

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 Texcas 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
June 18, 1987

- 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 unparallelled.

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.

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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Background materials

- o The New York Historical Society Letter of Feb. 18, 1986
- o Book review by Lee Milazzo, Dallas Morning News critic, March 22, 1987
- o A. C. Greene review in "Focus on Texas, NTSU's Center for Texas Studies March 1987
- o "Conversations, People To Watch", Janet S. Tyson, Fort Worth Star Telegram, Jan. 28, 1987
- o Ansel Strickland book review, "In the Manner of Audubon," Bookmarks section of Southern Accents, January-February 1987
- o Virginia Richardson article, "Artistic Genius Times Two," in Texas Homes, May 1979
- o "Michael M. Thomas (novelist) on The Company I Keep" in the "Guest Speaker" section of Architectural Digest,
- o Robert McCracken Peck's "John James Audubon" article for United Feathers of America,
- o "Flights of Fancy" by Susan Freudenheim, Texas Homes, November 1985
- o Press Kit by Fort Worth Museum of Science & History, Nina Arback, Public Relations Coordinator, on "Exhibition Featuring Gentling Bird Painting," April 1987
- o "Flights of Fancy," by Steve Blow, Dallas Life Magazine, (Dallas Morning News) May 10, 1987
- o Brochure, "Of Birds and Texas," four - color, 1984
- o Comments From The Art And Book World on "Of Birds and Texas".... compiled and edited/abridged, March, 1987
- o A. C. Greene letter to Bill Holman, March 9, 1987
- o PEOPLE Weekly Magazine Reprint

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.