

EDWARD C. MICHENER ASSOCIATES INC.

November 10, 1967

Mr. Donald K. Schwartz  
Purchasing Agent  
University of Colorado  
Boulder, Colorado

Dear Mr. Schwartz:

Re: Your File AA5728

Thank you for your letter of November 7, 1967, returning our Invoice MI-249, and containing a copy of the amazing letter addressed to you by Dr. Robert J. Low.

I feel it is not necessary for me to describe the circumstances that occasioned the invoice, as they can be detailed to you by your Dr. Gerald Rothberg. As Dr. Rothberg reported to Dr. Low, I did indicate to him after he had assigned us this work in good faith, and we in good faith had performed it, that we would not add to his embarrassment by sending an invoice.

I changed my mind. It is true \$185 is not a great sum. At the time I thought it was funny. Dr. Low had refused Dr. Rothberg's request on the ground that press, radio and TV "ought to" cooperate in a matter like this without the help of a public relations firm.

The whole UFO matter has been so fraught with human intellectual frailty that it seemed amusingly absurd to find the penultimate investigation in-charge of a scientist who consults his assumptions even while his observer in the field is telling him by long distance telephone that they are not valid in this case.

It was the very absence of media cooperation which impelled Dr. Rothberg to seek us out after about two weeks of very little public notice here. When I said I wouldn't send a bill, I felt sympathetic toward Dr. Rothberg at being allowed by his superiors to be in such an embarrassing position as Dr. Low's decision created.

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But I changed my mind after my amusement died, upon reflecting:

1. I was allowing our agency to be arrogantly victimized (not by Dr. Rothberg, who asked for our professional assistance in good faith) but by what appeared to be the unreal, bureaucratically pettifogging attitude of his management, as represented by Dr. Low. Even so, had I received some thanks or acknowledgment from the University for the work our people did, I think my present slow burn would not have developed.

2. What might be even worse, Dr. Rothberg was being victimized. If he is willing to work in such circumstances, that is his private affair. What I object to is the idea that the United States might spend untold millions conducting an all-out investigation of UFOs, with the decision based partly on the judgment of a man whose own superiors will not entrust him with \$185 when he believes it necessary to the success of his mission.

Now I have Dr. Low's letter and am astonished further by the pains he takes in it to point out of the agreement between Dr. Rothberg and our agency, "Their agreement, only an oral agreement, apparently, not written . . ." Mr. Schwartz, if you tell me this represents the ethical standard of the University of Colorado, I shall be very much surprised.

This invoice is for work done by four persons in our agency, between approximately 8 a.m., when Dr. Rothberg directed us to proceed, and approximately 12:30 p.m. when he called to tell us his request for funds to pay for it had been denied. We did, in fact, continue work after 12:30 to complete activities begun earlier so the prior work would not be wasted. We are not charging you for that time. A copy of the report of the account executive in charge of the project is enclosed for your information. If you wish information as to the effectiveness of the work that was done, I refer you to Dr. Rothberg.

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Mr. Schwartz, I am willing to donate this \$185 to any good work the President of the University of Colorado might propose, including the University itself. First, I am going to collect it if I can; and it is my understanding that I can.

I am turning the matter over to Mr. Howell Mette, of our law firm, Rhoads, Simon & Reader, 400 North Third Street, Harrisburg, Pa., and you are welcome to address any further communications about it to him.

Sincerely yours,



Clarence C. Smith  
Executive Vice President

CCS:mkh

cc: Dr. Gerald Rothberg  
Dr. Robert J. Low  
Dr. Joseph R. Smiley  
Mr. Howell Mette  
Mr. E. C. Michener  
Mr. Tom Reese  
Mrs. B. T. Eaton



20 Jan 67

Joe:  
Schwartz has talked  
with Smith. Low has  
authorized payment;  
Smith is writing Jelen  
an essay on PR practice.  
— Gene