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Proposal:
The Computer Project
How To Get 1,000,000 Or More
Computers For Our Inner Cities
For Practically Nothing

Prepared by
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for
Robert Gordon
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Office of National Service
Room 145
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Washington DC 20500

May 7, 1993

The Computer Project

P.O. Box 1168, Plymouth, MA 02362

May 7, 1993

Eli Segal, Director of the Office of National Service
The White House
Washington D.C. 20500

Dear Mr. Segal:

I recognize that you are an extremely busy man given the enormous weight of the political agenda confronting our President. Recognizing this fact, I still feel that the 15 minutes required by you to scan this proposal would be regarded by you as time well spent.

The proposal involves the implementation of an idea that costs very little to execute yet yields a tremendous return -- as much as 300 to 1. The advantages it offers would have a beneficial impact on the President politically and serve as proof of delivering on his commitment to "leave no one behind", In addition, I am confident that both Democrats and Republicans would embrace the idea enthusiastically.

Your interest in pushing the idea presented in this proposal forward would go a long way in assuring its success.

I wish you and the President success. May God guide you in your efforts to restore hope, peace and prosperity both home and abroad.

Sincerely,



Mike Browne
Director

cc:

Thomas F. McLarty, Chief of Staff, The White House
Jim Hazzard, Executive Assistant, Dept. of Education
Robert Gordon, Policy Analyst, Office of National Service
Col. Leon Ferraez, Dir of Nat'l Communications -- The Salvation Army
Vice President Al Gore
Robert Reich, Secretary, Dept. of Labor
Sen. Ted Kennedy, Massachusetts

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INTRODUCTION

Our Inner Cities and the Need for Effective Change

There has been much talk of helping those who have been forgotten and neglected during the Reagan/Bush years. Our nation's inner cities and poor rural communities have become enclaves of despair, virtually isolated from mainstream America. During these years of neglect, problems have become magnified, begging for public attention and compassionate scrutiny. No longer can we afford to ignore the core problems of our inner cities for they threaten to engulf and consume the rest of us by virtue of their severity and visibility (LA riots, Miami tourists, etc., etc.).

President Clinton's campaign promise of "not leaving anyone behind" must be effectively translated into policies and programs that visibly and tangibly reverse the self-destructive trends now operating within the inner city environment. "National Service" is a concept that arose due to the very nature of the problems that America now faces. National Service can, and I believe will, be the primary vehicle or modality through which our country's inner cities can be embraced and nurtured back to full health. There are no other options, unless you wish to continue the policy of the Reagan/Bush years of focusing only on the symptoms and ignoring the causes. This policy only resulted in the building of more and more prisons. This is not an enlightened approach and only serves to give people not acquainted with the true nature of the problems, a false sense of security. No. A whole new approach is not only warranted but absolutely required if our goal is to build a truly "united" United States of America.

The proposal that you are about to read represents an innovative approach to achieving President Clinton's stated goal of "not leaving anyone behind". On the one hand, it will provide positive, tangible and quantifiable proof that the President is delivering on his promise in no uncertain terms while, on the other hand, demonstrating that creative and innovative programs and policies that deliver a huge social benefit needn't cost a lot of money. It is therefore totally consistent with the Progressive Policy Institute's fiscal conservatism along with a grass-roots sense of social activism. If this proposal is enacted, the American conscience will receive positive reinforcement that their President is fulfilling his political promise of social activism combined with a healthy dose of compassionate fiscal conservatism. In other words, he will effectively demonstrate that he is indeed a "New Democrat".

The forces of destruction, division and decay must be dealt a severe blow through a compassionate and intelligent analysis, combined with effective action. This "outreach" must be simply motivated by an enlightened understanding of the true nature of the problems consuming our youth, our families, our cities, our institutions, and our nation as a whole. These problems, on the surface, appear to be quite complex and vexing. But in reality, the complex web of problems

that may appear so overwhelming to a casual observer are simply a reflection of an inability to recognize and embrace what is truly valuable in life -- love, respect, dignity and compassion. A poverty of "spirit" has left America defenseless against the dark forces of hate and despair. Our society has become inordinately hedonistic, yielding a societal dynamic that judges "winners and losers". It is a dynamic that relegates "losers" to obscurity--to be tossed into the waste disposal unit of society and, conversely, elevates "winners" to the top of the trash heap. It is a social Darwinism that only serves to obscure the essential values and truths that are so necessary for the self-preservation and growth of an enlightened society. "Survival of the fittest" has become America's cultural modus operandi whether we realize it or not. The problem here is not in the concept, for there is truth to it, but in how we define what "fittest" means or should encompass.

