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*Viewer
Programming*

October 20, 1994

Mr. Brian Lamb
C-Span
Washington, DC

Sir:

It goes without saying that I enjoy your shows immensely... C-Span, as well as the recent, outstanding, Lincoln-Douglas debates. I would respectfully suggest that only you would have the professional stature to produce a show, outlined below, that would have a truly meaningful impact on American politics! Broadly speaking, the show format I suggest is a debate, followed by an immediate poll (as discussed below) followed by telephone call-ins and commentator remarks.

Because polls seem to have taken over this country's thinking and political attitudes, I suggest you produce a (weekly, or daily) debate, on one specific issue to be debated by responsible individuals representing both sides, similar in format to the Lincoln-Douglas debates: one speaker speaking for "X" minutes followed by the rebuttal speaker speaking for "Y" minutes, followed by the initial speaker speaking for "Z" minutes.

Then, continue the program with...an immediate, representative, telephone poll from a pre-screened representative population, thus obtaining a truer, non-propagandized, understanding of how the country feels about specific issues, rather than to rely on what politically-committed pollsters tell us.

Select a non-partisan, respected, polling organization to be the authorized poll-taker. That organization would establish a statistically representative Panel of XXX thousand people, from which a small, yet statistically representative, nationwide sample of American voters would be selected to voice their opinion on the single issue being discussed, using statistically sound telephone questionnaires and survey techniques. Being a professionally drawn random sample, one could not question the accuracy of the poll. Call-in voters could invalidate the representativeness of the survey.

The population from which the telephone sample could be drawn should be constructed in such a fashion as to be representative of the US population so that the telephone survey results could be extrapolated to give realistic attitudes of what the general population is thinking about the issue. (Incidentally, this is not an easy task, but it could be accomplished by reputable polling company.)

I think such a forum as one that you could generate would do this country a special service, and in this period of our political history, clear thinking about issues (rather than politicking them) is vital to the continued existence of our way of life.

This also might be an instrumental vehicle that could re-establish faith in our political processes.

I would be happy to meet with you on this matter if you think it appropriate.

Very truly,

[REDACTED]