



COLLEGE OF LIBERAL ARTS

Office of the Dean

October 24, 2005

Dr. Brian P. Lamb
CEO/Chairman
C-SPAN
400 North Capitol NW #650
Washington, DC 20001

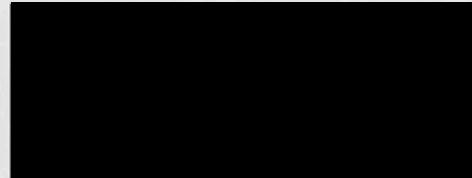
Dear Brian:

On behalf of the College of Liberal Arts at Purdue University, please accept my congratulations on being named as one of "America's Best Leaders" by *U.S. News & World Report*.

C-SPAN has brought a much-needed public window to the workings of our democracy, by allowing us to observe our elected officials in action, unrestricted and without bias. Your program "Booknotes" has encouraged serious reading and critical thinking in the finest tradition of the "liberating" arts, as I like to call them.

My regards and congratulations to you.

Cordially,

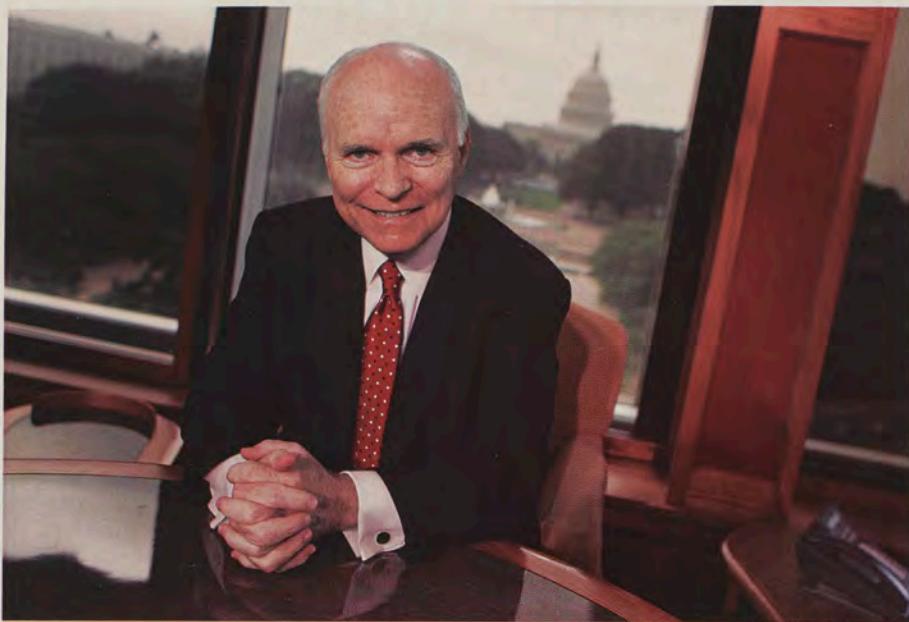


College of Liberal Arts

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BRIAN LAMB | PRESIDENT AND CEO, C-SPAN

PLAYING IT STRAIGHT



JEFFREY MACMILLAN FOR USW&WR

By Peter Meredith

Brian Lamb's C-SPAN held its first live call-in show 25 years ago, and the first call came from Yankton, S.D.

The network's anniversary call-in this month was a reminder that before Fox News, MSNBC, and Rush Limbaugh, C-SPAN was quietly helping Americans engage in political dialogue by pointing the camera at their public institutions.

Today the largest of the company's three TV channels reaches 90 million homes, and Lamb presides over 255 employees and a \$50 million budget.

C-SPAN, entirely funded by the cable television industry, began as a public-relations venture by a heavily regulated business eager to stay on the good side of Congress. In Lamb, who had worked in government relations, cable TV found a hard worker with an original concept—unfiltered access to

the workings of government—and an unshakable commitment to political neutrality.

