

file

July 8, 1964

Mr. Lloyd Wright
Democratic National Committee
1907 K Street, Northwest
Washington, D. C.

Dear Lloyd:

We have been going round-and-round the subject of the cost of gathering library footage for use in campaign commercials. You have asked for an estimate of cost of assembling necessary material for one commercial.

For the purpose of illustration, we have chosen the assignment of doing a "rip Goldwater commercial" since that has been talked about as an actual assignment.

First of all, to save time and avoid additional expenses, the project of searching out film footage should be placed in the hands of a competent film researcher. There are some available to us. Working from speech transcripts, etc., this researcher might spend as much as three weeks at roughly \$350 per week digging for film of certain chosen speeches from all known possible sources. There's \$1,050. Let's then guess that as a result of this basic search, it is necessary for the researcher and our people to look at 10,000 feet of scratch print at 10¢ per foot. There's another \$1,000. Out of this 10,000 feet of scratch print, we may then wish to order 1,000 feet of clean film for actual use. This would average out to about \$4 a foot. There's \$4,000. Therefore, we have up to the minute of having in our hands the raw footage necessary to begin editing for production, \$6,050.

You realize, of course, that all these figures such as three weeks research, 10,000 feet of scratch print, 1,000 feet of fresh print, are just pulled out of the air. We have no idea whether it is going to take more or less. This is simply an educated guess. I don't know what recommendation to make for you from here except to say I believe we can do it as economically as anyone can do it and we are certainly hypersensitive to your desire to keep costs as low as possible.

Sincerely,


James H. Graham

JHG:am