

30 January 1999

Catriona Glazebrook
Texas Audubon Society
2525 Wallingwood #301
Austin, Texas 78746-6922

Dear Catriona:

I am pleased to be able to tell you that Scott and I are almost finished with a new elephant folio-sized painting of three raucous green jays harassing a barn owl that has just caught a small coral snake. The owl is perched on a bare oak branch while the jays are moving up toward the owl through richly colored oak leaves and branches. It is quite possibly the most beautiful bird plate that Scott and I have ever done. It is certainly one of the best, and it is the first full folio sized painting that we have done since we published our "Of Birds and Texas" nearly thirteen years ago. It has been especially created to commemorate the centennial of the Texas Audubon Society.

We will have it published here in Fort Worth on the same paper used for our original bird book plates. I know that this handsome color plate will be a very useful tool in raising funds for the publication of the trade edition of "Of Birds and Texas" should Texas Audubon decide to sponsor the project. I have just received the price estimates for the book publishing costs from Shannon Davies, and I must admit that I was pleasantly surprised. I really do feel that this project will succeed and may surpass expectations if it has the Audubon Society's support and a reasonable access to publicity and book buyers who I think would be attracted to this interesting and classy publication. It would certainly be a fitting monument for your centennial, a publicity boon for the Audubon Society and a money maker as well. Here are my thoughts on the use of our new print and a breakdown of the possible versions of the new book and their income potential.

Here is how we could use the commemorative print to help finance the publication of a trade edition of 5,000 copies. We would publish an edition of 1,000 color plate copies of the green jays, and these would be signed by Scott and me. They will not be numbered. The prints would be offered for sale (retail) at an issue price of \$150 each (which would be \$100 less than the issue price of our "Of Birds and Texas" plates.) We might also consider producing a poster of the same print with text commemorating the centennial which would sell for perhaps \$20. If we are asked to sign them Scott and I will only initial them so they won't compete too much with the signed color plate sales.

The sales of prints and posters would be used to help finance the trade edition which I see being published in three different forms in an edition of 5,000 copies.

*Sale of
Prints
\$150 to
Book*

- A. 1,500 copies, Hardcover to sell at \$60.00 each.
- B. 3,250 copies, soft cover to sell at \$45.00 each.
- C. 250 copies, Hardcover "Artists' Copies" signed and numbered by the Gentlins, and perhaps Catriona Glazebrook and/or even John Flicker to sell at \$250.00 each.

INCOME POTENTIAL

- A. \$90,000 retail
- B. \$146,250 retail
- C. \$62,500 retail

TOTAL RETAIL INCOME:

All Books, \$298,500
 Commemorative Color Plate \$150,000
 Poster (edition of 1,000) \$20,000

* There might be a reduced price for those who order books before publication, perhaps \$35.00 for softcover, \$50.00 for hardcover, \$225.00 for an Artists' copy. And the income from the signed Green Jay color plate, of course will be lessened if earlier buyers apply part of their print purchase price to reserve a copy of the forthcoming book.

The retail prices quoted above do not include sales tax and costs of handling and shipping. All the money made from sales of Commemorative color plates, posters and pre-publication book sales would be collected by the Texas Audubon Society and placed in a special account from which to pay the costs of publication and advertising. A sum (perhaps \$50,000) for advertising promotion brochures and mailout costs would be mutually agreed upon in writing by the Texas Audubon Society and me, and I will have an equal say as to how that money is used.

ADVERTISING AND PROMOTION

I will design an attractive brochure prospectus and letter to be sent to:

- Members of the Texas Audubon Society
- U.S. Birding Clubs (there is a book that lists them)
- Our Former book and print clients
- Texas Museums, Nature Centers and libraries
- Clients of Gerald Peters Gallery
- Bass Hall Contributors
- Book Stores

Magazines:

- Texas Parks and Wildlife
- Audubon Magazine
- Birding Magazines
- Wildlife Art Magazine
- Book catalogues

Professional Book Distributors

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Other Publicity - various articles, newspapers, Sunday supplements, an article in the Texas State archives magazine, booths at book fairs, TV - public Television. A certain number of gift copies will have to be set aside for this kind of promotion and to interest editors of magazines in our project and our curious story about our strange experience with John James Audubon.

Since the Texas Audubon Society may be the likely repository of all monies earned by this project, it might be helpful for me to have a quarterly accounting of income and expenditures and to keep Texas Audubon informed of my costs etc. at the same time.

Catriona, so far, these are my thoughts on the project. At the present I am inclined to see that the Texas Audubon Society receive a 25% share of all income from sales after the costs of publishing and advertising are first paid for by book and print sales. This means that any monies which are donated to you early in the project will be eventually returned to you for use in other projects. I do not know how this might meet the requirements of your tax-exempt status or even what those requirements are. I really do believe that I can manage much of the non-Audubon Society advertising, especially the designing of any brochures and other kinds of mailings.

The Audubon Society with its substantial and enthusiastic membership, newsletter and other publicity garnering opportunities gives you a very substantial leg up for sales possibilities. I do not think that 5,000 copies of our ~~our~~ book are too large an edition if the promotion of the book the print and the poster is pursued with skill and vigor. If we could get an article about us and our original elephant folio project and our wonderful encounter with JJA in a couple of national magazines i.e. Audubon Magazine, I believe that we can sell all the books and perhaps the posters as well. And in the process the Texas Audubon Society should make a substantial amount of money and gain a great deal of publicity and respect for having sponsored such a special publication that will represent the Society and its many worthy programs. I really believe that it would be a win - win situation. And there is always the possibility of a second edition some day.

Please let me know what you think. I am prepared to discuss any of these issues with you at any time. UNTIL then, I am looking forward to the Bass Hall festivities. I will try to do what I can to help though I do have two important deadlines to meet in the weeks ahead including the completion of the design of the Grand Lobby ceiling for the Bass Hall and a major print for Fort Worth's Sesquicentennial this year; Scott and I are the honored artists for this event. Strange coincidence.

Sincerely yours,

Stuart

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