Social Darwinism and American Capitalism have enjoyed a certain kind of marriage together. America is today the world's only "super power". This status is largely due to our material advantage and technological know how. Undeniably, we have built a nation of formidable "tinkerers". Our concentration in theoretical and applied science has yielded certain material benefits. Our people have become accustomed to having their "needs" met through various levels of material acquisition. The "winners" enjoy the more expensive toys, the "losers" are left with the more basic, less-expensive options. The "American Dream" has become nothing more than aspiring to be a "winner" who has the financial resources to buy more "things" at will. This "American Dream" is turning into a nightmare of epic proportions. The "losers" are growing in numbers and are becoming increasingly frustrated with their situation. Their "needs", obviously, are not being met. The important point to be noted here is in the translation of "needs". People have a hierarchy of needs. There are spiritual, emotional, intellectual, and physical needs. America has become quite adept at handling the latter, but quite inept in meeting our "higher-level" needs. Americans are quite comfortable in articulating their "physical" wants and desires but become increasingly uncomfortable when the focus shifts to more spiritual and emotional concerns. No wonder our society is experiencing "societal" problems! There are literally huge numbers of people who don't know what life is all about! They only have a vague sense of "unhappiness" and most attribute that "unhappiness" to a lack of physical comforts and the lack of respect and so-called prestige that is equated with one's financial position. This whole milieu which I've just described is so unnecessarily "unenlightened". Pain, anger, fear, hate, violence and isolation are its inevitable consequences. America needs to redefine the "American Dream". America needs to redefine what it means to be a "winner" or a "loser". America needs to re-prioritize its "needs" and to actively encourage the fulfillment of its higher-order needs. This is the mandate that must be fulfilled if America is to survive and flourish into the distant future. By truly representing our founding principles of "life, liberty, and the pursuit of happiness", the United States of America will become a beacon of light and hope and tolerance that all peoples and all nations of the world will come to love, aspire to and emulate! It truly will augur a new "world order" where essential values to life, liberty and the pursuit of happiness will be encouraged, nurtured and embraced!

HOW TO GET 1,000,000 OR MORE COMPUTERS FOR OUR INNER CITIES FOR PRACTICALLY NOTHING!

High Tech for the Inner City: 30 Million Plus Computers for the Asking

There is a tremendous opportunity whereby our nation's inner cities can benefit substantially through a coordinated and well-organized program that solicits contributions of used personal computers from our nation's private corporations. An estimated 30 million or more 286-based computers have been or are in the process of being "retired" within the private sector. Many, if not all, of these systems have been fully depreciated on the corporate books. Private corporations are looking for a simple and useful way of unloading these systems. Many companies are now offering these systems to their employees for free or for some nominal fee. These computers are complete, standalone, desktop models that are 100% functional. They include the system unit (or "box"), monitor, and keyboard. *It should also be mentioned that these IBM-compatible computers can run literally thousands of off-the-shelf commercial and educational programs without any problems whatsoever.* In addition, these computers can be donated to inner city or poor rural schools, or non-profit rehabilitation programs that lack the resources and funding to procure this valuable equipment on their own.

Why Millions of PCs Can Be Obtained at Little or No Cost

During the early to mid 80s, corporate America purchased a huge number of 286-based, IBM-compatible PCs. It is estimated that somewhere between 30 to 50 million were purchased during this time frame. Companies are now in the process of retiring these systems in order to purchase more powerful systems that are based on the later generation 386 or 486 microprocessor. The reason for this is not because the 286-based computers are no longer functional but, more accurately, because the latest crop of business oriented software is graphically based and is designed to run on either the Microsoft's Windows operating environment or on IBM's OS/2 environment. Both of these "graphical" environments require a 386 or higher processor in order to run at acceptable speeds. The 286 chip does not have the muscle to handle these graphical environments at acceptable speeds. However, it is important to mention that there are literally thousands of commercial and educational off-the-shelf programs that were written specifically for the 286 platform. It would therefore be erroneous to regard the 286 as "obsolete". *Its obsolescence is only applicable to one segment of our society -- the business community.*

