

April 13, 1992

Dear Brian:

A "scoop" from a Brian Lamb program: "President Bush was in the CIA in the early sixties." That's what the man appearing on your program said. One caller offered: "Every one in Texas knew Bush was a CIA operator." Another, "It was common knowledge that Bush took part in the Kennedy assassination." By the way, Brian, have you heard from that "informed" expert since he last appeared on your program? What do you hear from your old friend, Barbara Honaker?

This brings me to the motivation for this letter. Why do you allow people, journalists in particular, to appear on your program without asking for their ID? Far too often, participants on your program will offer unsubstantiated, incorrect or incomplete comments, (this opinion based on known facts,) that reflect a personal, biased opinion. Worse yet, they will fail to respond, in a professional manner, to a caller's remark, such as: "George Bush' son is a drug runner." ( No qualification or denial of that remark from even one of your panelists.) A non-response is a bias. Example: on C-Span (4-10-92,) a viewer called in berating George Bush for raising his taxes. From one of the liberal journalists came a weak non-response. The other two sat there, smiling, looking like the cat that swallowed the canary. How about a balanced response: "Wrong, the president can't raise your taxes;" "Both the congress and the president are responsible;" "While the president can oppose tax increases, he can't 'raise' your taxes;" "The 1990 tax increase was brought forth by the Democrats, not George Bush.;" "Bush can be faulted for not fighting the tax increase." Etc; etc.

Another indication of bias? Again on your 4-10-92 program, following several anti-Bush comments by one journalist, another of the journalist remarked, ( as best I can state): "While he(the journalist) may make anti-Bush comments here on the air, that doesn't mean he has a bias in his columns." Oh, really? As the man said - - "Very interesting!"

The point I am making, Brian, is that you should assist the viewer in understanding why a particular "fact" or worse yet, a "non-fact" may be presented. Every journalist or whatever has a bias, and you should call upon each panelist to identify him or her self as - a Democrat, liberal Democrat, Republican or right-wing Republican. "Independent" or "Progressive" is a RATHER-ISTIC cop-out. Brian, don't just, as you are want to say, "Let the callers question the "facts." Offer help, give them a compass to direct their considerations of the comments made. That would make it a more positive, informative program. You demean the purpose of your splendid effort by not going the extra mile. Ask, not only who are they, but why are they?

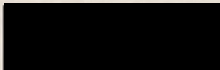
I respectfully suggest that you give it some thought. Thank you.

Cordially,



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PERSONAL

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