

Uniqueness and value of photos  
Quotes from NGS communications

Bill Garrett, Assistant Illustrations Editor  
June 30, 1960 in re Pennekamp Park story

"I have received your list of expenses and gone over them. In view of the unusual problems of working underwater I feel this is reasonable even though it adds up to over a hundred dollars a day."

"We will pay a premium of double the normal page rate because of the difficulty of the job."

"Acceptance of financial and other considerations outlined in this letter shall constitute an absolute release to the National Geographic Society of all responsibility for personal injury, and/or death, which may arise out of or result from this assignment."

"Your sketches on the potential pictures for the story make very good sense....The night shot with the lanterns lends itself to a dramatic picture...The brain coral looks promising...The sled picture is excellent....In this same category would be the picture of the diver using your Rollei housing with the ring light on the front."

Bryan Hodgson, Illustrations Staff  
Nov 2, 1967

"...we are crediting you with a premium rate of \$300 per page in recognition of their outstanding quality."

Bill Garrett, Assistant Editor  
June 30, 1969 in re Buck Island story

"As we discussed on the telephone I'll be happy to look at a sketch outline of what you have in mind before shooting begins. It won't be easy because you set a pretty high standard on Pennekamp."

Robert Patton Senior Picture Editor  
April 15, 1970

"As you can tell from our conversation I'm really enthusiastic about Buck Island. For my money it's even better than anything I saw on Pennekamp."

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October 3, 1970

Mr. Bill Garrett  
NATIONAL GEOGRAPHIC MAGAZINE  
Washington, D.C. 20036

MISC.  
MATERIAL

Dear Bill:

Welcome back from your "Objective Burma". I hope that your trip went well. I have seen your Angel Son Mike about once a week and he seems to be doing well in school and making a good adjustment away from home. We had him over for supper once or twice and he has come over to do some work in the darkroom. I believe that he went down to the Keys for a little diving and homework. End of report.

I have received a layout from Bob Patton and I think that we have something nice in the works. In fact, it looks a lot better than I thought possible. It just shows you what a good picture editor can do once he gets the photographer off his back. When you get a chance take a fresh look at the new layout and make some mental notes on your feelings. Then look over my letter to Bob Patton of October 2nd. Maybe we might come up with the same answer. In any case, thanks for the opportunity to do another piece for the Geographic. You were right about the family angle to the story. Its that theme that will carry the story thru. Believe me, photographing sharks was a sight easier.

Here are four story suggestions that you might want to consider.

THE BAHAMAS THAT WINSLOW HOMER KNEW: Winslow Homer is universally regarded as one of the great American artists. He made painting trips to the Bahamas where he found inspiration for some of his finest water colors. Although the British Seagull outboard has largely replaced the long-bladed sculling oar on a Nassau dinghy, many of the isolated Out-Islands are virtually unchanged since Winslow Homer's visit at the turn of the century. The pink sand beaches and unbelievable water clarity are still there. So are the warm, friendly native Bahamians who still earn a simple but precarious living by going to sea in their rugged, picturesque sloops to fish and trap lobster. I'd like to do a photo essay on the beauty of the simple uncomplicated life in the out islands, using a photographic treatment with a hint of Homer in it, as well as my own feelings of the people and their islands.

PLANKTON, THE FRAGILE OCEAN WANDERER: The Geographic already has some fine Fisher plankton photos on file and some money invested in this project. I would like to finish up where Ed Fisher left off, with some additional plankton photos and some collecting and laboratory photographs. This should make a fascinating mini-feature.

IDEAS  
FOR  
OTHER  
STORIES

**DIVING FOR FOSSIL TREASURES:** The fossilized remains of tremendous mammoths and mastodons, huge saber-tooth tigers, giant lion-like cats, bears, camels, horses and many other strange animals are being discovered by skin divers in Florida's caves, sink holes and springs. The abundance of these remains is incredible. Hundreds of specimens have been uncovered by divers and new one are being found all the time. Dr. David Webb, paleontologist at the Florida State Museum says "Florida is perhaps the richest area in the world for prehistoric fossils". Relics now being found in Florida caves, are usually well preserved by the high calcium carbonate content of the subterranean water.

**MANFISH WITH A CAMERA:** An underwater "Businessman in the Bush", telling the adventures and amusing incidents that have taken place during my first 20 years of photo-diving. In the early days I explored the reefs and documented the efforts of other divers spearing fish and their quests for underwater endurance and depth records. Later on my subjects were sharks, dolphins, submarines and my own children. The manuscript for my book on this is finished and the illustrations drawn from my files.

Sincerely yours,

Jerry Greenberg  
6840 SW 92nd St.  
Miami, Fla. 33156

# National Geographic Magazine

WASHINGTON 6, D. C.

W. E. GARRETT  
ASSISTANT ILLUSTRATIONS EDITOR

July 25, 1962

Mr. Jerry Greenberg  
6840 SW. 92nd Street  
Miami 55, Florida

*Jerry,*

Here are the two black and white prints you asked for some time ago. We only ask that you credit, courtesy National Geographic Magazine, when they are used.

I am also returning your layout on the Marine Lab. I don't think we want to tackle this right now. However, your shark story has a much better chance and is in the works now.

WEG:kmk

Enclosed: 2 black and white prints  
1 story layout

*Bill*

*Now's Ed Fisher*

JULY 25, 62

MARINE  
LAB  
"LAYOUT"

# National Geographic Magazine

WASHINGTON, D. C. 20036

January 30, 1968

O. LOU MAZZATENTA  
ASSISTANT ILLUSTRATIONS EDITOR

Mr. Jerry Greenberg  
6840 S.W. 92nd Street  
Miami, Florida 33156

Dear Jerry:

Congratulations on having the cover photograph for the February National Geographic. For the record, we are giving you a credit of \$300 for the use of the picture on the cover. We still have a balance of \$1025 remaining from your minimum guarantee and the \$300 will be deducted from it, leaving a new balance of \$725.

Sincerely,

*Lon*

OLM:erc

SCREENED  
BY  
NGS!

TAIL END  
OF SHARK  
ASSIGNMENT

# National Geographic Magazine

WASHINGTON, D. C. 20036

ILLUSTRATIONS STAFF

November 2, 1967

Mr. Jerry Greenberg  
6840 S. W. 92nd Street  
Miami, Florida

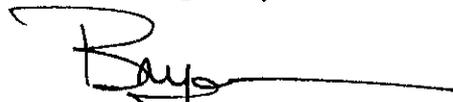
Dear Jerry:

I'm happy to enclose the Society's check for \$400 in payment for the hammerhead picture from your private files which is being used as the lead of the SHARKS story.

Your other photographs will be returned early next week, according to the agreement, as soon as we sort them out.

The pictures you made on assignment total  $7\frac{1}{4}$  pages of color in the magazine, and we are crediting you with a premium rate of \$300 per page in recognition of their outstanding quality. I know you've had moments (!) of discouragement on the story, but I think the final product will be pretty special. Certainly it will be a tribute to the guts and skill of those who practice the profession of underwater photography.

Best Regards,

  
Bryan Hodgson

BDH:kfs

Enclosed: check #25873  
voucher #1606

OUTSTANDING  
QUALITY

# National Geographic Magazine

WASHINGTON, D. C. 20036

JULES B. BILLARD  
SENIOR EDITORIAL STAFF

February 24, 1967

Mr. Jerry Greenberg  
6840 SW 92nd Street  
Miami, Florida

Dear Mr. Greenberg:

The National Geographic is toying with the idea of a new feature which would involve a letter to our readers from the Magazine's editor. This feature, if ultimately adopted, would provide an opportunity for us to tell our readers about how a story was obtained, how a new computer system handles membership addresses, the wonders of a newly-bought printing press, honors that have come to the Society, retirement of a valued staff member, etc., etc.

I have been assigned to do several examples, and one topic that occurs to me is "how the picture was obtained." In this connection, the article on sharks, tentatively scheduled for our January, 1968, issue, seems to me to have intriguing possibilities. I would like to telephone you next week to ask you questions about techniques you used in some of your shark work, memorable pictures you have made, experiences you have had in photographing these animals, and so forth. I thought I would write you in advance to give you a few days to think about items that might be of interest to our readers.

Sincerely,

*Jules Billard*

JBB:ta

I WANTED  
NO PART  
OF IT!

JERRY GREENBERG  
6840 S.W. 92nd Street  
Miami, Florida 33156  
Telephone 667-4051

Date sent: August 10, 1969

This is to acknowledge receipt of the following photo material from Jerry Greenberg in good condition:

12- 35mm panorama color items valued at \$100.00 each

200- 35mm color items valued at \$100.00 each - ~~withheld~~

~~10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200~~

12-PANORAMA Retinal

23,

continues

Value of above material \$

TERMS OF SUBMISSION AND SALE OF ABOVE MATERIAL

- 1) Photographs are submitted on approval, to be returned four weeks from date above. Unless a longer period is requested in writing and permission specifically granted by Jerry Greenberg, client agrees to pay a holding fee of \$1.00 per day for each transparency held, \$5.00 per week for any group of black and white prints or contact pages held.
- 2) Client assumes full responsibility for damage or loss of these photographs after their receipt and until promptly returned undamaged by common carrier and insured for at least the above amount. A charge of four times the declared value is payable for each item lost, stolen or damaged. Should a lost item be found and returned undamaged, the sum shall be refunded less the holding fee.
- 3) Photographs are not sold and no rights whatsoever are acquired to said photographs until final invoice is rendered. A license to reproduce will then be granted: the only rights transferred and the only uses permitted shall be those specifically noted on said invoice.
- 4) Photographs must not be photostated, sketched, televised or reproduced in any manner without payment for such privilege.
- 5) Client agrees that the person accepting these photographs on its behalf is authorized to do so. If terms are unacceptable please return this material. Holding it will constitute acceptance of the terms listed above.

JG  
STOCK  
PHOTO  
CONTRACT  
FOR  
SUBMISSION

Signed by

*David H. McChen*

Agent for NATIONAL GEOGRAPHIC SOCIETY (BOOKS)

Date

8/14/69

\*Note: Please sign and return duplicate copy, Retain original for your files.

# National Geographic Magazine

WASHINGTON, D. C. 20036

ROBERT E. GILKA  
DIRECTOR OF PHOTOGRAPHY

May 1, 1968

JG  
REFUSES,  
ASSIGNMENT  
MATTER  
OF  
CONSCIENCE

Mr. Jerry Greenberg  
6840 SW 92nd Street  
Miami, Florida 33156

Dear Jerry:

Just understand that I still luv ya, Jerry,  
even if I don't agree with your stand on rights.

Sincerely,



REG:ds

April 28, 1968

Mr. Bob Gilka/ Director of Photography  
NATIONAL GEOGRAPHIC MAGAZINE  
Washington, D.C. 20036

Dear Bob:

Thank you for your letter and assignment of April 22nd on the Hydro-lab project. I'm sorry I haven't answered your letter sooner but I was tied up at the annual photo conference in Miami.

I appreciate the assignment but I am unable to accept the work because the clause "any photographs which are published in the underwater book (revision) or any other publications of the Society will become the property of the Society".

I feel very strongly that the legal, moral and artistic ownership of photographs, copyright rights and all residual rights rest initially and ultimately with their creator, the photographer. I have signed my name to the ASMP's declaration of conscience on this matter. I don't see how I am able to accept this or any other assignment from the Society so long as the Society has provisions which are contrary to this code.

Thanks again for the above assignment and past projects I have done for the National Geographic Magazine. I am sure you know the warmth I hold for the magazine and for my many good friends there.

I feel that the National Geographic Society will eventually come around to accepting the ASMP recommendation, and when they do I look forward to working for them once again.

Sincerely yours,

Jerry Greenberg  
6840 SW 92nd St.  
Miami, Fla. 33156

cc: Dave Bridge  
cc: Cornell Capa/ ASMP

# National Geographic Magazine

WASHINGTON, D. C. 20036

ROBERT E. GILKA  
DIRECTOR OF PHOTOGRAPHY

April 22, 1968

Mr. Jerry Greenberg  
6840 S.W. 92nd Street  
Miami, Florida 33156

Dear Jerry:

Dave Bridge has talked to you about doing a couple of days of work on the hydro lab about May 2. This letter is simply to make the agreement more formal. We will pay the standard day rate for this assignment and will reimburse you for expenses. Any of your photographs which are published in the underwater book (revision) or any other publication of the Society will become the property of the Society.

Sincerely,



REG:ld

# National Geographic Magazine

WASHINGTON, D. C. 20036

W. E. GARRETT  
ASSOCIATE ILLUSTRATIONS EDITOR

January 26, 1967

Mr. Jerry Greenberg  
6840 S.W. 92nd Street  
Miami 56, Florida

*Jerry,*

From the depths of time comes the subject of PLANKTON. After all these years I've finally heard from Mr. Fisher. Because of many complications the pictures probably will never be published as a separate story. It is a pity, but as you know, the Magazine is not to blame. I'm returning your sketches and picture which we've been holding all these years, always in the hopes we could peddle the story.

As for SHARKS, as soon as we have a final manuscript we may have a few more subjects to cover.

Right now I'm making some tentative plans to be down south around Easter. It is possible we won't get down to Florida, but if so, we'd like to pull in and say hello. Since you don't have a television go to the neighbor's on February 7 and watch the ALASKA TV show.

WEG:JV

Enclosures: Sketches  
1 35mm transparency,  
PLANKTON

VIA AIR MAIL  
REGISTERED

*Hi to family*

*Bill*

**PLANKTON  
STORY**

**RETURNING  
YOUR  
SKETCHES**

September 19, 1970

IDEAS  
FOR  
OTHER  
STORIES

Mr. Robert Patton  
NATIONAL GEOGRAPHIC MAGAZINE  
Washington, D.C. 20036

Dear Bob:

Please find enclosed a very rough cover mock-up. The original color slide is on K11 and very sharp. I will be going into a type C print and then reduce down for the cover "seps". As soon as I get some press proofs I will send them to you. If you get a chance would you be good enough to return the small art layout of my book. I hope to print my book some times in November or December. You and other photo editor menfish will be the first to get a copy. Do you have a finished "dummy" layout to show me?

In my spare time I have been shooting more color close-ups in the abstract and the next time I see I hope to be able to show you some really new material. In my spare time I have been working on 4 story ideas to propose to Bill Garrett when he gets back from Burma. They are as follows:

DIVING FOR FOSSIL TREASURES

THE BAHAMAS THAT WINSLOW HOMER KNEW

MANFISH WITH A CAMERA.....sort of a wet businessman  
in the bush. The manuscript  
is all finished.

PHANTOMS OF THE SEA, PLANKTONS

Well thats about all now, as I mentioned to you before I left DC, the welcome mat is always open to you to stay at Casa Greenberg and do some diving in "my park".

Sincerely yours,

Jerry Greenberg  
6840 SW 92nd St.  
Miami, Fla. 33156

# NATIONAL GEOGRAPHIC SOCIETY

SIXTEENTH AND M STREET, N. W.  
WASHINGTON, D. C. 20036

VOUCHER **Nº** 53

ck No.

40213

MR. JERRY GREENBERG  
6840 S. W. 92nd St.  
Miami, Fla. 33156

THE ATTACHED CHECK IS IN SETTLEMENT OF ITEMS LISTED BELOW. IF INCORRECT, PLEASE RETURN THIS VOUCHER WITH CHECK.

DATE	ACCT. NO.	DESCRIPTION	GROSS	DEDUCTIONS	BAL.
77 FEB 11 71	735	<p>PAYMENT TO COMPLETE THE \$3500 GUARANTEE FOR PUBLISHABLE PICTURES AND TEXT INFORMATION ON THE BUCK ISLAND ARTICLE AS OFFERED IN A LETTER FROM GMS TO MR. GREENBERG ON AUGUST 8, 1969. A MINIMUM GUARANTEE OF \$1750 HAS ALREADY BEEN PAID AS OF AUGUST 20, 1970. THE TOTAL PAYMENT COVERS THE PURCHASE OF SEVEN TRANSPARENCIES TO BE PUBLISHED IN THE MAY, 1971 MAGAZINE FOR USE IN NATIONAL GEOGRAPHIC SOCIETY PUBLICATIONS AND FOR OTHER PURPOSES RELATED TO THE SOCIETY'S OBJECTIVES. THIS PAYMENT COMPLETES PURCHASE OF BUCK ISLAND WORDS AND PICTURES.</p> <p style="font-size: small;">With warranty of authorship and ownership of material described herein and with authority to the National Geographic Society to use said material in its copyrighted publications and for any other purpose directly or indirectly related to, and in furtherance of, the society's objectives.</p>	1,750.00		1.

+ FINAL PAYMENT  
 PRELIMINARY  
 WORK BEFORE  
 GETTING  
 BUCK ISLAND  
 ASSIGNMENT

# National Geographic Magazine

WASHINGTON, D. C. 20036

ROBERT S. PATTON  
SENIOR PICTURE EDITOR

February 26, 1971

Mr. Jerry Greenberg  
6840 S. W. 92nd Street  
Miami, Florida 33156

Dear Jerry:

Gil killed the Buck Island painting yesterday, and we substituted the coral forest picture which you have always liked. I hope this makes you even happier. It also proves that it's absolutely necessary that I hold the Buck Island workbox until there is no longer any possibility of changing anything again ever forever. That date is just around the corner so bear with us.

Regards,

*Bob Patton*

RSP:lar

*Bill will let you know about  
publication dates.  
Stimson tells me the lens is ready  
and Bates is testing it to see whether  
he wants one. It will be along  
shortly.*

*P*

# National Geographic Magazine

WASHINGTON, D. C. 20036

ROBERT S. PATTON  
SENIOR PICTURE EDITOR

February 12, 1971

Mr. Jerry Greenberg  
6840 S. W. 92nd Street  
Miami, Florida 33156

Dear Jerry:

With this letter, I am enclosing the Society's check of \$1750. With your advance payment of \$1750 this completes the purchase of pictures and text information for the BUCK ISLAND article. Of course, if additional problems arise with the pictures or text, we expect your cooperation in ironing them out. This payment covers the purchase of the seven transparencies published in the May, 1971 Magazine for use in National Geographic Society publications and for other purposes related to the Society's objectives.

I realize you're expecting the rest of the transparencies back momentarily. However, just this week, we found it necessary to go through the entire workbox to make a nearly last minute substitution in the corals spread. It turns out that neither of the coral pictures are reef building corals, and we needed to find a frame to cover that point of information. With this incident as background, I will continue to hold the workbox for another two weeks against the possibility of a similar occurrence. As soon as the chance of any more changes is eliminated by the printer's deadline, I will return all the transparencies to you. In the meantime, I'll send off the yellow boxes which you may find useful.

Here's hoping the new book is progressing nicely, and I'm sure you will find many additions to it in this Buck Island material. Right now I have no idea when

(continued)

Mr. Jerry Greenberg  
February 12, 1971  
Page 2

I might get to Florida again, but I'll be looking forward to it.

Best regards,

*Bob Tator*

RSP:lar

Enclosed: Check No. 040213  
Voucher No. 53507  
230 rolls of film (sent under separate  
cover, February 12)

October 2, 1970

Mr. Robert Patton  
NATIONAL GEOGRAPHIC MAGAZINE  
Washington, D.C. 20036

Dear Bob:

Here are my comments on your Buck Island layout. It's different from what I had in mind when I shot it, but both Idaz and I like it very much. There's only one problem as far as we are concerned. The first ten pages create a very high peak of excitement, the balance suffering by comparison, especially the last two pages.

