cc: Maribel Maldonado
Lisa Kerr
Clay Black

SRM 12-4-90

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Dear Mr. Lamb,

First let me say that I am 27 years old, and a loyal viewer of C-SPAN for 10 years. Your network educated a man that in High School could have cared less about our government or its history and importance of function. It have made your programing an enjoyed hobby viewing our congressional process at work. Your value to me can never be expressed totally in words. My loyalty is the only way I could truly display my gradiude.

Our cable company in Youngstown called Warner Cable in 1986 did a logically thoughtless thing, they replaced C-SPAN in favor of EWTN Catholic programing. So instead of your network being aired 24 hours a day, as it had been for the previous 6 years it became a split channel. C-SPAN only aired from 6AM-6PM leaving a huge loss of air time of 12 hours. This decision made me very upset. So much so I called

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Warner Cable and voiced my opinion on their decision. They told me that C-SPAN was not important enough to air 24-hrs. daily. As further action to their option I tryed to reach you to see if you could keep the network on our system, but was unsuccessful. So about 3 months had past and they put Senate TV on the system. I thought great I had to sacrifice 12 hrs of Congress, but I picked up the Senate. Senate TV remained on the system for about 6 months. Warner later thought the Weather Channel deserved a station instead of the Senate. Let me state that prior to C-SPAN being limited to 12 hours daily I viewed about 10-12 hours every day from 1980-1986, which is pretty loyal viewing for a guy who couldn't average a C in government and history classes in High School. Then when the Senate began I watched about 8-10 hrs a day depending on what

Senators had to say on a given day.

Stay with me I ramble, but its for a point believe me!

Because of C-SPAN and its importance to both me and my friends we started our own lobbyists groups of sorts. We were unsuccessful regretfully. Finally I moved from the city of Youngstown into a suburb called Austintown, Ohio. My cable company in Austintown is called Armstrong Cable. At least they gave C-SPAN their own channel. I do have a request of you. I know that you probably have had stranger requests, but never the less, here it is.

I called Armstrong Cable and told them I loved and enjoyed C-SPAN and could they add C-SPAN II (Senate TV). They told me that they had never heard of it. What else can I do to influence them. I wrote Cong. Jim Traficant (YOU GOTTA LOVE JIM!), Sen. Metzenbaum, but I have had no results. Please Mr. Lamb you are the President of C-SPAN.

Is there anyway that you could inform our cable stations in both Youngstown, and Austintown that C-SPAN is important through Congress Congressional Hearings, Viewer Call-Ins, etc. Also C-SPAN II the Senate, Senate Hearings etc.
* Warner Cable in Youngstown, (216) 747-2550, Armstrong Cable in Boardman, Oh. (216) 758-6411.

I know you are a busy man with other responsibilities than to increase cable station affiliates, but remember, if you don't care about who views C-SPAN, C-SPAN II you won't exist. Hopefully others feel as I do. Your network is a valuable resource of important information putting the public in eyes reach of the Senate and Congress. To make judgements on all issues both popular and un-popular. From The Exxon Valdez, to Judge Bork to, Jim Wright's unethical behavior, to the great leadership of Tip O'Neill to Sen Robert Byrd, to Sen. Metzenbaum

to the misjudgement of Al Haig, you get the picture. I miss Carrie Collins. She was a very necessary part of your network for a long time.

Also I have some suggestions for the network. Hopefully they will be thought over.

① Don't become too modernistic. It's good to change but not too much!

② Start showing the Senate live on days that nothing is planned in Congress on C-SPAN I. If you can't get C-SPAN II in Youngstown.

③ Show a variety in both Congressional and Senate hearings in your late night schedule.

④ Explore different Hearings (Stop showing hearings chaired by Cong. Henry Gonzalez & Cong. Thomas Lantos so much.)

⑤ Switch your Journalists Roundtable on Friday from 8AM to 8PM you would have more viewers.

⑥ Quit focusing so much coverage on elections. Only utilize select days not each day. It gets old real fast!

(7) on say Sunday for example: Have The Best of C-SPAN 1980-1990 show hearings, senate debate, viewer call-ins, various discussions from various years say Senate Debate on Graham, Rudman 1986, a 1981 view call-in with Alexander Haig. You get the idea!

(8) Stop assuming that each cable system has both C-SPAN I and II. Take a poll of cable systems. If you find that C-SPAN I & II is not on in 50% of Cable Markets mix the programs up. Try showing the Senate on I and Congress on II for a period of say 6 months. If it doesn't work out why not switch back! Show the Senate from 12 AM til 10 PM then switch back, whatever accordingly!

(9) Stop showing so many National Press Club meetings. I have my reasons believe me.

(10) Close-Up Foundation is okay, but student guests should be screened better.

(11) Start having guest hosts again, at least once a month on viewer call-ins. Could you imagine Cong. Jim Traficant interviewing Vice-Pres Dan Quayle. (That gets Ratings!),

(12) Stop re-airing shows that have no public-affairs merit. (Example: The Black Leadership Council Convention.) Once a day, twice a week is enough. Not Twice in a 24-hr. period. Its ridiculous! I'm not a racist just giving an example. Some of my best friends are black!

(13) Substitute the philosophy demonstrated in (12) with programing from C-SPAN II.

(14) Have a time when you sit down with Susan, Bruce, Kathy and other hosts in a round table discussion. at least once a week.

(15) Change your view call-in set back to black back ground, wider shots. Reasoning behind this is if Bruce had eggs & ham for breakfast we don't want to see it in his teeth. Seeing a book case ready

to fall on Susan isn't my form of entertainment.

