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Henri Temianka Correspondence; (miscellaneous)

Emily

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Description

This collection contains material pertaining to the life, career, and activities of Henri Temianka, violin virtuoso, conductor, music teacher, and author. Materials include correspondence, concert programs and flyers, music scores, photographs, and books.

Keywords

Henri Temianka, culture, virtuosity in musical performance, violinist, chamber music, camaraderie, February 23, 1982, Susan Lynne, Bob Feinstock, postal service, money, funds

MEMO

TO: HT, Lynne, Susan
FROM: Emily
RE: March 21 Promotion
DATE: Feb. 23, 1982

I received the mailing list from Carroll Coates today that we had thought about using for March 21 mailing. The list has about 900 names on it and is approximately 2 years old. It is the jazz festival attendee list from Orange Coast College.

I spoke with Bob Feinstock at Direct Mail about this today. The list is not set for directly affixing to brochures for mailing and would require us to have Data Bill keypunch them in to the computer list. That might cost us \$140 or so. Then another \$30 to run off the list for Direct Mail. To mail it, would cost another \$60 or so. (not including postage) Bob says the attrition rate on mailing lists is about 20% per year. That means some 350 might no longer be valid addresses. At 5.9¢ per item, that means \$20 postage wasted.

Counting that this list would be one we might not often use, that further reduces its value.

With a potential cost of \$300 approximately to get those mailed, we would have to get, at an average of \$10 per ticket order, 30 ticket orders to Royce Hall to just break even. And, that means funds that aren't even coming to us anyway, for a risky list.

Looking at the cost accounting aspect of this in this manner, it is not worth the cost and time to do the mailing to this list.

Also, Bob explained that there is one very important statement for us to put on the face of every bulk mailing we do. That is, "Address Correction Requested". This would ensure that for every person moved, we would get their forwarding address, or know if no forwarding address was available. That way, we don't waste our postage dollars.

I therefore opt that we not do this mailing.