

Office Memorandum • UNITED STATES GOVERNMENT

TO : DIR TNG

DATE: 14 Feb 58

FROM : TNG-01

SUBJECT: Proposed Friedman Contract

1. The topics proposed as a lecture series should be valuable as an orientation media. The series will certainly provide a historical reference not now available. But, if the series is to be used as a teaching tool, many things must be considered that are not apparent in the contract proposal.

2. The support required of NSA for photography and recording could cost as much as \$3,000 per lecture. This is especially true of the first three lectures. Unless Mr. Friedman has a wealth of pictorial or equipment available for photographic reproduction, the cost of art work alone will run high.

3. From a teaching aspect, three aspects of the slide-illustrated/lecture must be considered. First, the time factor alone, ie; 50 minutes, is extremely long. The average student will not be able to maintain sufficient interest or attention for this period. Second, is Mr. Friedman's personal narration of the text. It is far more difficult to present a dynamic talk through the media of tape than through a "live" presentation. If Mr. Friedman presented each lecture in person, his own personality and character might "carry the show". Most of the audience will be new to this field of work. They will not have a built-in enthusiasm or respect for Mr. Friedman and his work (this is objective I hope, not heresy). It will take an extremely dynamic speaker to carry the audience for a 50 minute lecture. Third, slides are a static media of visual presentation. To create the illusion of movement and to constantly restimulate audience attention, it will be necessary to use 30-50 slides. Each slide will have to bear relationship to preceding and following slides. Great skill will have to be used in selecting, designing, artistically producing, and photographing each slide. This can be done, but as a support item it will be costly.

4. These comments are not to be taken as reasons "why not to do". The project is feasible and undoubtedly worth while, but considering the material, the method of presenting and the potential audience, I would recommend that slide/tape lectures be of 20-30 minutes in length.

5. I understand that the Navy can make all 6 lectures in motion pictures for approximately \$20,000. If the lectures are to be used in a series during a course (Orientation) covering 30 hours or less, filmed lectures would run the same risk of losing the audience as would the slide-tape lectures.

6. Motion pictures are undoubtedly the best medium for orientation or documentary purpose. Less than professional quality in production, direction, art work, narration and scripting should not be considered. The six lectures would cost about \$300,000. This would include all costs to the Government,

SUBJECT: Proposed Friedman Contract (Cont'd)

including any photography and processing furnished by either NSA or the Navy. In addition to the costs, it would require about 6 months for the art work, filming, editing and recording *for each film.*

7. If this project is accepted, I recommend that the slide-tape be used. Even with this medium, the length of each lecture should be no longer than 20-30 minutes.

David Wood
DAVID WOOD

Chief, Administrative Group