

[REDACTED]

Product Marketing

FACSIMILE TRANSMISSION SHEET

DATE: 10 March 1992

TO: Brian Lamb

OF: C-SPAN

FAX NO.: [REDACTED]

FROM: [REDACTED]
[REDACTED]

FAX NO.: [REDACTED]

NUMBER OF PAGES (including this one):.....3

Please call [REDACTED] in case of transmission error:

ADDITIONAL COMMENTS:

[REDACTED]
San Francisco, CA 94104-3402
[REDACTED]

[REDACTED]
[REDACTED]
Marketing Strategy and Implementation

10 March 1992

Mr. Brian Lamb
Chairman and Chief Executive Officer
C-SPAN
Via Facsimile (202) 783-0315

Dear Mr. Lamb:

Thank you for your Campaign 92 coverage and for your generally exemplary coverage.

I refer specifically to the Sunday evening portion of your programming which examines campaign ads.

When your commentator referred to a woman who was campaign manager for one of the candidates, he said, "...Chairman." I respectfully urge you to use the accurate descriptor, "Chairwoman."

You showed the agency and management data on each of the candidates with the exception of Governor Jerry Brown. The fact that Brown does not have television ads and therefore does not have a professional agency relationship is at least as significant as those who do.

Furthermore, you included Harkin whom you already knew was making an announcement the following morning, the probable content of which was to withdraw. Therefore, I object on two counts your omission of Brown from the ad analysis programming:

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Mr. Brian Lamb

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- No agency and no commercial ads should not preclude inclusion of the fact sheet showing that information.
- The omission of a candidate who has appeared on every debate and is getting the attention of the people in the form of votes shows a bias that is inconsistent with your even handedness.

Thank you for your careful attention to my concerns.

Sincerely yours,

[REDACTED]