


Mr. Thomas Brownfield  
Chairman, Columbus Gymanfa Ganu  
Donald Ross Drive  
Granville, OH 43023

NINNAU PUBLICATIONS  
POST TERRACE  
BASKING RIDGE, N.J. 07920

SUBJECT: Gymanfa Ganu Promotion

28 November 1985  
DATE

FOLD  Annwyl Tom:

As mentioned over the phone recently, we are anxious to put NINNAU at the service of your effort to make the Columbus Gymanfa Ganu the best ever.

Enclosed is a proposed program which could serve as a basis for discussion. The advertising space needs are estimated as 12 pages, or 936 col/inch, which would qualify for our rate of \$2.00 per col/inch, for a total of \$1872.00. This figure could be reduced significantly through your selling advertising space to local merchants. Obviously, reducing the space contracted for would have a similar effect but would weaken the promotional effort. This is approximately the space that the Wilkes-Barre Gymanfa took, with the results that are known to all of us. Throughout the program, at least 5000 copies would be distributed of each issue, with an extraordinary distribution for the issue containing the first supplement.

In addition to advertising space, our program offers you editorial support, plus the items specified in paragraphs 2 through 12 in the attachment. Payment may be deferred until the Gymanfa is past.

Finally, we are available to discuss any request, suggestion, etc. that apply to this program. The objective is to help you have an extraordinary successful event. We enclose samples of previous work.

With best personal regards.

Arturo Roberts

  
SIGNED

LOT 31064



FORM NO. PK111-U-2  
AVAILABLE FROM BUSINESS ENVELOPE MANUFACTURERS, INC. • DEER PARK, N.Y. • ANAHEIM, CALIF.  
PRINTED IN U.S.A.

PROPOSAL--COLUMBUS 1986 PROMOTIONAL PROGRAM

A. Display advertising program

Suggested frequency and size:

Month	Display size
January	1/2 page
February	1/2 page
March	1/2 page
April	1/2 page
May	1/2 page
June	4 page supplement* (with registration form)
July	1/2 page
August	1 page
September	4 page supplement* Gymanfa Special Red & Black (late news and events and changes)
total	12 pages

\* Both 4 page supplements allow you to sell advertising space to local merchants, etc. First supplement suggested for June, but may be published any month.

Circulation of the issue containing the first supplement is a minimum 4000 mailed to subscribers plus 1000 copies distributed to societies and 1000 copies mailed to additional addresses from our files. We would be happy to discuss mailing to addresses supplied by you.

B. Promotional Support Program

NINNAU will provide publicity in all issues about the Columbus Gymanfa, including the promotion of your sightseeing tours, with timely news items of participants and feature articles with photographs. Feature articles may include Welsh historical commentaries and reviews by experts and other appropriate individuals designated by yourself or us.

2. You will be authorized to use our copyrighted material in local papers after our publication subject to courtesy credit of the source.

3. As an inducement for our Correspondents to attend the Gymanfa, NINNAU will hold its Annual Editorial Council Meeting on the Saturday of the Gymanfa weekend. No less than 30 and probably 50 persons will attend. For this purpose we will need a room to the breakfast meeting with our correspondents and staff.

4. NINNAU agrees to present the British Broadcasting Corporation documentary film "NINNAU" as well as the slide lecture "The Welsh in Patagonia".

5. NINNAU requests a table adjacent to the registration or main assembly area for promoting the paper, meet associates and friends, etc.
6. All avenues will be explored to contribute to the success of your Gymanfa and NINNAU and staff is available at all times to discuss needs and opportunities to this end.
7. The NINNAU WELSH TALENT AGENCY is also at your disposal to assist in identifying and obtaining performers and other artists.
8. The 4 page supplements would contain editorial matter and photographs developed jointly by yourself and NINNAU. You are authorized to sell advertising space to hotels, restaurants, department stores and other appropriate concerns for your own financial gain thus partially or totally financing your supplement.
9. You may order at cost any additional number of copies any issues prior to printing.
11. Supplements may be mailed third class to up to 8000 addresses at cost.
12. NINNAU will contract for a full page advertisement in your Gymanfa Program.

3/5/86

Thomas A. Brownfield  
Donald Ross Drive  
Granville, OH 43023

January 8, 1986

Mr. John D. Morgans  
Gallup  
Mount Clemens, MI 48043

Dear Mr. Morgans,

Greetings from Columbus!