Corporate America would be highly receptive to donating these systems for a worthy cause. I draw this conclusion based upon the facts and my personal communications with MIS managers from around the country. First of all, as mentioned previously, Corporate America is quickly transitioning to the 386/486 platforms based on software requirements. All systems currently

being purchased fall within these two processor types. Current demand for 286-based systems is nonexistent as a consequence. Managers and employees of corporations from all across America are screaming for the new generations of desktop computers. As a consequence, 286-based sales have completely dried up as the demand for 386 and 486-based systems has gone through the roof. The push to "retire" the 286s began shortly after the introduction of Windows 3.0 by Microsoft Corp. a little over a year ago. However, prices were still relatively high for these newer systems and, as you know, the country was in the midst of a recession. Consequently, many companies held off on their purchasing decision. Budgets were tight. Consumers were not spending. The situation, however, has changed dramatically over the past six months. Consumer confidence has increased. We had a great fourth quarter in '92 and prices for these new computer systems over the past year have plummeted, making a volume purchase more palatable to corporate America. Many companies, as this proposal is being written, have already or will soon be offering these older systems to their employees for home use either at no cost to the employee or for some nominal charge. Once again, they are simply looking to unload these older systems in some quick and inexpensive manner. They have, quite simply, outlived their usefulness within the corporate environment. On several occasions, I asked MIS managers if their companies would be willing to donate these systems to charity. *In all cases their response was affirmative.*

Limited Window of Opportunity

There is a limited window of opportunity as private corporations cannot be expected to warehouse systems that no longer serve the corporate mission. In this regard, it is imperative that we act quickly to develop a mechanism or operation where these systems can be quickly retrieved and redistributed to worthy recipients. Such an apparatus can be quickly designed and implemented within a matter of a few weeks providing the necessary funds were available. To give an example, just today I learned that my brother-in-law's employer, Merisel Inc., held a raffle to unload their 286s on their employees. The raffle tickets were *free!* (Merisel is one of the world's largest distributors of computer-related hardware and software.) Companies all across America are looking for a simple and cost-effective way of reducing their inventory of 286-based systems. If companies like Merisel knew of a charitable outlet for these systems where their unwanted computers could be unloaded with minimum effort and expense for a worthwhile cause, these companies would literally beat a quick path to your door. Your phones would ring off the hook throughout the business day!

In those instances where a certain number of corporations have already given a portion or all of their 286-based computers to employees, it is still quite possible to retrieve these systems through a very simple and cost-effective approach. By having these companies circulate a flyer to all employees that describes our charitable effort, it is very likely that a good percentage of these employees can be convinced to return their 286s to a pre-selected location on a Saturday e.g. the corporate parking lot. Salvation Army trucks can then be used to collect this equipment on the premises for redistribution to inner city schools or to some other worthwhile recipient. (The Salvation Army's participation is discussed later in this report.) So, although there is a limited window of opportunity in a certain sense, the window will remain open with a type of innovative effort described above. Perhaps as many as 25% to 50% of the 286s that were given to employees

can be recaptured in this manner. Ideally, however, it is in our best interest to contact these companies before they give their used computers away. It simplifies the process tremendously.

The logistics of implementing such a program are simple and straightforward and the costs associated with this program's implementation are miniscule compared with the tremendous benefits that would result.

The Benefits: Putting the 286 to Work in the Inner City

Education

The educational community stands to benefit tremendously. Hundreds of innovative educational software programs were introduced on the 286 platform. These programs can provide children of all grade levels with valuable experience in learning what computers could do for them.

Self-paced learning programs could be used to assist teachers who face overcrowded inner city classrooms. Children would quickly become acclimated to a technology that promises to play an ever increasing role in America's high-tech future. Computer literacy amongst inner city children would blossom and presage a brighter future for them. Computers would open new vistas and venues for learning, stimulating the child's natural curiosity and enhancing the child's intellectual and creative growth.

As you know, school departments in our inner cities are strapped for funds. Educational resources are sorely lacking. The inner city student is at a severe competitive disadvantage when compared to the wealthier suburban student. By providing 286-based computers to our inner city schools across America we can make real progress towards reversing this inexcusable disadvantage. The practicality and cost-effectiveness of this effort cannot be argued!