*These are 15 suggestions from a loyal viewer of ten years, not 10 days. My suggestions do not come however without praise!

① Your excellence in Confirmation Hearings. (example: Judge Sutter, Scalia, Bork, Ginsburg, Howard Baker, Everett Koop, Elizabeth Dole.

② Your examination into both U.S. action in Falkland Islands, Panama, Lebanon, etc.

③ Your professionalism by you Brian, Susan, Carrie, Bruce during 99% of the viewer call-ins of the past 10 years.

④ Your coverage of the Congress and what I have seen of the Senate.

⑤ Your realism of consideration of your viewers.

⑥ Your coverage of President Reagan, and President Bush, swearing in

ceremonies.

(7) Your White House press briefing coverage is excellent.

(8) Your coverage of the British House of Commons!

(9) Your coverage of Canada's House of Parliament.

(10) Your coverage of the Reagan-Mondale election.

(11) Your programs are so good that CNN, CNBC, SPN, LIFETIME, A&E, ESPN and local news stations 33, 27, 21 are all demonstrating programming concepts that C-SPAN pioneered from 1980-1987 that says something for your skill & talent as a network!

In closing keep up the good work. You are making your status as a joke on Johnny Carson, and CNN. In my opinion you make CNN look like a joke. If they find your network so humorous, why are they covering the S+L Hearings live like you are doing?

(10)

Your not a joke! You have proved that ground can be broken in the public affairs industry. You are to be commended Mr. Brian Lamb for the intellegence and professionalism your network C-SPAN has given to our country. I'm sorry for the long letter, but its words and thoughts from my heart!

Sincerely,

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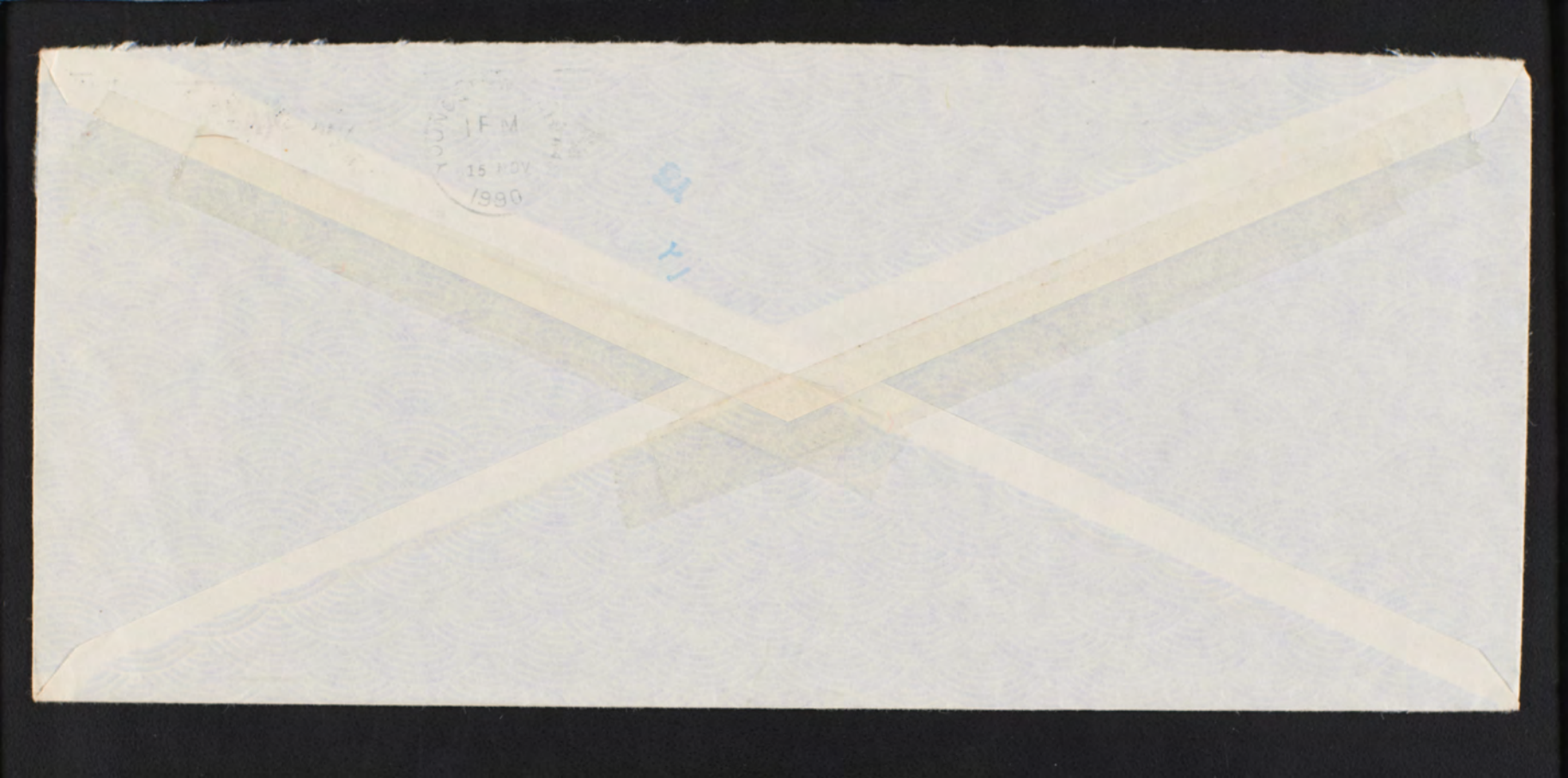
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