Lamb, 64, remains a Hoosier after years in Washington. On air he is formal and understated; off air, he shows a polite sense of humor. He is dismissive of leadership theories: "There is absolutely no one way to lead." But he says he knows what works for him. "I manage by walking around," he says. "I manage by hiring people that I have a great deal of confidence in to do the job

and leave them alone."

He also believes in simple gestures. Employees call him by his first name. Susan Swain and Rob Kennedy, who share day-to-day operations of C-SPAN, stress his sense of loyalty—both to employees and their families and to small vendors the network has stayed with for years.

High office. Lamb is fascinated by American presidents and has interviewed every one since Lyndon Johnson. Bill Clinton, he recalls, would sometimes ponder for 30 seconds before answering a question. "I thought that was terrific," Lamb says. And Ronald Reagan, he recalls, had a plaque on his desk that said, roughly, "No telling how much you can get accomplished if you don't care who gets the credit," says Lamb. "I've

used that. I just find that to be incredibly important."

Despite his encounters with America's power brokers, Lamb says he took his biggest lesson in leadership when he was a young ensign aboard the USS Thuban in 1964. He was the officer of the deck, facing 22 enlisted men. "My petty officer fought in World War II," says Lamb. "You know, you don't come on and act like you know the world."

As for the leaders who have most inspired him, Lamb names the 15 board chairmen C-SPAN has had over the years. "You learn compromise from one; you learn the ability to delegate from another; you

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learn how to spend money correctly from another," he says.

Thanks to the board's continued commitment, C-SPAN has brought an openness to government that would have seemed improbable 26 years ago. And its fly-on-the-wall presence at political events may be as important as ever. In the 2004 elections, for instance, the only place to see extended convention coverage was PBS or C-SPAN.

Some of C-SPAN's legacy is open to question. Gavel-to-gavel coverage gives incumbent politicians a huge advantage, and it's hard to maintain that the presence of cameras doesn't affect the events they're recording—one reason the Supreme Court refuses to let them in. But Lamb's reluctance to speculate on "the C-SPAN effect" matches his famous reluctance to venture his political opinions. At C-SPAN, that's the way it is. •

BORN: Oct. 9, 1941 **EDUCATION:** B.A., Purdue University **FAMILY:** Just married **READING HABITS:** For his long-running program *Booknotes*, he averaged 20 hours a week reading each book and prepping for interviews. **ON TAKING RISKS:** "The risks weren't very significant. No one knew who I was. If I failed, so what?"

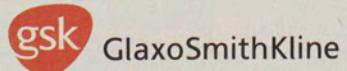
Who in the world would not agree to take responsibility for drugs they export to the U.S.?



No country expressed any interest or willingness to ensure the safety and effectiveness of drugs exported from their country in any expansion of legal U.S. importation." This, according to a 2004 Health and Human Services report directed by U.S. Surgeon General Richard Carmona. Why should you care? Because right now, Congress is considering legalizing the importation of drugs from more than 20 countries. Because the World Health Organization estimates that 10% of the world's drug supply is counterfeit—60% in some developing

countries. Because counterfeits are made to look like familiar drugs but may have too much or too little medicine—certainly not what the doctor ordered. Because the U.S. Food and Drug Administration (FDA) warns it'll be overwhelmed by the expected avalanche of imports. Because imported drugs would be mixed in with our domestic supply and sold at your neighborhood pharmacy, so you wouldn't even know if you were buying imported drugs. Because no one should take away your safeguards against inferior drugs without you knowing about it.

To learn more about drug importation, visit www.fda.gov/importeddrgs



Source: U.S. Senate Judiciary Committee Hearing "Drug Importation." 108th Congress, 2nd Session, July 14, 2004. World Health Organization estimates, as reported in Interpol Media Release dated May 25, 2004, announcing the First Global Congress on Combating Counterfeiting, May 25-26, 2004. Health and Human Services Task Force on Drug Importation. Report on Prescription Drug Importation. December 2004.