Small Business Assistance

The 286-based computer is still alive and well in America. As mentioned previously, thousands of applications were written for this popular platform. With over 50 million of them in distribution across America, it is no surprise that software programmers focused a huge portion of their creative efforts on writing programs that businesses and consumers would need and use. Every conceivable business-related application was written for the 286 -- word processing, desktop publishing, accounting, drafting and design (CAD), database management, drawing and illustration programs, programming, etc., etc. The small business community within the inner cities' "Enterprise Zones" would welcome the opportunity to use this hardware/software combination to their best advantage.

Job Training

In addition, special job training programs could be implemented whereby the chronically unemployed (and underemployed) could substantially enhance their marketability through computer-related training and education. *In fact, the Salvation Army has recently instituted just such a program!*

Political Ramifications: All Positive!

Bipartisan Approval Assured

Prediction: Democrats and Republicans alike will embrace this program without a single dissenting voice.

There'll be none of the partisan bickering that we've been witnessing with respect to "stimulus oriented" proposals originating from the Clinton Administration. The reasons for this are clear. First of all, the cost of implementing the program is but a small fraction of the total dollar value of the computers likely to be donated during the program's first year of operation. In addition, the benefits to society, and the inner city in particular, are dramatic and tangible. Heightened levels of computer literacy across the application spectrum will yield a significant increase in "employability" factors to inner city participants. Our nation's inner cities will begin to emerge as active players in our country's "high tech" future. From a purely practical perspective, the benefits derived from this program's implementation far outweigh the minimal costs incurred in instituting and maintaining this innovative program.

Mass Media Perspective: Praise & Accolades for Clinton's "Vision"

The Clinton Administration will be the beneficiary of a positive media focus with respect to the program's concept and practicality. It will be put forward as an example of the type of thinking that got Clinton elected in the first place: *New ideas combined with fiscal responsibility and coupled with a healthy dose of compassion.* It will be offered as a perfect illustration of what is meant by the term "New Democrat". The net result will be to enhance public confidence and respect for Bill Clinton. The people's desire for a new type of Democrat will have been reinforced and legitimized.

Program Objectives, Resource Requirements and Costs

Overview

The program's mission is to generate a minimum of 250,000 standalone, desktop 286-based PCs during the first year of operation. Depending upon the level and degree of support from the Clinton Administration, as many as 1 million or more PC contributions can be realized within the program's first year! Assuming that the street value of these computer systems approximates \$300 per unit, this translates into contributions of from \$75,000,000 to \$300,000,000 or more. It is important to mention that these are not inflated estimates. They are, in fact, ultra-conservative estimates. (Currently, the street value of these systems range from \$350 to \$600 each.)

The numbers mentioned above can be easily achieved with a staff of 12 to 15 professionals. In addition, an administrative support staff of three individuals would be of great assistance. These individuals should possess strong verbal and written skills and, of course, be computer literate. They must be comfortable working on the phone as this will comprise 90% of their activity. These individuals would require access to toll-free lines (outgoing and incoming, e.g. 1-800-286-GIVE) for purposes of contacting principal decision makers within the corporate environment. The estimated costs for a comprehensive implementation, over a period of 1 year, is estimated at roughly \$1,000,000. This figure includes all costs related to putting a complete and professional

operation together, including all overhead, equipment and supplies. I will provide you with a detailed breakdown of these costs later in this document.

Official Endorsement/Publicity by Clinton Administration

In order to achieve maximum impact within a short period of time (six months to a year), it is absolutely essential that responsible parties within the Clinton Administration demonstrate their strong support for this program through highly visible, public announcements and by providing coordinated inter-departmental assistance where required (e.g. National Service and Dept. of Education). In addition, a direct mail campaign on "White House" stationery would go a long way in producing rapid results. The Dept. of Education could provide valuable assistance by producing a list of schools across America who have expressed interest in receiving donations of computer equipment, along with a tally of the number of systems they would like. By so doing, we could quickly match and execute equipment donations to an identified list of potential recipients. Insofar as this is a "National Service" type of endeavor, perhaps this program could be monitored under their auspices.

