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MEMBER
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April 15, 1993

Mr. Brian Lamb
C-Span
Washington, D.C.

Dear Mr. Lamb:

002594 APR 22 93

Just a note to detail a telephone message I left with your office yesterday. (I've just about given up any hope of getting through to you on programs.)

You've mentioned a couple of times that you are concerned with the apparent predominance of telephone calls you get from political conservatives, and what if anything to do about it. Let me make a suggestion.

It's based on what I call the Literary Digest Syndrome. You'll remember that in 1936, President Franklin Roosevelt was running for re-election -- his opponent was Alfred Landon -- father of present U.S. Senator Nancy Kassebaum.

During the campaign, the Literary Digest -- then our leading national publication -- conducted a large-scale public opinion poll. The poll showed Landon winning by a large margin. FDR, of course, won by an even larger margin.

As it turned out, experts found out the reason for the biggest of presidential polling errors was simple. The Literary Digest had conducted its poll by telephone. And in 1936, a very large percentage of the people voting for Roosevelt couldn't afford to have a telephone.

To a considerable extent, this Literary Digest syndrome lies at the root of your problem. Those who make up the basic strength of the Democratic party can't afford to make a lot of long distance telephone calls -- and certainly, not to hold the line indefinitely while your hosts chat with your guests. I suspect that a disproportionate number of conservatives, i.e. Republicans, have their secretaries keep dialing (speed dialer?) until they get through to you.

I have a modicum of expertise in this matter. I've been a

political consultant for some 35 years, which usually includes managing a campaign from advertising to speech writing. I've been involved in the presidential end of several presidential campaigns, and in an awful, awful lot of state and local races.

I also guess I should mention the fact that in my recent semi-retired status, I find myself watching twice as much C-Span as all other television combined.

Keep up the great work -- someday I'll get through with a phone call. Please consider alternating on political-type calls.

Sincerely,

