

7 April 2001

OF BIRDS AND TEXAS - THE SPECIAL EDITION

PRESS TIME AND PUBLICATION DATE,

- A. April to October 8th, 2001
B. When can we receive our 1,000 special copies?
C. What will be the final cost?
When must this be paid?
D. Binder should be in Austin where the 1,000 books will be delivered to UT Press?
E. Call David Holman or Craig Jensen to find a good binder. *Call Channa Press. Consider Dallas.*

PROMOTION,

- A. Letter to original customers and new ones.
1. One page letter
2. Brochure - preferably a one page foldover
3. Purchase extra copies for promotional purposes
B. Should we use a P.R. person? Preston Kirk?
D. Special signings and public readings.
1. Austin Museum of Art - Mollie Hipp
2. Austin Book Fair - Laura Bush, Beth Wilson
of the UT Press Promotional Dept.
3. Chase Bank, Dallas - Vera and Bob Thornton
4. Houston Mus. of Natural Science
5. Copy to Cina for the N.Y. Times
6. Fort Worth Zoo - Ramona Bass, Beth Noble
7. *Crow museum - Starline Crow*
8. *Big Ben and Betty Rose*
E. Magazines
1. Texas Birder
2. Texas Parks and Wildlife
3. Audubon Magazine
4. Wildlife Art
5. Southwestern Art
6. Art and Antiques
7. Southern Accents
8. Michael Thomas

SPECIAL GICLEE EDITIONS

1. Original book plates?
2. Remargues?
3. Special commemorative plate insert,
book size (10 1/2" X 13")

BANKING

1. Checks should be made out to?
2. Special Account?

3. Record of book sales and numbers with customers.

RALPH"S DUTIES AND COMMISSION

STUART AND SCOTT"S DUTIES AND PROJECT SHARE