Just to be sure our closeness to the project didn't blind us to it, I had an art director friend and his wife take a peek at the layout. Their feelings were similar to ours. He said the ending was "not of the same caliber as the beginning." Her comment was "the last portion lacks personal participation." All of us feel all that is needed is a strong ending. Here are my comments, page by page.

Gate fold: Terrific...everyone who saw it was very impressed. It would be Geographic's first underwater gatefold and starts the story off with a bang. It really says "coral jungle." I'd hate to lose this kind of crisp quality to a mushy panorama. Keep this as a lead shot.

Title page: I like the title "Underwater Jewel" and the juxtaposition of the sparkling beach scene and gemlike coral polyp photos. I think that the small polyp photo on the right hand bottom could be replaced with the plume tube worm used on last page.

Topside on Island and aerial: Very nice. Sets family and place.

Start trail here: Good. the kids slide off the trail float and are shown fish watching.

Camera kids and fish pages: These are a fair continuation of the essay. At this point any additional underwater photos following this will drown your reader.

Last two pages: The story falls down on several counts. It's not the same quality as the beginning. There are too many underwater photos- the reader has to come up for air. There is a lack of personal participation of the story's characters.

Here are my suggestions: Eliminate the photos on the last two pages and in their place use a family sailing shot topped off with Mike or the kids on the boom. Extend the story two more pages and finish with the family panorama underwater that Bill Garrett liked so much. This would provide a strong finish and "personalize" the story.

Warmest regards,

MELVIN M. PAYNE  
PRESIDENT  
FREDERICK G. VOSBURGH  
VICE PRESIDENT AND EDITOR  
LEONARD CARMICHAEL  
VICE PRESIDENT FOR RESEARCH AND EXPLORATION  
ROBERT E. DOYLE  
VICE PRESIDENT AND SECRETARY  
THOMAS M. BEERS  
VICE PRESIDENT AND ASSOCIATE SECRETARY  
GILBERT M. GROSVENOR  
VICE PRESIDENT AND ASSOCIATE EDITOR  
HILLEARY F. HOSKINSON  
TREASURER  
MELVILLE BELL GROSVENOR  
CHAIRMAN OF THE BOARD AND EDITOR-IN-CHIEF  
THOMAS W. MCKNEW  
ADVISORY CHAIRMAN OF THE BOARD

# National Geographic Society

WASHINGTON, D. C. 20036

September 21, 1970

Mr. Jerry Greenberg  
6840 S. W. 92nd Street  
Miami, Florida 33156

Dear Mr. Greenbert:

It appears as if your Buck Island story will soon be scheduled for publication in the National Geographic. The Geographic Art Division plans to produce an artistic rendering of the underwater trail on the east end of Buck Island. Did you work from a plan view, or do you have a plan view of this trail that we might borrow to help us compile a detailed underwater map?

Thank you very much for your kind assistance.

Sincerely yours,



(Miss) Ann Ruhnka  
Geographic Art Division

AR/mb

NATIONAL GEOGRAPHIC SOCIETY

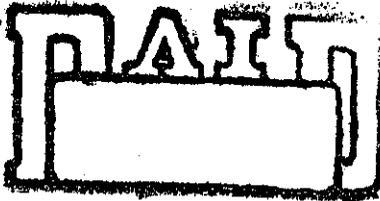
SIXTEENTH AND M STREET, N. W.  
WASHINGTON, D. C. 20036

VOUCHER N<sup>o</sup> 44

K No. 33305

Jerry Greenberg  
6840 S.W. 92nd St.  
Miami, Florida 33156

THE ATTACHED CHECK IS IN SETTLEMENT OF ITEMS LISTED BELOW. IF INCORRECT, PLEASE RETURN THIS VOUCHER WITH CHECK.

DATE	ACCT. NO.	DESCRIPTION	GROSS	DEDUCTIONS	BALANCE
7 AUG 24 1968	785	REIMBURSEMENT FOR EXPENSES INCURRED DURING A TRIP TO NATIONAL GEOGRAPHIC TO CONFER ABOUT THE BUCK ISLAND ASSIGNMENT 	266.65		2

# NATIONAL GEOGRAPHIC SOCIETY

SIXTEENTH AND M STREET, N. W.  
WASHINGTON, D. C. 20036

No. 33284

VOUCHER No

Jerry Greenberg  
6840 S.W. 92nd St.  
Miami, Florida 33156

THE ATTACHED CHECK IS IN SETTLEMENT OF ITEMS LISTED BELOW. IF INCORRECT, PLEASE RETURN THIS VOUCHER WITH CHECK.

DATE	ACCT. NO.	DESCRIPTION	GROSS	DEDUCTIONS
Aug 24 78	737	MINIMUM GUARANTEE FOR PHOTOGRAPHIC COVERAGE IN CONNECTION WITH THE BUCK ISLAND ARTICLE	1,750.00	
Aug 24 78	785	EXPENSE ACCOUNT SETTLEMENT 7/23-8/1	2,255.53	
Aug 24 78	2100	LESS BALANCE CARRIED FORWARD	833.62	◇
			\$ 3,171.91	

PAID

April 18, 1970

Mr. Robert Patton  
NATIONAL GEOGRAPHIC MAGAZINE  
Washington, D.C. 20036

Dear Bob:

Thanks for your letter of April 15th. I'm glad to hear about your feelings about Buck Island. While your trip is still fresh in your memory please check out my original art work theme and tell me if you have any additional suggestions.

As to the use of the Dave Bridge underwater photograph. The price of \$200.00 is what I was getting a page for assignment material 10 years ago. Since that time a lot of changes have taken place in the underwater photographic field. First of all, the cost of staying in this field, from the equipment standpoint, has been very expensive. Also the cost of making photographs in general has been higher. Another reason for a higher operating expense is the fact that I am no longer getting enough work from Geographic and others to keep my overhead down.

If it wasn't for Bill Garrett getting me the Buck Island assignment, I think I would be out of the photographic business now. The markets just are not there any more and in a few years I honestly think I will be an extinct highly specialized creature.

To get back to the prices. I would like to charge you roughly the same fees that I quoted David McQuen for my stock photographs that were used in Vacationland USA. They are as follows:

For one time inside editorial use only in National Geographic Magazine. Not to be used for advertising or promotional purposes.

when photograph is used for full page.....	\$250.00
when photograph is used for 3/4 page.....	\$200.00
when photograph is used for 1/2 page.....	\$175.00
when photograph is used for less than 1/2 page....	\$150.00

The above prices are still lower, especially at the full page rate, than what I charge any other national magazines. Thank you for your interest in my work.

Sincerely yours,

Jerry Greenberg  
6840 SW 92nd St.

# National Geographic Magazine

WASHINGTON, D. C. 20036

ROBERT S. PATTON  
SENIOR PICTURE EDITOR

April 15, 1970

Mr. Jerry Greenberg  
6840 SW 92nd Street  
Miami, Florida

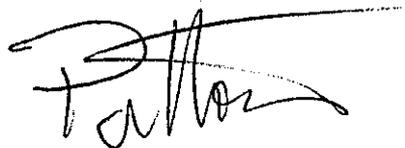
Dear Jerry:

As you can tell from our conversation I'm really enthusiastic about Buck Island. For my money it's even better than anything I saw on Pennekamp. I'm sure you will get a great set of pictures. I'll go over the things we talked about and talk to you again.

As you know one of your give-away frames has come home to roost in our new Cumulative Index; the shot of Dave Bridge among a school of small fish. It just proves you can't tell where your hand-outs will wind up. I've enclosed a xerox of the layout so you can see how I've used it and I'll have a check drawn for \$200 in payment.

I'm glad you're afloat again and that you'll have a chance to completely check out the new boat before you start down to the Virgin Islands. Let me know how it works out.

Regards,



RSP/kfs

enclosure

ENTHUSIAST  
ABOUT  
BUCK  
ISLAND  
STORY

September 28, 1969

Mr. Bill Garrett  
NATIONAL GEOGRAPHIC MAGAZINE  
Washington, D.C. 20036

REPORT  
ON VI  
INITIAL  
TRIP +  
ROUGH  
LAYOUT

Dear Bill:

Here is a report on my trip to Buck Island including what I feel would be the best way to tackle the project.

FIRST IMPRESSIONS: On my first trip to Buck Island several years ago my first impression of the area was the lack of fish, especially large schools. This still holds true today. In comparison to the Key Largo Park, Buck Island seems to come off second best as to variety of swimming marine life. The real asset of Buck Island is a rugged, imposing island which is largely surrounded by magnificent coral reefs. These barrier reefs are breathtaking and in my opinion superior to the Key Largo park.

MAP OF THE PARK: The only map of the park is found on the Coast and Geodetic survey chart of St. Croix (a poor reference for diving) and a large scale drawing which oddly enough came out of the files of the Geographic's cartographic files. As far as I know there is no detailed map of Buck Island National Monument. For this reason I feel an accurate diving map will be an asset to our proposed story. I have taken some preliminary aerials of the island but have not gotten the effect I want. If you approve of the diver's map idea I would like to reshoot the park area in a helicopter (straight overhead) and do a complete survey of the interesting features on the island and the best diving spots. By the way, most of the tour boats take the people off of the eastern tip of the island where the underwater trail is. The very best diving is a bit west of this area.

EXPENSES: The island of St. Croix is an expensive tourist area to work in. I have made arrangements for a flat rate at the King's Alley Hotel of \$50.00 a day for my entire family. Our meals will run \$7.00-\$8.00 a day per person. Besides the room and board the main expense will be boat charter. When I will be working alone or with 2 of my kids I will be able to get by with a 16'-20' boat at \$50.00-\$75.00 a day. When I have to put my entire family on a scene it may be necessary to utilize a larger boat at \$150.00 a day. I anticipate using the larger boat for 3-4 days and the smaller one for 10-15 days. The only other expenses I foresee are air freight charges and the price of some wet suits of the family. I believe that the entire story should cost from \$5,000.00 - \$7,000.00 for everything. I have enclosed an expense book and vouchers. It cost a little over \$1,000.00 for an 8 day exploratory probe.

From the information gathered I have presented a rough layout showing how I think the story should be balanced out. Please let me know if you feel I am on the right track. Until then, best wishes.

Sincerely yours,

# National Geographic Magazine

WASHINGTON, D. C. 20036

ROBERT E. GILKA  
DIRECTOR OF PHOTOGRAPHY

August 13, 1969

YES ON  
ADDITIONAL  
\$ FOR  
RE-USE

Mr. Jerry Greenberg  
6840 S.W. 92nd Street  
Miami, Florida 33156

Dear Jerry:

I just got back from leave to see a copy of the correspondence between you and Bill Garrett.

I guess Bill - who is now off on an assignment of his own - didn't realize it, but we have established a policy here about payment for re-use of photographs. You should be protected if any of your pictures are used a second or third time in Geographic publications.

All the best,



REG:ld

# National Geographic Magazine

WASHINGTON, D. C. 20036

GILBERT M. GROSVENOR  
VICE PRESIDENT AND  
ASSOCIATE EDITOR

August 8, 1969

Mr. Jerry Greenberg  
6840 S. W. 92nd Street  
Miami, Florida 33156



This is to confirm your assignment to do a story on the Buck Island Reef National Monument for publication in the National Geographic magazine.

As Mr. Garrett outlined in his letter of June 30, we want a 12-16 page picture essay with text blocks to accompany the photographs. We will pay you \$3,500 for publishable pictures and text information. If for any reason the story is unacceptable we will guarantee payment in the amount of \$1,500 for this work. In addition, we will pay expenses involved with this assignment including transportation to and from St. Croix and your home. Enclosed is an expense advance in the amount of \$1,000 which you and Mrs. Greenberg may use for your planned trip to the park at the end of this month to make contacts and do preliminary photography and research. You will be expected to account for these funds in the enclosed expense account booklets. If needed, additional expense money will be made available for the major part of the assignment which you will undertake next summer.

As agreed, the National Geographic Society will retain those photographs from this assignment that are published in the magazine for all other publications and purposes related to the Society's objectives. No additional payment for reuse of these pictures will be made. Also, we will retain one-time publication rights to those pictures published in the article which were picked from your files and not produced while on this assignment for the Society.

We will send you film and process it here. Please advise Mr. Gilka the types and quantity of film needed. Shipping cartons and caption booklets will be sent with the film. Should you need to borrow any equipment for use on this assignment I'm sure this can be worked out with Mr. Gilka.

Mr. Jerry Greenberg

Page 2

For the record, it should be understood that the Society cannot be responsible for your safety or for the safety of anyone working with you on this assignment. Please sign the copy of this letter that we enclose and return it to me.

As soon as we receive any material from the Department of the Interior for your use on this assignment we will forward it to you.

We offer our very best wishes for a successful assignment and look forward to the publication of your story in the National Geographic magazine.

Best regards,



Gilbert M. Grosvenor  
Vice President and Associate Editor

jam

Enclosures

# National Geographic Magazine

WASHINGTON, D. C. 20036

GILBERT M. GROSVENOR  
VICE PRESIDENT AND  
ASSOCIATE EDITOR

August 8, 1969

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6840 S. W. 92nd Street  
Miami, Florida 33156



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Best regards,



Gilbert M. Grosvenor  
Vice President and Associate Editor

jam

Enclosures

# National Geographic Magazine

WASHINGTON, D.C. 20036

W. E. GARRETT  
ASSISTANT EDITOR

July 28, 1969

Mr. Jerry Greenberg  
6840 S. W. 92nd Street  
Miami, Florida 33156

Dear Jerry:

Yes, as we agreed on the 'phone, the National Geographic Society would retain those pictures published and retain one-time rights to your personal file pictures. As for additional payment for reuse of those pictures which we purchase, I can't agree to that at this time.

Thanks for the "package".

Regards,

*Bill*

WEG:JV

NO  
ADDITIONAL  
PAYM'T  
FOR  
RE-USE

July 12, 1969

Mr. Bill Garrett/ Assistant Editor  
NATIONAL GEOGRAPHIC MAGAZINE  
Washington, D.C. 20036

Dear Bill:

Thanks for your assignment on Buck Island Reef National Monument. The price of \$3,500.00 for publishable pictures and text information is agreeable with idaz and myself. Naturally I am happy to be doing a piece for the NATIONAL GEOGRAPHIC again. More important, I will be working with you again putting a story together. This is extremely pleasing to me.

The only thing I would like to work out are the finer points on ownership of the photographs used in the proposed story. As I mentioned to you on the phone I will accept the assignment with the understanding that the society retains only those photographs that are used in the article that I photographed for them on this assignment. All unused photographs will be returned to me. In the case of photographs which are drawn from my personal collection for use in this article, only one time use in this specific article are sold. These terms are the same as the ones I worked under in my shark assignment. (Letters: June 20, 1963; November 7, 1967.)

Should the society reuse the photographs, I hope that there would be additional payment for suce use. I am not applying pressure on this point but am hoping for the society's understanding and generosity on this matter.

Hoping to hear from you soon on the above additional points.

Sincerely yours,

Jerry Greenberg  
6840 SW 92nd St.  
Miami, Fla. 33156

NGS  
KEEP  
ONLY  
PHOTO  
USED  
ADDITIONAL  
\$

# National Geographic Magazine

WASHINGTON, D. C. 20036

W. E. GARRETT  
ASSISTANT EDITOR

June 30, 1969

Mr. Jerry Greenberg  
6840 S. W. 92nd Street  
Miami, Florida 33156

BUCK ISLAND  
ASSIGNMENT

*Jerry,*

The editor has approved your suggestion for a story on BUCK ISLAND REEF NATIONAL MONUMENT.

Please tackle this as a 12--16 page picture essay with text blocks to accompany the photographs. The editor has approved using your family as subject material for both pictures and text. In effect you will sort of be seeing and photographing this national monument as a family visiting the area. You are free, of course, to approach the pictures and text as an open book and at this point anything is fair game as long as it is related to the story. Of course, you may quote any experts, authorities, visitors, as well as your own family on their impressions or experiences.

As we discussed on the telephone I'll be happy to look at a sketch outline of what you have in mind before shooting begins. It won't be easy because you set a pretty high standard on Pennekamp.

The National Geographic Magazine will pay you \$3,500 for publishable pictures and text information. If, for any reason, the story is unacceptable we will guarantee payment in the amount of \$1,500 for this work. We will also forward you \$1,000 as an expense advance to be accounted for in the accompanying expense account books.

I hope all of this is agreeable to you and look forward to hearing from you.

WEG:JV

*Good Luck  
Bill*

May 10, 1969

Buck  
ISLAND  
IDEA  
FIRMED  
UP

Mr. W.E. Garrett  
NATIONAL GEOGRAPHIC MAGAZINE  
Washington, D.C. 20036

Dear Squire:

Thanks for your kind words on my show biz performance. Your comments and the words of DDD were music to my ears. The upshot of my talk was no new photo assignments but several offers to write comedy material for others.

My idea on the Buck Island story is as follows. A short 10-12 page tightly done photo essay on the sensations and sights of diving on the barrier reef of Buck Island. The justification for this assignment is simple: To create an exciting visual treat that will stimulate the Geographic reader to visit this unique national monument and most important in my mind, to provide an identification guide to some of the corals and fishes in this area. Your idea of using my family to tie the project together sounds great (especially to Idaz) and we would both like to collaborate on the written part of the article.

A bonus feature on this project could be a map similar to my Pennykamp chart which would show an overall view of the island and markings where the best diving spots are.

Whether or not the assignment materializes I want to thank you for thinking of Manfish with a camera.

Sincerely yours,

Jerry Greenberg  
6840 SW 92nd St.  
Miami, Fla. 33156

# National Geographic Magazine

WASHINGTON, D.C. 20036

W. E. GARRETT  
ASSISTANT EDITOR

April 28, 1969

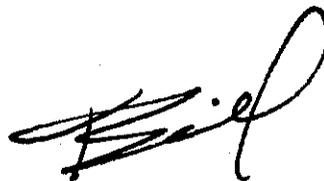
BUCK ISLD  
IDEA  
FROM  
ME

Mr. Jerry Greenberg  
6840 S. W. 92nd Street  
Miami, Florida 33156

*Jerry,*  
Admirers gathered about you in such a large circle I couldn't get through after the talk. It was really one of the best presentations of the entire conference. One from which people could take inspiration and ideas. I wish there had been time to talk with you later. Perhaps we can have a chance sometime in the near future.

I'll write you a letter soon outlining a contract on the Buck's Island story. In the meantime, why don't you drop me a line outlining what you would like to do. This may not appeal to you, but I think you should take Idez and the kids and make it an underwater family story. It would give a chance for text continuity as well as suggest that this is the thing which families can, and should, do. Also it would give you control of models. I see no reason why you couldn't attempt to write this yourself, but I would like to discuss it with you and people here before we are committed to a direction.

It really was a fine talk from beginning to end. I'm damn proud to have helped a bit.



WEG/jk

# National Geographic Magazine

WASHINGTON 6, D. C.

W. E. GARRETT  
ASSISTANT ILLUSTRATIONS EDITOR

Mr. Jerry Greenberg  
6840 S. W. 92nd Street  
Miami 56, Florida

PRELIMINARY  
ART-WORK  
PRIOR TO  
GETTING 1960  
ASSIGNMENT

JUNE 30,  
1960  
ASSIGNMENT  

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PAGE 2  
"SKETCHES"

*Jerry,*

By now you know the good news that the Editor has approved the assignment on Key Largo for you. I have received your list of expenses and gone over them. In view of the unusual problems of working underwater, I feel this is reasonable even though it adds up to over a hundred dollars a day.

We will pay a premium of double the normal page rate because of the difficulty of the job. This would amount to \$200.00 a page or \$100.00 minimum per picture used in color. Considering a minimum size of 8 color pages we would guarantee you \$1,600.00 for the job. I would estimate that a successful job would occupy no less than 16 color pages, and as high as 24.

