

*avoid
last minute*

*Simon -
Pls. see me on this!
Bob*

September 18, 1987

Mr. Brian P. Lamb
Chairman & Chief Executive Officer
C-SPAN
444 N. Capitol Street Suite 412
Washington, DC 20001

Dear Brian,

Each December, CABLE MARKETING publishes its Industry Leaders Outlook Report, in which chief executives of the most prominent companies in cable television offer their prognosis on what's in store for the coming year. We would be honored if you would participate in this year's report.

We would like you to prepare a brief article (around 500 words) that addresses the questions listed below. In addition, we would like you to send a color photograph of yourself (slide preferred) that we could run with the article.

Here are the questions:

1. What are the most critical challenges facing the cable industry in the coming year and why are they important? How will your company respond to them?
2. What are the greatest opportunities we have in the coming year and why are they important? How will your company respond to them?
3. Now that the industry has come through its first year under de-regulation, where do we go from here to get the most out of de-regulation for the industry and our customers?
4. Which competitive threats are likely to impact the business in the coming year and why? Which aspects of our business do we need to address in order to effectively respond to these threats and how should we address those issues?

We need your articles no later than October 26, in order to make the deadline for the December issue. I or an assistant will call you in a couple of weeks to follow up and answer any questions you may have.

Thank you for your interest and I look forward to working with you.

Sincerely,

Ellis Simon
Ellis Simon
Editor

cc: Susan Swain

CABLE MARKETING

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C-SPAN CEO BRIAN LAMB : Industry Leaders Outlook Report

Cable Marketing Magazine

October 26, 1987

"In 1987," says C-SPAN CEO Brian Lamb, "to see the big events of the year...the Iran-Contra investigations, the Bork nominations hearings...you simply HAD to have cable tv." Many who followed these important news events, he points out, were watching on C-SPAN, which has flourished in a deregulated cable marketplace.

Lamb feels that C-SPAN's increased carriage truly is noteworthy. It sends a positive signal to "governments everywhere" who are carefully watching the newly-deregulated cable industry for signs that it will live up to promises of good corporate citizenry and above-average tv fare. "When radio was deregulated, newscasts started dropping like flies," Lamb said. "Not so with cable and C-SPAN. This industry is demonstrating its commitment to public service."

Generally, Lamb believes that the cable industry will respond to a deregulated marketplace much like other industries have: by reallocating the time spent on regulatory issues to business development. "Any time you regulate a business environment, it automatically affects both ingenuity and effectiveness," he observes. Competitive forces and the threat of competition will do their parts to keep the cable industry on its toes. The results will be more diverse program offerings and more aggressive marketing efforts.

"Clearly, cable customers have already benefited from deregulation," Lamb says. "Tier pricing is collapsing and the number of channels is on the rise."

Lamb thinks that cable is already a "damn good buy" for consumers. "No other country on earth offers the television diversity offered to American viewers through cable," ~~he~~ says. *However,* "But this industry certainly hasn't communicated that very effectively." As Lamb sees it, "selling cable's story to consumers" is the biggest challenge facing the industry today. "We have a tremendous product on our hands, but we continue to undersell it!"

C-SPAN hopes to play a *larger role* ~~part~~ in *selling cable's diversity* ~~responding to this challenge~~. Taking advantage of heightened national interest in politics during the upcoming presidential election year, C-SPAN's board of directors -- all top cable executives -- has allocated funds for a national awareness campaign to tell the C-SPAN story. "In many ways, our network is the quintessential cable tv story," ~~he~~ declares. C-SPAN demonstrates that narrowcasting can work and that private industry will support a project for reasons other than financial return, ~~he~~ says. "This industry deserves more credit for that."

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