



THE
AMERICAN HIKING SOCIETY

317 Pennsylvania Avenue, S. E., Washington, D. C. 20003

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(415) 981-0970

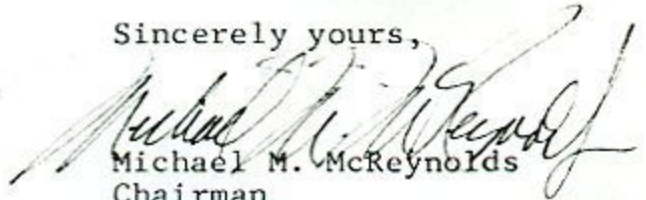
March 28, 1980

Mr. Robert H. Richelson
Senior Vice President, Western States
Carl Byoir & Associates, Inc.
181 Fremont Street
San Francisco, California 94105

Dear Mr. Richelson:


Referring to our discussion this afternoon in your office, the American Hiking Society wishes to engage Carl Byoir & Associates, Inc., as consultants to our event, the HikaNation. It is our understanding that your company will provide public relations services at the level discussed with you and your associate, Mr. William B. Tigue, for the maximum sum of \$1,000. Enclosed is a check in the amount of \$500 as an advance payment on that sum.

Sincerely yours,



Michael M. McReynolds
Chairman
Bay Area Committee

MM/
Enclosure


Carl Byoir & Associates, Inc.

Senior Vice President

April 1, 1980

Mr. Michael M. McReynolds
110 Sutter Street, Suite 1003
San Francisco, CA 94104

Dear Mike:

Thank you for stopping by to see us last week and your promptness in mailing the advance payment. Both are appreciated.

I know Bill Tigie will do a good job for the HikaNation.

Cordially,



Robert H. Richelson

RHR:fm
cc: Mr. William B. Tigie



Carl Byoir & Associates, Inc.

SAN FRANCISCO
CONTACT REPORT

CLIENT POSTUM/ HikaNation

DATE OF CONTACT 4-17-80 DATE TYPED 4-18-80

PRESENT Tigue & Evans
(TELEPHONE)

REPORT NUMBER PR-0680

DISTRIBUTION:	<u>Clients</u>	<u>Agency</u>
	R. Kaufman	B. Tigue
	J. Kern	B. Nielsen
	C. Evans	A. Nichoson
	M. McReynolds	R. Richelson
	M. Montgomery	L. Lubenow
	J. Goldsmith	
	S. Siegel	

Advisory Information--Please read and file. If something sparks your imagination, then let the rest of us know and we can discuss.

Executive Director of the AHS Craig Evans called to relate several pieces of information, and developments.

- 1). Robert Herbst, Assistant Secretary of the U.S. Dept. of the Interior for Fish, Wildlife and Parks, is to make an appearance in connection with HikaNation. A scenario could be his actually hiking with the core group, and/or making a speech. Timing could be in August, somewhere in Colorado.
- 2). Craig Evans has been contacted by a Mary Ellen Vollbrecht of the National Audubon Society about their "Coastwalk" Project set for observance May 10, 1980, along the East Coast. Evans will probably refer her to NEWSWEEK for inclusion in their work on trails, hiking, etc. We could see no direct, immediate link with benefits to AHS/ POSTUM/ HikaNation.
- 3). Margo Slade of the NEW YORK TIMES interviewed Evans this week for a piece in the Sunday Times set for April 20, 1980.
- 4). Evans is also to do a radio interview by telephone for CBS Radio, out of Cincinnati.
- 5). Ms. Lyn Langway of NEWSWEEK New York will complete her article for the issue out during the first week of May. It is to be a color-spread, according to information given to Evans.
- 6) Craig Evans will be in New Hampshire Monday and Tuesday, April 21/22. A telephone contact there is: Area 603/ 862-2800.

If you have comments or suggestions on this method of communications--the Contact Report, please let us know.

-Bill Tigue



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PRESENT C. Evans, B. Tigue

Via TELEPHONE

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Craig Evans of AHS called to discuss an opportunity involving 16 mm. film already shot of the HikaNation in progress. Naturalist activist John Olmstead of HANDS (Historical, Agricultural & Natural Diversity Survey) based at 2300 Bridgeway, Sausalito, Ca. 94965 has employed an independent photographer (motion picture) and shot several rolls of color film on the HikaNation. He intends to continue doing so. John is interested in making footage available to the HikaNation project. I have had a long talk with John earlier, and passed along information on how the POSTUM/AHS/ HikaNation relationships work, giving him Larry Lubenow's name, role and contacts in New York.

Another idea which Olmstead and Evans discussed tentatively was using Scholastic type magazines for a fall 1980 project, using maps, for classroom use, and tracing the progress of HikaNation as it crosses the nation. Craig likes this idea, and it seems a viable one for some additional exposure for POSTUM, etc.

Finally, some of the hikers/ participants are using wheelchairs. Olmstead has footage of this. One such person is Robert Lee, of nearby Marin County, who lead the hikers across the S.F./Oakland Bay Bridge on April 13. (This is provided for use later, if an "ID" is needed.)

Note: It should be pointed out that Mr. Olmstead is committed to this HANDS idea, and can be described as "quasi-political," insofar as getting exposure for his purposes. While I think his offer of making footage available for purchase is worth considering, I recommend against using him as a media spokesperson for AHS/ POSTUM/ HikaNation.

-Bill Tigue