

NEWS FROM:

C-SPAN AMERICA'S NETWORK

Suite 155 • 400 N. Capitol Street, N.W., Washington, D.C. 20001

Release: IMMEDIATE 11/4/87

Contact: Nan Gibson
515/245-5500

C-SPAN/ IOWA CABLE OPERATORS PROMOTE CAMPAIGN COVERAGE

8-City Tour Alerts Iowans to C-SPAN's "Election '88"

DES MOINES, NOV. 4 -- At the invitation of their Iowa cable affiliates, officials of the Washington-based C-SPAN network embark today on a three-day, eight-city tour of Iowa to promote C-SPAN's upcoming election coverage.

C-SPAN CEO Brian Lamb and three C-SPAN staff members will join Heritage Communications President James Cownie and Vice President David Oman for a fast-paced "fly around" of Iowa communities. The group hopes that the trip will heighten public awareness of C-SPAN's detailed coverage of presidential campaign events.

James Cownie, this year's chairman of the National Cable Television Association, will represent the cable industry on the tour. Mr. Oman represents Heritage Communications on the C-SPAN Board of Directors.

Nearly four hundred thousand Iowans--ninety percent of the state's cable television customers-- can now watch C-SPAN programming. Since January 1987, C-SPAN camera crews have spent a great deal of time in Iowa, televising more than 35 hours of

--more--

CABLE SATELLITE PUBLIC AFFAIRS NETWORK

Presidential campaign events from the state as part of its "Road to the White House" series.

"We are pleased to join our Iowa cable television affiliates on this whistlestop tour," says C-SPAN CEO Brian Lamb. "Iowa cable operators have made a tremendous effort to make C-SPAN's long-form public affairs programming available to their customers in time for this important election year. We want to make certain that people interested in the campaign are aware of the kind of in-depth coverage cable television will make available to them this year on C-SPAN," he adds.

The tour begins today in Des Moines, headquarters of Heritage Communications, the state's largest cable operator. By Friday afternoon (November 6) the group will have visited Ames, Sioux City, Council Bluffs, Burlington, Davenport, Iowa City, and Cedar Rapids.

Many of the stops include events that are open to the public, such as lectures on the campuses of Iowa State University (Thursday at 9:00 am) and the University of Iowa (Friday at 1:00 pm) and at the Sioux City Marriott Hotel (Thursday at 4:15 pm). On other stops, such as Des Moines and Cedar Rapids, C-SPAN will tape interviews that it will air nationally.

C-SPAN's cable affiliates at each stop -- systems operated by Heritage, Cox Cable, Post-Newsweek, Centel Cable, and American Television and Communications--have assisted in organizing the tour. In addition, Heritage Communications is

ADD TWO

providing transportation around the state of Iowa, including the use of its company plane, and a production crew to tape events in Des Moines.

C-SPAN is a round-the-clock public affairs channel that is funded by the cable television industry as a public service. Thirty-three million U.S. homes can watch C-SPAN, which is perhaps best known for its "gavel-to-gavel" coverage of the U.S. Congress.

###

NEWS FROM:

C-SPAN AMERICA'S NETWORK

Suite 155 • 400 N. Capitol Street, N.W., Washington, D.C. 20001

Release: IMMEDIATE 11/4/87

Contact: Nan Gibson
515/245-5500

C-SPAN/ IOWA CABLE OPERATORS PROMOTE CAMPAIGN COVERAGE

8-City Tour Alerts Iowans to C-SPAN's "Election '88"

DES MOINES, NOV. 4 -- At the invitation of their Iowa cable affiliates, officials of the Washington-based C-SPAN network embark today on a three-day, eight-city tour of Iowa to promote C-SPAN's upcoming election coverage.

C-SPAN CEO Brian Lamb and three C-SPAN staff members will join Heritage Communications President James Cownie and Vice President David Oman for a fast-paced "fly around" of Iowa communities. The group hopes that the trip will heighten public awareness of C-SPAN's detailed coverage of presidential campaign events.

