

C-SPAN

O. BOOKS 12 3 August 97

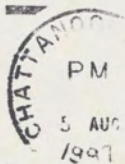
Re: ~~Booknotes~~: 3 Aug 97 "About Books"

This "About Books" was an interesting example of real self-promotion by Brian Lamb and C-SPAN.

The first part featured Lamb's "Booknotes" promotion, complete with the parody of Halberstam et al. and including a lengthy question/answer session. Frankly, this was nothing more than a public relations/marketing event hosted by Lamb/C-SPAN!! And we don't mind picking up to the publishers either (Teyre etc.) - let's get them up to the microphone.

Then comes Andreea Drozden reading three selections from her latest work. Whether one listens or even agrees with Drozden (and her appearance!) or not, she at least deserves the airing of the Q & A period following her readings! Instead it was cut by C-SPAN to give us yet another promo of Booknotes!! Shame, shame!!

Chatterbox TV 37403



St. John's College, Annapolis, Maryland

Rz: About Books
3 request (CSPAN2)
public relations
farce!

C-SPAN
400 N. Capitol NW
Suite 650
Washington DC 20001

