

LEAD INDUSTRIES ASSOCIATION

60 EAST 42ND STREET

NEW YORK 17, N. Y.

November 16, 1959

SUBJECT: LEAD MOTION PICTURE

To the Industry Development Committee
of the Lead Industries Association

This letter refers to the memorandum on the subject "Industry Development Fund, Recommended Budget for 1960" sent to the Industry Development Committee on November 12. It has specific reference to Item No. 35, Motion Picture, in that memorandum. In this connection we are attaching a more detailed proposal for a promotional film for the Lead Industries Association prepared by our advertising agency, O. S. Tyson & Company, Inc.

Please note particularly that an initial study of the problem should be undertaken at a cost of \$3,000.00 to develop a complete film treatment for approval before proceeding with the making of the film.

Very truly yours,



Treasurer

Att.



A PROPOSAL FOR A PROMOTIONAL FILM
FOR LEAD INDUSTRIES ASSOCIATION

Prepared by: O. S. Tyson & Company
230 Park Avenue
New York City, N. Y.

(Revised: November 12, 1959)

WHY?

As everyone associated with the current advertising, publicity and research programs of Lead Industries Association is aware, the program is designed to inspire new thinking about Lead. Lead is today featured in the design and production of new products, architectural innovations, paints, vibration dampening, sound attenuation, ceramics, radiation shielding and electronics. The unique properties of lead daily promise new areas of successful application.

A well produced film is a prestige building promotional-educational technique of proved value. Such an LIA film can be designed to dramatize Lead's story in terms of processes, applications and aggressive research. It will be aimed directly at LIA's multiple audience: members, lead buyers, design engineers and the general public. This last group, as preliminary opinion sampling reveals, is woefully uninformed about Lead, its qualities and uses. About Lead's place in the American economy the blackout of knowledge is total.

Here is the result of a random sampling: Most people could name three producers of steel, aluminum and copper; none, more than one producer of Lead, very few could even name one. Steel is considered the most useful metal, quickly followed by aluminum. Products of Lead included: lead pencils, sinkers, solder, toy soldiers, bullets and by the few auto-mechanics in the sample ... "car batteries!" A question on the selection of copper or lead roofing material found two contractors selecting copper and the rest of the sample not wanting either.

In all fairness, it must be stated that professionals who use lead certainly are more familiar with the element and the firms who produce it, but for the most part, only its use within their industry. The ceramist, the architect, the designer, have a more thorough understanding, but even here we feel that this knowledge is limited or disproportionate to the general level of information in regard to aluminum, steel and copper.

It is intended that the proposed film be presented as the highlight of the 1960 LIA convention in St. Louis. It could also be an important part of the 1960 Design Engineering Show exhibit and any other shows in which the association may subsequently decide to exhibit. This film should serve as an exciting and functional tool of communication to be used as an educational feature in movie theatres, as a public service time slot on television. As a service offered by LIA this film would be available to educational and professional societies as well as to mining, ceramics and industrial design schools.

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The objective of this film is three-fold:

1. To inspire the designer in industry toward more creative thinking in the use of Lead.
2. To enhance the image of Lead as a progressive metal, produced by an industry that paces the times through research and development.
3. To show the potential importance of Lead in good design ... how it has been used toward this end in the past ... how its only limitation as a versatile metal is the mind and creativity of the designer.

The film should have two major sections in order to accomplish its objectives:

1. The Lead in industry today.
2. Lead research and the future.

Generally, the overall theme of the film would serve to make people more aware of the potential of lead and its use in everyday life. Lead is all around us. Lead is in the facade of the new Lord & Taylor store in Garden City, L. I. Lead pigments form the basic protective coatings of our time from houses to atomic submarines. Lead plays an important part in the successful completion of the Niagara Power Project. It goes to sea on a destroyer. It gives brilliance to Pittsburgh Plate Glass Spheralite. It protects bridges. It is the heart of a stereo cartridge. It adds character and color to contemporary apartment houses. Lead is color, design, function and progress.

We propose a color film of about 15 minutes in length, a film that makes the audience feel all of these things about Lead, as well as see them. We want to surprise them, shock them, make them aware through brilliant color and good design of all the things that they never dreamed about Lead.

For contrast, variety and background, we might introduce details from the long history of Lead usage. We might go back to Byzantine prints and etchings, or show artifacts that prove that this metal was in use near the Dardanelles in 3000 B.C. Through the Assyrians and the Chaldeans to the masterbuilders of Rome and the lead-loaded dice of the Greek gamblers, the history of Lead is an exciting one ... and for the most part, unknown. However, rather than detail a ponderous accounting of the history, we would weave it in and out throughout the film, comparing ancient uses with modern where applicable.

When we cover the functional use of lead in industry, the focus will be on close-up action. Dynamic sound effects and a music track will be synchronized to go with it. Never pausing long at any one use or process, we build an overall effect that lead is functional, imaginative and in demand.

We would want to cover lead in the ceramics industries--in glazes, enamels, and in glass. We can use an unusual approach here if we like. Perhaps

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we can shoot a good deal of this section through optical glass and lead crystals. Through distortions and patterns of glass and ceramic materials, we again can create new images about the beauty and utility of lead. This section leads naturally into sequences about the future of lead.

We want the designer and the architect to think of lead when he thinks of metals. That is why there will be strong emphasis in this film on the work being done in laboratories both here and abroad in basic and applied lead research. This film footage provides the best means for LIA to give publicity and support to its aggressive R&D program.

HOW

We have gone this far without mentioning the one area that will possibly make this film outstanding ... COLOR. From the Red Lead coatings on bridges to the brilliance of ceramic glazes, lead plays an important part in adding excitement and brilliance to design. Through a kaleidoscopic use of colors and textures on buildings, in paints, glass, a new area of lead begins to open up to the audience.

Certainly this proposal only begins to touch on the potential of Lead as an exciting film subject. From the mining to the smelting to the incorporation in the finished products, use of the film medium offers an outstanding promotional opportunity.

In order to allow the selected film company to do the research of locations and background material which would be necessary to do a story synopsis or treatment of the proposed film, our immediate financial needs are \$3,000; this cost will be deducted from the total cost of the film. We would then be presented with a complete film treatment for approval and additions and deletions.

Estimate at this time, after contacting several reputable motion picture firms, on the cost of producing a film of the scope, quality and type necessary to do the kind of promotional-educational job we have before us ... with the studio and on location work ... would be a figure not to exceed \$50,000. This includes Tyson service fee of 15%. A more detailed accounting of this figure can be made after the treatment is written.

We have already recommended that the film be shot in color. We would like to make an additional recommendation that the film be done in 35 mm Eastman Color. Our reasons:

1. Should theatrical release be possible, the film would have to be available in 35 mm.
2. Both color quality and black and white quality of reproduction (16 mm) are far superior when reduced from 35 mm.

In any case this can be discussed at length after the treatment has been done.

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Another thing to consider in the design of any industry film is the factor of Timelessness. Though each part of the motion picture must have a timely feeling, it must also be as fresh and interesting five or ten years from now as it is at the first showing.

We hope to design a film in such a way. However, should new developments appear on the horizon and should we wish to include these developments as they occur, the film will be designed from the beginning to include a lift-out section, where each two years, or five years, or as we feel it necessary, the film is brought up to date at a nominal cost.

Film Publicity and Promotion

At this point, we would like to say a word about the distribution and promotional services available from OGI and the film company which make our film. The company will make available to us up to 160,000 individual groups ... men's and women's clubs, religious and industrial groups and educational institutions. Television bookings can be arranged through networks and short film subject distributors who will at no charge distribute the film and report showings to us.