

Animal Kingdom

New York Zoological Park
Bronx
New York 10460
(212) 220-5121

June 9, 1981

Prakash Gole
c/o George Archibald
International Crane Foundation
City View Road
Baraboo, WI 53913

Dear Mr. Gole:

I'm sorry that I wasn't able to see you when you stopped at the Bronx Zoo. I was aware that you intended to be in this vicinity but I didn't know exactly when you would arrive. Unfortunately the moment you did show up was the day before we were giving a presentation to representatives from the major zoos to whom we sell Animal Kingdom. For many months we have been involved in a feasibility study to examine the possibility of turning Animal Kingdom into a much larger circulation magazine and we are now preparing a market test and a "pilot" issue that reflects the new expanded editorial format we will use if we are successful. We had to present the results of all our studies to these other zoos in order to secure their future cooperation. So, on the particular day you got here, the Animal Kingdom staff--especially yours truly--was in a frenzied state, trying to get everything in good order for the next day. It was impossible for me to take even a few minutes to see anyone or talk on the telephone. To make matters worse I didn't see George's note, asking that you be introduced to other people, until after you had departed.

It was just poor timing and I hope you understand. I intended no discourtesy to either you or George, so I hope you will accept my apology. Under more normal circumstances I would have enjoyed meeting and chatting with you.

As to your article and photos on the black-necked crane, I have read your most recent revise and find it a considerable improvement over your earlier efforts. So yes, I am interested and am giving it serious consideration. The manuscript is circulating among the other editors and has been sent to some of our editorial advisors. I shall have to wait until I have their comments before I can give you final acceptance. The process of circulating and commenting usually takes a month to six weeks.

Actually we will still have to do some editorial work on your article but we do that on everything we publish. You left out your descriptions of crane behavior that you had originally and I liked that part. We can put it back in and compress some other section without harming the article. Assuming it is accepted, you will see a copy of the edited version before it goes into print.

We do have a few queries but I should wait until I have everybody's comments before asking you for clarifications. These are minor points. It would be helpful if you would tell me how long you will be in this country and where you can be reached. It will be easier to contact you here than when you are back in India. In any case, the manuscript now reads well and there is no need for you to do any additional revising.

The photos are good but not quite so spectacular as I had come to believe. Probably the biggest problem is the crane itself. Nearly all the photos of them are pretty much the same--not much variety. I was uncertain as to whether you brought all your best photos with you and was wondering if you had others available. Please let me know. Meanwhile we are holding the photos unless you direct otherwise.

One other point: If we do accept your article it will probably take about a year before we actually publish it. This isn't abnormal. All our issues are planned for the rest of this year and we have a large inventory besides. We also have plans for our first issue next year but, beyond that, it is difficult to plan precisely. Until we do the market test we won't know for certain whether we are or are not expanding. Hence my inability to make specific promises about a publication date. I don't see that as a problem since your article is not likely to become dated. However I wanted to let you know.

Again, forgive me for not being able to see you; it was unavoidable at that moment.

Sincerely,

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Eugene J. Walter, Jr.

Editor-in-Chief

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Animal Kingdom Photo Rates

Our fees are somewhat lower than the American Society of Magazine Photographers' (ASMP) guidelines for several reasons: Animal Kingdom is published by a non-profit wildlife organization and we have budgetary limitations that are stricter than those usually found in private enterprise; we do not yet accept advertising and, therefore, lack that source of revenue; we do not yet sell single copies on newsstands; and our current circulation of 129,000 is considerably below the 250,000 used as a basis for ASMP criteria. When we do sell advertising space and our circulation has grown significantly we plan to increase fees accordingly.

Payment is made at the time of publication. In addition any photographer whose work appears in an issue (but who is not an author of an article) will receive two gratis copies of the issue. Additional copies may be purchased at manufacturing cost.

	<u>Color</u>	<u>Black & White</u>
Cover	\$200 front 150 back	\$(No black & white covers)
Spread (1½-2 pages)	200	120
Full page	150	100
¾ page	125	80
⅔ page	115	-
½ page	100	65
⅓ page	90	-
¼ page	75	50
⅛ page	50	35

These rates do not apply to photos purchased as part of a package (with an article manuscript or a single-topic photo essay).

Color photos used as black-and-whites will be paid for at the black-and-white rate.