All pictures used in the story plus a few for file selects would become the property of the National Geographic Magazine. After publication in the Magazine all rights on those pictures not held by us would be yours to sell.

Insofar as The Society is concerned, you will undertake this assignment as a free lance agent and independent contractor, and not in any sense of the word as a person employed by the Society, directly or indirectly. Further, acceptance of financial and other considerations outlined in this letter shall constitute an absolute release to the National Geographic Society of all responsibility for personal injury, and/or death, which may arise out of or result from this assignment.

Enclosed is a check for \$1,500.00 as an advance towards expenses on the assignment. Please keep records for our Auditing Division. The enclosed daily expense slips are used by the staff, and do have the advantage of providing a system. Use them if you like. As this money is used notify us and we will try to guess how much more, if any, will be needed within reason to produce a top story. If you have any questions on large expenses that you are in doubt about call me and I will advise you.

Your sketches on the potential pictures for the story make very good sense. As you know from our conversations the key picture will be a superwide shot. This may be two VeriWide shots side-by-side or even three or four. I would like to be there to work with you on it, but I'm not counting on it.

The night shot with the lanterns lends itself to a dramatic picture, but it has to be more than just the lantern and man. In other words, it must be obvious that it is part of a reef story and not in a pool.

The brain coral looks promising.

The sled picture is excellent. It indicates possibilities for recreational use of the area. In this same category would be the picture of the diver using your Rollei housing with the ring light on the front.

For a model be on the lookout for a full-breasted mermaid.

Let's plan to do a spread with 8 to 12 different types of coral that are most common or most interesting. If you do not know which to select let me know and I will talk to a coral expert and make suggestions. This would be in the nature of a catalogue of coral. Those represented in other large pictures in the series should be left from this collection.

Try getting on top of one of the lighthouses and shooting down into the water. This is just a wild idea, but you might try a Panon or wide angle that would cover from the horizon (with a freighter moving across a sunset or sunrise) to the base of the light scaffold looking straight down onto a shallow reef. If you look down into the water (calm night) from this perch would you be able to see a model lighted by a flash or torch underwater? If so, this would make quite a shot. Perhaps having a small boat in the middleground and a diver on the bottom lighted with flash would be successful. This may all be impossible. Even if the diver were only 5 feet below the effect would be there.

If there is anything to be shown do not hesitate to rent a plane for an aerial of the reef.

I'm going to see a park service man here who is well-informed about this park, and will pass on any ideas that come from him.

I'll try to answer your questions. We cannot restrict use of your files, but would expect that you not produce a story on the reefs for another magazine. *(right away)*  
*SOON*

The proposed author for the article is Mr. Charles Brookfield. We will see that you two get together as soon as his assignment is firm.

Mr. Jerry Greenberg

--3--

Mr. Brookfield knows of a wreck or two in this area that might spice up the photographic coverage a bit. If there are any known wrecks in the area be sure to get coverage.

I agree it would be best to rent a compressor.

Regarding a model wouldn't it be easier, cheaper and safer to hire an assistant than to pay a daily rate for a model. This would give you an assistant and diving buddy as well as a model. You might look into the possibility.

If this letter raises any questions or leaves any of yours unanswered don't hesitate to ask me.

Please let me see your film as you go, rather than hold it all until the end. Let me know what film or equipment you might need that we can provide. As soon as the 120 size High-speed Ektachrome is available we will try to get it to you.

*Best of Luck*

*Bill  
C.*

WEG:CIM  
Enclosures  
Air Mail

December 10, 1962

Mr. Herbert Wilburn Jr., Illustrations Editor  
National Geographic Magazine  
Washington 6, D.C.

Dear Herb:

Thanks for your letter of December 4<sup>th</sup>.

Why send Bill Garrett to Northern India to look for Chinese. Don't you have any hand laundries in D.C.?

In regards to securing photographs for the proposed shark article, when I originally sent in the five pages of shark drawings I also included four pages of outline. On the first page of this outline I suggested how the first portion of this project might be illustrated. Due to the unusual nature of the subject, I felt that it would be practically impossible to do a thorough photographic coverage in recording the majority of the most important species of sharks in their natural habitat. For this reason I felt that the story would be immeasurably enhanced by the use of top quality art work. This would be for general identification only and would probably cover the items I mentioned on the first page of my outline (see enclosure).

The other aspects of shark habits and activities could be photographed in the Bahamas and South Florida in natural color. I would also be able to get broad photographic coverage on all phases of the art work which I sent up to you last summer.

This may sound strange coming from a photographer, but I don't think that this type of story could be properly done without a proper blend of art work and photography.

Incidentally, at the present moment there isn't a well-illustrated, factual book on sharks which is available to the lay reader. If NGS ever does decide to do such a piece I am sure that it will be of extreme value and interest.

Sincerely,

PRELIMINARY  
ARTWORK &  
RESEARCH ON  
SHARK ARTICLE  
JUNE 28, 1962 -  
JUNE 20, 1963

Jerry Greenberg  
6840 S.W. 92nd St.  
Miami 56, Fla.

December 10, 1962

Mr. Herbert Wilburn Jr., Illustrations Editor  
National Geographic Magazine  
Washington 6, D.C.

Dear Herb:

Thanks for your letter of December 4th.

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Sincerely,

Jerry Greenberg  
6840 S.W. 92nd St.  
Miami 56, Fla.

DEC. 10, 62  
115 PAGES  
OF  
SHARK  
DRAWINGS

# National Geographic Magazine

WASHINGTON 6, D. C.

HERBERT S. WILBURN, JR.  
ILLUSTRATIONS EDITOR

December 4, 1962

DEC. 4, 62  
"RETURNING  
SHARK  
DRAWINGS"

Mr. Jerry Greenberg  
6840 S. W. 92nd Street  
Miami 56, Florida

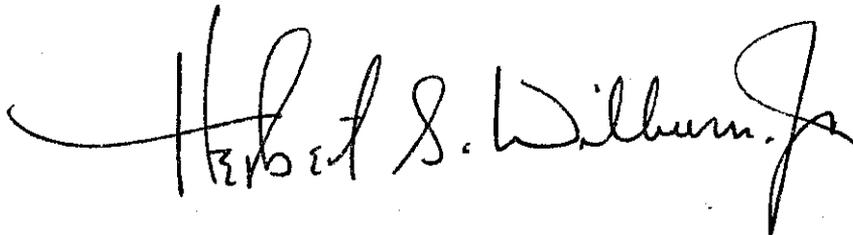
Dear Jerry:

In the absence of Bill Garrett, who is presently somewhere in northern India trying to find Chinese, I am returning the shark drawings sent in by you this summer.

The possibility of an article on sharks has been discussed and it was the consensus that it could indeed make a very interesting presentation for the National Geographic. One common question arose -- how and where do we get the variety of photographs. The suggestion was made that inquiries should be made to locate possible sources of photographs on sharks. I hesitate to do this since you came up with the firm proposal and preliminary outline. Perhaps one way to start the ball rolling would be to let me see all photographs of sharks that you have in hand and we can determine where to go after reviewing them.

Let me know your thoughts on this.

With kind regards,



HSW:BAS

Enclosed:  
5 drawings

# National Geographic Magazine

WASHINGTON 6, D. C.

ROBERT E. GILKA  
DIRECTOR OF PHOTOGRAPHY

June 20, 1963 JUNE 20, 1963

Mr. Jerry Greenberg  
6840 S.W. 92nd Street  
Miami 56, Florida

"TRANSPARENCIES  
&  
ART WORK"

ASSIGNMENT!

Dear Jerry:

Thank you for your letter about the shark project. I am turning over the transparencies and the art work to the Illustrations Division for evaluation.

I would like to have you plan to do the shark photography. Your outline seems to cover the project adequately but the illustrations people may ask for more emphasis in one place or another and may ask for photographs of new subjects.

We are prepared to offer you a minimum guarantee of \$3,200 for 16 pages of publishable photographs for the shark story.

We are also prepared to pay your expenses -- within reasonable limits -- in connection with your obtaining these photographs. We will forward a \$1,000 expense advance and we ask that you keep a detailed account of how this money is spent using the Geographic expense booklets which we will provide.

( Unused or unpublished photographs will be returned to you. After the publication of our Magazine story all rights on those pictures not held by us will become yours. )

The assignment will be termed complete when all photographs are in hand accompanied by satisfactory caption information.

You will undertake the assignment as a free agent and independent contractor. Acceptance of financial and other considerations outlined in this letter shall constitute an absolute release to the National Geographic Society of all responsibility for personal injury, and/or death, which may arise out of or result from this assignment.

Sincerely,

Bob

REG:cw

June 7, 1963

Mr. Bob Gilka: Director of Photography  
National Geographic Magazine  
Washington 6, D.C.

Dear Bob;

As per your instructions I have had a discussion with Dr. Wisby and we have more or less worked out a tentative outline which should yield a satisfactory set of illustrations. The theme would be basically on shark research and would run as follows:

1. **SURVEY OF SHARKS:** The different species, what we know of them, where they are found, when they attack, etc. The illustrations can be taken from my files (see transparencies F-28, N-2, RD-11, RD-12, RD-13, RD-15, RD-17) or I can shoot additional material on assignment. I believe that we should also check the files of other u-w photographers for good color shark photographs as well as check into the possibility of having top quality illustrations done by one of your staff artists. If there is any underwater photography to be done it should be set up for the months of June, July August or September. I would require several weeks of work on getting additional photos of this subject and would require the services of a diving assistant.
2. **SHARKS IN CAPTIVITY:** Collecting and captivity of sharks by the Miami Seaquarium. This portion of text would cover the problems and research done with sharks in captivity. The photos would follow the enclosed art page #1. These photos should be done in the spring or summer and would require 1½-2 weeks. 1/3rd underwater and the rest topside. I would require a diver assistant on the underwater work.
3. **SHARK TOURNAMENT:** Dr. Wisby has a special source of sharks for for his experiments. There is a special shark fishing tournament in Palm Beach, Fla. where the local sportsmen spend several days fishing for sharks. Would require 3-4 days of topside photography.
4. **SHARK RESEARCH:** Photo coverage of Dr. Wisby in Miami, Dr. Perry Gilbert in Bimini and possibly Dr. Eugene Clark at the Cape Haze Marine Lab. (The photographs would more or less follow the themes on the enclosed art work pages #2,3 and 4) Photos should also cover the work of Dr. Wisby under a NGS grant, which would be done in the new Controlled Environment Building. Construction on this building will be finished this Fall. This portion would take from 3-5 weeks of work. 1/3 underwater and 2/3 topside photography.

more

I personally would like to do a special action feature on divers stalking and killing sharks in their natural habitat. The information on this project is covered on art work page #5 and color transparency F-32. Both Dr. Wisby and I agree that this piece should not be used as part of his article but rather either preceeding it or it could be used at a later date. I have a special underwater sequence camera to do the job with and if the photographs are successful it will be the most exciting underwater piece I have ever done. If you like the idea please advise me and I will give you more details and an estimate on expenses involved. This story could be shot at the same time that #1 and #4 are being done. This material could also be used in your forthcoming BOOK OF FISHES. This ends up the information in the Wisby project as you requested in your letter of May 22nd.

There are two other things that I wanted to check with you on.

1. How is the BOOK OF FISHES coming along? Does Art Terry need additional material for it?
2. Do you require any additional underwater photographs to supplement the Walter Starck night diving piece.

Thank you for your interest.

Sincerely yours,

Jerry Greenberg  
6840 SW 92nd St.  
Miami 56, Fla.

CC: WARRAN WISBY

May 27, 1963

Mr. Bob Gilka: Director of Photography  
NATIONAL GEOGRAPHIC MAGAZINE  
Washington 6, D.C.

MAY 27, 63

"SKETCHES"

"ORIGINAL  
DRAWINGS"

Dear Bob:

Thank you for your letter of May 22th.

I know Dr. Wisby already and the work that he is doing with sharks at the Institute of Marine Sciences. I talked with him yesterday and we have an appointment for next week. I will send you a full report and sketches after we have our talk.

In as much as I have done some research on this shark business (see letters from Herb Wilburn, Dec. 4, 1962 and my letter to him Dec. 10, 1962). I feel that I have a pretty fair idea of what can be done in the way of pictures on this subject. I feel that the photographic and text can be handled in one of two ways.

1. By following only the work done at the Miami Institute of Marine Sciences by Dr. Wisby, I feel that adequate photographic coverage could be done to produce a package which would probably run 8-12 pages. This piece would more than likely be balanced along the same lines as the recently published Geographic piece on Portuguese Man O War by Dr. Lane.
2. As stated in my letters to Herb Wilburn I felt that the best possible photogcoverage on the Shark would be a general overall piece on the newest aspects on shark research with added information on the different species, capturing them for marine exhibition tanks, shark repellents, underwater shark hunting, etc. All of this material was covered in my outline of Dec. 1962. The research and technical text could be done by Wisby and the sporting and diving end of the copy could be covered by Wisby or a diver-writer of your choice. With broader editorial coverage as this I feel that there is a much greater potential as far as illustrations go. What I visualize is a very thoroughly done job in words and pictures which would be the last word on this subject for some time to come. The illustrations that I anticipate being done for this job would not only utilize my own work but also the very best color photographs that other divers might have of sharks. I also feel that a very important portion of this feature should also contain some top quality art work on sharks from the NGS art department.

If you would like to have me re-submit my original drawings and some recent underwater color shots of sharks please let me know. I will get in touch with you next week after my talk with Dr. Wisby. Thank you for your interest.

Sincerely yours,

Jerry Greenberg

# National Geographic Magazine

WASHINGTON 6, D. C.

ROBERT E. GILKA  
DIRECTOR OF PHOTOGRAPHY

May 22, 1963

Mr. Jerry Greenberg  
6840 S.W. 92nd Street  
Miami 56, Florida

Dear Jerry:

It seems that we do have a shark piece in prospect. The writer is Dr. Warren Wisby of the University of Miami Institute of Marine Science.

Our editorial people - who contracted with Dr. Wisby for the word article - talk of having him do it this fall. I suggest, though, that you stop in and talk with him to get his ideas of just what he is going to write about so we can illustrate it. Perhaps photography can be started now. You would know better than I.

At any rate, I would like you to case the project and report back to me in rough outline form what the picture line will be, about how long coverage will take, when it can best be done, etc. We should have no trouble coming to agreeable financial terms.

I'll write Wisby to tell him you will stop in to see him.

Regards,



REG:cw

April-22, 1963

Mr. Herbert Wilburn, Jr.  
Illustrations Editor  
National Geographic Magazine  
Washington 6, D.C.

Dear Herb:

On a recent trip to Bimini in the Bahamas I had a chance to stop by the Lerner Marine Lab and have a talk with Dr. Perry Gilbert, the shark expert. He mentioned to me that just recently he had an interview with one of the senior editors from the GEOGRAPHIC, in regards to gathering material about sharks. If the magazine should like to do a piece on sharks I would like to suggest that the best time to get good illustrations on this subject in the Florida-Bimini area is within the months of May, June, July and August.

I have been spending my spare time in getting additional material (Kodachrome 11) on close-ups of colorful creatures of the coral reefs. May I send you some samples?

With best personal regards, I am

Sincerely yours,

Jerry Greenberg  
6840 SW 92nd St.  
Miami 56, Fla.

APRIL  
22, 63

BIMINI  
TRIP  
"SHARKS"

# National Geographic Magazine

WASHINGTON 6, D. C.

HERBERT S. WILBURN, JR.  
ILLUSTRATIONS EDITOR

January 4, 1963

Mr. Jerry Greenberg  
6840 S. W. 92nd Street  
Miami 56, Florida

Dear Jerry:

Bill Garrett was unable to find any laundries in the Chinese quarter of India and has returned to snow and low temperatures here in Washington. I will pass on your regards to him.

I am forwarding your outline on Sharks to our Editorial Council and when a decision is reached we will let you know.

With best wishes for the coming year, I am

Sincerely,

*Herb Wilburn*

HSW:BAS

JAN 4, 63  
"OUTLINE  
ON  
SHARKS"

Jerry Greenberg

Outline of suggested photo-story

JUNE 19, 62

"OUTLINE"

The following is an outline for a suggested two-part article about sharks which can either be used separately or be integrated into one large piece.

First Part: Would cover the shark from a scientific point of view and should be written by an acknowledged shark expert. Copy would treat the prehistoric and extinct species of sharks as well as the more interesting of the 150 species which exist today.

Besides their physical structure, distribution, food and breeding habits, etc., I feel the emphasis should be put on the many fascinating types of sharks which most people don't even know exist:

- a) Carpet shark of Australia
- b) Greenland shark which lives in the Arctic
- c) Whale shark, the largest shark in the world
- d) Nicaragua shark, a rare fresh water species
- e) Certain species of the Mako shark which can leap 15 feet into the air
- f) Five to six species which are known to be dangerous to man
- g) THRESHOLD SHARK WHO USES IT GREAT TAIL FIN TO HERD SCHOOL FISH TOGETHER FOR HIS MEAL.

#### Illustrations

- a) The prehistoric or extinct species of sharks, or sharks that aren't readily photographed can be presented via art by a specialist in marine life, e.g., Kenneth Gosner of the Newark Museum, who did the shark illustrations for Life's Nature Library book The Sea. OR HIS EQUIVALENT @ N.G.S.
- b) Other species and aspects of shark habits and activities can be photographed in the Bahamas and South Florida in natural color. Nearly 50 of the world's 150 species of sharks can be found off the coast of Florida.

---

Second Part: (Tentative title "Man Against Sharks") Would cover the shark in a more popular vein and would give the reader a fish-eye view of the latest wrinkles in shark research. Where in centuries past Mediterranean sailors tossed loaves of bread into the sea in a futile attempt to discourage sharks, recent developments by marine scientists, inventors and fishermen give promise of greater understanding as well as deterring sharks.

#### Illustrations

(See accompanying layouts for suggested picture possibilities)

1) One of the more significant shark research projects is being conducted at the Institute of Marine Science, University of Miami, where marine biologists are studying the shark's sensory system. Dr. Warren Wisby, who heads the long-range study of sharks at the Institute, has constructed a 16-foot long, 3-foot wide tank into which small lemon sharks are placed for experiments. The shark, wired for sound with an electrode, is tested for its response to predetermined sounds as it swims down the tank. One theory that Dr. Wisby is pursuing is that a sound similar to the low-frequency vibration that wounded fish emit may guide the shark to its victim.

2) Another controlled study - the feeding and attack patterns of sharks - is underway at the Lerner Marine Laboratory in Bimini. One of five continuing shark projects at Lerner, the study began last summer under the direction of Professor Perry W. Gilbert of the department of zoology at Cornell University. Working with an underwater photographer, Prof. Gilbert conceals himself inside a shark cage, only eight feet away from the bait (usually large fish). While the photographer takes motion pictures of the shark attacking the bait, Prof. Gilbert observes and dictates the action into a tape recorder. They are thus able to provide a unique movie record and dictated account of the attack. The study has already punctured one misconception about the shark: "Contrary to popular belief," Prof. Gilbert said, "A shark rarely rolls on its side to bite even a large fish; rather it attacks head on. Once the shark establishes a good grip on the flesh with its teeth, it then shakes its head violently and tears off 15-20 pounds of flesh." Prof. Gilbert ultimately hopes to compare the attack patterns of several species of sharks and correlate those patterns of attack with the anatomy and dynamics of the jaw apparatus.