Importance of Advertising

Ideally, there should be an even mix of phone activity. An aggressive mix of outgoing and incoming phone activity would produce the desired results within a very short period of time. On the "outgoing" side, there are several published "Computer Intelligence Reports" that identify the number and type of computer systems held by a given company. In addition, these reports list the names and phone numbers of principal decision makers within each respective company. This information would prove invaluable in our efforts to prioritize and penetrate those companies most likely to donate large numbers of 286-based computers. These reports are not free, but their expense is immensely justifiable. By combining a direct mail campaign (on White House stationery) with an organized "follow-up" phone campaign, "close" rates (successful solicitations) should approximate 30 to 40 percent or more.

On the "incoming" side of the equation, it would make tremendous sense to advertise on a regular basis in those computer publications that are widely read by computer professionals. Two that come to mind immediately are "PC Week" and "PC Magazine". The former is a weekly and is widely read by those companies most likely to respond to our request. The latter is a monthly and is also widely read by computer professionals throughout America. By so doing, our incoming "toll free" lines will ring off the hook as corporate computer professionals who've been searching for a simple, worthwhile and inexpensive means of unloading their 286-based computers will have found their solution. That is to say, a high volume of "incoming" phone activity could be easily generated by a targeted advertising campaign. It is important to mention that both of these publications provide free advertising space for "Public Service Announcements" contingent upon space availability. We can easily fashion several different size ads using desktop publishing tools that should result in getting free ad space a good percentage of the time. The point I am making here is that it is absolutely essential that we maximize public exposure in order to obtain the desired results. (Remember, there is a limited "window of opportunity" as companies are actively considering what to do with their inventories of 286-based equipment.)

National Service Awards

It might be a good idea to institute a program whereby "National Service Awards" are given to those companies/individuals who have demonstrated their sense of civic responsibility through

their donations of computer equipment. In our "Public Service Announcements/Ads" we can list them in our print ads thereby giving them the recognition they deserve while simultaneously serving to motivate others to respond in a like manner.

How the "Numbers" Add Up

Assuming the ideas outlined above are embraced and implemented, as stated previously, a minimum of 250,000 computers will be donated within a relatively short time frame -- six months to a year. More than likely, a million or more systems will result. Considering program costs to be about \$1,000,000, this would be a fantastic accomplishment. \$75,000,000 to \$300,000,000 worth of donated equipment for an investment of \$1,000,000. That's quite a return on investment to say the least! I will now elaborate on the specifics as to just how these numbers will materialize.

Let's assume that approval was given for 15 individuals to realize the program's objectives. Twelve of these would be responsible for making outgoing calls and for handling incoming calls. The remaining three individuals would be assigned an administrative support function -- routing calls, handling correspondence, coordinating equipment pick-up and delivery, etc., etc. The principal burden however rests on the 12 individuals. It is their responsibility to generate the needed donations of computer equipment. Based upon my personal experience, each staffer could handle a volume of 20 to 25 calls per day -- 12 to 14 outgoing, 8 to 6 incoming. (Initially, the mix may be heavier on the incoming side -- very desirable.) I estimate that each call will average 15 to 20 minutes each. On the outgoing side, a successful close rate of 25% is anticipated. (This could, in actuality, be much higher.) On the incoming side, a close rate of 50% or more is expected. (I'm estimating that half of these people are calling us on the basis of our direct mail and ad campaign. Therefore, they've already decided to participate. The other half are returning calls that originated from members of our professional staff.) Given the close ratios mentioned above, this translates into a minimum of seven companies, per staffer, who have agreed to donate computer equipment. Multiply 7 times 12 (# of staffers) and that translates into a minimum of 84 companies per day. The only question that remains is, "On average, how many computer systems will each company donate?" This is a very important question. I'm guessing that companies will donate an average of 50 or more computers per transaction. This then translates into 4,200 computers per day. Multiply this number by the number of work days in the year (240) and you come up with a grand total of 1,008,000 computers! Multiply the total number of computers by their average street value (\$300) and you get a total of \$302,400,000 in donated computer equipment! All this is eminently realizable for a mere investment of just \$1,000,000. In other words, for every dollar spent on implementing and maintaining this innovative program, you get \$302.40 back! Incredible, wouldn't you say? I realize that it sounds incredible, but don't forget, I used very conservative estimates to justify the program's implementation -- 250,000 computers (\$75,000,000 value). This ultra-conservative scenario yields a return of 75 to 1 on every dollar spent.

