

Confession-is-(still)-good-for-the-soul [isn't it?] FAX....

To: GARNETT (BILL) BELL
Fax:

25 September, 1995

To: Richard T. Childress
Ann Mills Griffiths
Garnett (Bill) Bell

From: Larry Ward

Well, at this (admittedly) late date: I might as well come right out and say it:

I don't like the name "S.P.A.N."

Please know it's not because I didn't come up with it (!)
At first I liked it-- at least as well as anything I thought of.

But-- "SPAN" automatically triggers "SPAM." Just about everyone I talk with has that reaction. That might have been true anytime, but it is especially true now with the legal problems so prominent in the paper-- Hormel suing Jim Henson (?).

We are dealing with very serious issues... and the last thing we need is a snicker accompanying "SPAN" wherever it goes. I don't remember who came up with it... but I have to tell you this is my sincere feeling (especially after speaking to a community group yesterday and catching their reaction).

p.s. to Bill: You'll have a ticket waiting for you-- to Washington on Oct 2 and return on Oct 4. June Pereira has graciously made available a free ticket she has on NW.