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12/14/94

FOR IMMEDIATE DELIVERY TO: BILL FOX
FROM: Bob Bidinotto

Bill,

In his 10/24 memo, Dr. Sennholz allotted 500 copies for "review and promotion" purposes. I've attempted to earmark those copies to get the most bang for our bucks.

I've already sent you my own "complimentary" list (see No. 7, below). Here's my media list, which you can consolidate with the FEE list.

PRIORITIES:

1. RUSH LIMBAUGH, via Diana Schneider. (See Limbaugh listing.) I spoke to Diana, an old friend who edits THE LIMBAUGH LETTER, this morning; she's excited. 2 copies to Diana, one of which she'll get to Rush; a third copy to her researcher. See listing for specific instructions. This is a top priority...like, today.
2. JOHN FUND and GORDON CROVITZ, Wall Street Journal. Very important. John is expecting a copy. Send today.
3. WALTER WILLIAMS. Doublecheck FEE files for a recent home address listing. Send today.
4. THE ALEC GUYS. I mentioned them to you the other day. Here's a 3000-copy sale waiting to happen, if we handle it right!
5. We MUST get the promised copies to our book's contributors, blurb writers, and to those publications who granted us reprint permission. ~~For your convenience, I am re-faxing that listing (about 5 pages).~~ These should also go out today...tomorrow at latest. Again, as per Dr. Sennholz's memo of 10/24, each gets the following:
 - * Contributors: each gets 1 hardcover, 10 paperbacks; a cover letter I wrote for them; & flyers (eventually, 50; for now, whatever you can spare);
 - * Blurb writers: 2 paperbacks each, my cover letter, and flyers.
 - * Publications and groups giving reprint permission: EXACTLY as described in each listing -- no more, no less.

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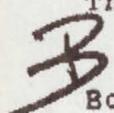
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6. PRINT AND TV MEDIA, listed in part 2 of this list. Send to those marked (*) first; the rest are at your discretion. Print and TV reviewers and columnists need a longer lead time than do radio guys, so send out this week if at all possible.

7. My own "COMPLIMENTARY MAILING LIST," sent to you weeks earlier. (Let me know if you need me to resend you that list.) These are individuals, groups and organizations in a position to heavily promote the book or buy in bulk. This is "our market" -- they represent the base of our buyers. For these, follow the instructions on the mailing list closely. I know that it's a long list; but I guarantee that sales will far, far offset any number of copies going out the door. Try to get these out starting next week.

6. RADIO TALK SHOWS can wait a bit...perhaps even until after the holidays, in early January. That way, the broadcast publicity will occur about the same time that reviews begin to appear. Again, priority recipients are marked with a (*). The others are at your discretion. (If you or Dr. Sennholz think too many copies are going out the door by then, you can refrain from sending to those not marked as a priority.) This radio list is pure gold; again, I guarantee lots of sales.

That's it for now. Talk to you soon.


Bob