3) A more frontal attack against sharks is being waged by John Hicks, a 34-year-old Miami skin diver and inventor. Hicks recently demonstrated his electronic shark repellent in the shark channel at Miami's Seaquarium. The device (called a

"shark-shocker") is an 11-ounce electronic packet about the size of a package of cigarets that can be attached to a life jacket. By pressing the botton, a continuous series of electrical shocks (completely harmless to man), cause the sharks to lose their equilibrium by affecting their nervous system. When stung by the vibrations, the shark throws its mouth open, spits out anything it's eating and flees in confusion. The demonstration was witnessed by representatives of the U.S. Navy, National Space Agency, and British and Australian navies.

4) A little-known but colorful facet of man's battle against sharks are the shark collectors, the modern-day version of the 19th century whalers. Catching sharks is a tough enough job, but bringing them back alive is a risky operation. Every six weeks, the Seaquarium I, a 72-foot boat, makes a week-long shark collecting expedition to the edge of the Gulf Stream to re-stock Miami Seaquarium shark channel. (The channel keeps 75 to 100 sharks in captivity). These aquatic Frank Bucks drop a half-mile long "fishing line" that bristles with 25 jumbo-size shark hooks. The real battle begins when they pull the fighting and flopping sharks from the water and dump them into the live well aboard the boat. Catches have ranged from a two-pound baby shark to an angry 1,200 pound, 15-foot tiger shark, so big that it had to be towed home. Once they land their quota - about 25-35 sharks - the hunters start for home to finish their job - walking the sharks. They are placed in a shallow tank at the Seaquarium, and one by one grabbed by its fins and walked around and around the tank to force water through its gills and start the blood pumping in its body.

5) Less obviously scientific but highly effective shark deterrents are the amateur underwater and surface fishermen who hunt sharks for sport.

a) Although most skin divers give the shark a wide berth underwater, some of the more adventurous divers give the shark little sleep. Armed with underwater lances or spears packing a two-piece head which utilizes a 12-guage shotgun shell, these divers are able to kill or stun sharks with one accurate shot. The new

U  
Story suggestion/Greenberg/4

12-gauge shell is rated as a vast improvement over spears that sometimes required a quiverful to do any damage to the shark. Underwater big game hunters in South Florida embark on shark safaris almost every weekend.

b) Surface shark hunters are also getting into the act. Working on a modified aquatic Malthusian theory, these fishermen are convinced that sharks can be thinned out by intensive campaigns to depopulate them. The results of three local shark-fishing clubs (Miami Beach, Palm Beach and Naples) have been impressive. One interesting sidelight is the "one-man shark club" consisting of Herb Goodman of Lake Worth, who is considered Florida's leading shark-exterminator. In the past three years he has caught 91 big sharks with rod and reel (he refuses to include any under 6 feet long in his total).

June 19, 1962

Mr. Bill Garrett  
National Geographic Magazine  
Washington 6, D.C.

Dear Bill:

I've enclosed an outline of a suggested photo-story about sharks together with five layouts for the board of review's consideration.

As you know, every year the piercing cry of "Shark! Shark!" resounds along our coastlines and sends thousands of bathers tumbling to shore. Despite the fact that the shark takes a comparatively small bite of the death statistics (there have been some 90 authenticated attacks since 1900), the very name shark still manages to strike fear in the hearts of swimmers and skin divers.

The point of view of the first part of the suggested photo-story is to strip away the layers of mythology and misconceptions that have accumulated about the shark. The second half of the story would deal with the various projects and studies to better understand the misunderstood shark.

I would like to add that my recent acquisition of improved underwater photographic gear now allows me to shoot sequence (Nikon 250-exposure rig) in either Kodachrome or H.S. Ektachrome.

Sincerely yours,

Jerry Greenberg  
6840 S.W. 92nd St.  
Miami 56, Fla.

JUNE 19, 62  
SHARK  
"OUTLINE"  
+  
"5 LAYOUTS"

# National Geographic Magazine

WASHINGTON 6, D. C.

June 28, 1962

W. E. GARRETT  
ASSISTANT ILLUSTRATIONS EDITOR

JUNE 28, 62

"SHARK  
LAYOUT"

Mr. Jerry Greenberg  
6840 S.W. 92nd Street  
Miami 56, Florida

*Jerry,*

Received the shark layout. It looks  
great--will start it through the machinery.  
Please be patient.

*Cheers  
Bill*

WEG:ssj

# SEAHAWK

PH: 305/ 667-4051  
FAX: 305/ 667-3572

*products*

6840 S.W. 92nd St., Miami, Fla. 33156

DATE: September 24, 2000 Our FAX number 305/ 667- 3572

TO: National Geographic ADVENTURE MAGAZINE

FAX#: 1-212-790-9022

ATTN: Ms. Kristen McClarty

PAGES: 7 Including cover sheet

Difficulty with FAX transmission, please phone 305/ 667-4051

Dear Mr. McClarty:

Thank you for your fax of September 16th.

I only specialize in underwater seascapes (panaromas also) of marine wilderness scenes of the upper Florida Keys. I do not lease single photos but only photo essays of the subject.

We also have available a series of submersible field guide for fish identification for all of the warm water snorkeling reef areas of the world.

Just finished a book on exploring the mangroves of Florida, the Bahamas and Caribbean.

If you would like to see some samples of our publications, please send me a formal request and I will send them on to you to give you an idea of the work we do at Seahawk Press.

Sincerely yours,

Jerry Greenberg  
SEAHAWK PRESS

*JERRY GREENBERG*

FAX: 305-667-4051

NATIONAL GEOGRAPHIC  
**ADVENTURE**

104 West 40th Street, New York, NY 10018  
Tel: 212-790-9020 Fax: 212-790-9022

**Fax • Urgent • Please Deliver Promptly**

To: Photo Request

From: Kristen 212 790 9047

Date: 9/22/00

Pages: 3

Comments: Please review!

Savannah Camps & Lodges Ltd  
In many locations all over Kenya

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**I need these photos by Tuesday, 9/26.** Call for a messenger, if in NY or use our Fed-X  
#: 2365-7205-6. We prefer original 35mm slides and prints. Feel free to call me if you  
have any questions.

Thank You!  
Kristen McClarty  
Photo Assistant



HOWARD S. PAYNE  
Coordinator  
INTERNATIONAL PUBLICATIONS

May 5, 1998

---

TO: Jerry Greenberg

FAX: 305/667-3572  
TOTAL PAGES: 1

---

Re: 20 U.S. State Parks story

Thank you for your fax. We will drop your image from the story when it is published in the Turkish Traveler.

Best regards,

A handwritten signature in black ink, appearing to be "HP" or "H.P.", written in a cursive style.

Howard Payne

# NATIONAL GEOGRAPHIC SOCIETY

INTERNATIONAL PUBLICATIONS

April 30, 1998

Mr. Jerry Greenberg  
6840 S.W. 92nd Street  
Miami, FL 33156

Dear Mr. Greenberg:

The National Geographic Society has granted a license for a Turkish edition of *Traveler* magazine called GEZI, which is published by Bir Numara Yayincilik of Istanbul, Turkey. Your photograph from the "20 U.S. State Parks" article (March/April '94) has been selected to appear in an upcoming issue.

Payment for photographic rights to these images will be made to you within 30 days of publication at a rate of 25% of the original book page rate.

If you have any questions or need more details about this project, please feel free to contact me.

Best regards,



Mr. Howard Payne  
NATIONAL GEOGRAPHIC SOCIETY  
International Publications  
1145 17th Street N.W.  
Washington, DC 20036-4688

May 4, 1998

fax: 1-202-775-6716

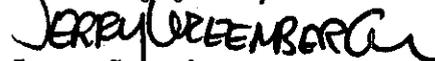
Howard Payne  
International Publications Coordinator

Dear Mr. Payne:

re: Turkish edition  
of TRAVELER

Thank you for the above letter. Please be advised that I am not interested in having my photograph published in the Turkish edition of TRAVELER Magazine (GEZI).

Sincerely yours,



Jerry Greenberg  
6840 SW 92nd Street  
Miami, Florida 33156

fax: 305-667-3572

sent by fax: May 4, 1998  
8:45 PM

sent by mail: May 5, 1998

# NATIONAL GEOGRAPHIC Traveler

MARCH/APRIL 1994 • \$3.95

10<sup>th</sup>  
ANNIVERSARY  
ISSUE

## 10 OF AMERICA'S BEST STATE PARKS

**Flathead Country**  
THE OLD WEST MEETS THE NEW  
UNDER THE BIG MONTANA SKY

**Mont-Saint-Michel**  
A MEDITATION IN STONE  
OFF THE NORMANDY COAST

**Tucson Loop**  
ECHOES OF THE PAST IN  
ARIZONA DESERT COUNTRY

**Chicago**

BONUS SECTION  
50 GREAT  
SCENIC DRIVES

PLUS: 10 Spring Weekends • Tips From 10 Photographers • 10 Money Questions

## Florida JOHN PENNEKAMP CORAL REEF



Christ of the Deep (right) presides over a coral sanctuary in the underwater park (above).

An underwater forest of bold colors and extravagant shapes, this reef-park arcs out from the Florida Keys for 78 square miles. Over 100,000 years in the making, its intricate, living-coral architecture supports a wealth of sea creatures.

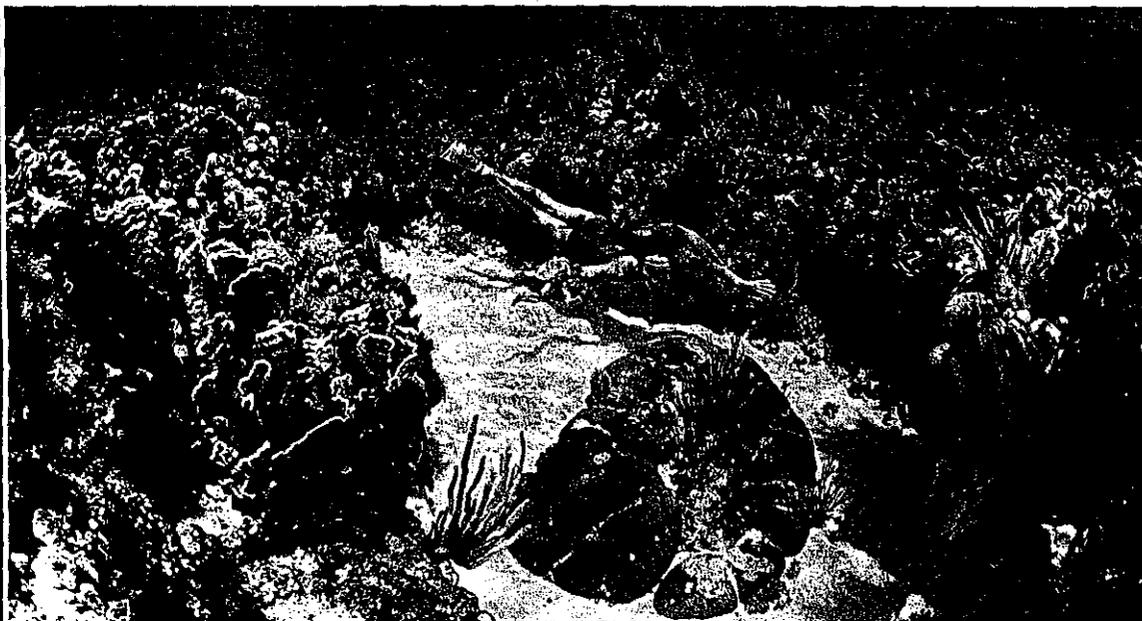
In this weightless world, rainbowed flurries of tropical fish billow past, and brilliant coral fans sway seductively in the currents. To see these marvels close up, you can catch a ride with one of the charter boats that take divers and snorkelers out on reef trips.

If you're more inclined to stay dry, opt for one of the glass-bottom boats that shuttle from the mainland to the reef. Or stop off at the park visitors center, where aquarium tanks display the gaudy natural glamour of creatures of the deep.

Between Mile Markers 102 and 103 on U.S. 1 in Key Largo  
Camping, nature trails, fishing, boating, water sports, glass-bottom boat tours

Dept. of Environmental Protection,  
Div. of Recreation and Parks,  
3900 Commonwealth Blvd., MS  
525, Tallahassee 32259-3000,  
904 488-9672. For tourist information, call 800-765-4465 or  
904 487-1462.

Florida  
JOHN PENNEKAMP  
CORAL REEF



Christ of the Deep (right) presides over a coral sanctuary in the underwater park (above).

An underwater forest of bold colors and extravagant shapes, this reef-park arcs out from the Florida Keys for 78 square miles. Over 100,000 years in the making, its intricate, living-coral architecture supports a wealth of sea creatures.

In this weightless world, rainbowed flurries of tropical fish billow past, and brilliant coral fans sway seductively in the currents. To see these marvels close up, you can catch a ride with one of the charter boats that take divers and snorkelers out on reef trips. If you're more inclined to

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Dept. of Environmental Protection,  
Div. of Recreation and Parks,  
3900 Commonwealth Blvd., MS  
535, Tallahassee 32399-3000;  
904-488-9872. For tourist information, call 800-785-4465 or  
904-487-1462.



# NATIONAL GEOGRAPHIC SOCIETY

INTERNATIONAL PUBLICATIONS

April 30, 1998

Mr. Jerry Greenberg  
6840 S.W. 92nd Street  
Miami, FL 33156

Dear Mr. Greenberg:

The National Geographic Society has granted a license for a Turkish edition of *Traveler* magazine called GEZI, which is published by Bir Numara Yayincilik of Istanbul, Turkey. Your photograph from the "20 U.S. State Parks" article (March/April '94) has been selected to appear in an upcoming issue.

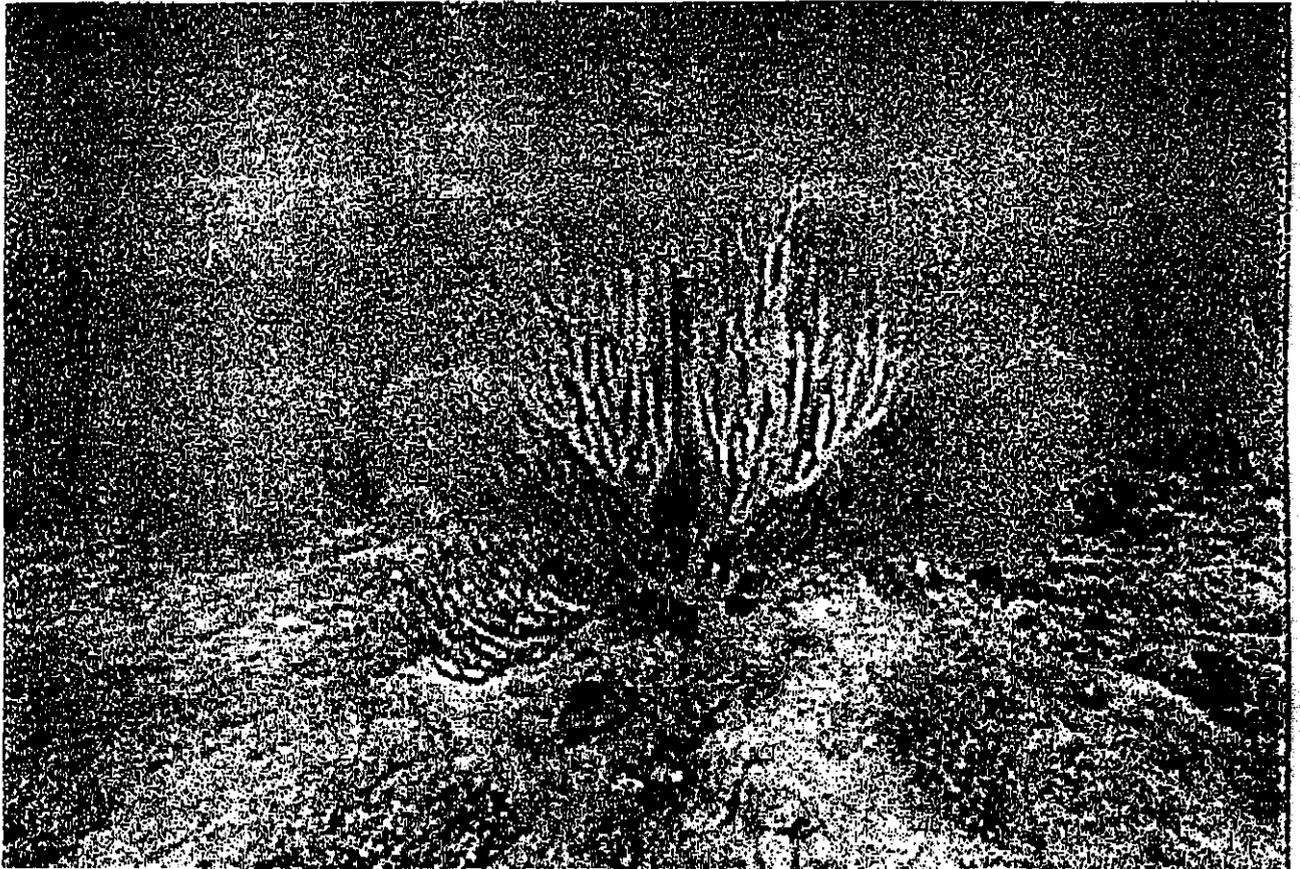
Payment for photographic rights to these images will be made to you within 30 days of publication at a rate of 25% of the original book page rate.

If you have any questions or need more details about this project, please feel free to contact me.

Best regards,



Howard Payne  
International Publications Coordinator



**Project:** 05738 [PENNEKAMP REEF PARK]

**Consecutive Number:** 113

**Submitter:** GREENBERG, JERRY

**Location:**

JOHN PENNEKAMP CORAL REEF STATE PARK/KEY LARGO NATIONAL MARINE  
SANCTUARY, IN THE ATLANTIC OCEAN OFF KEY LARGO, FLORIDA.

**Summary:**

**Legend:**

A sea fan stands behind what may be a sea rod (another gorgonian).

January 23, 1997

Dear Jerry:

Fred Ward just mailed me "Trees in the Sea," with beautiful photographs made by the guy who once called himself the "Kosher Cousteau."

Can this be the same man? Gone soft, perhaps, photographically?

No matter. It's an excellent concept and I wish you great success with it. I especially like the fact you identify each subject. Long ago I got fed up with photographers who showed me beautiful images of things about which they knew nothing.

Not only are your images of the mangroves beautiful, they help build the case for saving them.

Please give our regards to Idez. I wish her luck with the desk top project. It is the way to go these days, whether we like it or not.

*Art. Bob Gilpa*

NATIONAL-  
GEOGRAPHIC  
SOCIETY

EDUCATION PRODUCTS DIVISION

APRIL 2, 1997

FAX TRANSMITTAL TO JERRY GREENBERG 305 667 3572

RE: CORAL REEF PROJECT FOR OCEAN FUTURES

Dear Mr. Greenberg:

In reference to our phone conversation, this letter is to inquire how much you would charge National Geographic Education Products Division and Ocean Futures to use a photo of yours in our Picture Pack on Coral Reefs to be distributed in elementary schools in the near future. We are requesting distribution up to 10,000. A xerox of the photo is attached.

This project has been funded by Ocean Futures which has a very small budget. We are handling the distribution and production. The top price we wish to pay is \$150. I understand that this amount is probably below what you would expect, but I would ask you to keep in mind that both Ocean Futures and Education Products are non-profit organizations.

With many thanks for your kind consideration,

Sincerely yours,



Diana F. Bourdrez  
Picture Editor

202 862 8630

# SEAHAWK

*products*

6840 S.W. 92nd St., Miami, Fla. 33156 U.S.A.

PHONE: 305 / 667-4051  
FAX: 305 / 667-3572

FAX: 1-202-429-5776

TO: Ms. Eve Nolan / IMAGE SALES  
National Geographic Image Collection  
Washington, DC 20036

DATE August 29, 1996

Dear Ms Nolan:

This is a follow-up of our discussion that began in February 29, 1996 concerning the marketing of my "Reference Select" (NGS ID RFP105F32, my ID-5783-074).

