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May 31, 2013

## **Richard Millar Earle, 81**

Gloucester, MA — Richard Millar Earle died at home on Saturday, May 18, following a long illness. Born March 7, 1932, in Cohasset, Mass., he attended Milton Academy and graduated from Amherst College with a degree in American Studies.

After graduating from Amherst, Richard enlisted in the Navy where he served as an officer on the USS Leyte. Upon leaving the Navy, he started the Carousel Theater, in Framingham, Mass., and produced many legends like Ginger Rogers, John Raitt and Anthony Perkins. While living in Boston he was a producer at WBZ-TV.

Richard moved to New York in 1960 where he continued producing events including JFK's "Medicare Event" at Madison Square Garden. He then went into Advertising and enjoyed a 30-year career, starting first at Benton and Bowles and finished his career as a Senior VP at Saatchi & Saatchi DFS Worldwide. Notable advertising campaigns that Richard worked on include the iconic "Keep America Beautiful" (the Crying Indian), and the Tylenol "Rescue" Campaigns. Richard was responsible for bringing the phrase "Enquiring Minds Want To Know" into our lexicon as the creative force behind the National Enquirer ads in the 1980s.

Upon retiring from Advertising in the early 1990s, Richard started a consulting and development business working on a very early alternative fuel, patented as "Diesel-hol." He consulted for the State of Massachusetts on their Anti-Smoking Campaign and their Compulsive Gambling and the Clean Energy committees.

He co-wrote the musical "Battle For Pigeon Cove Harbor" with Ina Hahn and Joe Mulholland, which was performed at the Windhover Performing Arts Center and the Gloucester Stage Company.

In 2000, Richard wrote The Art Of Cause Marketing, a "How-To" book about creating media campaigns for worthy causes. The book became the definitive source on "cause marketing" and a textbook for many colleges.

Richard served on the board of many Cape Ann Arts Institutions: The Sargent House Museum, The First R Foundation and The Cape Ann Symphony, where he served for twelve years, the last two as President. He was also President of the Arts North organization for one year.

Richard provided his media expertise to several local political campaigns including the Mayoral runs of Bruce Tobey and John Bell and Ward Four City Councilors Valerie Nelson, Astrid AfKlintenberg and Jackie Hardy. He also volunteered his time producing several fund-raising productions for Wellspring House.

Richard leaves behind his wife of 52 years, Pat Earle; daughter, Dr. Melissa Earle and son-in-law, Guy Blumberg, of New York; daughter, Carol Earle Burnham of Gloucester; beloved granddaughter, Ts Burnham of Gloucester; son-in-law, Hugo Burnham of Gloucester; cousins, Bart Dunbar of Newport, R.I., and Frances Coll of Sonoma, Calif.; godson, Emmett Dunbar of Vermont; as well as cousins throughout Massachusetts and across the country.

**ARRANGEMENTS: A memorial service will be held at the Annisquam Village Church on July 13, at 1 p.m. A reception will follow at Windhover Performing Arts Center, 257R Granite St., Rockport. The family has asked that in lieu of flowers, people send donations to the Cape Ann Symphony, P.O. Box 1343, Gloucester, MA. Condolences may be emailed to [rememberingrichardearle@gmail.com](mailto:rememberingrichardearle@gmail.com).**