I am chairman of the 1986 National Gymanfa Ganu which will be held here in Columbus. As such, Dr. Roberts suggested that I send you what ever information that I have that deals with Columbus, The Hyatt Hotel, The Palace Theatre, the entertainment, etc.

Enclosed is all that I have at this time. Also enclosed is a copy of our detailed schedule of events. It is my hope that we shall be able to coordinate our advertisements in the Ninnau with the articles that you will be running. The advertising program that we've planned consists of half page ads with the exception of a full page ad in June. Their content is as follows:

- January (already done<sup>1</sup>) - Summary of events
- February - Columbus and The Hyatt Regency Hotel at The Ohio Center
- March - The Palace Theatre
- April - The All Ohio Youth Choir, directed by Mr. Glenville Thomas
- May - The concert and artists
- June - Full Page - re-run of January summary plus registration form and hotel reservation form
- July - Logo of the 1986 National and a list of the hymns to be sung at the Gymanfa Ganu sessions

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<sup>1</sup>Since we missed the printing deadline for Ninnau, we'll forgo this summary ad for January, but will make use of the layout in June.

page 2

August

- Probably no ad unless a simple  
"Croeso E Columbus" theme  
might be decided upon later.

I'll be sending you more information about the All Ohio Youth Choir, the Rhos Male Voice Choir, and the solo artists. Also, should you it be of use to you, I'll be glad to arrange for you to interview the mayor of Columbus, the general manager of The Palace Theatre, the Hyatt management, or anyone else you might find interesting.

I can't think of anything else that I have available for you at this time. If you have any questions, comments, or requests, please don't hesitate to call me at home [(614) 587-1013] or at my office [(614) 464-6955]. My mother, Lillian T. Brownfield, is our publicity chairman and can be reached at [(614) 486-9936].

I am looking forward to speaking with you soon and to meeting you at the National Gymanfa Ganu in Columbus in August.

Sincerely,

Thomas A. Brownfield, General Chairman

Copies: Lillian T. Brownfield, Publicity Chairman  
Marian L. Davis, Secretary

██████████ Gallup,  
Mount Clemens,  
Michigan 48043

January 17, 1985

86

Mr. Thomas A. Brownfield,  
██████████ Donald Ross Drive,  
Granville,  
Ohio 43203

Dear Mr. Brownfield,

Thank you for your kind letter and interesting enclosures. Unfortunately the delivery was too late to meet NINNAU's 15th of the month deadline. It is essential for all copy material to be received here beginning of the month to ensure publication in the following month's edition. That's how NINNAU operates.

As a signal of courtesy, it would be nice if you would seek Arturo's best co-operation in the months ahead. Publishers are sometimes sensitive people. I feel sure that Arturo would appreciate such a gesture seeking his services from you.

I have been doing this kind of publicity for the WNGGA for close to 25 years. Normally, I begin the publicity work in October or, at the latest, in November. Being that the promotional program is now behind schedule, I suggest you insert full-page advertisements in NINNAU each month through August. I can well imagine that high costs will be involved in bringing a large choir and artistes from Wales. You will want as many people as possible to see and hear the visitors. You will get the desired number only by large scale advertising. Advertising does pay. I know that from a long career in daily newspapers. It does bring results.

I pleaded with the sponsors in Montreal for insertion of full-page advertizing in NINNAU. If they had done so, they could have easily doubled, even trebled the number of registrants at the festival. They seemed to think that my promotional writing was enough. It did, of course, served a purpose, but it could have been far more effective if the writings had been supported by some good advertizing announcements.

The rates for advertizing in NINNAU are quite modest. It will bring awareness of the Columbus gymanfa to at least 25,000 readers each month. "Y Drych," with limited circulation will also help, but the publication is restricted in the scope of readers. Full-page advertising, on a monthly schedule in NINNAU will substantially help to defray a lot of your expenses.

I had been waiting to hear from you. Gwenfyl Jones had told me it would be best to await your correspondence before proceeding with the promotional work. I think we can embark on an auspicious program that will make the Columbus gymanfa sound interesting and exciting.

Before very long, I would like to receive from you background material on the choir and artistes, along with black/white photographs suitable for newspaper reproduction. Also a photograph of the Columbus sponsoring committee would help. I would also like a photograph of you along with a little background information. Please don't send any advertizing copy to me. That should go directly to Arturo at Basking Ridge.

For our Welsh-American newspapers, there's only about seven months left, so we will have to concentrate heavily on the fullest exposure of information and announcements between now and the end of August.