I trust you will recall and note that I stated in February and now state again that I declined and still decline permission for the Society to act as my photo agent.

On June 14, 1989 I signed an agreement with Kent Kobersteen for the Pennekamp Reef Park story #05738. It stated in Paragraph 5 (a-iii) that NGS may take and retain, in its illustrations libraries, copies of some of the photographs as "Reference Selects" only.

On November 16, 1989, I asked for clarification of what "Reference Selects" meant. Mr. Kobersteen advised me that the "Illustrations Library is often a first source for photographs for numerous Society publications. "Reference Selects" means to me what Mr. Kobersteen told me it meant to him.

NGS was not then in the photo agency business. Had I known the Society had plans to go into that business, I never would have accepted those terms.

Formerly, the Society forwarded outside queries directly to me. We have no agreement beyond that. The Society cannot alter the terms of our agreement unilaterally. It is NOT acceptable to me for the Society to act as my photo agent and to offer my material to outside clients.

It will be mutually beneficial at this time to review which of my photographs are in your Permanent Collection, in the Illustrations Library and in the NGS Image Collection. You should know that most of my work is copyrighted by me. In order to avoid costly mistakes where my work appeared in print against my wishes and in violation of my copyrights, I believe the Society should take steps now to protect its own interests as well as mine. I want an inventory of any and all images made by me that are held by the National Geographic in any form, including originals, duplicates, digital files, electronic products, etc.

Sincerely yours,

Jerry Greenberg  
SEAHAWK PRESS  
6840 SW 92nd Street  
Miami, Florida 33156

Geographic Location: JOHN PENNEKAMP CORAL REEF STATE PARK/KEY LARGO  
NATIONAL MARINE SANCTUARY, IN THE ATLANTIC OCEAN OFF  
KEY LARGO, FLORIDA.

Subjects: WARD, FRED  
ATLANTIC OCEAN  
UNDERWATER REFUGES AND RESERVES  
DIVERS AND DIVING  
ECOSYSTEMS  
INBOARD MOTORBOATS  
PHOTOGRAPHERS  
SARGASSUM PLANTS  
SARGASSUM SP.  
MOLASSES REEF  
GRECIAN ROCKS REEF

Summary: CORAL REEFS TAKE CENTURIES TO GROW, AND ONLY YEARS TO  
DIE. POLLUTION, CONSTRUCTION, AND CARELESS BOATERS,  
DIVERS, AND FISHERMEN THREATEN THEIR SURVIVAL. THIS  
PROJECT SHOWS THIRTY YEARS' DETERIORATION OF THE  
REEFS IN A PARK CREATED TO PRESERVE THEM.

Legend: A diver, probably Fred Ward, surfaces under sargassum  
weed over Molasses Reef or Grecian Rocks Reef. The  
boat is most likely the one he and Jerry Greenberg  
used to photograph this story.

Submitter: GREENBERG, JERRY

Medium(s): 35MM-SD

Received Date: 07/89 - 08/89

Submitted for Project Title: PENNEKAMP REEF PARK

Submitted for Product Type: NGM

Selected for Project Title: PENNEKAMP REEF PARK

Selected for Product Type: NGM

Project #: 05738

Picture Id: RFP105F32

Consecutive #: 74

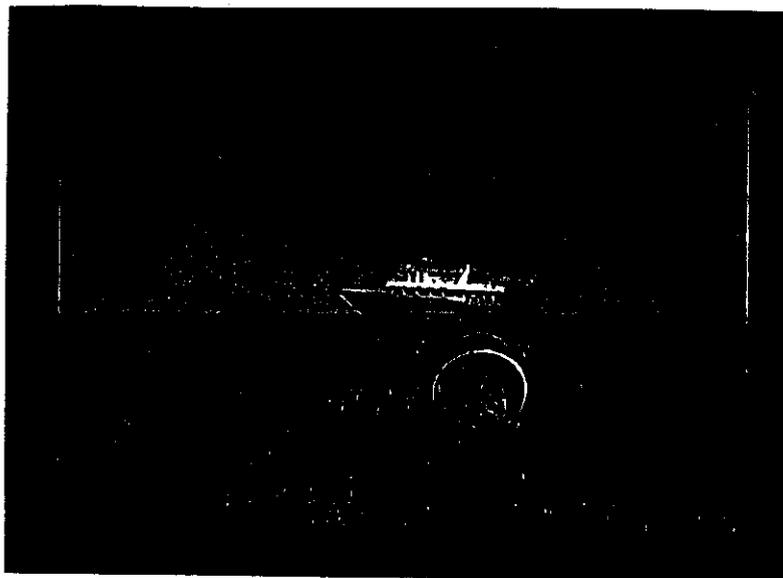
Accession Date: 1995 325

Photographer's Status: N

Published Flag: N

Picture Orientation: H

Color Indicator: C



*2 8 1/2 x 11  
Greenberg*

# National Geographic Society

WASHINGTON, D. C. 20036

DATE: 2-29-91

NO. OF PAGES (INCLUDING COVER PAGE): 2

TO: Jerry Greenberg

NATIONAL  
GEOGRAPHIC  
SOCIETY

COMPANY: \_\_\_\_\_

EVE NOLAN  
Image Sales  
NGS IMAGE COLLECTION

DEPT.: \_\_\_\_\_

1145 17th Street N.W., Washington, D.C. 20036-4688, U.S.A.  
Telephone: (202) 857-7537 Fax: (202) 429-5776

FROM: EVE NOLAN

DEPT.: IMAGE COLLECTION AND IMAGE SALES

NATIONAL GEOGRAPHIC SOCIETY  
1145 17th Street, NW  
Washington, D.C. 20036

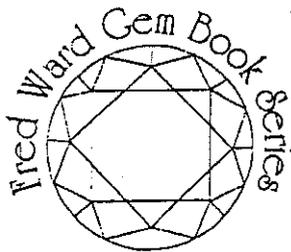
TELEPHONE: 202-857-7575

FAX NO.: 202-429-5776

\*\*\*\*\*

REMARKS:

Hello - Thank you for returning my call so promptly. We would like to include this file select for possible use in a pharmaceutical company annual report. Thank you for your attention to this matter. Sincerely,  
*Eve Nolan*



Gem Book Publishers

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FAX (301) 983-3980

fred@csgi.com

<http://www.digitalnation.com/ward/>

February 15, 1996

Ms. Suzanne Dupré, Corporate Counsel  
National Geographic Society  
17th and M Streets NW  
Washington, DC 20036

Dear Suzanne:

Your February 9th reply to my letter arrived today. I expected to receive copies of my contracts and agreements by now. We are talking about 20-30 documents I believe. I do not feel this is "extremely burdensome," as you suggest. For a large, well organized company I think these probably can be secured in less than an hour. In any event, burdensome or not, I would like to have them.

The point here seems to have been missed. I am not asking for my contracts and agreements just because of the two inquiries I made last year about use of my photographs. It is clear to me from dealing with *National Geographic* as well as with other publications and organizations that the times are changing rapidly. When most of my contracts were negotiated there were no video rights. Nor were there CD-ROMs, clip-art files, Photo-CDs, computers, digitized use of photographs, electronic libraries, and all the other innovations now in place or soon to come. And throughout most of my career there, NGS was not in the business of selling picture rights.

I have multiple agreements with *National Geographic*, the magazine and the Society. Those contracts and agreements evolved over the years. In its desire to capitalize on the value of photographs, the Society now wants to be in the picture business, something that never existed before. I feel it is important to clarify what we have negotiated and agreed to and not do these piecemeal over the next decade or two. For my heirs, I want to have a clear agreement in place that will simplify their lives.

The main reason for doing this now is to point out that your Image Collection/Image Sales division is operated by people who cannot possibly have access to all the individual agreements that are in place. As you hire newer, younger staff, those people do not and can not know either the photographic traditions in the trade nor what the Society and I agreed to. I would like to resolve this now and avoid disagreements and lawsuits in the future.

My request is simply. I would appreciate it if you would comply promptly.

Sincerely yours,

A handwritten signature in cursive script that reads "Fred Ward". The signature is written in black ink and is positioned above the printed name.

Fred Ward

cc: Black Star  
Patricia Murphy, Copyright Attorney

# National Geographic Society

1145 17TH STREET, NW

WASHINGTON, D. C. 20036-4688

NORA R. HOHENLOHE  
ASSOCIATE COUNSEL

202-857-7623

FAX: 202-429-5749

February 9, 1996

Mr. Fred Ward  
Gem Book Publishers  
7106 Saunders Court  
Bethesda, Maryland 20817

Dear Fred:

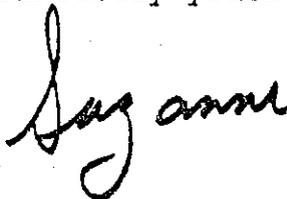
I am replying to your letter to me of January 22, 1996. I am afraid without more information there is little I can help you with.

You state that "twice during 1995 issues arose concerning my access to photographs I made over the years for *National Geographic Magazine*." Neither the Photographic Division (Tom Kennedy and Kent Kobersteen) nor the Magazine Illustrations office (Al Royce) knew what "issues" you refer to. In the Image Collection/Image Sales division, Maura Mulvihill and Bill Perry do remember conversations with you several months ago. They remember reiterating for you the Society's policy regarding the release of Society published images to third parties. They recall that it was agreed that you would get back to them with any contract which you felt was out of the ordinary and might therefore constitute an exception to the standard policy, but that they had not heard back from you.

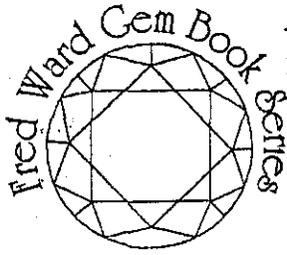
You ask that the Society send you copies of all your contracts with the Society since 1964. Needless to say, this would be extremely burdensome.

In each case - if you let us know about the two issues you refer to, and tell us which specific contracts you are concerned about - perhaps this office can help.

Sincerely yours,



cc: Tom Kennedy  
Maura Mulvihill



Gem Book Publishers  
7106 Saunders Court  
Bethesda, MD 20817  
Tel (301) 983-1990  
FAX (301) 983-3980

December 21, 1995

Dear Ray,

In this final week before Christmas (Dad arrives here tonight) I have taken on the task too long delayed...that is, wading through the mail pile. Charlotte and I were away for 6 weeks in Australia (revising my *Pearls* book and *Diamonds* book and gathering pictures and text for a new 1996 book on Opals). That put us well behind on everything here plus it delayed publishing *Jade* by about 6 weeks. But that was out last week and we have been busily filling advance orders and just got off the last books yesterday. And so life is indeed full.

Thank you very much for finding and sending the clipping of Charlotte with your picture from the 1950s. Good fun. She loves having the copy. As it turns out, I have one for you (enclosed) about your show, which sounds terrific. You really do have a great archive. I urge you to keep it safe, to have someone responsible and reliable handle it for you in the future, and to never put it on any electronic distribution service. I just had 2300 of my images removed from the Internet because Nathan Benn's PNI company put them up without my agreement, is offering pix for sale below the minimum we agreed to, and because 30 million people had access to thumbnail images without tracking and without paying. Outrageous. Be really careful of Gates, Time Inc and all the others who will want your pictures, and all rights.

I have nothing whatsoever to do with NGS now... and have not since I finished the already assigned article I was doing when Garrett was fired. They did not want me or anyone like me around after the coup. And I could not have stood it anyway. The situation was appalling. They fired about a third of the editorial staff, including all the people with experience, memory, and the higher paychecks. Thirty years ago NGS has 30 photographers on staff or contract, and two vice presidents. Today NGS has 2 staff photographers, and 40 vice presidents! Not one of the fired staff photographers is making a living. It is awful. The best photo staff ever assembled anytime, anywhere...destroyed deliberately under the guise of saving money. We had dinner with Bob Gilka last week. He built that staff one person at a time... and he is devastated over what the society has done, and how they did it. Bob said Melville Grosvenor is no doubt spinning in his grave over what his son Gil has done to ruin NGS. I left nothing there except memories, and have not stepped into the building since....28 years of history, wiped clean.

I may come that way in March as I have a trip to Chile. Of so I will look forward to seeing you. Nice to hear from you and I hope and trust all goes well. It certainly sounds like it. I stay in touch constantly with the Koshen Cousteau because of our book projects and common printer. I am delighted that he is doing so well.

Sincerely yours,

# National Geographic Society

WASHINGTON, D. C. 20036

AUDIOVISUAL DIVISION

October 26, 1995

Mr. Jerry Greenberg  
6840 S.W. 92nd Street  
Miami, Florida 33156

Dear Mr. Greenberg:

As Audiovisual Coordinator in charge of clearing photos for use in the National Geographic Society Audiovisual Division's programs and products, it is my responsibility to inform you of an oversight with regard to the use of one of your images. The photograph in question (of a sea fan, RFP67f36), was selected for use in the enclosed color brochure promoting the 1996 **Jason Project**, which the National Geographic Society participates in each year. This picture was originally published in the July 1990 story on **Florida's Coral Reefs** (p. 130). Unfortunately, the slide of your photograph was sent to the engraver and the brochure published before I was asked to research appropriate payment for its use. Since your contract states that all rights to the published as well as unpublished photos from your assignment reverted to you, we have - albeit unintentionally - violated your copyright. In addition, we cropped and reversed your photo, the credit line does not refer to you as the copyright holder, and regrettably a "u" was substituted for an "e" in your last name at some stage in production.

Mr. Greenberg, we realize the importance of copyright, and that we have committed a serious violation. At this point, we can only ask for your understanding that this violation was not intentional, which is why we wanted to contact you as soon as possible after realizing the oversight. The only remedy for this violation at this time can be monetary. To that end I should inform you that we are distributing 5,000 copies of the brochure, and that your photo constitutes less than a quarter page within the brochure. Normally our payment for such a use would be \$50.00. Under the circumstances, we would like to acknowledge our error and demonstrate the sincerity of our apology by offering you compensation in the amount of \$500.00.

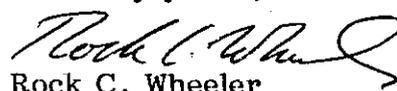
If you would be so kind as to phone me at (202) 775-7885, or write to me at the address below, we would like to settle the matter as soon as reasonably possible. Alternately, you can send me a fax at (202) 775-6126. The address is:

Mr. Jerry Greenberg  
Page Two

National Geographic Society  
1145 17th Street, NW  
Washington, D.C. 20036-4688  
Attn: Rock Wheeler

I look forward to hearing from you.

Sincerely yours,



Rock C. Wheeler  
Audiovisual Coordinator

enclosure

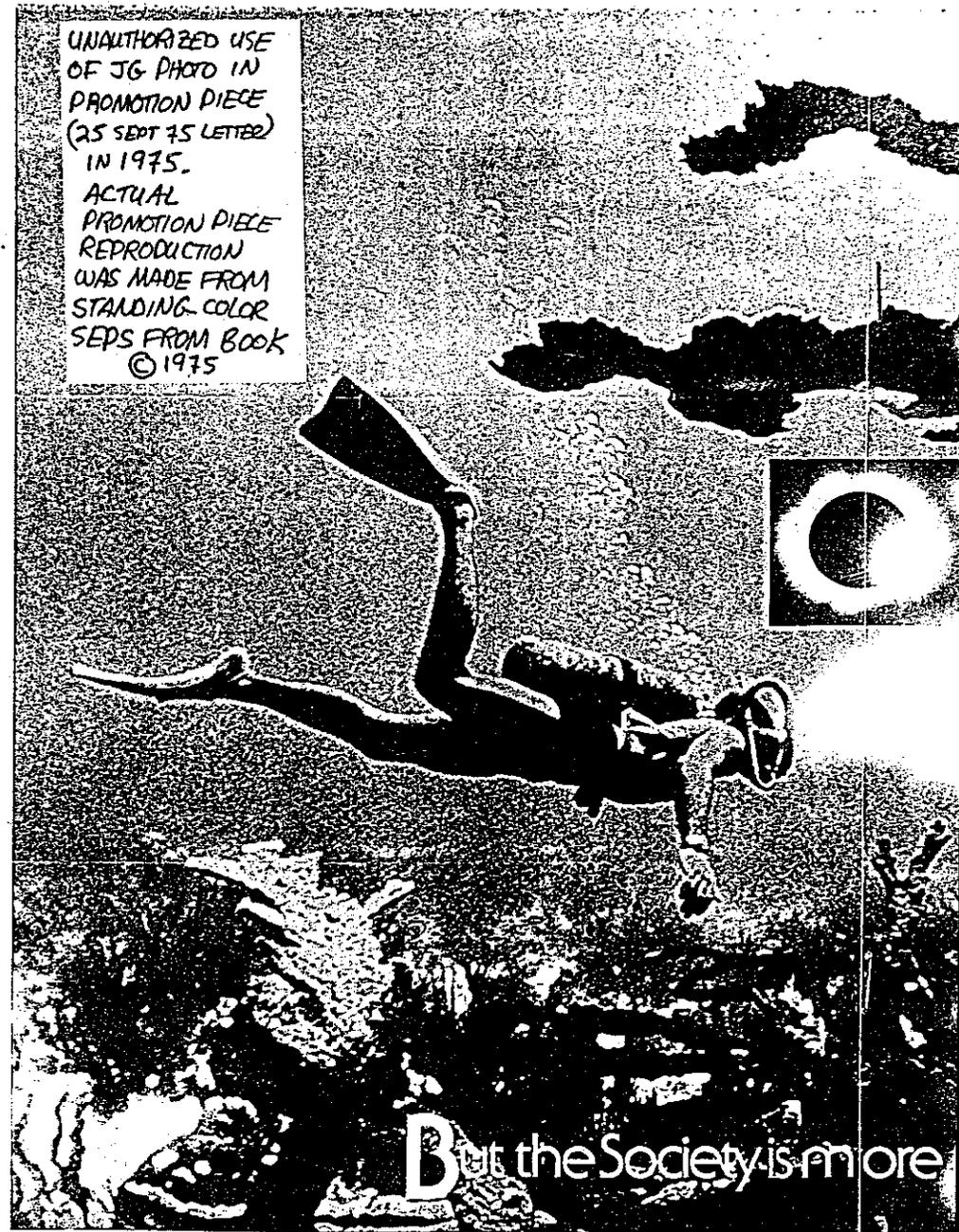
AUTHORIZED USE  
OF JG PHOTO IN  
"WORLD BENEATH  
THE SEA"

© 1967



UNAUTHORIZED USE  
OF JG PHOTO IN  
PROMOTION PIECE  
(25 SEPT 75 LETTER)  
IN 1975.

