



KIRK PUBLIC RELATIONS

1511 JENNIFER STREET  
RICHARDSON, TEXAS 75081  
214/690-8446

I N V O I C E

DATE: June 1, 1987

TO: Scott & Stuart Gentling  
902 Boland  
Fort Worth, Texas 76107

FOR: Services rendered

- o Develop strategy and program activities for media relations
- o Create media query letter to client approval (verbal)
- o Edit and produce "Book Critics' Comments"
- o Track and acquire Dallas Life copies and prepare for mailing
- o Research and develop expanded media mailing list
- o Produce and package all materials for FedEx packages and surface mail and deliver to post office & FedEx direct 5/16
- o Reproduce five packets for various journalists on request
- o Read background materials provided by Gentlings
- o Contact and coordinate efforts/cooperation w/Sotheby's officials
- o Contact New York Historical Society
- o Consistent follow-up and callbacks to 31 media contacts over two-week period
- o Client meeting 5/20 to explore other placement opportunities, gather background and discuss media interview tactics
- o Coordinate Reuters interview and follow-up for file copy
- o Coordinate WFAA-TV interview and follow-up report
- o Work w/Nina Arback, F.W. Museum of Sci. & Hist. on press kits and slides to selected media scheduled to interview clients
- o Coordinate CNN interview details
- o Arrange gift book to KERA auction...follow-up w/letter and work with Carr
- o Establish client files...produce additional copies of background materials
- o Telecontacts w/clients while in New York
- o Call auction results to Haute, KERA, DA Morning News, Times Herald, UPI, Star Telegram, Shropshire, KRLD, WFAA, Ultra & CNN on 5/28 and repeat background for some reporters on evening shifts
- o Information (additional) to Mary Vespa, people and work w/Mark Perlstein, magazine's Dallas photographer
- o Word processing...account administration...travel time
- o Arrange for clipping services in Houston and Dallas

|      |                                       |          |
|------|---------------------------------------|----------|
| FEE: | 19.25 hours at \$20 an hour . . . . . | \$ 385   |
|      | 44.25 hours at \$80 an hour . . . . . | 3,540    |
|      |                                       | <hr/>    |
|      |                                       | \$ 3,925 |



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