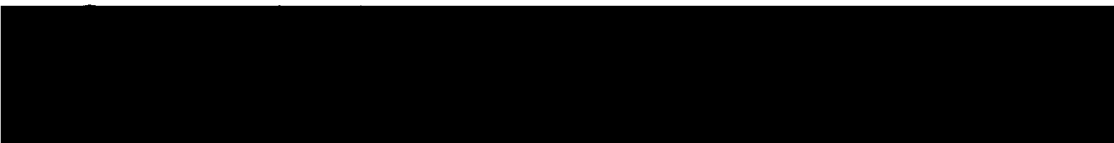


6 February 1967

Special Report

I visited three firms in California on February 1 and 2, 1967 which had indicated an interest in submitting proposals to design and develop three units of a programmed course in Vietnamese. One showed serious interest; one, mild interest; and the third, no interest.

I.



both of whom have good reputations as Programmers. They are not equipped to undertake the "monumental" projects and prefer the "smaller" tasks. My "not over \$25,000.00" figure did not cause him to laugh me out of court, as happened later! He read our Request for Proposal through twice, asked intelligent questions and made convincing comments. He will mail us a proposal on or about 10 February. I recommend favorable consideration.

II.



on an OTR contract. His firm has designed, developed and published a number of well known Programs. The firm is medium sized but self-contained--art shop, duplicating of audio and visual materials, complete photo. lab. and equipment, etc.

All went well until, at his request, I said, "not over \$25,000.00." This produced a polite chuckle, an embarrassing pause, and his statement,

I couldn't begin to set up shop for that figure. Unit I alone would cost me well over 25 grand. The plus or minus 120 hours of programmed instruction in Vietnamese would cost in the neighborhood of

He didn't slam the door; we parted friends. But I doubt that we'll get a serious proposal.

JOB NO. [redacted] BOX NO. [redacted] FLD NO. [redacted] DOC. NO. 7 NO CHANGE
IN CLASS/DECLASS/CLASS CHANGED TO: TS S C RET. JUST
NEXT REV DATE [redacted] REV DATE 4/1/80 REVIEWER 029725 TYPE DOC. 30
NO. PGS 4 CREATION DATE [redacted] ORIG COMP 11 OPL 11 ORG CLASS U
REV CLASS U REV COORD. AUTH: HR 70-3

STATINTL

- III -



STATINTL

██████████ I personally know the CIA. I have done work for them; they have done work for me; I respect them; I believe I still have the 'clearances.' What we'd like to do for you is the whole program, not just three units of the 26. It would cost almost as much to organize for and develop the three as it would for the whole. ██████████ would have to direct this himself. No one else is capable. May I ask in round numbers what you've budgeted for this effort? "

STATINTL

This time my "not over \$25,000.00" produced an ill-disguised guffaw in which I somewhat nervously joined. On the defensive at this point, I mentioned that the CIA also had budget problems, that we weren't yet completely sold on PI, that we proposed to use the three units as PAI and that other agencies of the Government would benefit, etc.

STATINTL

██████████ again took over.

"If this is important to the Government, if you foresee a need for the civilian agencies of the Government to be in South Vietnam after the military have departed, why in hell don't you fellows in Washington get together and do the job as it should be done? Why don't you go to the Bureau of the Budget and say that this is important and that we want in dollars the equivalent of a light helicopter, or the electronic equipment in one U2 or twelve mortars? To do the job right will cost more than ten times your figure.

STATINTL

██████████, we don't want to bid on this proposal. But I'll tell you what we would consider. If you can't find anyone to do it, we'd rather, as a patriotic gesture, do it for nothing that accept your \$25,000. It's been refreshing to talk with you. "

The above took over 1 1/2 hours, was followed by hearty hand-shaking all around, and I got back in my Hertz with my tail somewhere in the vicinity of my legs and was glad to head for the airport.

STATINTL

██████████
Coordinator
Instructional Systems Study