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Marketing Consultant

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Sherman Oaks, Ca. 91423
[redacted]

October 19, 1990

Mr. Brian Lamb
C-SPAN
444 North Capital, N.W.
Washington, D.C. 20001

Dear Brian Lamb:

As one of the intent listeners to your fascinating call-in programs, I am more and more impressed with the mounting number of telephone calls you receive from remote parts of the world. I believe that at the rate your programs are evolving, you are becoming the closest thing to the national debate systems held abroad.

I suggest you alert the Foundations to your objectives so they may fund the placement of videotapes of your programs with every High School civics, history and political science teacher in the country. I feel certain that such an action would greatly increase the number of voters who will go to the polls. And furthermore, through the influence of the students it would increase the number of families who will come to view C-SPAN's coverage of what goes on among our elected representatives when they meet on life and death, as well as economic issues.

Another suggestion: how about enlivening your House and Senate broadcasts by doing the equivalent of instant replays during the dead time when votes are being tallied? You could run some of the clips from your interviews with hidebound journalists and/or the call-in responses. Imagine the new ideas for resolving the social problems confronting our free enterprise democracy that could be expressed during the proceedings. And the general public would not have to be dependent on special interest press releases and 30 second TV commercials.

Instant replays are used most effectively in sports, by the McLaughlin Group, Cross Fire, Brinkley. Wouldn't it be another plus for you and C-SPAN were you to test your own variation of this technique with Congress?

Do keep up the good work. Very best wishes for your dedicated efforts to find, nurture and develop for qualitative and quantitative testing, creative concepts for improving the quality of life in these United States.

Sincerely,

[redacted]

National Award for Creative Mass Marketing
Originator Blue Cross and Blue Shield

Seniors For Action

Sherman Oaks-Van Nuys Center
5040 Van Nuys Blvd.
Sherman Oaks, CA. 91423
(818) 501-9176
(818) 985-4219
(818) 789-8935

SENIORS FOR ACTION is a coalition of representatives from consumer, civic, union and regional Senior groups reflecting views on city, county, state and federal issues.

SENIORS FOR ACTION evolved from a small, informal group holding weekly discussions and rapidly became an activist group analyzing and exchanging ideas on issues ... then taking action.

SENIORS FOR ACTION have participated in and taken action on...
....the homeless, low-cost housing, poverty and crime including white collar criminals
....extending local rent control, opposition to malathion spraying, maintaining low cost monthly bus passes for students and seniors
....obtaining signatures on petitions which successfully banned offshore oil leases
....supporting Proposition 103 by letters, reprints, telephone calls and a successful public forum before whom Consumer Advocate Ralph Nader spoke while television cameras and reporters recorded the fiery session
....staging rallies protesting the injustice of the "Notch Babies" Bill which short changed Social Security retirees born between 1917 and 1926
....holding candidate forums and discussions of ballot issues prior to elections
....spearheading a 16 month battle to repeal the discriminatory Medicare Catastrophic Act of 1988. We sparked a campaign bombarding legislators with letters, petitions, phone calls and open forums, working with Senior groups across the nation. The successful repeal has been hailed as history making.

SENIORS FOR ACTION are now in the midst of a campaign for a comprehensive NATIONAL HEALTH CARE PROGRAM. We are presently exploring the feasibility of extending Medicare to all Americans as a first stage development of an all-inclusive health program from the cradle to the end of life.

In the past we have had as guest speakers, in addition to Ralph Nader, Political Scientist John Balzer, TV Commentator Bill Press TV Anchor Jess Marlowe, City Councilpersons Bernardi, Yaraslovsky, Ferraro, Woo and Flores, State Senator Robbins to name a few. We have had representatives from Physicians for a National Health Program, Blue Cross, City of Hope,Grey Panthers, Kaiser Permanente, AARP, NARFE, etc. Many of our news-making events have appeared on television and in newspapers.

SENIORS FOR ACTION meet every Thursday at 1:30 p.m., in the Van Nuys-Sherman Oaks Senior Center, 5040 Van Nuys Blvd., Sherman Oaks, CA., 91423. There is no charge for admission. Our annual dues ARE $5.00. Parking is free.

Seniors favor federal health plan

Sherman Oaks group to lobby lawmakers with results of nationwide survey

By Starr Spencer
Daily News Staff Writer

10/12/90

SHERMAN OAKS — Older Americans want national health insurance and favor lifting the income cap on Social Security taxes, according to a survey announced Thursday by a San Fernando Valley seniors group.

Most of the 4,000 people responding to the nationwide survey by Seniors For Action said a federal health plan could be supported by taxes on luxury items and gambling, said Herman Mulman of the group's legislative committee.

"Senior citizens overwhelmingly want national health care insurance," said Mulman at a press conference at the Van Nuys-Sherman Oaks Center in Sherman Oaks. "This survey will help us band together, make our legislators sit up and take notice."

The Sherman Oaks-based group mailed out the seven-question survey four months ago to consumer, civic, union and regional senior groups, said chairman Alfred Golden.

ROGER W. VARGO/DAILY NEWS

From left, Alfred Golden, Herman Mulman, Clif Rosett and Lucille Wildman discuss survey Thursday.

Clif Rosett, of the group's speakers committee, said if Congress doesn't act on national health insurance, the burden will fall to local governments.

"When people can't afford private insurance, they go to state programs like Medi-Cal and county services," Rosett said. "National insurance doesn't only benefit seniors. It's for everyone."

He said the survey will be used to lobby legislators regarding national health insurance and other related issues.

The poll asked whether respondents wanted a public health care plan covering U.S. residents throughout life.

Most favored was removing income limits for Social Security withholding taxes, Golden said. Social Security is withheld up to a maximum income of $51,300 per year.

Golden, quoting a House budget committee study, said withholding Social Security tax at all income levels would add $54 billion yearly to federal revenues — money which could fund national health insurance, he said.

Mulman said the survey mailing list was compiled last year when the group fought a tax hike aimed at the elderly for catastrophic insurance coverage.

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SUMMARY of a nationwide grass roots survey by Seniors For Action for methods of funding a U.S. national health care plan by reductions in the Federal deficit. The Study produced more than 4000 responses from representatives and activists of consumer, union, civic and regional senior groups.

Outstanding responses were that our lawmakers remove the $51,300. cap on Social Security wages. This action would bring in $54 billion a year and thus could reduce the Federal deficit at the end of 5 years by $540 billion and thus make it unnecessary to surtax seniors and reduce Medicare benefits as was proposed by Congress and the White House in the summit agreement. Other proposals included surtax on all luxury items, all forms of gambling and speculation including stock and bond users tax; surtax on brokers, middlemen, consultants and such; excise taxes on imported merchandise. And, if still required, a national sales tax on all products except food to resolve the conflict between the special interests representing the military-industrial complex and the middle class.