

Montshire Museum of Science

December 10, 2003

Dear Flo:

Thanks again for the outstanding job you all did in putting together the Hatching the Past exhibit. I was especially pleased to see that you had some excellent (and very detailed) background material, rich in copy and photographs. You have no idea how inadequate marketing materials often are for touring exhibits, even those put together by large, well-endowed organizations.

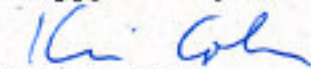
I am including two clippings we saved—I am afraid I can't find one story the Manchester Union leader (biggest paper in New Hampshire!) did in late August.

We received some good news coverage from WCAX-TV (CBS, Burlington, Vt.) and WPTZ-TV (NBC, Plattsburgh, N.Y. and Burlington) for the show opening. WCAX-TV sponsored the event and ran the 30 second spot a total of 186 times between late August and December 7th. This translates into \$37,200 worth of free advertising. Our radio sponsor, WNCS radio, ran 103 minute-long spots, in October and November. We estimate we had 42,000 visitors to our website during the run of the exhibit.

Total attendance during the period of the exhibit was 34,499, compared to 26,949 over the same period last year. As you can see, it was a big hit with our audience.

Let me know if you'd like any more information. Best of luck with this exhibit in the future! (I will be happy to provide recommendations to other potential venues).

Happy Holidays,



Kevin Coburn
Manager, Publicity
Montshire Museum of Science