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American Broadcasting Company
500 S. Buena Vista Street
Burbank, CA 91521-7477
ATTN: Logo Department

Dear ABC:

NBC has the peacock, CBS has an eye, FOX has movie spotlights... Do you see a trend here? My question to you is what the heck is ABC's network logo or eye catching theme? The only thing I ever seem to see on TV in relation to ABC are those three letters in a rounded lower case typeface. That is pretty boring if you ask me. All the other males between the ages of 25-40 in my household tend to agree.

Don't you suppose it is time for ABC to retire it's old worn out logo in favor of something a little bit more catchy? The possibilities are endless. It's as easy as A-B-C...

I have a few ideas for you to choose from. I think the best way to imagine if a logo will work for you as an American Broadcasting Company, is to picture how the logo would look on the base of a microphone during a news or sports interview. I like to picture Lynn Swann or John Madden and Al Michaels as they speak into the microphones enhanced by the images below.

You could have three alphabet blocks in a crooked row like a child's building blocks. It would be like learning the ABC's. They could all be the same color or three different colors. I like maize-yellow, but that might not target your primary demographic. This would probably appeal mostly to the younger crowd.

You could have a checked flag like the kind they have at the race track, or maybe a "thumbs up" image, but you also need a cool story to go along with the inspiration for the logo. For instance, the CBS eye logo first appeared on October 17, 1951. It was inspired by a hex symbol used to ward off evil spirits that was painted on the side of a Shaker barn in Pennsylvania Dutch Country. Now THAT'S something! Why can't ABC have a dark and mysterious anecdote behind its new logo?

Also, have you ever thought about changing your name from American Broadcasting Company to Broadcasting the American Signal Forever? In light of the anti-American propaganda spewed forth in other international media outlets, I think we should have our own Jingoistic "America RULES" broadcasting company here in the U.S. Let's show some pride and enthusiasm in our nation and its political agenda!

ABC already contains the word 'American', but I think the new BASF network stresses that commitment to patriotism even more. I know, for my money, that I would be proud to have my country represented and broadcast to the world by the same broadcasting company associated with Walt Disney and ESPN sports.

If you did that, maybe you could make Uncle Sam your network logo. This would be my choice for the new network logo. Uncle Sam draped in Red White and Blue! Here is what it could look like:



Sincerely,

Rusty Lucas

Rusty Lucas

p.s. I wonder if I could get a free baseball cap showing the present, soon to be replaced, ABC/BASF company logo. This will soon become a collector's item with the upcoming changes at ABC/BASF and I thought that I should get one for free since I am the one who is starting the wheel rolling on replacing this tired and plain old logo. You can send my free baseball cap to the address above.