

6-3-93

Dear Mr. Murphy,

I watch C-SPAN because of the valuable information I receive 002584 JUN 7 93 and participation you allow me as a viewer, and most importantly, I value your respect of the public intelligence. Regardless of my views, C-SPAN allows me to think.

In regards to your new graphics, I would rather present my comments as constructive criticism. The type face is hard to read and the format creates a barrier between the viewer and the information. Using a sans-serif condensed type-face layed out in reverse blocking becomes a bottleneck between the eye, brain and the information you wish to get across. Simplicity equals sophistication and white space is very important. One should not have to fight their way through copy or they will naturally reject it without understanding why.

Red is a very good color to use in grabbing someones attention but not to hold it. It is too dominate. By putting the C-SPAN logo flush right creates another discomfort. We naturally read left to right and my eye is

continually forced to the right, becoming a distraction that keeps me from getting lost in information, i.e. participation.

EFT MUL 400000
I feel the basic rules for layout in graphics applies to all media, the difference is in the use. In print media I can take my own time in deciphering copy. But with the video format you must continually flash the copy for me to decipher. That becomes distracting and tedious. There is more power in the subtle firm approach than the blaring loud one.

you had a format that worked. It was comfortable, informative and not aggressive. Easy to read. I'm not sure why the change. If the point was to always put C-SPAN first I suppose it works, but I would think the information is what is important. The only reason I pay my cable bill is for C-SPAN. Network television is free.

I am always aware that I am watching C-SPAN and greatly appreciate what you have to offer. To me, C-SPAN shows and proves the positive use of television. But more importantly C-SPAN gives me access to my country and understanding of my government. The value is not about reinforcing my views but furthering

and broadening my understanding and participation. Don't fix what works - Revel in it.

As a printer myself I have always approached my craft with the adage: A drop of ink makes millions think.

Thank you for C-SPAN and your time. If further changes are afoot, I would emphatically stress not to dispose of Brian Lamb or Susan Swain as they are very good at what they do. I trust you have read this letter as constructive criticism, regardless if you disagree, rather than a simple complaint. I do believe in democracy.

Thank You,

