

*Kimi: See attached note.*

MEMO TO: Members of the Board of Directors; Secretary-Manager,  
Robert M. Larsen and Show Manager, Everett Nevin

FROM: Norvell Gillespie

SUBJECT: PROGRESS REPORT ON PUBLICITY & PUBLIC RELATIONS

1/27/65

EASTERN U. S.:

As a result of a trip made to New York City in December, I was able to meet personally with editors of the leading shelter magazines -- American Home, Flower Grower, etc. We'll have stories in these magazines on the forthcoming show.

I flew to Boston specially to "sell" a major feature story in color on our Show -- and it appears that HORTICULTURE will carry a full-length story in the March issue.

While there, I arranged for Carleton Lees, the new Executive Secretary of the Massachusetts Horticultural Society, as well as Director of Publications, to fly out to our Show (at his expense!) to serve as an Honorary Chief Judge. This ties in with honors accorded to similar national editors in previous years.

WESTERN MAGAZINES:

Sunset Magazine will have a story in the April issue. A photo and story is set for National Motorist for its March-April issue. Motorland will have a story in March -- possibly illustrated in color which we submitted.

TELEVISION:

The programs of January 2 and 3 and January 16 and 17 on Channel 4 featured personalities from the California Spring Garden Show. A new Alameda exhibitor, named Lee Wells, exhibited the scale model of his exhibit early in January. January 16 and 17 featured news photos of Miss Kimi Fujii and Mrs. Per Haekkerup, wife of the Foreign Minister of Denmark and John Vogley.

The program for the weekend of January 30 and 31 will feature our new Designer John Vogley and the veteran designer from Sunset Nursery, Mr. Ira McKenzie. It promises to be a top-flight program.

*J. Chamberlain Comm in Albany - New York*

Page 2.

PORT OF OAKLAND AUTHORITY COOPERATION:

As a tie-in with our theme of "Gardens of the World", we are scheduling a meeting of this Show's Board of Directors on board a foreign vessel -- probably Swedish or Dutch, inasmuch as these lines have excellent reputations for fine food and spirits! Excellent publicity will be generated as a result of this. This meeting will be held in April.

From the Port of Oakland, we are securing for three weeks, at no charge, 55 magnificent foreign flags, each 4 x 6 feet in size. These can be used to lend color to the forthcoming Show.

OAKLAND CHAMBER OF COMMERCE:

Walter A. Brown is working with us to produce a "community Kick-off Luncheon" similar to the one we held in Jack London Inn last year. About 150 people from community, industrial, horticultural and garden show figures are expected to attend when this is announced for March.

RETAIL MERCHANTS:

Meetings have been held with members of both the Downtown Businessmen's Association, as well as the Retail Merchants group to stimulate even greater participation this year.

The window display contest will again be a highlight in about 30 major stores.

Street decorations are expected to be more sumptuous this year. Tentative approval has been given by the merchants to colorful pyramids of ribbons -- looking like giant flower pots in full bloom -- for a two week period. The designs will be 11 feet tall in order to command attention from pedestrians and traffic. The cost of \$3500 for 100 of these will be born by the combined Merchants Associations.

VOGLEY PRESS CONFERENCE, Jan. 13:

A major press conference was held in San Francisco at the Press Club on January 13 to introduce the Show's new designer, John Vogley, to press, radio and television communicators.

One immediate result saw the sound-on-film presentation of Miss Fujii and Mr. Vogley on Channel 2 on the widely-viewed News Program at 10 P. M.

Page 3.

A double-barreled scoop was accomplished when Miss Fujii also squeezed out time to appear in person to offer the wife of the Foreign Minister of Denmark a scroll of invitation to visit the Show -- and a huge bouquet of colorful red and white carnations featuring the official colors of the flag of Denmark.

Needless to say, excellent "play" has been received as a result of this press session.

ROUTINE PRESS RELEASES:

A special press kit was created for the 42 members from the world of newspapers, magazines, radio stations and television stations who attended the San Francisco Press Conference.

In addition, other releases in the past 30 days have featured "Coming Events" bulletins to both trade and national magazines, and on the forthcoming "Architectural Model and Landscape Competition." Tony Polvorosa has again been instrumental in securing an excellent scale model, 3 x 6 feet in size this year, of the gardening facilities at San Quentin.

CONCLUSION:

Many other activities and events are "in the works" and will be reported upon in person at your next meeting.

For example, special attention is being given to the lavish use of costumes and flags from foreign lands. These will be fine tie ins with the exhibitors. The Port of Oakland will provide free transportation for various props which we can secure. One of the most cooperative South American Consul Generals, Edouardo Douglas, will be featured on TV with us on February 12 and 13.

Respectfully submitted

Norvell Gillespie & Associates



PUBLIC RELATIONS | HOTEL CLAREMONT | BERKELEY 5, CALIFORNIA | THORNWALL 1-3526

January 27, 1965

TO: Miss Kimi Fujii  
FROM: Norvell Gillespie

As I mentioned on the telephone a few moments ago, I did a little quiet sleuthing to determine whether a Garden Club Day would be received with great enthusiasm at our forthcoming show.

Everyone is delighted -- particularly when I mentioned that it was your hope that special recognition could be given to garden clubbers and that this would not just be another idle gesture in the newspapers as a so-called "special day."

I mentioned that you thought it would be appropriate to have some special souvenir paper badges printed so that they could be given to people from all the clubs as they arrive via buses, etc. The ribbon could be designed in the shape of one of our blue ribbons -- signifying the best -- but be published on paper in order to save costs. I've seen this same sort of thing work successfully at major sales conducted by Roos/Atkins and other big department stores.

Also, it would be a great idea if you would be a speaker at the luncheon and in a surprise gesture award a huge bouquet of fragrant carnations to Mrs. Lawrence Winship of San Francisco -- who is serving as the State president of the organization. She is a grand little old-fashioned sort of gal -- the type that everyone likes.

In your talk tomorrow you might bring out the fact that historically garden clubs were first recognized at the Treasure Island Fair in 1939, again in 1940, and that led to a Garden Club Day being established at the Sacramento State Fair honoring Mrs. Fredrick Scatena, the late beloved Sacramento woman who was president of the State Federation at that time.

You might also like to know that the San Mateo County Fair and Fiesta also honors garden club members at a Garden Club Day -- there is usually a gala luncheon and a pleasant little program with music, etc.

- Continued -

Page 2.

Your day could be a little more significant with the issuance of these paper badges -- for they would serve as souvenirs long after the event.

Someone like Evalyn Bell could put together a memorable program of events, I'm sure. It's true that she will be hard at work that day, but she has many associates who could relieve her of the actual work.

P. S. For your information, you and your Board members are apparently officially recognized as members of this State Association of garden clubs. We, in the publicity division, not only look forward to using their columns annually to report the progress of our yearly events, but we also purchase dominant advertising space in their magazine titled "Golden Gardens". Needless to say, they like us for this! The same sort of cooperation will be extended this year. We are buying a half page ad in March and another one in April to build up interest in the 1965 Show.