

June 2, 1993

Jonathan Marx  
Vice President and General Manager  
Viacom Cable  
P.O. Box 567  
Livermore, California 94551-0567

Re: "Must Carry" and your plans for CSPAN

Dear Mr. Marx,

Congratulations on winning the temporary restraining order against the new "must carry" rules. In the course of the debate on the new law, it finally dawned on me why you chose CSPAN to screw around with when you had to bump something to carry these narrow, special-interest independent stations. It was a clever ploy to get the attention of the "thinking" public, and therefore, its support for your cause. It couldn't have been, as you indicated in press reports, a decision that was based on viewership statistics, since, if that were the case, you would have released such statistics to quell the furor of us CSPAN viewers. Well, you got our attention, and everybody's very anxious to see the results of the court case. Last night, I first became aware of the First Amendment issue raised by the law and many of the other issues it raises for cable companies. It seems like a law with some serious flaws, that should be vigorously challenged. I wish you good luck in fighting it.

*But, guess what?* I learned all about this issue on CSPAN I, and would still be clueless had it not been for the ability to watch an intelligent discussion between representatives from the industries affected.

I was extremely relieved to hear, late in the program, that the 30 day temporary restraining order had been granted, and I had a 30-day reprieve from losing CSPAN. But I am still very concerned about the possibility of losing it ultimately, if your court challenge is unsuccessful. If such is the case, there is no question that I will cancel my subscription and urge others to do the same until Viacom relents, and chooses other programming to bump. But I hope that will not be necessary, because I enjoy other aspects of having cable.

If you should lose your court challenge of the law, *please, please, please* reconsider your channel line up and drop one of the many other stations that are of less value to the public than CSPAN. CSPAN is the best thing that's happened to this country since the Salk vaccine. And, once the court case is resolved, there will no longer be any purpose in singling out CSPAN for elimination.

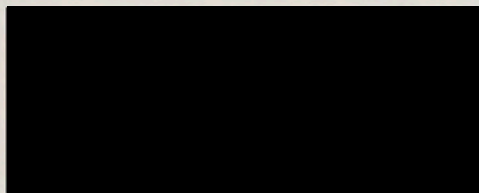
One final point.....In the course of casting about for a way to continue receiving CSPAN, it finally dawned on me (and very likely, on others) that Viacom truly has a monopoly in San Francisco, and just exactly what that means. The only way I could continue to receive CSPAN is to move out of San Francisco!!! Please be aware that your clever ploy may backfire on you, and result in *more*



regulation, not less, to allow for competing cable companies in the same market, if the country awakens to how this monopoly situation hurts them. And CSPAN viewers are the perfect crew to lead that charge, if necessary. If you had competition, you would need to value customer service more than you do, and would never take such a cavalier approach to your customer base as you took last month.

Please don't doom the San Francisco populace to sitcoms, sports, and home shopping. Please keep CSPAN whole!

Sincerely,



San Francisco, CA 94114

cc: The CSPAN Networks