

[REDACTED]
Hampton, VA 23669
[REDACTED]

February 17, 1995

Mr. Brian Lamb, President
C-Span
400 North Capitol Street, N.W.
Suite 650
Washington, DC 20001

Werner

Dear Mr. Lamb:

I write to you as an ardent fan of C-Span and fraternity brother (Zeta Deuteron @ Washington & Lee '63) to explore an important programming niche.

In my opinion, C-Span performs the most valuable public service in all of journalism. Objective presentation of public policy affairs is the continuing education keystone to maintaining our vigorous system of democratic capitalism.

As a life long student of history, economics and politics I am fascinated by the process whereby public policy intersects and impacts the life of American business enterprises as well as longer term economic developments. Virtually the entire panoply of public policy issues brought to your viewers affects significantly our daily business and national economic activities. I am interested in whether more focused and extensive coverage of these matters can be developed for presentation on C-Span. I would welcome an opportunity to explore possibilities with you and your staff.

I have attached some biographical information, which I hope is helpful. My main professional activity has been commercial banking. In my late 20's and early 30's I served as the economic spokesman for Wachovia Bank & Trust Company of North Carolina, a leading regional bank with a top national reputation. Unlike many bankers, I have had extensive exposure to the public policy arena. I served as the elected President of the American Bankers Association in 1989, the year that Congress bailed out the thrift industry. So my interest in the subject matter is both personal and professional.

I plan to be in Washington next Thursday and Friday (February 23-4) and would welcome an opportunity for a visit. I will call your office next week to determine possibilities, or I would be happy to hear from you or one of your colleagues.

Sincerely yours,
[REDACTED]

Enclosure