Pick-up and Delivery: The Salvation Army

Given that a minimum of 250,000 computers will be donated from numerous sources from around the country, a cost-effective method of pick-up and delivery is essential. In the absence of this, the program's success is at risk. Companies may be more than willing to donate their used computers but you can be quite sure of their unwillingness to pick up the tab for shipping them. Conventional shipping costs could easily average from \$30 to \$50 per system. Consequently, "pick-up and delivery" becomes a pivotal issue. After making some exploratory calls in this regard, it occurred to me that I would need to find an organization that had access to a fleet of trucks and was located in every major city throughout America. Given these parameters, the only one that fit this description was the Salvation Army.

I made several calls to Salvation Army offices and was finally able to reach an individual who could play an important role in promoting the "computer project" to the four regional headquarters of the Salvation Army. His name is Col. Leon Ferraez, the Director of National Communications, located in their national headquarters in Alexandria, VA. Initially, I outlined my idea to him. His response was very, very positive. In fact, he's currently involved in a project whereby computer training is being provided to recovering addicts in our nation's inner cities. I told him of the need for an inexpensive means of pick-up and delivery. To encourage his active support, I suggested that it may be possible for the Salvation Army to obtain a certain percentage of the donated equipment for their own programs. This, in essence, would be a form of payment in return for their services. He thought that this was a good idea but mentioned that for a nationwide program, he would need the approval of all four regional offices. He requested a copy of the report that you are now reading and mentioned that if the Clinton Administration wasn't interested in implementing this program, that maybe the Salvation Army would be.

It is critically important to get the Salvation Army to participate in the transportation aspect of the program's implementation. There simply is no other organization that has the resources and degree of public recognition and acceptance that the Salvation Army possesses. Clearly, it is much easier for a company to sign over thousands of dollars of computer equipment to the Salvation Army than it would be to sign the same equipment over to some people in some non-descript van or truck. If the Clinton Administration were to embrace my idea, then it would be very helpful in getting the agreement of the Salvation Army if they were to personally make some phone calls to all four regional offices of the Salvation Army on the program's behalf.

Dept. of Education's Role

Another important component of the program is in the area of identifying potential recipients for the donated equipment. In this regard, the Dept. of Education could play a pivotal role. We need a list of inner city and poor rural schools who would like to be the recipients of the donated equipment. We would, of course, need the school's address and phone number, as well as the name of the school's principal or chief administrator. By so doing, companies who donate equipment from within a given State would be matched to worthy recipients within the same State. This would go a long way in improving a company's image within its resident State and thereby facilitate the entire contribution effort. In addition, the Salvation Army would be able to complete the contribution cycle in one fell swoop. It would have the name and address of both the "contributor" and the "contributee" and thereby be able to both "pick-up and deliver" in a

two-part transaction during the same business day. The three members of our staff who function in an administrative support capacity would coordinate this aspect of the program's cycle.

The Dept. of Education would have to query the nation's inner city schools or, perhaps, all of the public schools in our entire nation so that a "wish list" can be created and later matched to contributors. If all of the nation's public schools participate, so as to be non-discriminatory, then some kind of formula will have to be applied in order to determine a fair number with respect to the number of computer systems that a given school is eligible to receive. Certainly, the size of the student body, # of teachers, and the # of computers that they already possess would be important variables in arriving at some fair formulation. The "Computer Project" would then have a fair, specific, and accurate means for matching contributors with recipients.

The Federal Government: A Potential Source

It is widely known that the Federal Government, including the Dept. of Defense, owns literally hundreds of thousands of 286-based equipment e.g. Zenith's Z248, etc. Many in the government are now shifting to the more powerful 386/486 environment for the same reasons that private corporations throughout America are. Consequently, insofar as all of the government's computers were purchased at taxpayers' expense, it makes enormous sense to make our nation's public school system the beneficiary for this equipment as more powerful systems are procured by the government to replace them. Here is a readily definable source for literally several hundred thousand systems *over and beyond the projections I made from purely private sources*. Why not?

Cost of Program Implementation

On the next page, I have prepared a preliminary budget of the program's cost of implementation. I have tried to be comprehensive in my analysis but I may have overlooked some necessary items. I therefore invite your scrutiny. Although these costs are "estimates", I have attempted to be as near what the actual figures are likely to be. (Please see next page for budget analysis.)

