
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 <http://www.nyhistory.org/black-fives>

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 nyhistory.org 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



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

Pittsburgh vs. New York
ANNUAL BASKETBALL GAMES and DANCE
OF THE
Alpha Physical Culture Club Inc.
AT MANHATTAN CASINO, 155th St. & 8th Ave., New York
MONTICELLO A.C. vs. ALPHA P.C. CLUB
(FIRST TEAMS)
The Monticello Team are the National Champions, having defeated the Howard University (Washington) last season.
PRELIMINARY GAME
OWL F. C. of Newark (2nd Team) vs. ALPHA P. C. C. (2nd Team)
Christmas Night
WEDNESDAY EVENING, DECEMBER 25, 1912
Music by the New Amsterdam Orchestra. Preliminary Game starts at 8:30 promptly
ADMISSION: 50 CENTS. BOXES \$3.00
Boxes can be procured from W. W. Foster, 30 W. 14th St., or Dr. J. W. Ostry, 463 Lehigh Ave.

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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 <jerome@i-dezineit.com> 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](tel:832-656-4467)

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