

News Release



Cable-Satellite Public Affairs Network

400 North Capitol Street N.W., Suite 650
Washington, D.C. 20001
(202) 737-3220

Contact: Kristin Wennberg
202-626-7975

C-SPAN MARKS 10TH ANNIVERSARY OF TELEVISED VIEWER CALL-IN

Phil Donahue, Larry King and Ronald Reagan Participate In Anniversary Telecast

Washington, D.C., October 4 -- On Sunday, October 7, C-SPAN marks the 10th anniversary of its call-in program by looking at the call-in format -- its own and others on television.

The six-hour special -- a call-in, of course -- begins at 2:00 PM (ET). Producer Geoff Baum says the goal is to look at the call-in format from all angles -- guests, hosts, callers, and its impact on television programming.

During the day, the audience will see and hear from actor Peter Falk, musician Frank Zappa, Ralph Nader, politicians Ronald Reagan, Tom Foley, and others who are C-SPAN call-in watchers or participants. On-air personalities Larry King and Phil Donahue are interviewed about why they take viewer calls.

"C-SPAN was the first network to make the viewer call-in program a regular part of its schedule," explains C-SPAN CEO Brian Lamb. "Cable television took the format and embraced it. Today, virtually every channel somehow incorporates viewer call-ins. In the process, television became a more interactive medium."

C-SPAN begins the program with a bit of nostalgia, inviting its first call-in panel -- all noted communications industry observers -- to return to its studios to take calls like they did on October 7, 1980. Since their first program, C-SPAN has aired over 100,000 viewer comments.

C-SPAN is now available in nearly 51 million households nationwide and around the world via satellite. The network is privately funded and is a public service of the cable television industry.



FOR IMMEDIATE RELEASE:

Contact: Rayne Pollack
(202) 626-4863

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C-SPAN
400 N. Capitol St., N.W.
Suite 650
Washington, D.C. 20001

TELECOPIER TRANSMISSION

TO: Don Freeman - S.D. Union

FROM: Kristin Wennberg

RE: Urgent News Release

DATE: 10.4.90

NUMBER OF PAGES: 2
(Including Cover)

If you do not receive all pages, please call Kristin Wennberg at 202-626-7975.

NOTE:

Don -
Here's the specifics on our special program
marking the 10th Anniversary of the Viewer Call-ins.
Lots of great guests!
Please call if you need anything.
-Kristin Wennberg

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400 N. Capitol St., N.W.
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TELECOPIER TRANSMISSION

TO: Jim Warren - Chicago Tribune

FROM: Kristin Wennberg

RE: Urgent News Release

DATE: 10.4.90

NUMBER OF PAGES: 2
(Including Cover)

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NOTE:

Jim - Here's the specification our special
marking the 10th anniversary of the cell-ins.
Lots of great guest!
Please call if you need anything.

- Kristin

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TELECOPIER TRANSMISSION

TO: Kit Boss - Seattle Times

FROM: Kristin Wennberg

RE: Urgent News Release

DATE: 10.4.90

NUMBER OF PAGES: 2
(Including Cover)

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NOTE:

Kit - I spoke to John yesterday and he said
he passed along the info on our anniversary
of the call-in program. Here are the specifics
on our special programming marking the
event. Thanks!
-Kristin

206. 464. 2261

Handwritten notes in a cursive script, likely a form of shorthand or a specific dialect. The text is written in dark ink on a light-colored paper.

5

10.11.50

Handwritten text, possibly a signature or a date, written in a cursive script.

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TELECOPIER TRANSMISSION

TO: Walter Saunders - Rocky Mountain
News

FROM: Kristin Wennberg

RE: Urgent News Release

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303.892.5499

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TELECOPIER TRANSMISSION

TO: John Carman- SF Chronicle

FROM: Kristin Wennberg

RE: Urgent News Release

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413.777.8864

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TELECOPIER TRANSMISSION

TO: Eric Gerber. Houston Post

FROM: Kristin Wennberg

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TO: Ben Kubasik - Newsday

FROM: Kristin Wennberg

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516.454.2953

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TELECOPIER TRANSMISSION

TO: Joanne Ostraw - Denver Post

FROM: Kristin Wennberg

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303.820.1369

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TELECOPIER TRANSMISSION

TO: Joyce Millman - SF Examiner

FROM: Kristin Wennberg

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415. 777. 2525

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TELECOPIER TRANSMISSION

TO: Mike McDaniel - Houston Chronicle

FROM: Kristin Wennberg

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713.220.7410

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TELECOPIER TRANSMISSION

TO: Norma Cavazos-Dallas Morning News

FROM: Kristin Wennberg

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214.977.8321

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TELECOPIER TRANSMISSION

TO: Rick Kogan - Chicago Tribune

FROM: Kristin Wennberg

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312.222.3067

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TELECOPIER TRANSMISSION

TO: Dave Bianculli - Philadelphia Inquirer

FROM: Kristin Wennberg

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215.854.4795

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TELECOPIER TRANSMISSION

TO: John Carmody - Washington Post

FROM: Kristin Wennberg

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TELECOPIER TRANSMISSION

TO: Steve Sonsky - Miami Herald

FROM: Kristin Wennberg

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305.376.3508

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TELECOPIER TRANSMISSION

TO: Gerry Yandel - Atlanta Constitution

FROM: Kristin Wennberg

RE: Urgent News Release

DATE: 10.4.90

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404.526.5061

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