

A G E N D A

June 18, 1987

1. Clippings
 - a. Tyler Courier-Times
 - b. CNN videotape (retrieve 4-8-CNN tape copy)
 - c. Texas Press Clipping "back-clipping"
 - d. Nee KERA/Davidow air date & time to arrange tape clip
2. Wildlife Commemorative stamps . . . idea for "commercial postage"
3. Pentz request on Arts & Antiques
 - a. Agency will share w/her name of Andrew Boynton (Title?); she is working with Margo Guralnick to push for expanded story beyond 300-wd request on Audubon find.
 - b. Do we have a tally on number of museums, archives and libraries who now own a copy of the book and some of the more prestigious names?
 - c. Need a description and XEROX copy of the Philadelphia Print Shop catalog
 - d. Story will play in Sept.--writer seeks an angle, e.g. limited edition sold out...trade edition publisher selected...limited edition prints go on sale... new exhibition begins. (I suggest NYHS display following closing at F.W. Museum of Sci. & Hist.)
 - e. Is there a B&W photo of both Audubon print (Rider & JJA) and Audubon original...possible with the Gentlings?
 - f. Who had the painting those 160 years and how did print dealer come into its possession.

NOTE: SP needs info by 4 p.m. 6/18 p.m. @ home no.to attack first draft this week end.
4. KERA-TV -- Clipping (videotape) inadvertently erased. Farrow Gregory, auction mgr., reports item went for an "overbid." Preston is working with News Addition Editor Stan Matthews about a special segment on the Gentlings & Book
5. PEOPLE reprint -- Only Librarian Billings quote was eliminated. 1000 copies will be printed, dry and folded, but not available for delivery until late Friday 6/19.

Strategy is to mail the reprint with the four-color brochure to selected bookdealers, or the reprint by

itself to previous subscribers. Agency will use some to query new round of editors.

6. Critics Comments -- Revised typewritten pages have been prepared. 10 cc. to Gentlings w/original included to make more.
7. Thank - you letters
 - o CC of Pentz letter, and receipt of tapes acknowledged
 - o Other letters need to go to Mary Vespa at People; Peter Elsworth at Reuters; Jack Brown at Channel 4; Carol Sewell at FWSTelegram and the reporter at Cable News Network, with a copy to Tony Clark, CNN/Dallas bureau chief, who finally packaged it all.
8. New Programming Proposals...See Attachments
- 9 Miscellaneous:
 - A. Check for May services
 - B. Check for printer of People reprints
 - C. Have People Magazines (200) been received?
 - D. Agency needs following clips:
 - o Fort Worth Star Telegram Coverage 2 articles
 - o Int'l Herald Tribune from Paris
 - D. Agency has ordered original tearsheets from Dallas Morning News and Dallas Times Herald. To avoid excessive messenger charges, those are being mailed to agency and will be forwarded to the client
 - E. Wyeth Clipping
 - F. Grumbagh tape re: Audubon books

NEW PROGRAM PROPOSALS

FOR

GENTLING PUBLICATIONS

1. Direct Mail Promotions

Agency recommends obtaining a list of museums from the Texas Association of Museums and doing a direct mail contact suggesting they or a patron purchase a book.

Similar direct mail queries should go to :

- o Leading U.S. libraires--metropolitan, by size-- with recommendation that the book makes a grand rotating display...and promoting follow-up trade book
- o Major natural science and history museums

2. Media Placemement Program

- A. 8 Country Reporter -- Despite Gentlings' previous efforts, agency recommends Preston meet with Bob Phillips personally to present an idea of interviewing Gentlings "in the field" and that between the exhibit at the F.W. Museum of Science and History--where the birds are "stuffed"--and his own fine videotape of various species around the state that a whole program be devoted to "Beauty on the Wing." He might even tie into this a short spot on the National Bird Count Day as it is pursued in Texas. Yes, this may be a hard sell.
- B. National Enquirer -- The "fate...kismet...cosmic destiny" approach is still plausible with this publication, and we also have the fact that Stuart Gentling has "Won one for The Zipper" in this weekly publication a few years back. Letter query with modest background info.
- C. National Geographic -- The 10-year effort, the new focus on birding as a national past-time (See current issue of LIFE Magazine.) and the sheer beauty of the watercolors provide special interest of the editors.
- D. Southwest Airlines Spirit -- Produced by the East-West Network, will give coverage all across the South. The reporter, formerly based in Texas is now in L.A., and the intensive pitch would open opportunities with the Networks other in-flight magazines for major play nationally.. to a "captive audience."