ACTUAL  
PROMOTION PIECE  
REPRODUCTION  
WAS MADE FROM  
STANDING-COLOR  
SEPS FROM BOOK  
© 1975

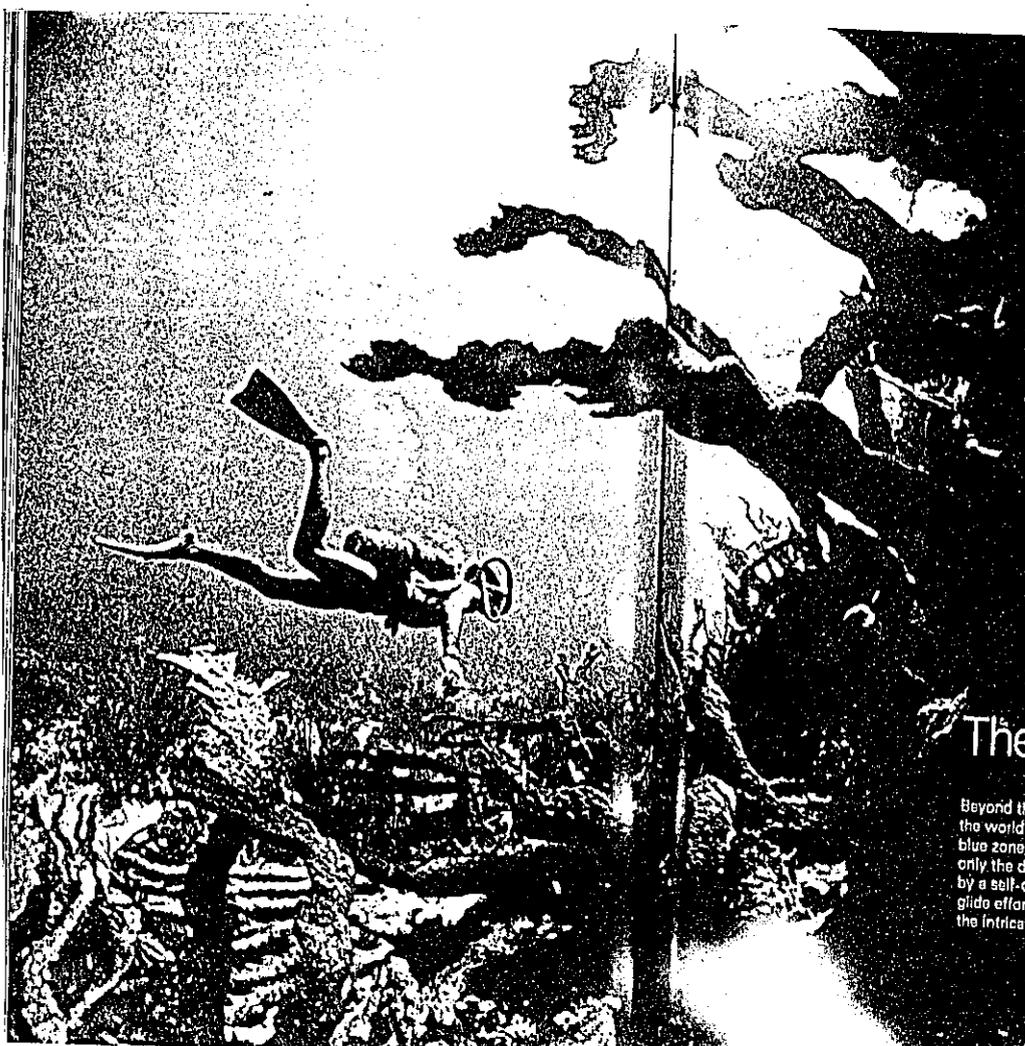


But the Society is more



FROM  
ADVENTURES  
OF A  
REEFCOMBER  
© 1966

DRAMATIC 180° fisheye shot affords an unusual view of the most breathtaking site in the park, the Key Largo Dry Rocks. This reef was chosen as the permanent location for the "Christ of the Abyss", a nine foot bronze sculpture presented as a gift to the Underwater Society of America by Egidio Cressi. The statue is in 21 feet of water and anyone able to dive to ten feet can reach the opened arms.



FROM  
THE LIVING-  
REEF  
© 1972

### The long look

Beyond the sun-dappled shallows lies the world of the deep reef. In this blue zone, from 25 to 60 feet deep, only the diver freed from the surface by a self-contained air supply can glide effortlessly for a long look at the intricate wonders of the reef.

# SEAHAWK

PHONE  
MO 7-4051

*products*

6840 S.W. 92nd St., Miami, Fla. 33156 U.S.A.

PHONE: 305 / 667-4051  
FAX: 305 / 667-3572

TO: Ms Nora Hohenlohe  
Associate Counsel  
NATIONAL GEOGRAPHIC SOCIETY  
1145 17th Street, NW  
Washington, DC 20036-4688

THIS FAX  
WAS NEVER  
SENT!

DATE October 10, 1994

Dear Ms Hohenlohe:

Thank you for your letter of October 5th.

The reason that I did not want to hear from Win Scudder is that I believe that various members of the National Geographic editorial and illustration departments have a problem of using the intellectual properties of non-staffers without permission in the many publications of the Society. I had hoped that by contacting you directly, I would be able to have someone at the corporate counsel level to help me address this problem. Apparently, I have failed.

In my first discussion with you in mid September, I did mention that I was paid the \$750.00 but could not get the satisfaction of having the duplicates of my copyrighted material returned to me. The request for the return of this material was made back in March of 1994. It took over six months to have this material returned to me and this was done after having a discussion with you.

The problem was never about the \$750.00. That was taken care of very quickly. My problem was the ethics of using my material without my permission. This was not the first time that this has happened.

Please be advised that I am in the process of retaining appropriate counsel to address this issue.

Sincerely yours,

*Jerry Greenberg*

Jerry Greenberg  
SEAHAWK PRESS

THIS LETTER  
WAS NEVER  
SENT!



# Adapting to a Changing Sea

## The Thrill of Exploration

On April 15, 1996, a nuclear submarine from the U.S. Navy will descend 100 miles into the Florida Bay, where it will explore the underwater world. This is the first time a nuclear submarine has ever been used to explore the underwater world. The mission is to map the underwater world and to explore the underwater world. The mission is to map the underwater world and to explore the underwater world.

The expedition will be led by Dr. Robert Ballard, explorer and director of the JASON Project. An extraordinary distance learning program, the JASON Project, is now in its seventh year. Its mission is to ignite a spark of interest in the minds of our youth—including students who might never have the chance to travel—much less to experience scientific discovery—and to inspire some of the young people to become our next generation of leaders in science, technology, and exploration.

The National Geographic Society invites teachers, students (grades 3-9), and parents to participate in this amazing electronic field trip. To make it possible for hundreds of thousands of students to virtually join Dr. Ballard and his scientific team, National Geographic and a worldwide network of universities, museums, school districts, businesses, and research institutions host Primary Interactive Network Sites (PINS)—electronic theaters with giant video screens and interactive communications centers. EDS Corporation then integrates and applies multiple technologies so that students at these sites can experience the thrill of exploration as they participate in real research.



Scientists aboard the Navy's nuclear submarine NR-1 will map ancient coral reefs during JASON VII.

## South Florida: Life at the Edge of the Sea

Life on earth is most concentrated in the narrow but dynamic zone where the land meets the sea. South Florida offers a perfect microcosm of this critical worldwide ecosystem: Traveling from the Everglades to the shallow waters of Florida Bay to the deeper waters off the Florida Keys, we can discover the biological richness of coastal communities as well as the risks associated with ever increasing human impact along our shores.

JASON Project VII, *Adapting to a Changing Sea*, will take students and teachers to south Florida, where they'll learn how scientists study coastal habitats, and how they use technology to understand human impacts in coastal and marine environments. They'll also find out how marine engineers can help us explore and even live in the sea.

To understand the complex forces that formed the deep water habitats, students will interact live with geologists aboard the submarine NR-1 as they map the ocean floor. Looking through the eyes of underwater ROVs, they'll explore a shipwreck that attracts large fish and sharks—for an incredible you-are-there lesson in artificial reef ecology. At Conch Reef, a few miles closer to shore, they'll work with biologists to study the effects of climate change. They'll also see how technology makes it possible for these scientists to live underwater for weeks at a time as they tour the National Undersea Research Center, an underwater habitat in the Gulf of Mexico. In the Florida Keys, students will explore mangrove islands and sea grass beds that offer refuge to a wide range of creatures, from baby sharks, tarpon, and dolphins to lobsters and sea turtles. And they'll find out how fresh water management schemes in south Florida and the Everglades may affect the endangered American crocodile.



A biological student at a young child looks through a telescope to observe the underwater world.

They'll see how technology makes it possible for these scientists to live underwater for weeks at a time as they tour the National Undersea Research Center, an underwater habitat in the Gulf of Mexico. In the Florida Keys, students will explore mangrove islands and sea grass beds that offer refuge to a wide range of creatures, from baby sharks, tarpon, and dolphins to lobsters and sea turtles. And they'll find out how fresh water management schemes in south Florida and the Everglades may affect the endangered American crocodile.

## Teachers Help Make it Happen

The JASON Project offers teachers a unique toolbox of complementary program elements. Students and teachers participate in the JASON virtual field trip by attending one of the live one-hour telepresence broadcasts presented at National Geographic. But like any worthwhile field trip, the JASON Project requires preparation. Months before their students participate in the virtual field trip, each participating teacher attends one of the full-day professional development workshops that will be held throughout the Washington region during fall and winter. At the workshops, teachers receive the acclaimed JASON Project curriculum—which is rich in hands-on lessons in science, technology, and geography—and they learn from other teachers how they can use the JASON Project to help broaden their students' horizons. This year, students in classrooms throughout the JASON network will parallel the work of the research scientists in Florida by conducting their own Local Aquatic Field Investigations: They'll build tools, collect and share data, produce baseline studies, and determine environmental impacts in their own communities.

Teachers can supplement JASON's print curriculum with JASON Online's year-round activities and information (World Wide Web address: <http://scawifs.gsfc.nasa.gov/JASON.html>). The JASON Classroom Network offers additional programming that may be taped off satellite or cable television.

## How Do You Get Involved?

The JASON VII telepresence broadcasts from Florida will be presented at National Geographic's Grosvenor Auditorium five times daily, April 15-26, 1996. JASON VII professional development workshops for teachers begin in November 1995. For students to participate in the JASON Project at National Geographic, their teachers must register for both a telepresence broadcast and a workshop. For further information, call (202) 857-7700.

Students, teachers, and parents unable to attend a JASON broadcast at National Geographic may still participate through the JASON Classroom Network programming and JASON Online Systems. For more information, write the JASON Foundation for Education, 395 Totten Pond Road, Wallham, MA 02154, send an e-mail to [info@jason.org](mailto:info@jason.org), or call (617) 487-9995.

### JASON Project Primary Interactive Network Sites\*

California	NASA Ames Research Center
Colorado	Denver Museum of Natural History
Connecticut	The Maritime Center at Newwalk Mystic Aquarium
Florida	Duval County Public Schools, Jacksonville Mote Marine Laboratories, Sarasota Orange County Public Schools, Orlando
Hawaii	Mau High Performance Computing Center
Maryland	NASA Goddard Space Flight Center, Greenbelt
Massachusetts	Bridgewater State University/Woods Hole Oceanographic Institute
Michigan	Detroit Science Center
Minnesota	Bell Museum of Natural History, Minneapolis
Mississippi	Naval Meteorology & Oceanography



Mark O. Thompson

# National Geographic Society

WASHINGTON, D. C. 20036

25 September 1975

Jerry Greenberg  
6840 SW 92nd Street  
Miami, Florida 33156

Dear Mr. Greenberg:

I am pleased to inform you that the Promotion Division has selected one of your transparencies for publication in the Special Membership Promotion test package.

The photograph is identified as follows:

JG-972 -- Underworld exploration  
Originally published UNDERWATER BOOK, pg. 2-3

To cover payment for the reproduction rights of this transparency, I have enclosed a check for \$100.00.

Thank you very much.

Sincerely,

Laura H. Smith  
Promotion Division

/lhs  
Enclosure

FROM (CALL TODAY)  
NATIONAL GEOGRAPHIC  
PROMOTION  
PIECE  
SEPT/OCT  
1975

1928 - Support of the Byrd Antarctic Expedition  
1934 - Expedition of Explorer I  
1939 - Support of the...  
1968 - Discovery of Michelangelo's...  
1972 - Expedition of Michelangelo...  
1975 - Support of the...

But the Society is more than a color magazine...

05/05/98 TUE 09:19 FAX 202 775 6716

NGS INT'L PUBS



HOWARD S. PAYNE  
Coordinator  
INTERNATIONAL PUBLICATIONS

May 5, 1998

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TO: Jerry Greenberg

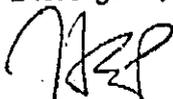
FAX: 305/667-3572  
TOTAL PAGES: 1

---

Re: 20 U.S. State Parks story

Thank you for your fax. We will drop your image from the story when it is published in the Turkish Traveler.

Best regards,



Howard Payne

NATIONAL  
GEOGRAPHIC  
SOCIETY

INTERNATIONAL PUBLICATIONS

April 30, 1998

Mr. Jerry Greenberg  
6840 S.W. 92nd Street  
Miami, FL 33156

Dear Mr. Greenberg:

The National Geographic Society has granted a license for a Turkish edition of *Traveler* magazine called GEZI, which is published by Bir Numara Yayincilik of Istanbul, Turkey. Your photograph from the "20 U.S. State Parks" article (March/April '94) has been selected to appear in an upcoming issue.

Payment for photographic rights to these images will be made to you within 30 days of publication at a rate of 25% of the original book page rate.

If you have any questions or need more details about this project, please feel free to contact me.

Best regards,



Mr. Howard Payne  
NATIONAL GEOGRAPHIC SOCIETY  
International Publications  
1145 17th Street N.W.  
Washington, DC 20036-4688

May 4, 1998

fax: 1-202-775-6716

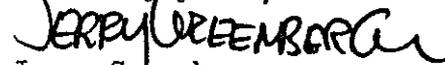
Howard Payne  
International Publications Coordinator

Dear Mr. Payne:

re: Turkish edition  
of TRAVELER

Thank you for the above letter. Please be advised that I am not interested in having my photograph published in the Turkish edition of TRAVELER Magazine (GEZI).

Sincerely yours,



Jerry Greenberg  
6840 SW 92nd Street  
Miami, Florida 33156

sent by fax: May 4, 1998  
8:45 PM

sent by mail: May 5, 1998

fax: 305-667-3572

# NATIONAL GEOGRAPHIC Traveler

MARCH/APRIL 1994 • \$3.95

10<sup>th</sup>  
ANNIVERSARY  
ISSUE

## 10 OF AMERICA'S BEST STATE PARKS

### Flathead Country

THE OLD WEST MEETS THE NEW  
UNDER THE BIG MONTANA SKY

### Mont-Saint-Michel

A MEDITATION IN STONE  
OFF THE NORMANDY COAST

### Tucson Loop

ECHOES OF THE PAST IN  
ARIZONA DESERT COUNTRY

### Chicago

BONUS SECTION

50 GREAT  
SCENIC DRIVES

PLUS: 10 Spring Weekends • Tips From 10 Photographers • 10 Money Questions

## Florida JOHN PENNEKAMP CORAL REEF



Christ of the Deep (right) presides over a coral sanctuary in the underwater park (above).

An underwater forest of bold colors and extravagant shapes, this reef-park arcs out from the Florida Keys for 78 square miles. Over 100,000 years in the making, its intricate, living-coral architecture supports a wealth of sea creatures.

In this weightless world, rainbowed flurries of tropical fish billow past, and brilliant coral fans sway seductively in the currents. To see these marvels close up, you can catch a ride with one of the charter boats that take divers and snorkelers out on reef trips. If you're more inclined to

stay dry, opt for one of the glass-bottom boats that shuttle from the mainland to the reef. Or stop off at the park visitors center, where aquarium tanks display the gaudy natural glamour of creatures of the deep.

Between Mile Markers 102 and 103 on U.S. 1 in Key Largo. Camping, nature trails, fishing, boating, water sports, glass-bottom boat tours.

Dept. of Environmental Protection, Div. of Recreation and Parks, 3900 Commonwealth Blvd., MS 535, Tallahassee 32399-3000, 904-488-9872. For tourist information, call 800-785-4465 or 904-487-1462.

# NATIONAL GEOGRAPHIC SOCIETY

INTERNATIONAL PUBLICATIONS

April 30, 1998

Mr. Jerry Greenberg  
6840 S.W. 92nd Street  
Miami, FL 33156

Dear Mr. Greenberg:

The National Geographic Society has granted a license for a Turkish edition of *Traveler* magazine called GEZI, which is published by Bir Numara Yayincilik of Istanbul, Turkey. Your photograph from the "20 U.S. State Parks" article (March/April '94) has been selected to appear in an upcoming issue.

Payment for photographic rights to these images will be made to you within 30 days of publication at a rate of 25% of the original book page rate.

If you have any questions or need more details about this project, please feel free to contact me.

Best regards,



Howard Payne  
International Publications Coordinator

NATIONAL  
GEOGRAPHIC  
SOCIETY

EDUCATION PRODUCTS DIVISION

APRIL 2, 1997

FAX TRANSMITTAL TO JERRY GREENBERG 305 667 3572

RE: CORAL REEF PROJECT FOR OCEAN FUTURES

Dear Mr. Greenberg:

In reference to our phone conversation, this letter is to inquire how much you would charge National Geographic Education Products Division and Ocean Futures to use a photo of yours in our Picture Pack on Coral Reefs to be distributed in elementary schools in the near future. We are requesting distribution up to 10,000. A xerox of the photo is attached.

This project has been funded by Ocean Futures which has a very small budget. We are handling the distribution and production. The top price we wish to pay is \$150. I understand that this amount is probably below what you would expect, but I would ask you to keep in mind that both Ocean Futures and Education Products are non-profit organizations.

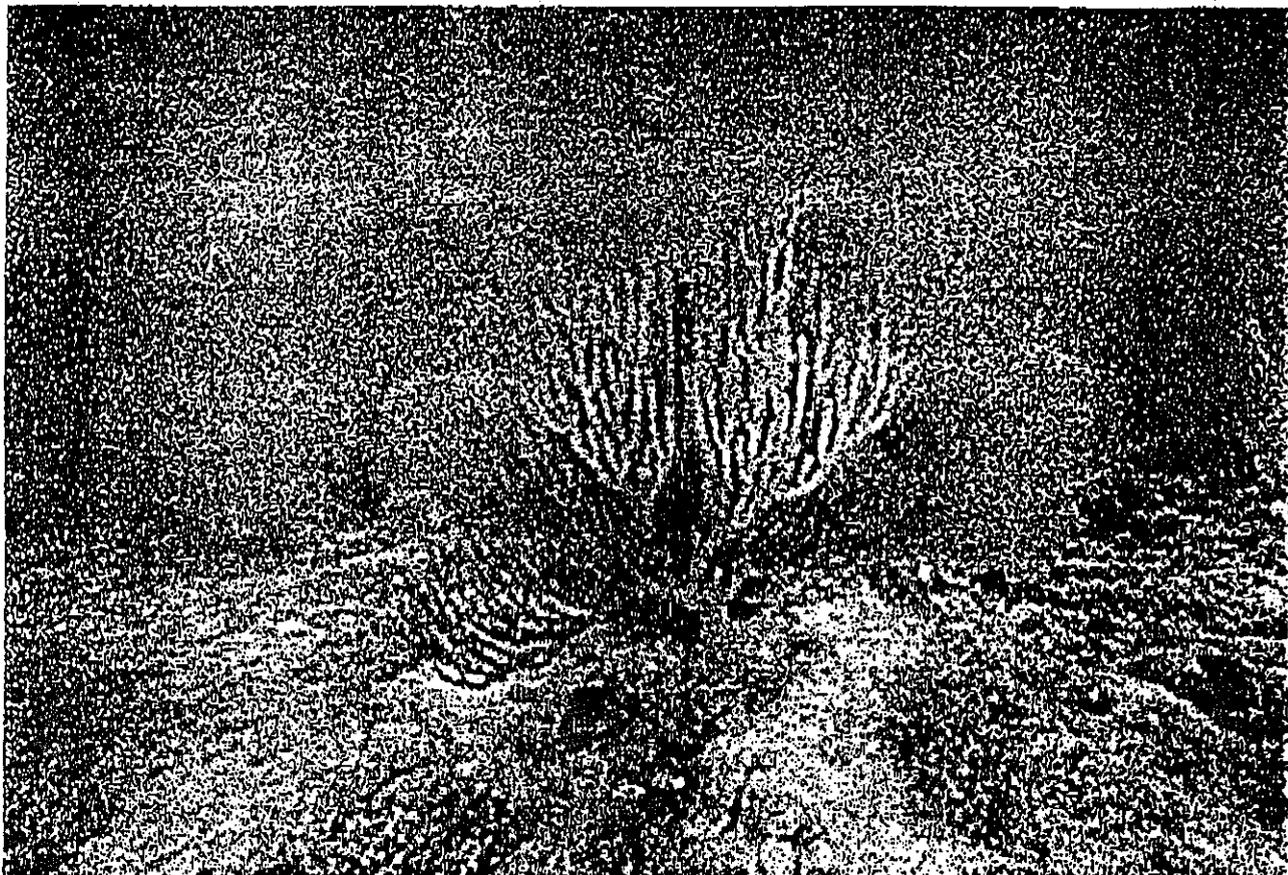
With many thanks for your kind consideration,

Sincerely yours,



Diana F. Bourdrez  
Picture Editor

202 862 8630



**Project:** 05738 [PENNEKAMP REEF PARK]

**Consecutive Number:** 113

**Submitter:** GREENBERG, JERRY

**Location:**

JOHN PENNEKAMP CORAL REEF STATE PARK/KEY LARGO NATIONAL MARINE  
SANCTUARY, IN THE ATLANTIC OCEAN OFF KEY LARGO, FLORIDA.

