

PROPOSAL

(C. FARRIS BRYANT MOTION PICTURE CAMPAIGN)

March 1, 1956

1. Guided Tour Productions, Inc., will produce a 20-minute motion picture film, in 16 mm. sound, black-and-white, designed to promote the candidacy of C. Farris Bryant for the Democratic gubernatorial nomination. A 13:30 minute version of the film, for television use, will be processed by Guided Tour Productions.

(The motion picture to be filmed and processed entirely by union technicians, with all prints bearing the union label; all music clearances, talent releases and other licenses necessary for TV use to be obtained; a total of 20 prints of the 13:30-minute television film and a total of 35 prints of the 20-minute film will be provided, and a projectionist with complete equipment will be made available to assist in screening the 20-minute film throughout the state during the final two weeks of the campaign).

2. The film to be separated into three segments:
 - a. A review of the candidate's early life, his schooling, Navy service, family life, local activities and record of accomplishment in the State House.
 - b. An outright and forceful attack by the candidate upon policies and practices of the Collins and Warren administrations.
 - c. Presentation of his platform by the candidate.
3. Highlight of the film should be the second segment, and the nature of the candidate's remarks concerning previous administrations should be kept highly confidential prior to release of the film. Approximately one week before the film is used on television, statewide publicity should focus public interest in the upcoming TV presentation. Small advertisements announcing time and date of the television program might be taken for two days prior to the telecast, and sound trucks might be used in principal cities on the day of the telecast.
4. First release of the film is to be on television, not more than 15 days prior to primary election day, May 8. Arrangements should be made sufficiently in advance ~~to reserve 15 minutes of time~~ to reserve 15 minutes of time on all Florida television stations, preferably between the hours of 6 p.m. and 7 p.m. on the same evening. The final 1:30 minutes of the quarter-hour television spots purchased to be occupied by county or regional campaign chairmen, speaking live from the TV studios.
5. Immediately following its release on television, the film may be shown in its 20-minute version at gatherings throughout the state, with such screenings continuing until primary day.