



Informational Materials Incorporated

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October 22, 1971

Dr. Earl H. Swanson
Director, Idaho State University Museum
Pocatello, Idaho

Dear Earl:

Enclosed herewith are initial copy suggestions for the posters and study guides relating to the Flintnapping film series. I would like to have you go over this copy for both accuracy and completeness. It is my feeling that the basic copy, especially for the study guide, could be structured with more authenticity from an archeologist's point of view. When you modify, keep in mind that the approximate lengths of each of these sections are now designed to fit into a compositional format on the guide. Keeping any of the copy about the length that it is will permit it to be fitted proportionately into the section where it belongs.

The study guide will be 8½" by 11", printed both sides and will have an appropriate photo representation of each of the films. The posters will be 17" by 22" in size. Multi-image photography will constitute the visual portion of the poster above the body copy. Depending on my funds, I anticipate printing the posters on an antique parchment paper.

The initial contact to our selected prospect list will be made with a sales piece similar to the enclosed. This will serve to qualify the list and get the conversation started pertaining to the series. News releases will also be placed with selected media. I have already started with some of the publicity as you can see on the enclosed news release for my library film idea. This won't hurt at all to have the series introduced to approximately 3,000 libraries now.

I still do not have any definitive direction in regard to the replicas but will press for an answer next week. The suggestion that Eichenberger made about his making of the molds only might prove to be the best approach over all. I'd like to discuss this with you next week and will call when I have information from my two local sources.

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At this point I will wait until we have formalized and signed our contract with the University before ordering any printing or preview prints.

I am really excited Earl, about the potential of the series and am looking forward with great expectations to the total marketing program for I feel it will be ultimately rewarding to everyone.

Best personal regards to you, Jean and your family, and I'll be looking forward to talking with you soon.

Sincerely,

RICHARD J. SOLTYS

RJS/mw
Encl.

Ca. 29.14.1.2