**Summary:**

**Legend:**

A sea fan stands behind what may be a sea rod (another gorgonian).

# SEAHAWK

*products*

6840 S.W. 92nd St., Miami, Fla. 33156 U.S.A..

PHONE: 305 / 667-4051  
FAX: 305 / 667-3572

FAX: 1-202-429-5776

TO: Ms. Eve Nolan / IMAGE SALES  
National Geographic Image Collection  
Washington, DC 20036

DATE August 29, 1996

Dear Ms Nolan:

This is a follow-up of our discussion that began in February 29, 1996 concerning the marketing of my "Reference Select" (NGS ID RFP105F32, my ID-5783-074).

I trust you will recall and note that I stated in February and now state again that I declined and still decline permission for the Society to act as my photo agent.

On June 14, 1989 I signed an agreement with Kent Kobersteen for the Pennecamp Reef Park story #05738. It stated in Paragraph 5 (a-iii) that NGS may take and retain, in its illustrations libraries, copies of some of the photographs as "Reference Selects" only.

On November 16, 1989, I asked for clarification of what "Reference Selects" meant. Mr. Kobersteen advised me that the "Illustrations Library is often a first source for photographs for numerous Society publications. "Reference Selects" means to me what Mr. Kobersteen told me it meant to him.

NGS was not then in the photo agency business. Had I known the Society had plans to go into that business, I never would have accepted those terms.

Formerly, the Society forwarded outside queries directly to me. We have no agreement beyond that. The Society cannot alter the terms of our agreement unilaterally. It is NOT acceptable to me for the Society to act as my photo agent and to offer my material to outside clients.

It will be mutually beneficial at this time to review which of my photographs are in your Permanent Collection, in the Illustrations Library and in the NGS Image Collection. You should know that most of my work is copyrighted by me. In order to avoid costly mistakes where my work appeared in print against my wishes and in violation of my copyrights, I believe the Society should take steps now to protect its own interests as well as mine. I want an inventory of any and all images made by me that are held by the National Geographic in any form, including originals, duplicates, digital files, electronic products, etc.

Sincerely yours,

Jerry Greenberg  
SEAHAWK PRESS  
6840 SW 92nd Street  
Miami, Florida 33156

Geographic Location: JOHN KAMP CORAL REEF STATE KEY LARGO  
NATIONAL MARINE SANCTUARY, IN THE ATLANTIC OCEAN OFF  
KEY LARGO, FLORIDA.

Subjects: WARD, FRED  
ATLANTIC OCEAN  
UNDERWATER REFUGES AND RESERVES  
DIVERS AND DIVING  
ECOSYSTEMS  
INBOARD MOTORBOATS  
PHOTOGRAPHERS  
SARGASSUM PLANTS  
SARGASSUM SP.  
MOLASSES REEF  
GRECIAN ROCKS REEF

Summary: CORAL REEFS TAKE CENTURIES TO GROW, AND ONLY YEARS TO  
DIE. POLLUTION, CONSTRUCTION, AND CARELESS BOATERS,  
DIVERS, AND FISHERMEN THREATEN THEIR SURVIVAL. THIS  
PROJECT SHOWS THIRTY YEARS' DETERIORATION OF THE  
REEFS IN A PARK CREATED TO PRESERVE THEM.

Legend: A diver, probably Fred Ward, surfaces under sargassum  
weed over Molasses Reef or Grecian Rocks Reef. The  
boat is most likely the one he and Jerry Greenberg  
used to photograph this story.

Submitter: GREENBERG, JERRY

Medium(s): 35MM-SD

Received Date: 07/89 - 08/89

Submitted for Project Title: PENNEKAMP REEF PARK

Submitted for Product Type: NGM

Selected for Project Title: PENNEKAMP REEF PARK

Selected for Product Type: NGM

Project #: 05738

Picture Id: RFP105F32

Consecutive #: 74

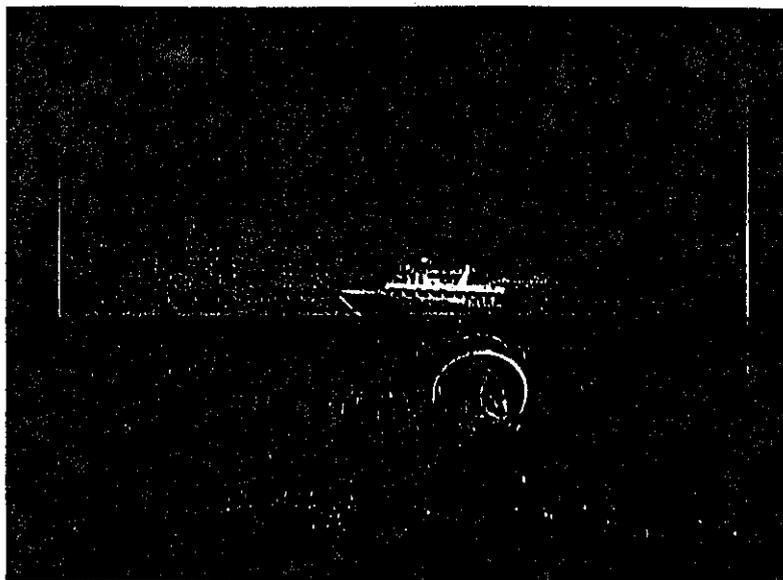
Accession Date: 1995 325

Photographer's Status: N

Published Flag: N

Picture Orientation: H

Color Indicator: C



2 8 1/2 x 11  
Greenberg

# National Geographic Society

WASHINGTON, D. C. 20036

DATE: 2-29-96

NO. OF PAGES (INCLUDING COVER PAGE): 2

TO: Jerry Greenberg

NATIONAL  
GEOGRAPHIC  
SOCIETY

COMPANY: \_\_\_\_\_

EVE NOLAN  
Image Sales  
NGS IMAGE COLLECTION

DEPT.: \_\_\_\_\_

1145 17th Street N.W., Washington, D.C. 20036-4688, U.S.A.  
Telephone: (202) 857-7537 Fax: (202) 429-5776

FROM: EVE NOLAN

DEPT.: IMAGE COLLECTION AND IMAGE SALES

NATIONAL GEOGRAPHIC SOCIETY  
1145 17th Street, NW  
Washington, D.C. 20036

TELEPHONE: 202-857-7575

FAX NO.: 202-429-5776

\*\*\*\*\*

REMARKS:

Hello - Thank you for returning my call so promptly. We would like to include this file select for possible use in a pharmaceutical company annual report. Thank you for your attention to this matter. Sincerely,  
*Eve Nolan*

# National Geographic Society

WASHINGTON, D. C. 20036

AUDIOVISUAL DIVISION

October 26, 1995

Mr. Jerry Greenberg  
6840 S.W. 92nd Street  
Miami, Florida 33156

Dear Mr. Greenberg:

As Audiovisual Coordinator in charge of clearing photos for use in the National Geographic Society Audiovisual Division's programs and products, it is my responsibility to inform you of an oversight with regard to the use of one of your images. The photograph in question (of a sea fan, RFP67f36), was selected for use in the enclosed color brochure promoting the 1996 Jason Project, which the National Geographic Society participates in each year. This picture was originally published in the July 1990 story on Florida's Coral Reefs (p. 130). Unfortunately, the slide of your photograph was sent to the engraver and the brochure published before I was asked to research appropriate payment for its use. Since your contract states that all rights to the published as well as unpublished photos from your assignment reverted to you, we have - albeit unintentionally - violated your copyright. In addition, we cropped and reversed your photo, the credit line does not refer to you as the copyright holder, and regrettably a "u" was substituted for an "e" in your last name at some stage in production.

Mr. Greenberg, we realize the importance of copyright, and that we have committed a serious violation. At this point, we can only ask for your understanding that this violation was not intentional, which is why we wanted to contact you as soon as possible after realizing the oversight. The only remedy for this violation at this time can be monetary. To that end I should inform you that we are distributing 5,000 copies of the brochure, and that your photo constitutes less than a quarter page within the brochure. Normally our payment for such a use would be \$50.00. Under the circumstances, we would like to acknowledge our error and demonstrate the sincerity of our apology by offering you compensation in the amount of \$500.00.

If you would be so kind as to phone me at (202) 775-7885, or write to me at the address below, we would like to settle the matter as soon as reasonably possible. Alternately, you can send me a fax at (202) 775-6126. The address is:

Mr. Jerry Greenberg  
Page Two

National Geographic Society  
1145 17th Street, NW  
Washington, D.C. 20036-4688  
Attn: Rock Wheeler

I look forward to hearing from you.

Sincerely yours,

  
Rock C. Wheeler  
Audiovisual Coordinator

enclosure

# SEAHAWK

PHONE  
MO 7-4051

*Products*

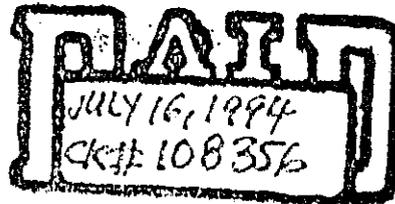
6840 S.W. 92nd St., Miami, Fla. 33156

TO: TRAVELER MAGAZINE  
National Geographic Society  
1145 17th St., NW  
Washington, DC 20036

INVOICE #31194

DATE April 14, 1994

DATE RECEIVED	YOUR ORDER	SHIPPED VIA	NO DISCOUNT ALLOWED ON PARCEL POST AND INSURANCE "PAYABLE ONLY IN U.S.A. FUNDS"
QUANTITY	DESCRIPTION	PRICE	TOTAL
	One time use of underwater photograph which appeared on page 70 of the March/April, 1994 issue of Traveler Magazine. This price is firm, provided that the two conditions of JG letter to Traveler Magazine are complied with. Letter dated March 11, 1994.		\$750.00
		TOTAL	\$750.00



Invoice

NATIONAL  
GEOGRAPHIC

# Traveler

September 26, 1994

Dear Jerry Greenberg,

Heres to your perserverance and your gracious patience.

Enclosed you will find 14 duplicate transparencies that are identical to the ones that were published in the **TRAVELER's** 1985 Winter issue on John Pennekamp Coral Reef State Park. Per your request National Geographic's Illustrations Library currently does not hold any duplicate transparencies for that story. This will obviously remove any possibility of the Society ever publishing any of the these particular pictures without your permission or your knowledge.

Your \$750. check for the picture we published in our state park story was sent at least a couple of months ago. I trust you have it you possession. If for whatever reason you have not received it please give me a call and I will personally track it down.

Again your understanding and considerate manner has been greatly been appreciated.

Sincerely yours,

Winthrop Scudder  
Senior Illustrations Editor



# SEAHAWK

PH: 305/ 667-4051

FAX: 305/ 667-3572

*Products*

6840 S.W. 92nd St., Miami, Fla. 33156

DATE: March 11, 1994 Our FAX number 305/ 667- 3572TO: NATIONAL GEOGRAPHIC MAGAZINE / TRAVELERFAX#: 1-202-429-5712 / 1-202-775-6155ATTN: Winthrop ScudderPAGES: 5 Including cover sheet

Difficulty with FAX transmission, please phone 305/ 667-4051

enclosures:

1-invoice for \$750.00

1-VA copyright form  
(VA-208-669)1-VA copyright form  
(VA-204-406)1-fax to Patton &  
Kobersteen 8/19/91

Dear Winthrop Scudder:

Message:

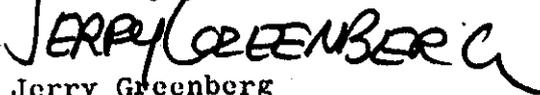
Thank you for your phone call of 10 March.

I accept your explanation that the unauthorized use of my copyrighted material from Florida's Underwater Wilderness (my copyright VA-208-669) was unintentional. As we discussed, I agree to accept the fee of \$750.00. The following conditions must be met as part of this settlement.

1. All photographs of mine (originals and dupes) returned to me to prevent future unauthorized use. We both agreed that this would be the best way to avoid problems.
2. The 76 color transparencies retained by the Society (from my April, 1990 story) on a video disk will not be used in any form by the Society without my permission. This material is covered in a separate copyright as NGS 5738-045 to 5738-120 (my copyright VA-204-406).

Providing this is agreeable with you, please pay my invoice of March 11, 1994 for \$750.00 for one-time use of my underwater photograph on page 70 of the March/April, 1994 issue of TRAVELER MAGAZINE.

Sincerely yours,

Jerry Greenberg  
SEAHAWK PRESS  
6840 SW 92nd Street  
Miami, Florida 33156

enc: 1-invoice,

# SEAHAWK

PH: 305/ 667-4051

FAX: 305/ 667-3572

*products*

6840 S.W. 92nd St., Miami, Fla. 33156

DATE: March 16, 1994 Our FAX number 305/ 667- 3572TO: NATIONAL GEOGRAPHIC MAGAZINEFAX#: 1-202-775-6155ATTN: W. Allan Royce / IllustrationsPAGES: 4 Including cover sheet

Difficulty with FAX transmission, please phone 305/ 667-4051

4-pieces: sent as:  
1-letter from JG to WS  
3/11/94  
1-VA- 417-426  
1-letter JG to BP/KK  
8/19/91  
1-FAX covering sheet

## MESSAGE:

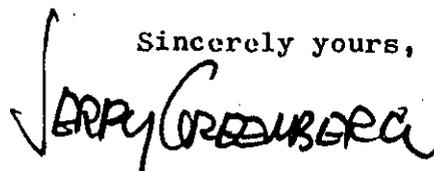
Dear Allan Royce:

In a recent letter to Winthrop Scudder, I expressed concern about unauthorized use of my copyrighted in the March/April, 1994 issue of TRAVELER Magazine. He addressed this issue by returning the file "dupes" from my original published piece from TRAVELER, Winter, 1985/86. I also understand that payment for the 1994 use will be forthcoming. Winthrop Scudder suggested that I contact you to address other areas of concern to me.

1. The video disk material NGS 5738-045 to 5738-120 which is mentioned in my letter to WS (March 11, 1994). This material is covered under my copyright VA-204-406. No use may be made on this material without my permission.
2. The duplicate transparencies that may be on file from my article in the April 1990 issue of the NATIONAL GEOGRAPHIC MAGAZINE. This material is covered under my copyright VA-417-426. I would appreciate having these "dupes" returned to me so that they will not become a problem for the Society later on.
3. I am concerned about the existance of other "dupes", originals or "selects" that may be on file without my knowledge. This problem came up in the original publication and foreign rights use of my material in TREASURES IN THE SEA (SS to JG, March 2, 1989). I would appreciate having any of this material returned to me so that it does not become a problem for all concerned.

Thanks again for any help that you may give me on the above.

Sincerely yours,



Jerry Greenberg  
SEAHAWK PRESS  
6840 SW 92nd Street  
Miami, Florida 33156  
FAX: 305-667-3572

 NATIONAL  
GEOGRAPHIC  
SOCIETY

HOWARD S. PAYNE  
Coordinator  
INTERNATIONAL PUBLICATIONS

May 5, 1998

---

TO: Jerry Greenberg

FAX: 305/667-3572

TOTAL PAGES: 1

---

Re: 20 U.S. State Parks story

Thank you for your fax. We will drop your image from the story when it is published in the Turkish Traveler.

Best regards,



Howard Payne

NATIONAL  
GEOGRAPHIC  
SOCIETY

INTERNATIONAL PUBLICATIONS

April 30, 1998

Mr. Jerry Greenberg  
6840 S.W. 92nd Street  
Miami, FL 33156

Dear Mr. Greenberg:

The National Geographic Society has granted a license for a Turkish edition of *Traveler* magazine called GEZI, which is published by Bir Numara Yayincilik of Istanbul, Turkey. Your photograph from the "20 U.S. State Parks" article (March/April '94) has been selected to appear in an upcoming issue.

Payment for photographic rights to these images will be made to you within 30 days of publication at a rate of 25% of the original book page rate.

If you have any questions or need more details about this project, please feel free to contact me.

Best regards,



Mr. Howard Payne  
NATIONAL GEOGRAPHIC SOCIETY  
International Publications  
1145 17th Street N.W.  
Washington, DC 20036-4688

May 4, 1998

fax: 1-202-775-6716

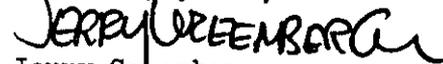
Howard Payne  
International Publications Coordinator

Dear Mr. Payne:

re: Turkish edition  
of TRAVELER

Thank you for the above letter. Please be advised that I am not interested in having my photograph published in the Turkish edition of TRAVELER Magazine (GEZI).

Sincerely yours,



Jerry Greenberg  
6840 SW 92nd Street  
Miami, Florida 33156

fax: 305-667-3572

sent by fax: May 4, 1998  
8:45 PM

sent by mail: May 5, 1998

# NATIONAL GEOGRAPHIC Traveler

MARCH/APRIL 1994 • \$3.95

10<sup>TH</sup>  
ANNIVERSARY  
ISSUE

## 10 OF AMERICA'S BEST STATE PARKS

### Flathead Country

THE OLD WEST MEETS THE NEW  
UNDER THE BIG MONTANA SKY

### Mont-Saint-Michel

A MEDITATION IN STONE  
OFF THE NORMANDY COAST

### Tucson Loop

ECHOES OF THE PAST IN  
ARIZONA DESERT COUNTRY

### Chicago

BONUS SECTION

50 GREAT  
SCENIC DRIVES

PLUS: 10 Spring Weekends • Tips From 10 Photographers • 10 Money Questions

## Florida JOHN PENNEKAMP CORAL REEF



Christ of the Deep (right) presides over a coral sanctuary in the underwater park (above).

An underwater forest of bold colors and extravagant shapes, this reef-park arcs out from the Florida Keys for 78 square miles. Over 100,000 years in the making, its intricate, living-coral architecture supports a wealth of sea creatures.

