

October 30, 1973

Mr. R. Assadi
Lead Industries Association Inc.
Zinc Institute Inc.
292 Madison Avenue
NEW YORK, N.Y. 10017.

Dear Mr. Assadi:

As you requested, here are our thoughts on procedures and costs for the proposed film for the Lead Industries Association.

To briefly recap on our meeting in your office, we understand the film is to be aimed at an adult general audience; that its prime function is to set right, in a positive manner, the injustice done to lead's image by long established prejudice.

In making an imaginative presentation on lead - its qualities, untold number of uses and future possibilities - we will attach great importance to ensure that "imaginative treatment" is not confused with superficial visual fantasies that will not survive the scrutiny of an intelligent audience.

A credible, imaginative treatment is feasible if the search for a concept is kept fluid until we have met with a range of your people, in both theoretical and practical disciplines, who share a deep interest in lead. After this, an initial concept will be roughly visualized in script/storyboard form. This serves several purposes. One, it enables us to check back with our advisors that information and impressions we have received have been properly understood; and secondly, by seeing the way we intend presenting the information, they are often prompted to offer some additional information or visualization that will improve the quality of the film.

When the storyboard is finalized there will exist a plan for the film which will reflect the utmost contribution from both our organizations. And in the course of development it will be possible to design a film which is practical to produce in terms of budget.

To produce a 20 - 25 minute colour sound film in 16mm. to answer print stage will cost between \$75,000. and \$90,000., a firm figure to be given on completion of storyboard. Taking into account the scope of the subject matter, this film will take approximately nine months to one year to produce.

October 30, 1973

Mr. R. Assadi

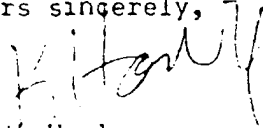
As Mr. Haldane mentioned, normal procedure for payment is: one quarter of the total price of the film upon the signing of a letter of agreement, one quarter on commencement of photography, one quarter on completion of major photography and one quarter on delivery of the first accepted answer print. However, if it is more practical from your point of view, payment could be amortized over two financial years.

For the development of the script/storyboard, we estimate a maximum cost of \$6,000. Our normal requirements would be a payment of \$2,000. on our starting research on the project and the balance on completion of the finished storyboard. Naturally, the cost of the script/storyboard will be included in the firm price of the film.

I hope this information meets with your approval, and that we will have an opportunity of producing an absorbing and interesting film on this most essential element.

I look forward to hearing from you.

Yours sincerely,



Keith Harley
Executive Producer

KH/mb

LIA05130