

University of Texas Press

POST OFFICE BOX 7819 AUSTIN, TEXAS 78713-7819 TELEPHONE [512] 471-7233 FAX [512] 320-0668

Dear Author:

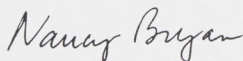
Greetings from the UT Press marketing department! Publication date for your book is still months away—but it's time to start planning a marketing campaign to help it reach the widest possible audience. We need your input.

Enclosed is your Author Information Form. The AIF is a vital tool that we refer to again and again as we make our plans for promoting and selling your book. The information you give us here will guide all of our marketing activities—publicity, reviews, advertising, exhibits, direct mail, and internet marketing—as well as our sales presentations to the sales representatives who'll be selling your book to bookstores and book wholesalers across the United States and overseas. Please answer each question thoroughly, bearing in mind that this is your best opportunity to tell us how you would like to see your book promoted.

We would appreciate your giving special attention to the question in which we ask for a description of your book. Because the manuscript may not be available to our copywriter, this is our single most important source of information for writing the book cover, catalog description, and other promotional copy. We need you to give us a detailed description of the contents of the book, as well as a sense of its intended audience and all the special points it has in its favor. (We also need a brief description of you—your current occupation and any previous publications.) Don't be modest here! Tell us everything that might attract a prospective reader.

Once the book cover and catalog description are written, we'll have you check them for factual accuracy. If you have any questions as you fill out the AIF, please contact me. All of us in marketing look forward to working with you.

Best regards,



Nancy Bryan
Catalog and Advertising Manager

P.S. This form can also be downloaded from our website if you prefer to complete it on your computer. Point your web browser to <http://www.utexas.edu/utpress/ftp/aif.doc>. You'll get a message asking where you want to store the file on your computer. After you've retrieved it, open the file in Microsoft Word and begin typing in the form as you would any Word document. Instructions for returning the completed form are included.

Please Return by *Oct. 1, 2000*



University of Texas Press

Author Information Form

The promotion of a book is necessarily as mutual effort between author and publisher. The information you give us here will guide us in all aspects of marketing your book: promotional copy, catalogs and flyers, book reviews, advertising, exhibits, textbooks sales, bookstore sales, and subsidiary rights. **You are the expert on your book and this form is your best opportunity to help us develop an effective marketing campaign for it.** (Your vita or manuscript will not provide all the specialized information we need.) Please complete this form thoroughly (preferably typed or computer printed) and return it by the date shown above. *Thank you.*

DATE:

AUTHOR INFORMATION

1. Name

(a) in full (required for copyright registration):

SCOTT GREGORY GENTLING AND STUART WILLIAM GENTLING

(b) as you wish it to appear on the title page and book jacket and/or cover:

SCOTT GENTLING AND STUART GENTLING

2. If the title page and jacket are to carry the names of other authors, editors, or contributors, please supply their names here:

im.por.tant
(Possibly) "WITH AN ESSAY BY JOHN GRAVES

3. Working title of the book: *"OF BIRDS AND TEXAS"*

4. Items 4 a-d are needed for copyright registration.

(a) Office address (please include street address for Federal Express shipments):

street *4801 HARLEY AVENUE*

city *FORT WORTH* state *TEXAS*

zip *76107*

Dept. phone: (817) *738 4427*

Office phone: (817) *738 4427*

Fax: (817) *732 5448*

Email: _____

This form can also be downloaded from our website if you prefer to complete it on your computer. Point your web browser to <http://www.utexas.edu/utpress/ftp/aif.doc>. You'll get a message asking where you want to store the file on your computer. After you've retrieved it, open the file in Microsoft Word and begin typing in the form as you would any Word document. Instructions for returning the completed form to us are included in it.

Please return to: P.O. BOX 7819 AUSTIN, TEXAS 78713-7819 (512)471-4032 PHONE (512) 320-0668 FAX

AUTHOR:

SCOTT GENTLING AND STUART GENTLING

WORKING TITLE:

OF BIRDS AND TEXAS

DATE:

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1/10/2000

5. (b) Home address

street

4801 HARLEY AVENUE

Dept. phone: (817)

738 4427

Office phone: (817)

city

Fort Worth

state

TEXAS

Fax:

(817)

732 5448

Email:

zip

76107

(c) Citizenship:

If not a native, when did you come to the USA?

