI Corp.-Texas, St. Louis
The Magnolias 1867, Jefferson, Texas
Paxton Lumber Company, Carrollton, Texas
Pennzoil Company, Houston
Pratt Hotel Corporation, Dallas
Proctor & Gamble, New York
Parman Interests, San Antonio
RepublicBank Dallas (Now First Republic Bank)
Republic of Texas Corp., Dallas
Ryder Systems, Inc., New York
Shaddock & Cook, Dallas
Stonehouse & Company, Dallas
TCA Cable TV, Inc., Tyler, Texas
Tamara Imports, Dallas
Texas Independence Express, Dallas
Texas National Bank, Waco
Tung International, Inc., Dallas
Unicorp International, Dallas
United City Corp., Plano

- o City National Bank of Plano
- o City National Bank of Irving
- o United National Bank of Plano

United Wood Products, Fort Worth
WC&ID No. 93 (MUD), Harris County, Texas
Bernie Walker Investments, Houston
J. Walker (Fashion Stores), Houston
Wurlitzer, Inc., Chicago



KIRK PUBLIC RELATIONS

1511 JENNIFER STREET

RICHARDSON, TEXAS 75080

214/690-8446

CASE HISTORY

STONEHOUSE & COMPANY, DALLAS, TEXAS

THE CHALLENGE

Stonehouse & Company, a Dallas-based management consulting and software development company founded in 1978, came to market in September 1983 with a fully developed software system. MONIESTM (Management of Network Income, Expenses & Services) not only required an IBM mainframe computer, but was priced at \$250,000. And management philosophy called for positioning the product only for large, in-house corporate and governmental telecommunications networks.

THE RESPONSE

Kirk Public Relations helped debut the system, emphasizing the 300-plus programs, 600,000 lines of code and 44 manpower years of development. The software was linked to the desire of telecom managers--voice and data--to gain control of their networks in the face of the AT&T divestiture and the explosion of new vendors. Emphasis was placed on media relations and first class print and presentation materials. Industry newsletters were targeted. To bolster industry presence and recognition, Preston Kirk helped move the firm into the trade show circuit.

THE RESULTS

In the first 90 days, more than 200 companies requested presentations, many of them Fortune 500 companies, and many more willing to sign non-disclosure agreements. A survey of just 55 of those firms showed an aggregate annual telecom budget exceeding \$1.92 billion a year, with many budgets growing at 10% to 20% annually.

Stonehouse quickly made its first sale, and subsequently has sold its system to American Express Travel Related Services for a global application; MTech, a subsidiary of MCorp, the major banking organization; R. J. Reynolds Industries World Headquarters; Ryder System, Inc., Seattle First National Bank, the State of Louisiana, Syntex (USA), Inc. and Wells Fargo Bank, its original development partner.

With impressive savings of 6% to 15% on inventory and billing reconciliation, alone, and additional productivity improvements, the founders are rapidly building staff and anticipated sales of \$8 million in 1987. The firm now is a recognized leader in such software.



KIRK PUBLIC RELATIONS

1511 JENNIFER STREET

RICHARDSON, TEXAS 75081

214/690-8446

CASE HISTORY

The Netherlands Ministry for...Cultural Affairs Foundation for Cultural Exchange, Netherlands - U.S.A.

SITUATION

The Netherlands, due to its comparative size to the United States, found it difficult to adequately penetrate this nation on a cultural basis. The reduction in traditional government support to Dutch artisans required the establishment of new markets beyond the country. Both the U.S. and Dutch citizens retained stereotypical views of each other.

OBJECTIVE

Develop a phased cultural exchange program over a ten-year period on a regional basis beginning with Texas, then the West Coast (primarily California) and then the Midwest. Create an international platform for Dutch artists and performers as well as confrontation with colleagues and audiences abroad. Expose Dutch citizens and culture to outside influences as an invigorating element. Use cultural understanding to improve the climate for trade, political, educational and scientific relations.

PREPARATION

Preston F. Kirk and staff, working with MS&L International, MS&L/The Hague and Ministry officials, met in New York in October 1985 to establish the parameters of the program. Phone interviews were conducted with 1,000 Texans in five major cities confirming in a 250-page report the stereotypes of windmills and wooden shoes, tulips and stubbornness. Likewise, personal interviews with hundreds of Dutch revealed their view that Texans were rich, rowdy cowboys or oilmen. Both sides exhibited little knowledge of trading importance, geography or culture.

TARGET AUDIENCES

East Coast opinion/culture magazines; cultural leaders and organizations, including universities throughout Texas, but particularly in Houston, Austin, San Antonio, Dallas/Fort Worth; leading corporations and Dutch firms doing business in Texas and vice versa who might help underwrite events; Dutch media, public at large and cultural organizations who would want to participate.

IMPLEMENTATION

The Dallas account manager worked with the Foundation's executive director to select an Advisory Board in Texas, commensurate with one in The Netherlands, and a Board of Directors to help guide and shape the program. A mailing list of more than 3,500 media, corporations, and art groups was researched and established. A four-color brochure was developed that addressed program elements and questions on both sides of the Atlantic. Texas art and performing groups--educational, amateur and professional--were surveyed by questionnaire for exchange ideas. A ministerial entourage headed by the Dutch Minister of Health, Welfare & Culture toured Houston, Dallas/Fort Worth and Austin in February 1986. They announced the landmark program at a major Houston gallery, hosted by former Texas Gov. John Connally...toured the Dallas Fine Arts Museum and was hosted diplomatically at a high-level reception developed around a Nygaard Sculpture Exhibit...a meeting with the Texas Secretary of State and luncheon in a major gallery on the University of Texas at Austin campus with city and cultural leaders...and a return to Houston for a similar reception and a premiere performance of a new ballet. Princess Margriet made a presentation to government officials in Houston in early 1986 to further officially mark the state's 150th birthday.

RESULTS

Statewide and national news coverage was achieved as well as extensive reports in the Dutch media. Close contacts and alliances were formed with directors of museums, symphonies and theaters leading to a heavy slate of mutual exchanges the following year. Gifts of rare maps to various mayors helped The Netherlands note its early recognition of the Republic of Texas, celebrating its Sesquicentennial in 1986. More than 100 proposals for exchange programs were received from Texas organizations. Many business writers picked up on the significant Dutch investments in Texas. Extensive media kits were regularly requested, a quarterly newsletter for distribution in both countries began in May 1987.

TOTAL COST

The program was planned, researched and implemented from October 1985 through January 1987 for approximately \$175,000 USD (expenditures in Texas).