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October 5, 1993

MILWAUKEE, WISCONSIN 53213

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Scripps Howard
News Service
Washington, D.C.

Dear Mr. Lamb,

Thanks much for the telecast last night of the entire English-language "debate" by the party leaders in the Canadian federal election campaign.

I thought the Canadians did a fine job in staging this event, difficult as it was to produce with that number of participants.

Watching the morning call-in shows, I wonder often about the problem of callers not "getting through" to the air.

Do you suppose it might be possible now and then to schedule a guest, or group of guests, several days in advance and then announce that they will be on at a certain time and date to discuss a specific topic -- and ONLY that topic -- and then to invite viewers to submit questions by fax, perhaps, on that topic ONLY. The questioners could specify whether they wanted their names used or not, thus accommodating those who call now out of the vanity of having their voices or names heard nationwide.

That would give you an opportunity to sort out the "nut" calls and choose questions of real significance for the guests.

It might be better to try this with guests who are not journalists. Perhaps academics would be better, though I was not much impressed by the Johns Hopkins professor who did the pre-show last night on Canada.

Yours sincerely,

[REDACTED]

Mr. Brian Lamb
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