Naturalized citizen?

When?

(d) Place of birth:

Rochester Minnesota

Date: 31 DEC 1942

Do not print birth
year in my book or
release publicly.

5. Social Security Number:

462-82-1783

6. Present academic position and institution, or nonacademic job title if applicable:

Authors, PROFESSIONAL ARTISTS, LECTURERS

7. Previous positions (with dates):

BOARD MEMBER (STUART ONLY) OF VAN CLIBURN DIAMOND COMPETITION
MODERN ART MUSEUM OF FORT WORTH, FORT WORTH ZOOLOGICAL SOCIETY
INTERCULTURAL

8. Education (including dates and major fields of degrees, honors, awards, and fellowships):

STUART - FORT WORTH PUBLIC SCHOOLS, BA AT TULANE UNIVERSITY, ONE
YEAR AT UT SCHOOL OF LAW, ONE YEAR AT THE PENNSYLVANIA
ACADEMY OF THE FINE ARTS (1965-66)SCOTT - FORT WORTH PUBLIC SCHOOLS, ONE YEAR AT TULANE (1961-62), THE
PENNSYLVANIA ACADEMY OF THE FINE ARTS (1962-66)

9. Learned and honorary societies to which you belong (include all relevant offices held):

NONE

AUTHOR:

SCOTT AND STUART GENTILE

WORKING TITLE:

OF BIRDS AND TEXAS

DATE:

1/10/2000

Oct. 1, 2000

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10. Titles of your publications (including forthcoming) and publishers. Indicate (with *) which two or three of your books and articles are most important. (Please indicate book club adoptions, paperback reprints, serialization, and foreign editions. Also indicate if any are out of print.)

Title	Publisher	Year	Approx. sales since publication
"OF BIRDS AND TEXAS" (The elegant folio)	Gentile Publications	1986	Limited edition of 500 copies ARE SOLD OUT

First 400 copies sold
at \$2,500/copy. The
PRICE INCREASED TO
\$5,500/copy

This limited book was never submitted for awards, or
book clubs etc. THE BOOK, HOWEVER, WAS PROCLAIMED AS
the "most magnificent book in the history of TEXAS
ARTS AND LETTERS BY VARIOUS CRITICS.

(See accompanying envelope of information)

AUTHOR:

SCOTT AND STUART GENTLING

WORKING TITLE:

OF BIRDS AND TEXAS

DATE:

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1/10/2005

Oct. 1, 2000

DESCRIPTION OF THE BOOK

The information you provide here will guide us in writing copy for the book jacket and/or cover, catalogs, advertising, and all other promotional materials. Please bear in mind that our copywriters are not specialists in your field and be clear as possible. *Please describe:*

1. The book's subject matter and your approach to it (200-300 words).
2. Reasons for the book's importance (First study of this topic? New material? New interpretations or conclusions?).
3. Particular points to emphasize in promotion.
4. Special research, experience, or travel for this book (please give dates of relevant fieldwork, if any).
5. Audiences for the book, especially interdisciplinary or non-obvious ones.
6. A brief description of yourself, including your current position (if relevant to the book).

See attached typed sheets

DESCRIPTION OF THE BOOK

When the forty-six pound elephant folio "Of Birds and Texas" by twin artists Scott and Stuart Gentling first appeared in 1986 it was unanimously acclaimed as the most magnificent book in Texas publishing history. Containing 50 large color plates of Texas birds with landscapes and accompanying bird tales by the Gentlings and an important autobiographical essay by famed Texas author John Graves, the book was often described as the Audubon elephant folio of the twentieth century. About a third of the bird species depicted were game birds, and all but a few of the others were birds well known throughout the rest of the United States, making the Gentling folio, in the words of James Mooney, Librarian of the New York Historical Society, "... a colossal artistic achievement which will be of interest to all Americans and not limited to collectors of Texana. . . ."