In this weightless world, rainbowed flurries of tropical fish billow past, and brilliant coral fans sway seductively in the currents. To see these marvels close up, you can catch a ride with one of the charter boats that take divers and snorkelers out on reef trips. If you're more inclined to

stay dry, opt for one of the glass-bottom boats that shuttle from the mainland to the reef. Or stop off at the park visitors center, where aquarium tanks display the gaudy natural glamour of creatures of the deep.

Between Mile Markers 102 and 103 on U.S. 1 in Key Largo. Camping, nature trails, fishing, boating, water sports, glass-bottom boat tours.

Dept. of Environmental Protection, Div. of Recreation and Parks, 3900 Commonwealth Blvd., MS 535, Tallahassee 32309-3000, 904-488-9872. For tourist information, call 800-785-4465 or 904-487-1462.

NATIONAL  
GEOGRAPHIC  
SOCIETY

INTERNATIONAL PUBLICATIONS

April 30, 1998

Mr. Jerry Greenberg  
6840 S.W. 92nd Street  
Miami, FL 33156

Dear Mr. Greenberg:

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Payment for photographic rights to these images will be made to you within 30 days of publication at a rate of 25% of the original book page rate.

If you have any questions or need more details about this project, please feel free to contact me.

Best regards,



Howard Payne  
International Publications Coordinator

NATIONAL-  
GEOGRAPHIC  
SOCIETY

EDUCATION PRODUCTS DIVISION

APRIL 2, 1997

FAX TRANSMITTAL TO JERRY GREENBERG 305 667 3572

RE: CORAL REEF PROJECT FOR OCEAN FUTURES

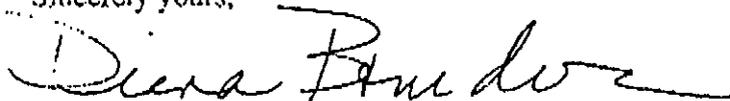
Dear Mr. Greenberg:

In reference to our phone conversation, this letter is to inquire how much you would charge National Geographic Education Products Division and Ocean Futures to use a photo of yours in our Picture Pack on Coral Reefs to be distributed in elementary schools in the near future. We are requesting distribution up to 10,000. A xerox of the photo is attached.

This project has been funded by Ocean Futures which has a very small budget. We are handling the distribution and production. The top price we wish to pay is \$150. I understand that this amount is probably below what you would expect, but I would ask you to keep in mind that both Ocean Futures and Education Products are non-profit organizations.

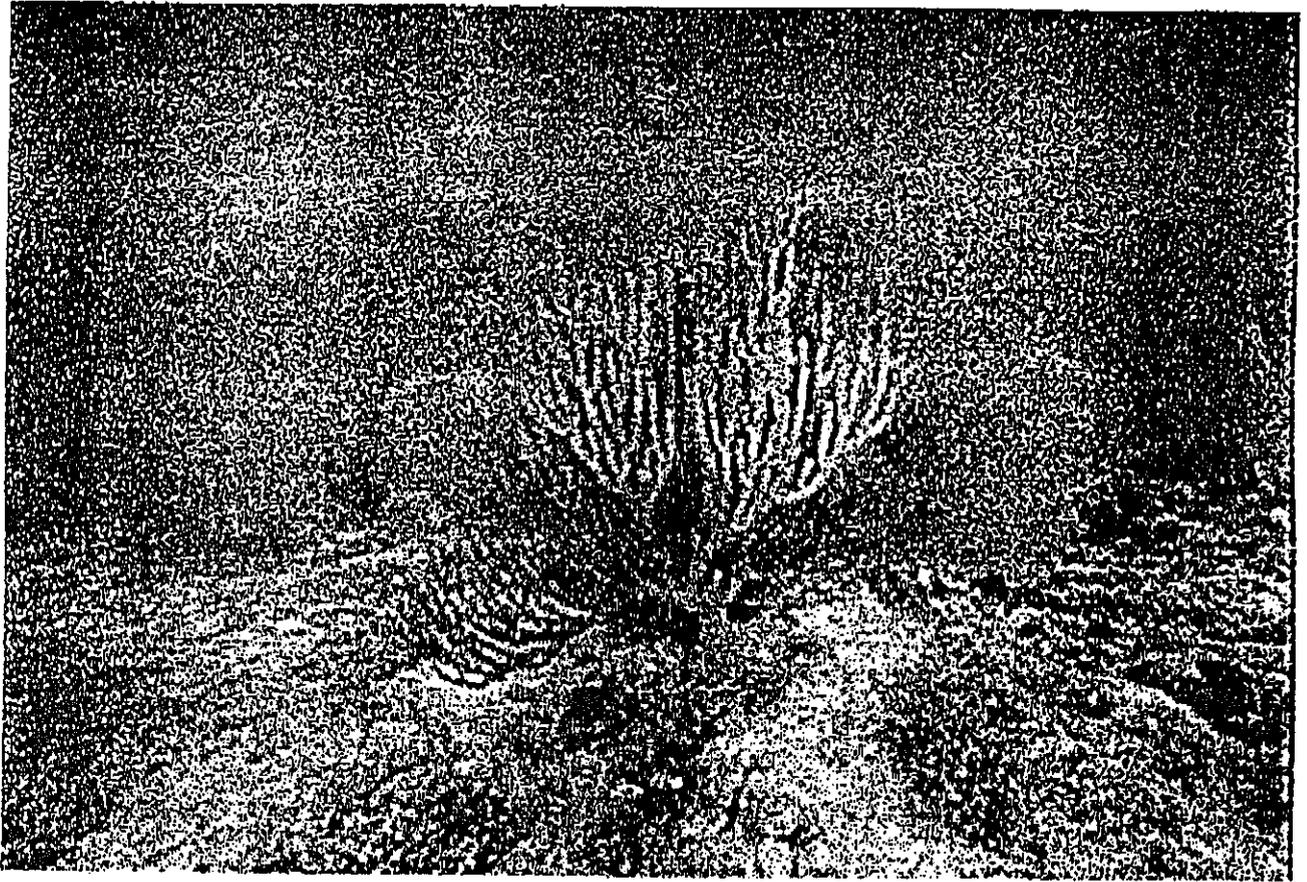
With many thanks for your kind consideration,

Sincerely yours,



Diana F. Bourdrez  
Picture Editor

202 862 8630



Project: 05738 [PENNEKAMP REEF PARK]

Consecutive Number: 113

Submitter: GREENBERG, JERRY

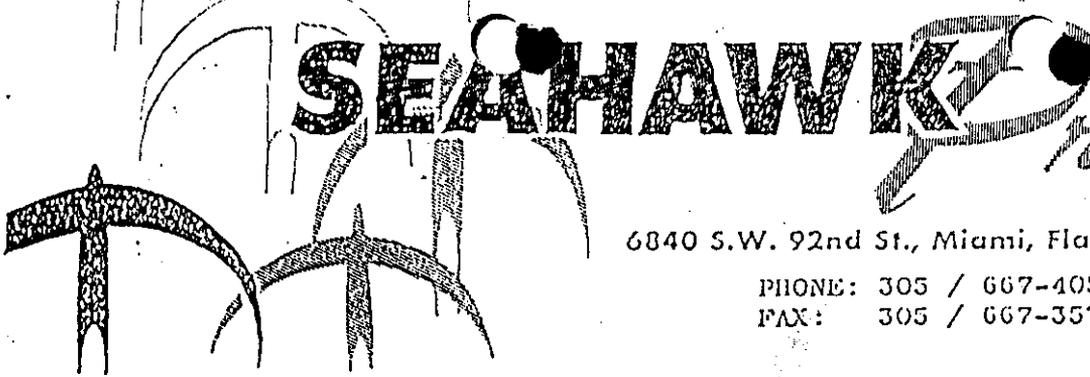
Location:

JOHN PENNEKAMP CORAL REEF STATE PARK/KEY LARGO NATIONAL MARINE  
SANCTUARY, IN THE ATLANTIC OCEAN OFF KEY LARGO, FLORIDA.

Summary:

Legend:

A sea fan stands behind what may be a sea rod (another gorgonian).



# SEAHAWK

*products*

6840 S.W. 92nd St., Miami, Fla. 33156 U.S.A..

PHONE: 305 / 667-4051  
FAX: 305 / 667-3572

FAX: 1-202-429-5776

TO: Ms. Eve Nolan / IMAGE SALES  
National Geographic Image Collection  
Washington, DC 20036

DATE August 29, 1996

Dear Ms Nolan:

This is a follow-up of our discussion that began in February 29, 1996 concerning the marketing of my "Reference Select" (NGS ID RFP105F32, my ID-5783-074).

I trust you will recall and note that I stated in February and now state again that I declined and still decline permission for the Society to act as my photo agent.

On June 14, 1989 I signed an agreement with Kent Kobersteen for the Pennckamp Reef Park story #05738. It stated in Paragraph 5 (a-iii) that NGS may take and retain, in its illustrations libraries, copies of some of the photographs as "Reference Selects" only.

On November 16, 1989, I asked for clarification of what "Reference Selects" meant. Mr. Kobersteen advised me that the "Illustrations Library is often a first source for photographs for numerous Society publications. "Reference Selects" means to me what Mr. Kobersteen told me it meant to him.

NGS was not then in the photo agency business. Had I known the Society had plans to go into that business, I never would have accepted those terms.

Formerly, the Society forwarded outside queries directly to me. We have no agreement beyond that. The Society cannot alter the terms of our agreement unilaterally. It is NOT acceptable to me for the Society to act as my photo agent and to offer my material to outside clients.

It will be mutually beneficial at this time to review which of my photographs are in your Permanent Collection, in the Illustrations Library and in the NGS Image Collection. You should know that most of my work is copyrighted by me. In order to avoid costly mistakes where my work appeared in print against my wishes and in violation of my copyrights, I believe the Society should take steps now to protect its own interests as well as mine. I want an inventory of any and all images made by me that are held by the National Geographic in any form, including originals, duplicates, digital files, electronic products, etc.

Sincerely yours,

Jerry Greenberg  
SEAHAWK PRESS  
6840 SW 92nd Street  
Miami, Florida 33156

Geographic Location: JOHN PENNEKAMP CORAL REEF STATE PARK/KEY LARGO  
NATIONAL MARINE SANCTUARY, IN THE ATLANTIC OCEAN OFF  
KEY LARGO, FLORIDA.

Subjects: WARD, FRED  
ATLANTIC OCEAN  
UNDERWATER REFUGES AND RESERVES  
DIVERS AND DIVING  
ECOSYSTEMS  
INBOARD MOTORBOATS  
PHOTOGRAPHERS  
SARGASSUM PLANTS  
SARGASSUM SP.  
MOLASSES REEF  
GRECIAN ROCKS REEF

Summary: CORAL REEFS TAKE CENTURIES TO GROW, AND ONLY YEARS TO  
DIE. POLLUTION, CONSTRUCTION, AND CARELESS BOATERS,  
DIVERS, AND FISHERMEN THREATEN THEIR SURVIVAL. THIS  
PROJECT SHOWS THIRTY YEARS' DETERIORATION OF THE  
REEFS IN A PARK CREATED TO PRESERVE THEM.

Legend: A diver, probably Fred Ward, surfaces under sargassum  
weed over Molasses Reef or Grecian Rocks Reef. The  
boat is most likely the one he and Jerry Greenberg  
used to photograph this story.

Submitter: GREENBERG, JERRY

Medium(s): 35MM-SD

Received Date: 07/89 - 08/89

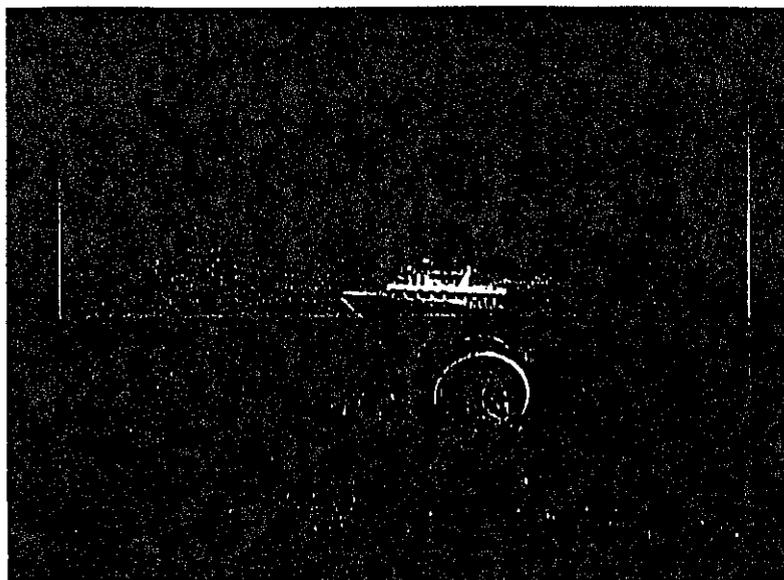
Submitted for Project Title: PENNEKAMP REEF PARK  
Submitted for Product Type: NGM

Selected for Project Title: PENNEKAMP REEF PARK  
Selected for Product Type: NGM

Project #: 05738

Picture Id: RFP105F32  
Consecutive #: 74  
Accession Date: 1995 325  
Photographer's Status: N  
Published Flag: N

Picture Orientation: H  
Color Indicator: C



2 8 1/2 x 11  
Greenberg

# National Geographic Society

WASHINGTON, D. C. 20036

DATE: 2-29-96

NO. OF PAGES (INCLUDING COVER PAGE): 2

TO: Jerry Greenberg

NATIONAL  
GEOGRAPHIC  
SOCIETY

COMPANY: \_\_\_\_\_

EVE NOLAN  
Image Sales  
NGS IMAGE COLLECTION

DEPT.: \_\_\_\_\_

1145 17th Street N.W., Washington, D.C. 20036-4688, U.S.A.  
Telephone: (202) 857-7537 Fax: (202) 429-5776

FROM: EVE NOLAN

DEPT.: IMAGE COLLECTION AND IMAGE SALES

NATIONAL GEOGRAPHIC SOCIETY  
1145 17th Street, NW  
Washington, D.C. 20036

TELEPHONE: 202-857-7575

FAX NO.: 202-429-5776

\*\*\*\*\*

REMARKS:

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# National Geographic Society

WASHINGTON, D. C. 20036

AUDIOVISUAL DIVISION

October 26, 1995

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6840 S.W. 92nd Street  
Miami, Florida 33156

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Mr. Greenberg, we realize the importance of copyright, and that we have committed a serious violation. At this point, we can only ask for your understanding that this violation was not intentional, which is why we wanted to contact you as soon as possible after realizing the oversight. The only remedy for this violation at this time can be monetary. To that end I should inform you that we are distributing 5,000 copies of the brochure, and that your photo constitutes less than a quarter page within the brochure. Normally our payment for such a use would be \$50.00. Under the circumstances, we would like to acknowledge our error and demonstrate the sincerity of our apology by offering you compensation in the amount of \$500.00.

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Mr. Jerry Greenberg  
Page Two

National Geographic Society  
1145 17th Street, NW  
Washington, D.C. 20036-4688  
Attn: Rock Wheeler

I look forward to hearing from you.

Sincerely yours,

  
Rock C. Wheeler  
Audiovisual Coordinator

enclosure

# SEAHAWK

PHONE  
MO 7-4051

*Products*

6840 S.W. 92nd St., Miami, Fla. 33156

TO: TRAVELER MAGAZINE  
National Geographic Society  
1145 17th St., NW  
Washington, DC 20036

INVOICE #31194

DATE April 14, 1994

DATE RECEIVED	YOUR ORDER	SHIPPED VIA	NO DISCOUNT ALLOWED ON PARCEL POST AND INSURANCE "PAYABLE ONLY IN U.S.A. FUNDS"
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		TOTAL	\$750.00

**PAID**  
JULY 16, 1994  
CHK# 108356

Invoice

NATIONAL  
GEOGRAPHIC

# Traveler

September 26, 1994

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Again your understanding and considerate manner has been greatly been appreciated.

Sincerely yours,

Winthrop Scudder  
Senior Illustrations Editor

# SEAHAWK

PH: 305/ 667-4051

FAX: 305/ 667-3572

*Products*

6840 S.W. 92nd St., Miami, Fla. 33156

DATE: March 16, 1994 Our FAX number 305/ 667-3572TO: NATIONAL GEOGRAPHIC MAGAZINEFAX#: 1-202-775-6155ATTN: W. Allan Royce / IllustrationsPAGES: 4 Including cover sheet

Difficulty with FAX transmission, please phone 305/ 667-4051

## MESSAGE:

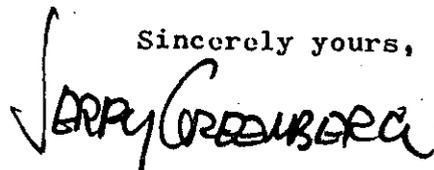
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1. The video disk material NGS 5738-045 to 5738-120 which is mentioned in my letter to WS (March 11, 1994). This material is covered under my copyright VA-204-406. No use may be made on this material without my permission.
2. The duplicate transparencies that may be on file from my article in the April 1990 issue of the NATIONAL GEOGRAPHIC MAGAZINE. This material is covered under my copyright VA-417-426. I would appreciate having these "dupes" returned to me so that they will not become a problem for the Society later on.
3. I am concerned about the existence of other "dupes", originals or "selects" that may be on file without my knowledge. This problem came up in the original publication and foreign rights use of my material in TREASURES IN THE SEA (SS to JG, March 2, 1989). I would appreciate having any of this material returned to me so that it does not become a problem for all concerned.

Thanks again for any help that you may give me on the above.

Sincerely yours,



Jerry Greenberg  
SEAHAWK PRESS  
6840 SW 92nd Street  
Miami, Florida 33156

FAX: 305-667-3572

4-pieces: sent as:  
1-letter from JG to WS  
3/11/94  
1-VA- 417-426  
1-letter JG to BP/KK  
8/19/91  
1-FAX covering sheet

# SEAHAWK

PH: 305/ 667-4051  
FAX: 305/ 667-3572

*Products*

6840 S.W. 92nd St., Miami, Fla. 33156

DATE: March 11, 1994 Our FAX number 305/ 667-3572

TO: NATIONAL GEOGRAPHIC MAGAZINE / TRAVELER

FAX#: 1-202-429-5712 / 1-202-775-6155

ATTN: Winthrop Scudder

PAGES: 5 Including cover sheet

Difficulty with FAX transmission, please phone 305/ 667-4051

enclosures:

- 1-invoice for \$750.00
- 1-VA copyright form (VA-208-669)
- 1-VA copyright form (VA-204-406)
- 1-fax to Patton & Kobersteen 8/19/91

Dear Winthrop Scudder:

Message:

Thank you for your phone call of 10 March.

I accept your explanation that the unauthorized use of my copyrighted material from Florida's Underwater Wilderness (my copyright VA-208-669) was unintentional. As we discussed, I agree to accept the fee of \$750.00. The following conditions must be met as part of this settlement.

1. All photographs of mine (originals and dupes) returned to me to prevent future unauthorized use. We both agreed that this would be the best way to avoid problems.
2. The 76 color transparencies retained by the Society (from my April, 1990 story) on a video disk will not be used in any form by the Society without my permission. This material is covered in a separate copyright as NGS 5738-045 to 5738-120 (my copyright VA-204-406).

Providing this is agreeable with you, please pay my invoice of March 11, 1994 for \$750.00 for one-time use of my underwater photograph on page 70 of the March/April, 1994 issue of TRAVELER MAGAZINE.

Sincerely yours,

*JERRY GREENBERG*

Jerry Greenberg  
SEAHAWK PRESS  
6840 SW 92nd Street  
Miami, Florida 33156

enc: 1-invoice,