James Cownie, this year's chairman of the National Cable Television Association, will represent the cable industry on the tour. Mr. Oman represents Heritage Communications on the C-SPAN Board of Directors.

Nearly four hundred thousand Iowans--ninety percent of the state's cable television customers-- can now watch C-SPAN programming. Since January 1987, C-SPAN camera crews have spent a great deal of time in Iowa, televising more than 35 hours of

--more--

CABLE SATELLITE PUBLIC AFFAIRS NETWORK

Presidential campaign events from the state as part of its "Road to the White House" series.

"We are pleased to join our Iowa cable television affiliates on this whistlestop tour," says C-SPAN CEO Brian Lamb. "Iowa cable operators have made a tremendous effort to make C-SPAN's long-form public affairs programming available to their customers in time for this important election year. We want to make certain that people interested in the campaign are aware of the kind of in-depth coverage cable television will make available to them this year on C-SPAN," he adds.

The tour begins today in Des Moines, headquarters of Heritage Communications, the state's largest cable operator. By Friday afternoon (November 6) the group will have visited Ames, Sioux City, Council Bluffs, Burlington, Davenport, Iowa City, and Cedar Rapids.

Many of the stops include events that are open to the public, such as lectures on the campuses of Iowa State University (Thursday at 9:00 am) and the University of Iowa (Friday at 1:00 pm) and at the Sioux City Marriott Hotel (Thursday at 4:15 pm). On other stops, such as Des Moines and Cedar Rapids, C-SPAN will tape interviews that it will air nationally.

C-SPAN's cable affiliates at each stop -- systems operated by Heritage, Cox Cable, Post-Newsweek, Centel Cable, and American Television and Communications--have assisted in organizing the tour. In addition, Heritage Communications is

ADD TWO

providing transportation around the state of Iowa, including the use of its company plane, and a production crew to tape events in Des Moines.

C-SPAN is a round-the-clock public affairs channel that is funded by the cable television industry as a public service. Thirty-three million U.S. homes can watch C-SPAN, which is perhaps best known for its "gavel-to-gavel" coverage of the U.S. Congress.

###

C-SPAN IN IOWA

The candidates; The campaign trail; The caucuses

Since January 1987, Iowa has played an important part in C-SPAN's campaign coverage. C-SPAN has canvassed the state, following announced and unannounced candidates in their quest for the presidency. Each week during "Road to the White House", state party activists have allowed C-SPAN cameras into their living rooms and meeting halls for formal and informal gatherings, permitting a nationwide television audience to meet the candidates with the same kind of intimacy as the voters of Iowa.

In the months before the Iowa Caucuses, "Road to the White House" will continue to document the process of running for the presidency. In addition, C-SPAN's election coverage will expand to include major candidate events and programs with political organizers, journalists, and voters.

On February 8, C-SPAN will cap off more than a year of Iowa campaign programming by televising four party caucuses -- two of them *live* -- uniquely demonstrating American grassroots politics.

"ROAD TO THE WHITE HOUSE" IN IOWA

CAMPAIGN COVERAGE TO DATE

35 hours of candidate activities, including:

Iowa Democratic Steak Fry
Polk County GOP Prayer Breakfast
League of Iowa Municipalities
GOP Midwestern Leadership Conference
Democratic Corn Boil
Merrimack County GOP Picnic

Statewide coverage of campaign events from these Iowa cities:

AMES	FT. DODGE
BALDWIN	GREENFIELD
CEDAR RAPIDS	INDIANOLA
DAVENPORT	MARYCREST
DES MOINES	MASON CITY
DE WITT	SIOUX CITY

Technical assistance from Iowa media organizations, including:

C-SPAN's Heritage Cable Affiliates
Iowa Public TV

ELECTION '88 IN IOWA

Upcoming Iowa programming commitments, include:

Candidate appearances across the state
Major Candidate Debates
Call-Ins and Interviews with journalists, candidates, and party leaders
Live, on-location programming, February 1-8
4 party caucuses, uncut & without commentary

Contact: Nan Gibson
Rosemarie Colao
(202) 737-3220

C-SPAN IN IOWA

The candidates; The campaign trail; The caucuses

Since January 1987, Iowa has played an important part in C-SPAN's campaign coverage. C-SPAN has canvassed the state, following announced and unannounced candidates in their quest for the presidency. Each week during "Road to the White House", state party activists have allowed C-SPAN cameras into their living rooms and meeting halls for formal and informal gatherings, permitting a nationwide television audience to meet the candidates with the same kind of intimacy as the voters of Iowa.