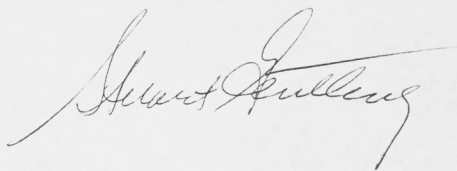
Although widely acknowledged for its stunning visual beauty, the folio was very much intended to be read, a fact made difficult by its very size. Also, its limited edition of only 525 copies and its considerable expense practically insured that the general public would rarely get to enjoy the work either as art or as literature.

The editors of the University of Texas Press at Austin have long believed that a book of such visual beauty and literary merit should be made available to readers and collectors of fine books everywhere, a new book that would be affordable and of convenient size. Two years ago they began to work closely with the Gentlings to produce a magnificent trade edition bearing the same title as the original elephant folio "Of Birds and Texas." The editors decided that the new trade edition, however, would contain not only all the material of the original, but also an additional 30 color plates to grace the new book. There is even a fascinating new essay by Stuart Gentling about how, during the creation of their folio, which from the beginning had been dedicated to the great bird artist John James Audubon, they actually had the most strange and wonderful encounter with Audubon himself. The experience was on a very personal level and had a profound, almost surreal impact on the twins' lives and ultimately saved their folio project from disaster.

In 1998 the Gentlings were honored as the official artists for the celebration the centennial of the Texas Audubon Society. Although the study and painting of birds has been a very special part of their artistic lives since childhood, birds have provided only a comparatively small part of their artistic production. Infact their main efforts have been the painting of portraits, still lifes and landscapes in a meticulous and demanding drybrush watercolor style. A book based on these works to be titled "From Time to Time" is currently in preparation for the University of Texas Press.

Also planned is a monumental work on the Aztec capital of Tenochtitlan as it may have appeared on the eve of the conquest of Mexico. Already more than thirty years in preparation, this two volume publication will offer an

unparalleled view of the people, the gods, the cities and the great temples and palaces which so astonished the first Europeans to see them. This publication will be called "The One Reed Year." The Gentling twins have sometimes been called renaissance men, a term perhaps too loosely bandied about these days. But for those who are fortunate enough to eventually own these forthcoming books, they will be greeted by a wide ranging exploration of nature and history that should provide works of beauty and much to think about for many years to come.

A handwritten signature in cursive script, reading "Stuart Gentling". The signature is fluid and elegant, with a long horizontal flourish extending to the right.

AUTHOR:

SCOTT AND STUART GENTLING

WORKING TITLE:

OF BIRDS AND TEXAS

DATE:

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Oct 1, 2000

REGARDING THIS BOOK

1. Does any section of your book lend itself to excerpting?

yes

2. Have any sections been published previously? If so, by whom? (Be sure to include any foreign-language editions.)
This information is needed for copyright registration.

This new book is based upon a 47 pound elephant Folio published in 1986 by GENTLING PUBLICATIONS, FORT WORTH

3. Competing books on the same subject (with dates of publication and publisher, if known). Please compare with your book.

Practically any book on American birds is a potential competitor, though 'OF BIRDS AND TEXAS' is in many ways unique, since it is the trade edition of a unique giant ORIGINAL Folio.

4. Foreign publishers that specialize in books similar to yours.

Am. Publishers of books on birds, especially in Great Britain AND Australia.

ADVERTISING/PUBLICITY

1. Media representatives often call with requests for more information about authors, or to arrange interviews. May we release your contact information? ☒ YES ☐ NO
2. List (in order of importance) up to 5 professional journals and 5 general magazines that accept advertising where notice of your book might be especially effective.

Professional Journals

1. TEXAS BIRDS
401 PINK OAK
INGRAM, TEXAS
3. 78025-3525

4.

5.

General Magazines

1. Audubon Magazine
2. TEXAS PARKS AND WILDLIFE Magazine
3. Wildlife Art Magazine

4.

5.

