

June 3, 1988

Mr. Stuart Gentling
Gentling Publications
4801 Harley St.
Fort Worth, TX 76107

Stuart:

Thank you for your comments (and compliments) at our meeting May 20. Moreover, I appreciate your explanation of the delay in payment on your account. Based on your expectation of the sale of the major painting by July, I am agreeable to extending credit through July. Interest on the receivable will continue as we have previously.

I was pleased to learn about the Texas Ornithological Society coverage and look forward to a copy. If you want to follow the bidding on the "Gentling prints" donated by Golden Egg Gallery to the Channel 13 Auction, call the station at 263-3151 (Metro) and they will tell you at what time it will air.

That is good news about your cataract surgery. You have my sincere wishes for a total recovery. (But I'm still not sure that we want you endangering the lives of innocent citizens by driving at night!)

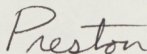
Based on our meeting, I'm looking forward to:

- o Your letter stating the success we had last year. That will help me prospect some new business.
- o The "remarque" for my book--your choice of a colorful Texas bird.
- o And a little help with the Fort Worth Zoo Board. That letter is enclosed.

Please follow through on these items as promised.

My regards to Scott, your mother and sister. Have a great summer!

Sincerely,



Preston F. Kirk, APR

PFK/ps2



KIRK PUBLIC RELATIONS

1511 JENNIFER STREET

RICHARDSON, TEXAS 75080

214/690-8446

INVOICE & STATEMENT

DATE: June 3, 1988

TO: Scott & Stuart Gentling
Gentling Publications
4801 Harley
Fort Worth TX 76107

Unpaid invoices for June, July, August &
September, 1988 plus interest accrued on amts.
outstanding for more than 60 days \$5,593.16

Interest at 12% per year on amounts due
since May 1 (last statement) 57.00

TOTAL FEE & EXPENSES: \$ 5,650.16

Thank you.
Preston F. Kirk



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RICHARDSON, TEXAS 75080

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June 3, 1988

Mr. Gene Fisher, President
The Fort Worth Zoological Assn .
The Burke Burnet Building, Ste. 717
Fourth & Main St.
Fort Worth, Texas 76102

ATTN: Mr. Harry Tennison, President-elect
Mr. Stuart Gentling, Publicity Committee

Gentlemen:

I have been following the growth--and controversy--surrounding your fine zoo for several months. I suspect the divisiveness is not only frustrating, but dissipates your energies and efforts to achieve quality expansion and national/international recognition.

As you have no doubt learned, communication is integral to moving forward, whether or not 100% community support is ever achieved. Communication is the foundation for bridging differences... building financial support and general patronage...conveying the potential results...increasing visibility and ultimately enhancing the Zoo's reputation.

It begins and ends with credible communication, whether it takes the form of speeches, brochures, fact sheets, media coverage, signage, debates, promotions, membership drives etc. All these aspects and more constitute public relations and advertising. And without adequate research, clear strategy, precise implementation and evaluation, they will be largely ineffective tools of communication.

Bear in mind, public relations is a management function, and as such must evaluate public attitudes, identify the policies and procedures of the Zoo with the public interest, and then plan and execute a program of action to earn public understanding, acceptance and support.

I would be pleased to work with the board/Zoo/Society to develop a strategic communications plan and to execute a first class program involving all of your "publics."

Mr. Gentling has been kind enough to relay to each of you the information kit on my company, clients and capabilities. My work is characterized by a high level of energy, creativity and integrity. Unlike most agencies, I do not mark-up vendor

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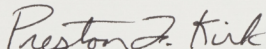
invoices and do not charge a retainer, but rather bill you only for actual services rendered.

Gentlemen, I have been a fan of the Zoo since I was a high school student visiting the T.C.U. campus. I've met relatives there, had dates there and enjoyed many rewarding visits over the past 25 years, never living closer than a couple of summers in Arlington. Coincidentally, my uncle founded the Central Texas Zoo in Waco in the 1960s.

Should a Dallas-based communications executive be involved? Perhaps, geographically, I can be more objective, and not be compromised by powerful factions at work in the community. But please make your evaluation on skills and commitment.

If you would like to speak further or to meet, I welcome your inquiries. Thank you for your interest and consideration, and I wish you success in the challenges you face.

Sincerely yours,

A handwritten signature in cursive script that reads "Preston F. Kirk".

Preston F. Kirk, APR

PFK/ps2

Encl. 1



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