

S-W/R

6/20/98

C-SPAN - WASHINGTON JOURNAL

AN IDEA -

POOVER
THE ARTICLES
FOR THE WEEK

ON FRIDAY HAVE A PROGRAM CALLED
"THE TRUTH OR CONSEQUENCES"

GIVE THE GUEST (POLITICIAN OR
JOURNALIST) 30 MINUTES ON
THE NEWSPAPER ARTICLES OF THE
DAY - IN THE INTERIM - HAVE
THE COMPUTERS AND THE
PHONE LINES WIDE OPEN
FOR DISSENT / DISSENTERS MUST
HAVE AN ARTICLE OR SOME
NEWS THAT DISPUTES YOUR
GUEST COMMENTS -

THIS IS WHAT
THE NATIONAL
TREASURE
AND LARRY
KING CALL

PROMOTION PICK A TOPIC - CALL IT "30 MINUTES
OF SPIN - LET'S SEE IF YOU WIN"

IT'S GOING TO TAKE A LITTLE
MANAGEMENT, AT LEAST A "THREE DAY
LAYOVER" TO GET IT LINED UP.

A Little Creativity-

REMOVE THE PHONE LINE NUMBERS
DURING THE 30 MINUTES OF SPIN-
AND REPLACE IT AT THE BOTTOM OF THE SCREEN
ROLL THE FAXS AND E MAIL-

O-SPAN DOESN'T HAVE TO CALL
SOMEONE A LIAR-

"LET TRUTH OR CONSEQUENCES"

DO IT

