## The Process

## New-York Historical Society

The Assignment

The Black Fives

Hi Jerry,

Hope you are enjoying a good Christmas season.

Can you send me an estimate for an ad that will run in a program? You did a similar ad last year promoting the Frederick Douglass Council.

Please see attached specs for the full-page ad.

You can choose images from our web site at <a href="http://www.nyhistory.org/black-fives">http://www.nyhistory.org/black-fives</a>

The ad is due in January.

Here is suggested copy:

The New-York Historical Society Supports the 2014 National Black Writers Conference

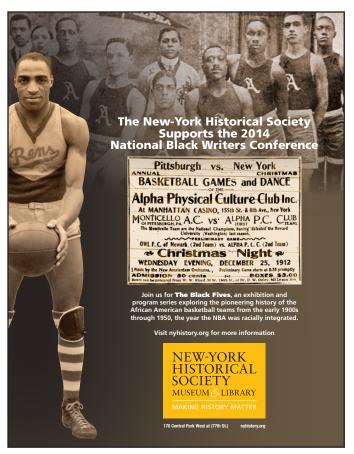
Join us for *The Black Fives*, an exhibition and program series exploring the pioneering history of the African American basketball teams from the early 1900s through 1950, the year the NBA was racially integrated.

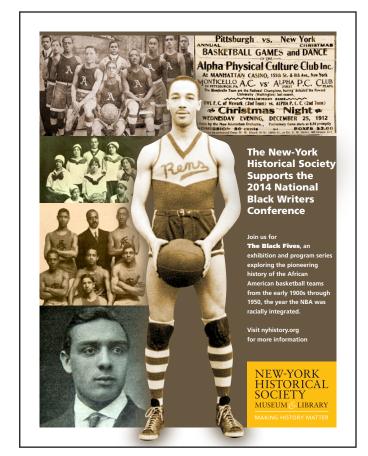
Visit <u>nyhistory.org</u> for more information

Laura Washington
Vice President of Communications
The New-York Historical Society
170 Central Park West At Richard Gilder Way
New York, NY 10024
212-485-9263

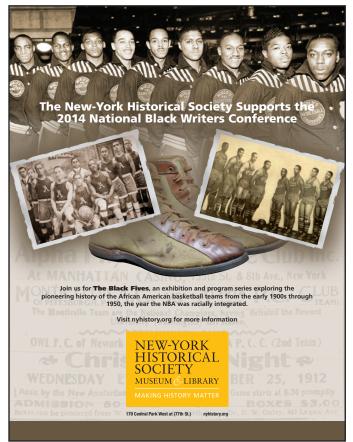


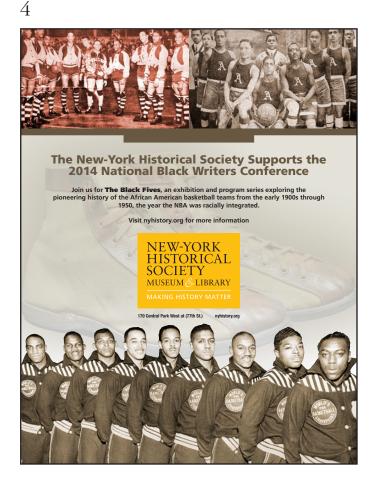
1 2





3





Jerry,

I'd like to go with version 4 but I would like to replace one of the upper photos with the photo of the women's basketball team. Also, Black Fives should be italicized in the copy.

Thanks,

Laura

On Fri, Dec 27, 2013 at 8:57 AM, Jerome Duran < <u>jerome@i-dezineit.com</u>> wrote: Good morning Laura,

Attached, please find 4 ideas for the full page ad.

Three of them have bleeds, one does not.

Just let me know which selection you'd like to go with.

Jerome Duran, Designer i-dezineit.com

832-656-4467

Laura Washington Vice President of Communications The New-York Historical Society 170 Central Park West At Richard Gilder Way New York, NY 10024 212-485-9263





## **The New-York Historical Society Supports the 2014 National Black Writers Conference**

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## NEW-YORK HISTORICAL SOCIETY

MUSEUM & LIBRARY

MAKING HISTORY MATTER

170 Central Park West at (77th St.)

nyhistory.org