New Program Proposals
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- E. Audubon Magazine -- It may take a gentle nudge, or a frontal assault, but it must be mounted...now, which likely will result in a sell-out of the limited edition, create major sales for the individual prints and soften the beaches for the trade book.
- F. Newsletters -- The agency recommends a letter contact w/background materials to the following for placements designed to raise the artist's prestige, collectibility and demand for and value of services.

Arts & Collectibles

- | | | | |
|---|--|---------------|-----------|
| o | Aristos - The Journal of Esthetics | | |
| | 6xY | NYC | '82 \$21 |
| o | The Art Economist | | |
| | 12xY | NYC | '81 \$135 |
| o | The Art Marketing Letter | | |
| | 10xY | Darien CT | \$22 |
| o | The ARTNewsletter | | |
| | 24xY | NYC | '75 \$110 |
| o | Books About Birds | | |
| | 10xY | Jamaica NY | '74 \$ 9 |
| o | Book Arts Review | | |
| | 4xY | NYC | '81 \$20 |
| o | Galerie Trangle's Fine Arts Newsletter | | |
| | 4xY | Wash., D.C. | '79 \$15 |
| o | IFAR Reports (Int'l Foundation for Art Research) | | |
| | 10xY | NYC | '77 \$65 |
| o | Investible Growth Letter | | |
| | 6xY | Lewiston NY | '77 \$98 |
| o | World Fine Art Newsletter | | |
| | 12xY | Union City NJ | '65 \$14 |

Libraries

- | | | | |
|---|--|--------------|----------|
| o | National Librarian: The NLA Newsletter | | |
| | 4xY | Rochester MI | '75 \$15 |

Publishing

- o Booknotes
6xY Portland OR '84 \$45
- o BPR Report on Book Publishing
50xY White Plains NY '75 \$275

G. Additional Art & Literary Publications -- The agency is acquiring a new publicity checker to track these publications and will make recommendations to the client on June 25. We do expect these to be significant publications in the fields of ornithology, wildlife, publishing, and general interest.

3. "Soiree Success!"

The agency suggests the Gentlings consider a dignified but fun party, possibly at the museum to announce that the book has been sold out...that a publisher has been selected (and introduced) for the trade edition...and to thank them for their long and early support. It will be a chance to bring your core of supporters together...to talk about the progress on the Aztec Project. The nametags will all have bird stickers or some type of plumage attached, so that they, too, become a collectible. Edibles? Yes, but not "bird food"!

4. Guinness Book of World Records

"The" book of records should have a category for books. If not, then, we suggest it create one. Contact with the Guinness offices and editors in London will be required to inquire and seek official entry and verification of the "largest art book of the 20th Century" weighing in at 46 pounds.

5. Neiman-Marcus Catalog

We recommend the agency be given sufficient time to inquire into the entry--and final decisions are nearing--of "Of Birds and Texas" as one of the premiere gift offerings. The attendant publicity and distribution of catalogs to potential clientele would be unparalleled.

6. Exhibits

Although the F.W. Museum of Science and History owns the bird paintings, and individuals own the landscapes, we recommend a tour of major museums and libraries in Texas. If not the originals, then a display of the book with selected prints framed for display. The whole system of packing and setting-up for detailed for quick and easy handling and shipping.

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The agency recommends that the first exhibit be at the bank which provided the loan, with framed presentation of the media coverage. Also, the bank could take orders for the books, or there would be a simple brochure--the current four-color, if supply permits--to permit ordering by mail or phone.

The tour of other banks in your bank's holding company might be in order, however, I would recommend it be rotated among key museums and libraries in Texas--first--with two weeks for display, one week for "striking, shipping and set-up. Also, a mini-sheet of all the prints should be printed for quick review or display and an opportunity for the library or museums to sell individual lithographs. A percentage of the income would be retained by the museum.

7. Texas Institute of Letters

This suggestion has been made by A. C. Greene, and should be taken seriously. I suggest we contact A.C. and see how we can advance this idea immediately.

8. Display.

A poll of owners of the book would probably reveal a desire to exhibit--on a rotating basis--the various plates. I suggest we locate a frame shop which could produce a "quick-frame, plexiglass or wood system (optional) and that a direct mail piece be sent to all the book owners. Gentling Publications would thereby get more display to more persons, could take a percentage of the frame sales, or in return request 20-25 quick frame units for the museum/library exhibit tour. The quick-frame units would also be offered for order with individual prints.

9. National Bird Count Day

I believe this occurs in the fall or early in the new year. If the Audubon Society is in charge of this program, I recommend Gentling Publications offer a book to the birding group that has the highest official count. with runner-ups getting a plate or two. The Society would give it much publicity, and the National Count gets significant print/TV publicity, which could reinforce Gentling and book recognition.

10. News Releases

- o A news release is in order when the printer/trade press book is determined
- o When the edition has been sold out.

11. Printing Industry Recognition

We should inquire directly to Wind River Press and the Holman's about their interest in cooperating on seeking publicity in this area, or what has/can be done. Follow-through would be required. It is possible the book will be displayed at a major printing arts convention.

12. Aztec Project Publicity

The agency needs to know when the Gentlings will be traveling to Mexico. The agency feels that additional attention and support can be garnered by some well-place interviews with the Spanish Information Network, major Mexican dailies. This would provide access to affluent Mexicans, Mexican-Americans and other Latin nations.

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TEXAS
PRESS CLIPPING BUREAU
DALLAS

Established 1910

*Syler, J.
Courier - Times
5.29.87*

**Brothers Sell ³⁴⁴
'Lost' Audubon
Blackbird Work**

FORT WORTH (UPI) — Two brothers who used a "lost" John James Audubon painting to fund one of their life's dreams — a 50-page, \$2,500 book depicting Texas birds — say they hope the \$253,000 an art dealer paid for the Audubon will further boost their artistic profile.

The Audubon painting "The Great Crow Blackbird" was auctioned for \$253,000 Thursday to an unidentified dealer Thursday at the Sotheby's auction house in New York City.

The picture, which was believed for 160 years to be lost or destroyed, was owned by Fort Worth artists Scott and Stuart Gentling, who found the picture in 1984 and put it up as collateral for their own artistic project — 40 paintings of Texas birds and 10 landscape scenes.

Stuart Gentling said although the brothers hated to part with the Audubon painting, they hope its sale will make their artistic efforts more familiar with dealers outside Texas.

"Our book is selling well in Texas, but few have heard of it outside the state," Stuart Gentling said. "We thought putting it up for sale in New York would call attention to its publication.

Another Audubon painting sold in 1981 for \$110,000, said a spokesman for the Gentlings.

The brothers are now working on an art book concerning the Aztec empire.

MEDIA PLACEMENT PROGRAM

Completed

Reuters International Newswire
WFAA-TV (X2)
Cable News Network (Nat'l-24 hours)
KDFW-TV (1 plus repeat)
United Press International
Fort Worth Star-Telegram (3X)
Dallas Times Herald
Dallas Morning News
PEOPLE Weekly Magazine

Pending

Arts & Antiques
Ultra Magazine
KERA-FM (PBS)

Onworking

Haute Magazine (Catherine Roberson, 10 a.m., 6/29, Monday
at Studio w/Gentlings)
KRLD-AM w/Alex Burton for "Persons" Program (PK/Stuart handling)
D Magazine...Mike Shropshire (PK and Stuart both handling)
American Way...Mike Shropshire (PK/Stuart)
KERA-TV (PBS) for a special segment
Texas Monthly...John Brodders, Broyles assistant (PK handling)

Proposed Placements

(See new Programming)

ADVERTISING VALUE OF MEDIA PLACEMENTS
(Preliminary)

<u>MEDIA</u>	<u>DATE/TIME</u>	<u>PRICE/UNIT</u>	<u>TOTAL</u>
KDFW-Ch. 4	6/1, 6/2 10:00 p.m. News 1:46 each	\$3,500/30 sec.	\$24,500
WFAA-Ch. 8	5/27, 5/28 6:30 p.m. News 4:30 total	\$1,600/30 sec.	\$13,600
CNN	5/28, 5/29 4 times 2:10 each 2 evening - 2 morning	\$920/min \$1840/min \$650/min \$610/min	\$ 8,040
Dallas Morn- ing News	5/29 Sec. A p. 2 1½ col x 1½ inches	\$57.60/col. in.	\$ 129.60
Dallas Times- Herald	5/30 Sec. F STYLE Page 1, jump to p. 6 25.5 col. inches	\$58.10/col. in.	\$ 1,481.55
Ft. Worth Star-Telegram	6/9 Sec. 4 p. 4 2 col. x 2 inches	\$36.20/col. in.	\$ 144.80
PEOPLE MAG	6/15 Arts, p. 117 2 pages	\$50,820/page	\$101,640.00

Preliminary Total: \$149,535.95

Other placements reported for the Tyler Courier-Telegraph, newspapers in West Virginia and Minnesota; CNN stations in New York City, California and San Miguel, Mexico; The International Herald Tribune in Paris, France.

ABOUT THE BOOK

"Of Birds and Texas," by artists Scott and Stuart Gentling with an essay by John Graves, was printed in a limited edition of 500 by David Holman, Wind River Press. Both plates and text (hand-set type) are printed in the Great Imperial Folio size (22 X 28) — a rare format in contemporary publishing and one of the largest fine art publications in the 20th Century.

The unbound pages of the two folios, like the fine handmade linen-covered box containing them, are of the best PH neutral (acid-free) materials available. The "book" weighs 46 pounds. The offset color lithographic plates include 40 plates of Texas birds depicted in various regions, seasons and weather, as well as ten plates dealing with the land and people of Texas. The colophon page of each book is numbered and signed by the artists and the author, and each plate will bear the same edition number as the book and will be signed by one or both of the Gentlings.

A limited printing of 250 copies of each color plate was published. Individual prints are available for \$200 each.

"Of Birds and Texas" can be purchased for \$2,500 from: Gentling Publications, 902 Boland St., Fort Worth, Texas, 76107. Telephone: (817) 332-7059 for additional information or preview.

THE CRITICS COMMENT

"A triumph of beautiful design, fine printing and original scholarship. There was nothing in Paul Mellon's incomparable collection of 18th and 19th century illustrated books from Britain of greater appeal and sheer beauty."

— Edmund Pillsbury, Director
Kimball Art Museum, Fort Worth

"Marvelous; a simply overwhelming book."

— Andrew Wyeth, Artist
Chadd's Ford, Pennsylvania

"...a glorious work...a moving homage to Audubon, to Texas and to American natural history. This book will give untold pleasure to lovers of art and science...."

— Carole Anne Slatkin, Assistant Director
The New York Historical Society

"The most stunning and prodigious book in Texas History.... The color printing is breathtaking...there is no question the investment possibilities make the price reasonable. The beauty of the Gentlings' paintings is delivered so stunningly...."

— A.C. Greene, Coordinating Director
The Center for Texas Studies

"IN OF BIRDS AND TEXAS, Stuart and Scott Gentling...have produced a breath-taking *tour de force*, rich with vitality, luminescence and a sense of place. The style...purposely echoes Audubon's romantic, lively style...."

— Mary Durant and Michael Harwood
Authors, "On the Road with James Audubon"

"...OF BIRDS AND TEXAS probably is the most magnificent book ever produced in Texas...destined to become a classic of ornithology and fine printing. Mere words cannot describe the accuracy and delicacy of their attention to form or the brilliance and subtlety of their colors.... Change that probably to *definitely*."

— Lee Milazzo, Book Critic
The Dallas Morning News

"(A) colossal artistic achievement of interest to all Americans and not limited to collectors of Texana...."

— James E. Mooney, Librarian
The New York Historical Society

"OF BIRDS AND TEXAS has no counterpart in Southwestern printing history. It has few peers in scope, content and fidelity anywhere in America...this is printing artistry at its finest. The results, *in toto*, constitute a landmark achievement.

— Al Lowman, Author
"Printing Arts in Texas"

"One of the most important books published in Texas. Anyone who loves Audubon, birds, Texas or books would be well-advised to invest in this book."

— Ron Tyler, Director
Texas State Historical Association

"It took a bold sense of derring-do to have even attempted a project of this magnitude. The Gentlings have accomplished it with such quality and taste...a shining achievement. I know of nothing in the history of Texas arts and letters to rival it."

— Bill Whittliff, Author, Film Director,
Publisher of Encino Press, Austin