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September 12, 1966

Finance Committee of the Board of Aldermen
Honorable Milton G. Farris, Chairman
Honorable Charles L. Davis, Comptroller
Atlanta, Georgia

Gentlemen:

To recruit more than 500 Firemen is a major undertaking that will require several months or maybe as long as a year. It is my opinion that such a large number of qualified men cannot be recruited in the Atlanta area as rapidly as is necessary to meet the needs. Therefore, I am requesting that you establish a special budget for a recruitment program to be conducted throughout the Southeast.

The rates per column inch of advertising in newspapers vary so much that it is difficult to estimate the cost of the advertising that I propose to do. I plan to run ads of eight column inches each in two successive Sunday editions of thirty daily newspapers and the same ad in two successive weeks in fifty weekly newspapers. I am estimating the cost for this advertising campaign to be \$7500.00. Also I should like to put two men on the road following up our advertising for twenty-four work days. At a cost of \$42.00 per day per man to include 200 miles of travel a day at ten cents a mile, hotel room at \$12.00 a night, and meals at \$10.00 per day, the cost for this part of the campaign would be \$2016.00. I already have done some long distance telephoning and will have to do considerably more. I request that \$100.00 be provided for that purpose.

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My total request is for \$9816.00 which, incidentally, is less than the proposed pay for one year for two first year Firemen.

Respectfully,

CARL T. SUTHERLAND
Director of Personnel

CTS:cbt