**Preliminary Budget
The Computer Project**

Item	Description	Quantity	Unit Cost	Total Cost
Phone Equipment	AT&T's "Merlin II" System	15 Phone sets (w/Control Unit)	\$15,000 (complete w/installation)	\$15,000
Phone Service	Annual estimate	240 days	\$770 per day	\$184,800
Office Space	Rental/Lease	12 month lease	\$2500 per mo.	\$30,000
Office Furniture	Desks & Chairs	15 sets	\$300 per set	\$4,500
Photocopier	Rental	12 months	\$300 per mo.	\$3,600
FAX Equipment	Purchase	3 ea.	\$600 ea.	\$1,800
Laser Printers	Purchase	3 ea.	\$5000 ea.	\$15,000
Office Partitions	Purchase	15 ea.	\$300 ea.	\$4,500
Computers	486SX, SVGA	15 ea.	\$2000 ea.	\$30,000
Software	Task oriented	15 ea.	\$1500 ea.	\$22,500
Paper & Supplies		12 month supply	\$1000 per month	\$12,000
Computer Intelligence Reports	Identification & prioritization of prime prospects	12 months	\$2000 per month	\$24,000
Utilities	Heat/Air Cond.	12 months	\$1000 per month	\$12,000
Advertising	PC Week & PC Magazine	12 months	\$10,000 per month	\$120,000
Salaries	Sales/Mktg/Adm.	15 professionals	\$35,000 ea./yr.	\$525,000
The Computer Project Budget -- Total Dollars				\$1,004,700

Note:

It is quite possible to reduce the above budget to a significant degree through the use of donated equipment and supplies. For example, the Federal Government warehouses unused office furniture and equipment. In addition, given the scope and worthiness of this project, private corporations might be seduced into donating some or all of the needed equipment. I only point this out to illustrate that the above budget is not fixed in granite.

Other "Mission Compatible" Organizations

In the process of preparing this proposal, naturally I explored the possibility that other organizations may have already been formed or structured to fulfill the same or similar mission. During this phase, I contacted several non-profit organizations in an effort to determine if this was indeed the case. Organizations contacted were the following: United Way, Gifts-in-Kind America, The Salvation Army and City Year. In all cases, none of the above are organized to solicit "used computer equipment". Both United Way and Gifts-in-Kind America focus 90% of their efforts in the area of soliciting new "software". The Salvation Army does neither although, as mentioned previously, they have started a prototype program whereby recovering addicts within the inner city environment are being offered computer training classes. City Year simply is not organized to participate in the effort described in this proposal. In all cases, each of the organizations contacted reacted very favorably to the thrust and concept of the idea. In fact, Col. Leon Ferraez of the Salvation Army's National Office felt that the Salvation Army might be interested in pursuing this project if the Clinton Administration opted not to. So, as you can see, I've attempted to leave no stone unturned.

The Future

Given that computer manufacturers will be introducing systems based on Intel's 586 chip, referred to as the "Pentium", later this year, the 386SX is sure to follow in the footsteps of the 286. Later, the 386DX will do likewise. Given this likely scenario, once we've exhausted the availability of 286-based systems, attention can be focused on soliciting 386SX-based computers for the same purpose. Therefore, this can be an ongoing effort and not just limited to the 286.

The Bottom Line

The bottom line is that the idea I've outlined in this proposal is a great idea that has tremendous merit and potential. I've also demonstrated its immense practicality. There simply is no justification not to aggressively pursue and implement this idea without delay. In this regard, I would be honored if chosen to implement, manage and direct the effort. I have the qualifications both in terms of education and experience. I've previously applied for a position within the Clinton Administration. In recent months, I've sent my resume, a report on the problems afflicting our inner cities and, subsequently, a three page synopsis of the idea outlined in this proposal. I have not heard anything definitive as yet. I am, however, hopeful and optimistic that this proposal will initiate some positive response.

A Personal Note to the Skeptic

To the skeptic: "No, there simply is no reason to deny or dismiss this idea. All it requires is ACTION!" Based upon the numbers outlined above, do you honestly think that anyone would oppose this idea? They'd have to be crazy or unconscious! I urge you not to delay by taking quick and effective action in implementing this idea as I've outlined.