AUTHOR:

SCOTT AND STUART GENTLING

WORKING TITLE:

OF BIRDS AND TEXAS

DATE:

1 Oct 2000

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3. Hometown, campus, or other newspapers and magazines (and editors, columnists) to whom you or your book is newsworthy. Please include your alumni magazine. Give address, if known. (Also title, department, etc. by which they might know you.)

FORT WORTH STAR TELEGRAM - LARRY SWINDLELL

THE TULANEAN MAGAZINE - 3439 PRYTANIA ST. SUITE # 400
NEW ORLEANS, LA. 70115

4. Radio and/or TV stations to whom you or your book is newsworthy. Please give addresses if known.

KERA TV - DALLAS CALL KATY SHERRID

5. Bookstores (your campus bookstore, for example) to whom you or the book is known.

ALL THE SMALL BOOK STORES I USED TO FREQUENT
ARE CLOSED

REVIEW COPIES

Please list both professional journals and general publications that might review your book. Highlight (*) the most important. Please also provide the names of people whom we might suggest to major media book review editors as possible reviewers for your book:

Professional Journals

General Magazines

TEXAS PARKS AND WILDLIFE
140 BOX 3000 SOUTH IH 35 SUITE 120
AUSTIN, TX 78704 Phone (512) 912 7000WILDLIFE ART
1428 E. CLIFF RD. BURRISVILLE MD. 55337NATURAL HISTORY, published by The American
MUSEUM OF NATURAL HISTORY
CENTRAL PARK WEST AT 79TH ST.
NEW YORK, NY 10024SMITHSONIAN MAGAZINE
900 JEFFERSON DRIVE
WASHINGTON, D.C. 20560Southwest ART
ONE GREENWAY PLAZA Suite # 2010
COASTAL TOWER, HOUSTON TX 77046BIRD WATCHERS DIGEST
BOX 110 MARIETT, OH 45758ART AND ANTIQUES
TRANS WORLD PUBLISHING INC.
2100 POWERS FERRY RD

AUTHOR:

Scott Gentley + Stuart Gentley

WORKING TITLE:

of Birds and Texas

DATE:

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1 Oct 2000

AWARDS

List prizes and awards for which your book might be eligible:

As ~~an~~ artists Scott and I have been unusual, because we have never entered art contests or have sought for prizes of any kind. As publishers of experience you know better than we what prizes if any to seek.

DIRECT MAIL

Please list up 3 professional organizations and other groups that will be interested in your book. Give addresses and/or telephone numbers, if known. [This information will assist our selection of mailing lists for catalogs and flyers.]

1. National Audubon Society, Texas State Audubon Society
2. Natural Museum Bookstore
- 3.

INTERNET and the WORLD WIDE WEB

Please list any email lists, websites (yours and others) and electronic book stores that may be interested in your book. (All our new titles are automatically listed at amazon.com and barnesandnoble.com.) Also please tell us of any email lists where an announcement, by you or us, would be appropriate or effective.

EXHIBITS and ASSOCIATION MEETINGS

1. At which scholarly associations or trade meetings might it be appropriate to exhibit your book?

ATLANTA BOOK FAIR

ANNUAL MEETING OF THE TEXAS STATE HISTORICAL ASSO.

AUTHOR:

Chenille Smith + Stuart

WORKING TITLE:

Of Birds and Trees

DATE:

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2. Which do you normally attend? Do you have any speaking engagements scheduled/pending where the book could be promoted or sold?

FORT WORTH ZOO
AUSTIN MUSEUM OF ART.
HOUSTON MUSEUM OF NATURAL SCIENCE
NEED MUSEUM at McCLINTOCK
AND A LOT MORE

TEXTBOOK ADOPTIONS

List courses for which your book might be assigned as a text or collateral reading:

OUR BOOK IS ESSENTIALLY AN ART BOOK

Thank you for your time. 

Official Business
State of Texas
State Penalty
For Private Use



FIRST CLASS

FROM: TJ May

University of Texas Press



P. O. BOX 7819 AUSTIN, TEXAS 78713

ADDRESS SERVICE REQUESTED

Scott and Stuart Gentling
4801 Harley Avenue
Ft. Worth, TX 76107

TO: