



KIRK PUBLIC RELATIONS

1511 JENNIFER STREET

RICHARDSON, TEXAS 75081

214/690-8446

I N V O I C E

DATE: July 2, 1987

TO: Messrs. Scott & Stuart Gentling
Gentling Publications
902 Boland St.
Fort Worth TX 76107

FOR: Services rendered for June 1 - 30, 1987

(See attachment)

FEE: Principal's Service Time...

25.75 hours @ \$80	\$2,060.00
8.0 hours @ \$50	400.00
5.50 hours @ \$38	209.00
.25 hours @ \$20	5.00

Staff Support Time for research on
advertising costs, securing com-
petitive reprint bids, picking up
layouts, back-ordering newspapers,
wordprocessing, mailing, client-
related errands on copies, reprints
and mail

6.50 hours @ \$20	130.00
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Total Fee: **\$2,804.00**

EXPENSES: * NewsWatch videoclips	81.14
Electronic News Svcs. Dupes	126.89
Texas Press Clipping Svc. (Pro-rated)	N.C.
AlphaGraphics reprint of People article	463.03
Central Courier (DAMorn News-Kutner, KERA-Gregory, AlphaGraphics to Gentlings Home)	68.00
Two copies of People Magazine	3.20
DA Morn News & Times Herald back copies	2.85
Lunch w/Pentz @ Lombardi's, Dallas	N.C.
L-D Telephone calls	129.43
Photocopies 96 @ .10	9.60
Postage	14.11
Travel-Accumulated 158 @ .25/mi.	39.50

Total Expense: **\$ 937.75**

Advance on People reprinting: 435.00

Balance Due on Receipt: \$3,306.75

*No mark-ups on vendor invoices

Services in June on Gentling Publications

- 6/1 .75 Invoicing
- .50 Arrange Ch. 4 interview
- Telecontacts with John DeVito about book purchase
- .50 Media contacts
- 6/2 1.0 Folio-up w/People on extra copies, potential media interviews w/publications & Network Morning Shows
- Telecontact w/Joan Davidow abt. 6/11 intvw. & alert client
- 6/3 1.50 Prep new materials to Davidow; telecon w/Pentz on Entertainment Tonight Inquiry; Telecon w/Mary Vespa of People on sharing pix & slides w/Life Magazine; Follow-up on teleclips
- .25 Client contact about interviews & activities
- 6/4 1.0 Folio-up calls to various media on placements
- .25 Contact Broadcast News of Dallas about dupe tapes; Contact w/Ralph about KERA book
- 6/5 .25 Folio-up w/KRLD, Alex Burton
- .25 Contact w/Patsy Swank on Arts Illustrated congratulations from Gentlings and potential interest for first issue
- 6/6 .50 Follow-up w/KERA and w/Ralph Carr on KERA auction item and appearance by Stuart G.
- 6/7 2.50 Prepare media report on interviews completed and outstanding; Travel to KERA and prep Stuart for on-air interview; advise interview host; activities discussion w/client afterwards
- 1.0 To Broadcast News of Dallas to work w/Tom on dupe tapes and Pentz copies as promised.
- 6/8 .25 Telecontact w/Bruton to push for interview; advise Stuart
- 6/11 .25 Telecon w/People PR Dept. and send clipping as requested
- 6/12 .50 Meet w/Printer on People reprint
- 1.0 Telecon w/Stuart re: KERA overbid inquiry, letters of thanks to media, Haute interview and Life Magazine decline
- 1.50 Research art-printing-Birds newsletters; telecontact w/Stan Matthews, KERA-TV
- 6/15 .25 Telecon w/Carr on need for original clippings
- .75 Re-edit Critics Commentaries for wordprocessing & use in People reprint
- 6/16 .25 Renew efforts to reach Shropshire (D Magazine, AM. Way); Broders at Texas Monthly, Pentz at Arts & Antiques

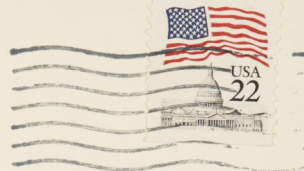
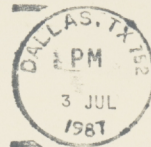
Gentling Services

- 6/17 .50 Lengthy telecon w/Pentz and w/Stuart on Arts & Antiques and previous review copy to Boynton
- 6/18 9.50 Develop continuing plan of public relations and promotion for Gentling Publications; complete media survey and advertising value comparison; Meet w/Stuart (and Carr) for three hours; two trips to AlphaGraphics to check proofs and layouts
Telecon w/Pentz
Travel time (discounted)
- 6/19 .75 Letter to Stan Richards w/copies to Pentz & Gentlings; Contact Broders at Texas Monthly
- 1.25 Lengthy phone discussion w/Broders; letter folo-up on new developments and provide new materials; cc to Pentz and Gentlings
- 6/22 5.0 Client phone contact. Letters developed to Wick Allison at Arts & Antiques...Moran at CBS Sunday Morning, Johnson at Book Arts Review, with research for addresses.
- 2.0 Develop additions to mailing list; program letters for recall; catch-up filing and travel to post office and copy center
- 6/24 .25 Telecon w/Pentz
- .25 Contact Aristos by phone and discuss needs
- .50 Produce letter to Aristos Editor Torres
- 6/25 1.50 Review Pentz copy w/Stuart for suggestions and changes; Track American Bird Association and Birding Groups reference book.
- 6/26 .75 Telecon w/Pentz on copy changes; additional birding references research; administrative on account
- .50 Telecon w/ULTRA magazine Ed. Cate on color plates and telephone report to Stuart
- .25 Retrieve Bacon's Publicity Checker for additional research.
- 6/27 1.25 Edit final Pentz peice for Arts & Antiques by telephone
- 6/29 .25 Re-arrange Haute interview and contact Scott; leave message for Woo; more info for Torres @ Aristos

PRESTON F. KIRK, APR

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Richardson, Texas 75081



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