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Evanston, Illinois 60201
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cc: S. Trahern ✓

C-SPAN
Program Director
400 North Capitol Street
Washington, D.C.

November 26, 1991

Dear Sir or Madam:

I suggest C-SPAN produce and air a new series of programs. Each should focus on a major public policy area. Each would attract a loyal following of interested and influential people throughout the country.

Some policy areas that may each spark enough interest to support a weekly program are national security, health, environment, the economy, foreign policy, agriculture, justice, and the financial markets. I'm sure you can think of additional ones.

Here are my suggestions on how these programs should be developed:

- o Begin with 30 minutes aired the same time each week so interested viewers know when to tune in or set their VCRs. If demand increases don't expand the format to an hour. Instead split the policy area into two and have separate programs for each. This will tighten the focus of each program.
- o The format should be a panel discussion moderated by one of your staff. This will allow your staff members to build up "beat" expertise over time.
- o Guests should include members of Congress or staff from relevant committees; personnel from the relevant executive branch departments and agencies; representatives from industry, labor, and "public citizen" lobbying groups; and "beat" reporters from other media. Don't pay your guests; they should be eager for the free air time.
- o Don't allow viewers to call in. The purpose should be to let the public hear from power players and experts, not every citizen with an opinion and a telephone. Three minutes of viewer mail at the end of each program might be tolerable.

- o Concentrate the discussion on federal government activities (legislation, executive branch regulation, court rulings, etc.) as it impacts each policy area. Expect your viewers to be knowledgeable on the subject area, but not expert on government.

If you have any questions please feel free to call.

Respectfully,

