



FOR IMMEDIATE RELEASE:

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(216) 633-9203
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C-SPAN SCHOOL BUS COMES TO CANTON

Canton, Ohio, November 8, 1993 -- C-SPAN, the cable industry's public affairs network is bringing its new national community education project - the C-SPAN School Bus - to Canton's Civic and Cultural Arts Center on Tuesday, November 9, from 9:00 to 11:00am. The bus' major objective is to show educators how to use C-SPAN programming as a valuable teaching resource.

The 45-foot bright yellow "School Bus" is designed to give visitors a hands-on experience with C-SPAN's programming. The custom-made vehicle is both a television production facility and an interactive media demonstration center.

Using video equipment, computers, and CD-ROM technology, C-SPAN's marketing staff will show teachers how to incorporate C-SPAN programs into video "lesson plans"; how to use on-line information services to access the network's program schedules; and how to research an entire library of past C-SPAN programs stored at the Public Affairs Video Archives at Purdue University.

Every bus stop will be coordinated through a local cable system. The C-SPAN School Bus will launch from Washington, D.C., traveling next to Denver and then to San Diego, Los Angeles and San Francisco. Later stops are scheduled in Texas, Kansas, Oklahoma, Florida, Georgia, Illinois, Iowa, Wisconsin, Michigan, Indiana, Ohio, Pennsylvania, Delaware, New York and Massachusetts. The '93 - '94 C-SPAN School Bus tour will finish in Coudersport, Penn. in June 1994.

Equipment for the C-SPAN School Bus is provided in part by Panasonic Broadcast Systems.

C-SPAN is entirely funded by America's cable television companies as a public service. C-SPAN is currently available in 59.8 million households nationwide and around the world via satellite.

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Avis Boyd
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