

LESLIE L. BYRNE
11TH DISTRICT, VIRGINIA
COMMITTEE
PUBLIC WORKS AND TRANSPORTATION
SUBCOMMITTEES
SURFACE TRANSPORTATION
WATER RESOURCES AND ENVIRONMENT
INVESTIGATIONS AND OVERSIGHT
COMMITTEE
POST OFFICE AND CIVIL SERVICE
SUBCOMMITTEE
COMPENSATION AND EMPLOYEE BENEFITS

RECEIVED
FEDERAL ELECTION
COMMISSION
SECRETARIAT
MAY 16 9 29 AM '94
Congress of the United States
House of Representatives
Washington, DC 20515-4611

OGC 1329

WASHINGTON OFFICE
1609 LONGWORTH BUILDING
WASHINGTON DC 20515
(202) 225-1492
FAX (202) 225-2274

DISTRICT OFFICE
7620 LITTLE RIVER TURNPIKE
SUITE 203
ANNANDALE, VA 22023
(703) 750-1992
FAX: 750-2888

May 11, 1994

Mr. Bard Litchfield
Federal Election Commission
999 E Street, NW
9th Floor
Washington, D.C. 20463

AOR 1994-15

RECEIVED
FEDERAL ELECTION
COMMISSION
OFFICE OF GENERAL
COUNSEL
MAY 13 3 48 PM '94

Dear Mr. Litchfield:

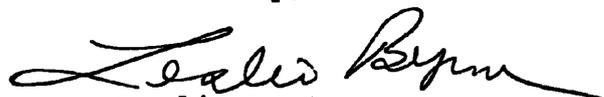
Soon I will host a public affairs cable show that will air on two television stations that serve the 11th Congressional District which I represent.

The program will be taped monthly and will run on Channel 10 in Fairfax County and Channel 3 in Prince William County.

Enclosed you will find the program proposal submitted to Fairfax Cable Access Channel 10 where the program will be taped. I ask that you review the proposal and issue to me an advisory opinion so that we may be clear about the appropriateness of the show and my participation in it.

Please do not hesitate to contact me or Elizabeth Matheny in my office should you have questions about the program. Thank you for your assistance.

Sincerely,


Leslie L. Byrne
Member of Congress

Enclosure

PROPOSAL INFORMATION SHEET

Program Title: "CAPITAL CONVERSATION"

Host: Leslie L. Byrne, Member of Congress

Host's Address: 1609 Longworth HOB
Washington, D.C. 20515

Host's Phone: (202) 225-1492

Producer: Anthony J. Daniels

Producer's Address: 4332 Starr Jordan Drive
Annandale, Virginia 22003

Producer Phone: (H) 703-978-4971

Associate Producer: Carl Fowler

Associate Producer Phone: (H) 301-735-4415

Category: News/Public Affairs

Format: Monthly Series

Length: 28 minutes 30 seconds

Synopsis: A panel format hosted by Congresswoman Leslie Byrne with subject matter experts who will discuss current affairs in depth. Each program will be devoted to a single issue.

Production Needs: (Technical) Studio and editing facilities

PROPOSAL

I. INTRODUCTION

Life in America has become more complex and so are the issues facing it. Most TV programs on current affairs do not devote sufficient time to a single issue to cover the subject in depth. The proposed program will use a panel format consisting of Congresswoman Leslie L. Byrne (D-11th District of Virginia) and selected subject matter experts to explore current issues. Each program will be devoted to a single issue. Each monthly segment will be taped in the studio and aired at a regularly scheduled time to be determined by Fairfax Cable Access Channel 10 and Columbia Cable Channel 3 in Prince William County. Among the issues to be covered are health care, the economy, transportation, crime and education.

II. BACKGROUND AND UNDERSTANDING

o Key objectives: To inform Channel 10 & Channel 3 viewers on important issues of the day so they may intelligently contribute to the resolution of issues of concern to them.

o Viewer Interest: The proposed program is directed to adult viewers interested in current affairs at both the local and national level and high school students interested in political and social sciences.

o History: Panel shows featuring current government officials discussing a single topic are comparatively rare. The NARFE TV Unit which will be producing this program has produced several like programs: NARFE Looks at Budget '90 (a review of the 1990 federal budget) and NARFE Looks at the Report of the Pepper Commission (which studies the nation's health system). Both programs were favorably received.

III. Technical Approach:

Elizabeth Matheny, Communications Director for Congresswoman Leslie Byrne will coordinate the participation of Congresswoman Byrne and subject matter experts, collection of background material on topics to be discussed, supply of video clips and other visual aids required to illustrate the topic (whenever possible), and will serve as the point of contact for program matters in the office of Congresswoman Byrne. The program host, Rep. Byrne, will be responsible for asking informative questions, keeping the discussion under control and adhering to the pre-determined time schedule. Carl Fowler will serve as coproducer and program director. He will be responsible for serving as producer during the absence of the designated producer, set design and the selection, training and direction of the crew.

Facility/equipment needs include set, studio and 30 minute video tapes and editing facilities. Crew needs include 3 camera operators, audio operator, lighting technician, production assistants, writer, tape editor, set designer, character writer, tape editor, set designer, character generator operator, and floor director. Post production phase will require, editing system with character generator for eight hours per month. Crew members will be drawn from Channel 10 volunteers.

<u>Production Plan</u> (Recurring monthly)	<u>EDC</u>
1. Topic selection	S -30 days
2. Research and data collection	S -15 days
3. Segment plan and script development	S -5 days
4. Shoot	S
5. Post production	S +4 days

*EDC = Estimated Date of Completion
**S = Date of Shoot. (To be determined in coordination with Congresswoman Byrne's office after this proposal is approved.)

IV. Treatment:

The program will open with a montage of Washington accompanied by music, voice over and title introducing the audience to the program, its host, Congresswoman Byrne, and guests.

The host will present a short (2 minute or less) overview of the program topic and will ask an introductory question to open the discussion. The host will allow the discussion to pursue a natural uninhibited course and will keep it on track by interjecting appropriate comments, questions, and by calling on guests to expound alternate views.

Thirty seconds prior to the end of the program the host will inform participants that the time is up, thank them for their participation, invite the audience to tune in next month to the next edition of the program and bid them goodbye.

The "sign off" will be followed by credits over "studio video" accompanied by music and fade to black after the appearance of Channel 10 copyright graphic.

V. Miscellaneous:

The Channel 10 program producer will produce, direct, record, and maintain control over the program. Programs will relate to issues and scrupulously avoid any political connection. Neither Representative Byrne nor her campaign committee will receive any financial benefits from the program nor will the stations affiliated with it. The solicitation of resources monetary or in-kind for political purposes will not be permitted.