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Author(s)	Esther Margolis
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Newmarket Press

3 East 48 Street New York, N.Y. 10017 212 • 832-3575 Cable: NEWMARKET NEW YORK

Esther Margolis, President

April 30, 1982

Mr. Fred Klein
Vice President
Bantam Books
666 Fifth Avenue
New York, New York 10103

Dear Fred:

Regarding Richard Attenborough's GANDHI, seeing is believing, no question!

When top Columbia Pictures execs saw two hours worth last November, they immediately outbid competitors, won worldwide distribution rights, committed a \$12 million promotion budget, began planning one of the most unusual -- and ambitious -- publicity and advertising efforts I've seen, to include premieres simultaneously in Delhi, London, Toronto, New York, and Los Angeles.

The excitement is infectious, because the film works so very well -- in commercial, aesthetic, idealistic, and dramatic terms. And, Sir Richard Attenborough is so deeply vested in the project (it took him almost 20 years to get it made) that his participation in all aspects of the film's release and promotion is guaranteed -- adding yet another important value when the film is being promoted.

On behalf of Sir Richard and the film's producers and Columbia, Newmarket is representing the books which will be officially tied in to the film, and which will benefit from direct association with the film's worldwide campaign.

We know there are dozens and dozens of books on and by Gandhi already published. In fact, Sir Richard is more aware of that than anybody, since his research included reading most if not all of them -- some many times. Which is precisely why he did not want a "novelization" or "dramatization" of the Jack Briley screenplay.

Since the film and book mediums make different demands in their narrative flow, Sir Richard felt it would be inappropriate to just "write another story of Gandhi based on his film biography."

Therefore, we devised a mass market tie-in book project for the film which would draw from Sir Richard's vast research, contacts, and knowledge and contribute a new kind of Gandhi

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book to the marketplace: Simply, A PICTORIAL BIOGRAPHY OF GANDHI, with photographs selected by Sir Richard, drawn from the historical archives, as well as photographs from the film matched to the historical moments recreated on the screen. (See Specifications attached)

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enough

In addition, there is Sir Richard Attenborough's own story of his remarkable 20 year search to make this film -- an unusual autobiography of a talented, internationally famous actor, producer, director tied to the theme of his unrelenting commitment to make Gandhi's life and message come back to life via the power of the feature film.

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The Bodley Head will publish in hardcover Sir Richard's autobiography IN SEARCH OF GANDHI in November, to coincide with the international premieres. Newmarket represents American rights for this project. The Bodley Head is prepared to supply film, or finished books and are working on a crash schedule in order to ready books for shipping in early October.

(For your information, a third project will be published directly by Newmarket Press: a small hardcover gift book of Gandhi's writings, combined with scenic photos from the film. The selections are being made by Sir Richard.)

To insure that the tie-in books do not overlap nor duplicate photos or material, we have retained the services of JEAN HIGHLAND, as editorial supervisor for all the official tie-in GANDHI books. Her editorial resume is attached. Jean is flying to India next week to work with Sir Richard and members of his staff on various aspects of the books' preparations.

Alta
revised

At this time, therefore, we would like to have your best offers on the following official tie-in books:

- I. THE PICTORIAL BIOGRAPHY OF GANDHI -- All rights available (including hardcover, bookclub, trade, mass paper, etc.)
- II. RICHARD ATTENBOROUGH'S IN SEARCH OF GANDHI -- Hardcover and paperback, bookclub, second serial rights available, U.S. only.

Descriptions are enclosed. In addition, we have albums of historical photographs, and prints from the film which we would be glad to show you in person. We can set a time at your convenience.

Unfortunately, the work print is not available in this country for showing, and we will not have a print to show until late

May/early June. In the interests of time, we ask that you make known your interest based on reactions from the people who have seen it already. In addition to those you may know, here are several others whom we know have seen the film and raved: authors William Stevenson and William Goldman, critics Judith Christ and Charles Michener, producer Norman Lear, ABC's Av Westin, agent Sam Cohn, publicist John Scanlan.

WE WOULD LIKE TO HAVE YOUR BEST OFFER NO LATER THAN NOON ~~FRIDAY,~~
~~MAY 7TH.~~ *Tue May 11th.*

Time
We would be interested in hearing about your promotional and marketing plans as well as the dollar advance and will consider these factors when making our choice of publisher.

Columbia Pictures is committed to making this film "the movie of the 80's," and will cooperate with the official tie-in publishers on promotion in a major way.

We look forward to talking with you?

Sincerely,
[Signature]

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