You should appoint someone on your committee to saturate your local publications with announcements on the upcoming festival. There should be regular releases with photographs made to the Columbus daily(s), neighborhood weeklies and the give-away papers. It has happened in the past that Welsh people living in the immediate neighborhood of where the annual festival was held, knew hardly anything about it, because of the lack of publicity in the local media.

This will be about all for now. We shall make the first start in NINNAU in March, hoping that we can catch up and bring in good results. At this time, my opportunities are somewhat limited, because I am engaged in negotiations for the purchase of a new home. That will take a lot of time, but I will do my very best to be of service to the sponsors in Columbus.

Thank you.

Yours sincerely,

*Jack*

John O. Morgans

P.S.--In all your paid announcements, it is most essential to include names, addresses and telephone numbers of the persons from whom information will be available. Some sponsoring committees have neglected doing that, thereby missing out on a great number of potential registrants.

█████████ Gallup,  
Mount Clemens,  
Michigan 48043

February 1, 1986

Mr. Thomas A. Brownfield,  
█████████ Donald Ross Drive,  
Granville, Ohio 43023

Dear Mr. Brownfield,

I have just read the WNGGA paid announcement in the current edition of NINNAU. While the notice gives adequate information, it is just unfortunate that you did not include names, addresses and telephone numbers, from whom prospective registrants could seek information.

Also, there are two mistakes. The tenor soloist, Dafydd Edwards and Ifan Lloyd, bass, reside at ABERAERON not ABERARON as published. The same errors also appear in the Schedule of Events that was included in/with the first circular letter package. It would be wise to have these errors corrected as soon as possible. I realize that these are minor lapses, but out there among our members are people of high intelligence. They expect all references pertaining to our national organization to be immaculately perfect.

It is vitally important that sponsors' addresses and telephone numbers be included in any paid announcement in the press. Otherwise, the expense incurred will be a waste of money.

The program sounds interesting, and in the months ahead, it will be possible to air more knowledge of the various events to the reading public. My first contribution for NINNAU will appear in March. I have explained to Gwenfyl the reason for the delay. She will understand.

Yours sincerely,

  
Jack Morgans

P.S.--Margaret (Maggie) Rees, who won a WNGGA scholarship, won a notable victory on Thursday night at Southfield, when she was declared the winner in a competition sponsored by the Maccabees. This latest achievement resulted in a cash prize for her of \$3,000. Margaret was one of the artistes at Montreal.

Thomas A. Brownfield  
Donald Ross Drive  
Granville, OH 43023

February 6, 1986

Miss Gwenfyl E. Jones  
-1844 West 7th Avenue  
Vancouver, B. C., Canada V6J-1S8

2/10/86  
TAKEN WITH TOM BY  
PHONE THIS DATE  
HE DOES NOT MIND 12/1/86  
COPY OF PROPOSED BUDGET  
ST PAUL & BALTIMORE  
ALSO TAKE LITTON &  
JOURNAL & TOM 2/11/86  
9

Dear Gwenfyl,

Thank you so much for your warm letter of encouragement. We're certainly appreciative of both your enthusiasm and experience.

As you suggest, there is much to do, and we're all working to get the details in order. I've had less time to devote to working on the "National" lately as I've been spending sixty to seventy hours per week at my job. This is rather typical time commitment in December, January, and the first half of February in my position. Happily, the clock runs and the load will lighten, somewhat, in the next few weeks.

The coverage in Y Drych of our developing plans has been most satisfactory, as you noted. Ninnau has been something of a different case. I shall briefly discuss that case since Mr. John Morgans has dropped your name several times with the hint that what he does is at your behest or with your knowledge and approval.

Although the two papers have been provided the same materials at the same times, the coverage has not been at all comparable. Ninnau was apparently unwilling to become interested until we had agreed to an expenditure of almost two thousand dollars for Ninnau advertising. That we declined to do. The presumptuousness of both Arturo Roberts and John Morgans should be apparent from the enclosed copies of the letters that they sent me. I am not pleased by their lack of a businesslike approach to this matter.

We have no intention to write the stories for Ninnau, nor to be brow beaten into buying full page ads by such absurd comments as John Morgans' assertion that Montreal "could have easily doubled, even trebled the number of registrants at the festival" had the committee taken advantage of his sage advice.

Frankly, Gwenfyl, something else bothers me about the whole Ninnau situation, and that is the tendency of both John Morgans and Arturo Roberts to flagrantly misstate the Ninnau circulation. Mr. Morgans refers to their "at least 25,000 readers each month" in his January 17th. letter. In a phone conversation with me, Dr. Roberts bragged of Ninnau's circulation of "over 11,000." **Not in their wildest dreams!** In his official, and required, "Publisher's Statement" that was to be found on page 4 of the October, 1985 issue, Dr. Roberts asserts that "Paid circulation was 3673 as of September 1985."

