



TO: Maize Craze Team Members

FROM: Dean Kamen, Founder
Miriam Dumaine, Director of Development

RE: Great job!...and other news

DATE: March 27, 1992

Thank you

We cannot thank you enough for the incredible effort, care and personal time you put in to "Maize Craze." Although most of you acted on short notice with many unknowns, you responsibly adopted your new roles as mentor and friend. U.S. FIRST is very interested in your thoughts on the program and invites you to send ideas and comments as soon as possible. Your CEO or president has already received a letter from us explaining the incredible task you accomplished and the importance of your work with students.

Plans for next year

Shortly after a planning meeting on April 14, we will have the concept and structure of a new contest in place for next year. It may involve a regional aspect where a team plays out a somewhat local "season" with the same vehicle, then comes to the championship in Manchester, New Hampshire. All teams would participate in the championship. Your feedback is important to us as we define next year's plan.

Video

Enclosed are two copies of the Whittle Communications Channel One segment broadcast on February 24, 1992 to 6 million students. Channel One has allowed us to copy and distribute it as long as we ask you to return it after you view it (they didn't say it had to be soon). Please forward the second copy to your partner school with the same message.

U.S. First will soon send you a complimentary copy of a 5-minute promotional video of "Maize Craze". Unfortunately, the longer documentary piece needs funds to complete it.

If you want a custom but rough video clip of your team in action, you can call Lauren Cotter at Joli Post Productions at (603) 644-5654. The cost of a ten minute tape has been running about \$200 depending on the difficulty of editing.

Prime Time Live segment

Prime Time has not yet finished a segment relating to Dean Kamen and this project. We will let you know when we learn more about their plans.

Photos

Enclosed are some photos and a photo order form. If you would like copies or enlargements, refer to the proof number on the back when ordering from Hamor Photography. Please return these proofs when you are finished. We are relying on you to share these with the high school--it's a nice way to keep in touch.

Tee Shirts and Pins

Send the enclosed order form to U. S. First and we will be pleased to fill it.

FOR INSPIRATION AND RECOGNITION OF SCIENCE AND TECHNOLOGY

The FIRST Concept

Raymond K. Price, Jr.

Science, engineering and technology will largely define the 21st century. America's performance in those disciplines will determine this nation's place in the world of the future. Yet survey after survey of achievement levels, in which America's youth are compared with those of other nations, shows us plunging toward an abyss of scientific and technological illiteracy.

No matter how brilliant the work of today's laboratories, it's the next generation that has to be won over to the excitement of science if America's place is to be secure in the 21st century.

Winning over that generation is the central role of FIRST.

Essentially, this is a matter of modifying young Americans' attitudes and values, so that science

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and technology can better compete with those other disciplines and distractions that now so excite their enthusiasm and command their attention.

Inspiring, exciting and motivating the next generation are thus the principal business of FIRST. In effect, FIRST is a sales cooperative for a set of ideas.

The modern media age offers an abundance of techniques, both direct and indirect, by which attitudes can be affected. It also presents an extraordinary cacophony of voices clamoring for attention. FIRST will concert the understanding and resources of top individuals, institutions and

corporations with the single goal of winning converts to the thrill of science and the lure of technology.

To turn on young minds, science has to be made exciting and technology has to be made accessible. FIRST will borrow from the playbooks of profes-

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sional sports and the entertainment industry in devising creative ways to build an audience and win its enthusiasm. Those industries operate on the star system. This is key to why so many young people dream of being movie stars or sports heroes. Science needs its own star system. FIRST will create one.

The reach of FIRST will be nationwide, directly into classrooms and communities and more broadly through the national media. Contests, prizes, games, activities - all will be designed and promoted to multiply their effect through media attention.

The particular strength of FIRST lies in its supporting constituency: leading corporations, foundations, institutions and scientists themselves, including many Nobel laureates. Together, they

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bring resources, credibility, insight and understanding. And together, they have in FIRST what they would not have by themselves: a reputable "third party platform" through which to advance their various interests in the enhancement of American science and technology in innovative ways without undermining their institutional



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