

30 May 1993

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SAN RAFAEL CA 94903

[AFTER JUL 2, 1993:

[REDACTED]
SAN RAFAEL CA 94903-3875]

MR. BRIAN LAMB, CHAIRMAN & CEO
C-SPAN
SUITE 650
400 NORTH CAPITOL ST. NW
WASHINGTON DC 20001

DEAR MR. LAMB,

TONIGHT, I WATCHED YOUR INTERVIEW OF DOUGLAS DAVIS, AUTHOR OF "THE FIVE MYTHS OF TELEVISION POWER" ON C-SPAN'S PROGRAM "BOOKNOTES." I NOTICED YOUR CONSTERNATION, SEEMINGLY, WHEN YOU REMARKED ON C-SPAN'S LOW VIEWER RATINGS, WHICH MR. DAVIS ATTEMPTED TO EXPLAIN, PARTLY.

THOUGH C-SPAN HAS BEEN BROADCASTING SINCE 1979, ACCORDING TO A BOOKLET OF INFORMATION I GOT FROM YOUR NETWORK, MY CABLE COMPANY ONLY BEGAN TO PROVIDE OUR COMMUNITY WITH YOUR CHANNEL THREE MONTHS AGO, DESPITE PRESSINGS AND URGINGS FOR YEARS. HOW CAN THE VIEWERSHIP INCREASE WHEN WE ARE DEPRIVED ACCESS?

NEXT MONTH, I WILL BE MOVING TO A HOUSE SERVICED BY ANOTHER CABLE COMPANY* WHOSE CHIEF OFFICER IS ON THE C-SPAN BOARD. YET, THIS COMPANY HAS CREATED A MONUMENTAL FLAP BY DECIDING TO ELIMINATE C-SPAN II AND CURTAIL 24 HOUR PROGRAMMING OF C-SPAN IN FAVOR OF A PROGRAMMING SERVICE WHICH BRINGS ADDED REVENUE TO THE COMPANY. IF THE BOARD OF C-SPAN OR ANY OF ITS MEMBERS SUBORDINATE THE INTERESTS OF THEIR WARD TO THEIR OWN BUSINESS INTEREST, THEN HOW CAN C-SPAN BE SERVED WITH INTEGRITY?

FROM THE MOMENT I WAS OFFERED THE OPPORTUNITY TO WATCH C-SPAN, I WAS HOOKED. MR. DAVIS WELL EXPLAINED THE REASONS

* Viacom

MR BRIAN LAMB
30 MAY 1993

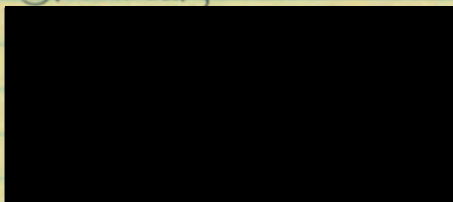
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FOR THE POWER OF YOUR NON-MEDIATED BROADCASTING, SO I WILL NOT ATTEMPT TO DUPLICATE HIS VERY APT REMARKS. SUFFICE IT TO SAY THAT IN GOING FROM C-SPAN TO MOST OTHER CHANNELS AND PROGRAMS—EVEN CNN—A DIMENSION, AN IMMEDIACY, A REAL ALIVENESS DROPS AWAY. ROSS PEROT WAS FASCINATING TO WATCH AT FIRST ON CNN, BUT LARRY KING HIMSELF IS CANNED FOR TV, ALL SWEETNESS AND LIGHT. ONE ONLY HAD TO HEAR HIM ON HIS RADIO SHOW TO TELL THE DIFFERENCE, BUT THEN THE VISUAL TELL-TALE WAS ABSENT.

NO QUESTION, C-SPAN IS A LIVING THREAT TO THE CABLE INDUSTRY WHICH SPAWNED IT. I WOULD NOT BE SURPRISED TO SEE IT EVENTUALLY QUASHED OR ELSE CHARGED FOR. WHAT THE AVARICIOUS CABLE COMPANY GIVETH, IT CAN WELL TAKE AWAY.

INCIDENTALLY, ALONG WITH OTHER COMPLIMENTS, I WANT TO COMMEND C-SPAN FOR WHAT, TO AN UNTRAINED EYE, IS SUPERB CAMERA WORK AND SMOOTH PRODUCTION. THE PANNING, THE ZOOMING IN ON FACIAL EXPRESSIONS AND REACTIONS, THE ZEROING IN ON INDIVIDUAL INCIDENTS WITHIN A LARGER SCENE, AND ALL, IS DONE LYRICALLY AND SUBTLY, TO LET THE ACTION SPEAK FOR ITSELF WITHOUT EDITORIALIZING. HERE TOO, IN PHOTOGRAPHING, C-SPAN REFRAINS FROM MEDIATING. SO, ACCOLADES TO YOU ALL.

SINCERELY,



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