

Points to Consider about the Gentling-Zoo bird prints

1) What is the purpose for the prints?

- A. Raising money?
- B. Educational, public relations and promoting the basic message of TEXAS WILD?

2) Proposed bird subjects

- A. Kiskadee Flycatcher
- B. Scissor-tailed Flycatcher
- C. Vermillion Flycatcher
- D. Painted Bunting
- E. Altamira Orioles
- F. Green Kingfisher

3) Scott and I have no reservations about doing the proposed bird species, but we have already painted and published paintings of the Scissor-tailed flycatchers and the Altamira orioles, and a black and white print of the painted buntings for the ^{Int. W. W.} Green League. That means that a number of these bird prints have already been collected by Int. W. W.

4) In considering the choice of bird subjects and the Texas Wild message perhaps we should also consider ^{possibly} endangered species that have been benefiting from new state programs and ranch management etc. And we should also think about birds that represent ^{distinctly} different

regions of Texas. Also ^{some} Game birds should be considered as well as raptors like the Aplomado Falcon and Coastal species, ~~the~~ water birds or perhaps the Attwater's Prairie Chicken?

5) All prints (both giclee and/or offset) should be the same size, probably x (picture size without borders).

6) Eventually, if the zoo and Gentlings continue to produce enough ~~prints~~ images, perhaps a book could be produced. Also Calendars and greeting cards can be very profitable.

7) The Gentlings will retain Copyright for all images but will give the zoo unlimited permission to print the agreed upon bird images for prints, greeting cards, Calendars, zoo mailouts. The Gentlings would like 10 copies of each print for their own private (non-commercial use). The Gentlings reserve the right to use the images in any ^{personal} promotional publication, magazine articles, museum catalogues and possible book illustrations of their own. The Gentlings will keep the zoo informed of their use of any zoo images.

If used by the Gentings
~~Then show should then be~~ Then images
will not compete commercially with
the zoo and indeed ought be helpful
to zoo programs.

B) Ownership of all Gentling bird
paintings will be retained by the
Gentings. If the Gentings decide
to sell their paintings the zoo will
be given first ~~offer~~ opportunity to sell by
purchase. It will be informed ^{of intent} by
my Certified letter and ^{the zoo will respond} will have 14
workings days to ~~do so~~ exercise its
option to purchase.

Q) Perhaps a special ~~edition~~ limited
edition of the fields should be printed by the
digital giclee method that would be signed
and numbered by the artists. Then would
be printed on Somerset velvet pH neutral
paper. Although the cost of ^{each} the print is
high about \$35.00, The quality is as good
as the original painting (much better than
prints made by standard offset lithography).
~~Therefore~~ The advantage to the giclee print
besides its high quality is that prints
can be printed on demand. The entire edition
does not have to be printed all at once
necessitating a high initial cost and eventual

Dustless

storage problems. Also prints that prove not to be popular do not have to be printed, thus saving money. Then special gallery prints would be signed and numbered by the Gentlings. The edition size should be about 150 to 250. (I prefer the smaller number). These could sell for \$350⁺ each, with a reduction in price to 300^{association} members.

10) Another edition of these same prints for the general public would be produced by ~~offset~~ standard offset lithography that would not be numbered or signed by the artists. (They might be initialed, by the artists, however). These could be sold for \$25.00 or \$50.00 (unframed) through the Zoo Store and the Zoo Newsletter "Roar".

A major advantage of reproducing a print by offset lithography (The same process we used with our big bird books) is that the cost per print is low (\$3.00?). These prints could be used as gifts to ^{induce} people ~~not~~ join the Zoological Association.

As much as possible,