Not only is the real number of subscriptions substantially

below the advertised figure, but it is not enough larger than Y Drych's distribution figure of 3050 to justify Mr. Morgans comment in his January 17th letter that " 'Y Drych,' with limited circulation will also help, but the publication is restricted in the scope of readers." Since I saw the same brazen disregard for accuracy when reporting the preparations for the Montreal event, I cannot help but believe that this kind of activity must permeate their publication. I'm not comfortable with those who evidence so little respect for the truth.

None-the-less, our planned advertising schedule in Ninnau will proceed. We may not end up pleasing Messrs. Roberts and Morgans, but I think we'll get the job done.

Now that I've got that off my chest, I'll go on to some other topics. We're still unable to be more exact about finances due to several unresolved monetary issues. Among them are: what will be the cost of renting an organ for the Gymanfa sessions and pianos for the concert and for the events at the hotel on both Saturday and Sunday; the cost of equipping the Welsh Market Place; and, the cost of printing the tickets and programs.

Even so, I have enclosed a work sheet that shows our perceptions as of now. I'll be sure to keep you and Nelson Llewellyn informed as we get some of the blanks filled in.

I'm going to close with that, Dear Lady, as I have other things that I must do. Best of all good wishes to you. May good health and good cheer be yours. Until later,

Yours truly,

Tom Brownfield

P.S. To enhance the clarity of the Ninnau of the situation, above, I am enclosing copies of the correspondence between me and both Dr. Roberts and Mr. Morgans.

copies: Marian L. Davis  
Nelson L. Llewellyn ✓

# The Welsh National Gymanfa Ganu Association, Inc.

## NATIONAL OFFICERS

*President*  
MISS GWENFYL E. JONES  
1844 West 7th Avenue  
Vancouver, B.C. Canada V6J-1S8

*Vice President*  
MR. DAVID E. THOMAS  
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Lima, Minnesota 55436

*Secretary*  
MR. NELSON L. LLEWELLYN  
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Wyne, New Jersey

*Executive Comm. at Large*  
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Concord Road  
Acton, Massachusetts 01720

## DEUWCH, CANWN I'R ARGLWYDD

(Come, Sing to the Lord)



Y DDRAIG GOCH

A DDYRY GYCHWYN

## NATIONAL BOARD OF TRUSTEES

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MR. J. C. WILLIAMS  
Allison Park, Pennsylvania

THE WELSH SOCIETY OF CENTRAL OHIO

Welcomes you to Columbus

For The 55th Welsh National Gymanfa Ganu, August 28-31, 1986

March 1, 1986

Mr. Nelson L. Llewellyn  
Melwood Drive NE  
Warren, OH 44483

Dear Nelson,

Again, I wish to say what a pleasure it was to meet with you and Betty last week. And thank you, again, for dinner. A most pleasant surprise.

I've enclosed copies of my correspondence with Arturo Roberts and John O. Morgans, as you requested. I think that it is not in need of further amplification.

As to the matter of the coming year's venue's ad on the front inside cover of the "Official Program Guide," it is the position of the Welsh Society of Central Ohio that that ad should be provided without charge. It seems to us that one of the purposes that we are trying to promote is the continued health of the Welsh National Gymanfa Ganu as an institution.

In the long term, this is promotion of the National is more important than is the promotion of any individual city's effort in putting on a National. It seems to us that the opportunity to advertise the upcoming venue in our program guide provides one of the few chances that we have to help "keep the ball rolling" after the Columbus event is over. Therefore we shall not to charge the successor venue for that ad space, but shall donate it to the cause of continued National Gymanfa Ganus.

About the computer question. I'll be the guest of the Sperry Corporation in New York City this coming Tuesday. After speaking with them then, I should think that I would have some information about what Sperry might be willing to do by the end of next week. I'll write again next weekend.

Yours truly,

*Tom*  
Tom Brownfield



Correspondence

The Welsh Society of Central Ohio, P. O. Box [redacted], Columbus, Ohio 43212, U.S.A.

Phone: (614) [redacted] (Daytime)

Chairman: Thomas A. Brownfield  
(614) 5 [redacted] (Home)

Secretary: Marian L. Davis  
(614) 4 [redacted] (Home)

3/5/86