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Manassas, VA 22110

Tel. [REDACTED]

March 1, 1994

Brian Lamb, CEO
C-SPAN
400 North Capitol Street, Suite 650
Washington, D.C. 20001

Dear Mr. Lamb,

I wish to thank you and commend you for the quality of public affairs programming the two C-SPAN networks are providing under your guidance. You have singlehandedly changed C-SPAN network from an obscure chronicler of congressional proceedings into a major public affairs network. Not only the format, range and depth of the programs lend themselves to a serious and informative discussion of the issues we are facing in the society today, but the programs are often entertaining too.

I find C-SPAN's international programming often quite interesting. Moscow Evening News and British Parliament's Question Hour are informative and the occasional coverage of the parliamentary proceedings in Canada, Australia, Hong Kong and South Africa, for example, were interesting. I hope you will continue to expand your international coverage, with some emphasis on Asia perhaps, due to the importance the Clinton administration is giving to that part of the world in terms of trade and economic relations and also due to the changing demographics of our own country.

One country that I would like C-SPAN to include in its coverage on a regular basis is India. As you know, India is the largest democracy in the world and its 3-year old economic liberalization program has opened up many opportunities for American businesses. US is now the largest trading partner for India and companies like Ford, GE, IBM, Intel, Motorola, Pepsi and Coca Cola have set up joint ventures and business operations in India, with many more to follow. With a middle class as large as our own country's population, India provides an enormous opportunity for our goods and services. The more we know about India, the more we can create opportunities for American products, thereby creating more export-oriented jobs in our country.

A weekly program on political and business affairs of India can, for example, include a weekly roundup of the news, discussions with India experts from academic institutions and think tanks from around the country as well as Washington-based Indian journalists, interviews with US corporate executives that have operations in India, interviews with Indian and American authors on things Indian and perhaps reports from India. India has a vibrant national press and a vigorous business press and the fact that the language of politics and business in that country is English makes it easy for C-SPAN to cover India. Also, with India's rich cultural heritage and history, one would never run out of things to cover that will interest and inform your viewers.

As an Indian American, I have a special interest in India and in the opportunities for improved relations between the two largest democracies in the world. There are about a million Americans

in this country of Indian ethnic origin and as, according to the US census, they have above average income and education, they tend to be subscribers to cable programming and C-SPAN viewers.

I will be pleased to meet with you to discuss this matter further. I look forward to your response.

With best regards,

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