

**VOL. I #1  
BURNING MAN'91**

*Forty feet high - reaching toward the sky, a wooden replica of a man gazes curiously over his diminutive counterparts. A spectacle of the greatest sort, as this huge towering figure becomes completely outlined in an aura of flame. An image of mythical proportions, the wooden figure has fulfilled his destiny and his namesake: He is BURNING MAN.*

Louis M. Brill

**BURNING MAN STEERING COMMITTEE**

The creation of an informal steering committee is being organized to bring BURNING MAN into 1991. Like last year there will be two public presentations :

**BURNING MAN MEETS HIS PUBLIC**

**BURNING MAN MEETS HIS DESTINY**

**o Coming Out Party**

The preview show will be held in San Francisco on the summer solstice of 1991. Location for coming out presentation will be at Fort Mason on June 22. This event will introduce BURNING MAN to the public and build our audience for the Labor Day trek to the desert. Additional events will include a cafe and the first public presentation of the BURNING MAN video tape at Fort Mason's Cowell Theater in Hebst Pavillion.

**o Desert Unveiling**

BURNING MAN will be taken to the Black Rock desert for his final journey. Labor Day weekend is planned for the celebration and immolation of the "Man." Registration for the desert journey will begin at the Fort Mason event and continue onwards until the gathering of the tribe in September. Final plans will begin during summer in terms of coordinating all trip preparations.

**BURNING MAN - IN THE NEWS**

BURNING MAN may not as yet be on the front cover of TIME magazine as Man of the Year, but he's certainly getting around. The MAN has at least made WHOLE EARTH REVIEW (Spring'91 issue) where, in all his glory, he graced the back cover and inside back cover of the issue. He further appeared in the new issue of CITY magazine as part of a story about those ever loving reality-buster's THE CACOPHONY SOCIETY. If all goes according to plan, in May of this year he will appear in a leading cyber culture magazine, with a complete story about his past and future activities.

## FORMATION OF BURNING MAN STEERING COMMITTEE

Creating the organization of BURNING MAN is no longer a one or two person job. To maximize the resources of BURNING MAN a steering committee is being coordinated to insure a successful program of its continuance. Some of these teams already exist, and others are planned for the immediate future. Committee groups are encouraged to recruit as needed. Teams include as follows:

### CONTRACTORS

Assembling and building all component parts of BURNING MAN.

### TRIP LOGISTICS

Handling organization of securing the appropriate truck rentals and other essential equipment for transporting BURNING MAN into the desert.

### MEDIA

Handling all promotional materials leading up to the event, including as follows:

#### o VIDEO

coordinate video documentation via a team effort to produce a unified rather than random coverage of the event.

#### o PHOTOGRAPHY

An effort will be made to create a unified approach to photographing the Burning Man. Last year certain aspects of the Burning Man were not photographed well, or at all. To create a better documentation photo opportunities will be more specifically organized.

#### o MEDIA PRINT KITS

Keeping and updating media list for promotion of event. Preparing media kits for distribution to media.

#### o NEWSLETTER

To expand communication with BURNING MAN's audience, a newsletter will be developed to report on all activities leading up to event, as well as publicize the need for assistance in preparing for both the Fort Mason and Desert Trek events.

### DATA BASE MANAGER

Handle data input and print out labels for newsletter and post card announcements.

### BREAD CRAFT

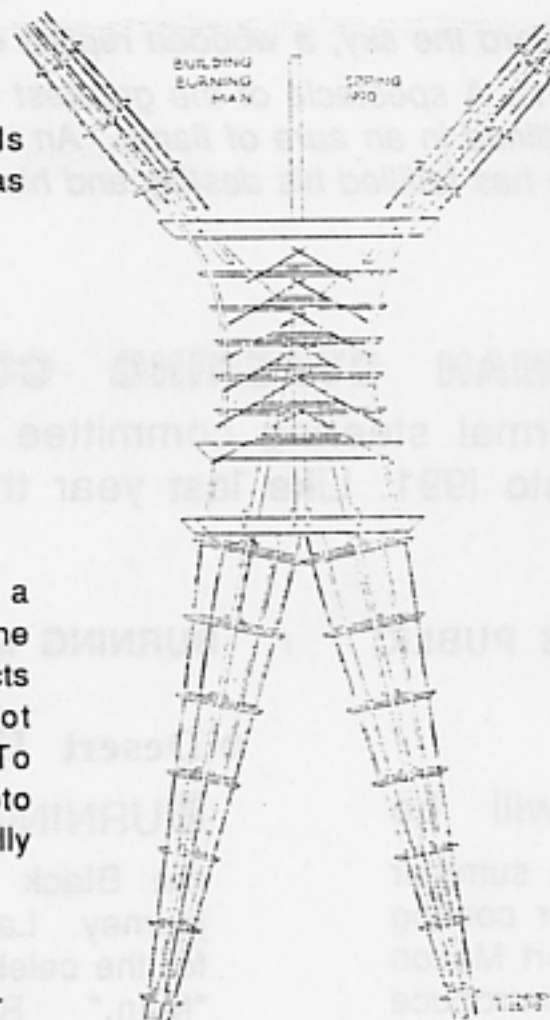
The making and distribution of bread was such a hit that for 1991 a more serious effort is being planned. Ideally a portable oven will be constructed and brought out to the desert. Breads will be made by participating members of the group who will be encouraged to develop bread making skills either in advance of the event or at the desert site.

### RECREATIONAL ACTIVITIES

Hot springs, Bread making, parties, visiting Planet X, hikes, croquet, kite flying, desert sojourns, and other surprise events.

### BUILD YOUR OWN MAN PROJECT

Tools and materials will be supplied, you bring inspiration and build a mini-man.



### CALENDAR OF EVENTS

MARCH 26 - 7:30 P.M.

CAFE BEANO

878 Valencia & 20th street

\* FIRST STEERING COMMITTEE MEETING:

\* PREVIEW OF BURNING MAN VIDEO DOCUMENTRY

### MEETING SITES FOR FORTHCOMING MEETINGS TO BE ANNOUNCED

APRIL 21/ STEERING MEETING

MAY 19/ STEERING MEETING \* RELEASE OF SECOND ANNOUNCEMENT

JUNE 15/ STEERING MEETING \*\*\* ROLL OUT OF BURNING MAN AT FORT MASON \*\*\*

AUGUST 18 & 25 / PREP FOR DESERT TREK \* RELEASE OF FINAL NEWSLETTER