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March 22, 2004

Brian Lamb  
President  
C-SPAN  
400 North Capitol St.  
Suite 650  
Washington, DC 20001

Dear Brian:

Let me add my voice to the chorus of praise that's undoubtedly descending on you and your colleagues on the occasion of C-SPAN's landmark anniversary. If ever there was an institution that proves the power of counter-intuitive thinking, it's C-SPAN. I salute you and all of your fellow travelers for demonstrating how much light can be shed by the deceptively simple acts of seeing and listening, without the distractions of on-air bombast and histrionics.

By the way, the power of C-SPAN was brought home again earlier this year when the network rebroadcast the interview we did about my book, *Achievement Matters*. Although I wasn't aware of the rebroadcast at the time, I got an excited call that night from my mother on Cape Cod, who'd been called by a couple of neighbors. Colleagues at work told me they'd seen it, as did the clerk at our neighborhood post office and several total strangers in airports.

Better yet, book sales on Amazon.com spiked after the rebroadcast. And, best of all, the turnout at several book signing events a month or so later significantly exceeded the turnout at most of them when the book first came out.

So as an author, a viewer and, above all, a citizen, I'm eternally grateful to you and to everyone at C-SPAN.

All the best,

[REDACTED]