

September 26, 1996

Mr. Brian Lamb
C-Span
400 N. Capitol St., N.W.
Suite 650
Washington, D.C. 20001

Dear Brian:

Don't get mad just yet, but I've come up with some ideas which might deal with the controversial unending voices accusing C-SPAN of having a Liberal bias.


1. Get a copy of ESPN's coverage of "The President's Cup" which aired September 13, 1996, and use it as an example of one-sided coverage. It was legit as Americans were battering Internationals. Announcers committed every violation known while feigning impartiality. You should have your staff view individually the same 10-minute segment and tape or write how many violations they can find. Then meet as a group to find more. Of course golf affectionadoes will find the nuances faster.
2. Actually hire a Republican discussion leader for the newspaper segment.
3. Off the air, have a Democrat conduct the newspaper readers portion first and then have a Republican do the same with the same people. Then do the same with two new guests and have the Republican go first, then the Democrat. Don't let them hear one another.
4. Have a meeting with an equal number of Conservative Republicans and Liberal Democrats and work out a definition of what exactly is a Liberal and what is a Conservative. Let Rush Limbaugh be one; he really is an expert on this.
5. Remember you are asking your audience to deal with newspapers which are primarily written from a Liberal

S. W.

view of the world, which skews the premise before you even begin. I know you include the Washington Times and the Wall Street Journal editorial pages, etc. Your staff is to be highly commended for their efforts here. It is such a pleasure to see how well prepared they are!!!

I believe all of these are worthwhile ideas and might help assuage both your frustration and that of your audience or maybe these will spark your thinking.

Sincerely yours,



Branford, CT 06405

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