In the months before the Iowa Caucuses, "Road to the White House" will continue to document the process of running for the presidency. In addition, C-SPAN's election coverage will expand to include major candidate events and programs with political organizers, journalists, and voters.

On February 8, C-SPAN will cap off more than a year of Iowa campaign programming by televising four party caucuses -- two of them *live* -- uniquely demonstrating American grassroots politics.

"ROAD TO THE WHITE HOUSE" IN IOWA

CAMPAIGN COVERAGE TO DATE

35 hours of candidate activities, including:

Iowa Democratic Steak Fry
Polk County GOP Prayer Breakfast
League of Iowa Municipalities
GOP Midwestern Leadership Conference
Democratic Corn Boil
Merrimack County GOP Picnic

Statewide coverage of campaign events from these Iowa cities:

AMES	FT. DODGE
BALDWIN	GREENFIELD
CEDAR RAPIDS	INDIANOLA
DAVENPORT	MARYCREST
DES MOINES	MASON CITY
DE WITT	SIOUX CITY

Technical assistance from Iowa media organizations, including:

C-SPAN's Heritage Cable Affiliates
Iowa Public TV

ELECTION '88 IN IOWA

Upcoming Iowa programming commitments, include:

Candidate appearances across the state
Major Candidate Debates
Call-Ins and Interviews with journalists, candidates, and party leaders
Live, on-location programming, February 1-8
4 party caucuses, uncut & without commentary

Contact: Nan Gibson
Rosemarie Colao
(202) 737-3220

FOR IMMEDIATE RELEASE
NOVEMBER 4, 1987



CONTACT:
Nan Gibson
(202) 737-3220

C-SPAN "ELECTION '88" PROGRAMMING HAS IOWA FOCUS

WASHINGTON, NOV. 4--C-SPAN's "Election '88" coverage will continue a year-long emphasis on Iowa, say officials of the public affairs cable network.

C-SPAN CEO Brian Lamb says that the network will travel to Iowa several times in the months ahead for live coverage of key campaign events and will spend one full week on-location in Des Moines to cover the Iowa Caucuses.

On Caucus night, February 8, C-SPAN plans to televise four party caucuses, uncut and without commentary. For now, the network declines to say which caucuses it will televise, but C-SPAN political editor Carl Rutan notes that both urban and rural communities will be selected -- two from each party.

"We televised two caucuses in 1984," explains Mr. Lamb. "It is a simple concept, but it attracted a great deal of attention from people who said, 'I've heard all this talk about caucuses, but never really understood what they were.'"

In addition, C-SPAN has committed to live telecasts of the November 7 Jefferson-Jackson Dinner from Des Moines and to the Des Moines Register GOP and Democratic candidate debates in January. Other Iowa events may be added to the C-SPAN schedule.

C-SPAN has already logged some 35 hours of Iowa programming this year. In January, C-SPAN crews began travelling to the state to tape campaign events for its "Road to the White House" series. Candidate events from Iowa will continue to be a staple of that series over the next few months.

#

FOR IMMEDIATE RELEASE
NOVEMBER 4, 1987



CONTACT:
Nan Gibson
(202) 737-3220

C-SPAN "ELECTION '88" PROGRAMMING HAS IOWA FOCUS

WASHINGTON, NOV. 4--C-SPAN's "Election '88" coverage will continue a year-long emphasis on Iowa, say officials of the public affairs cable network.

C-SPAN CEO Brian Lamb says that the network will travel to Iowa several times in the months ahead for live coverage of key campaign events and will spend one full week on-location in Des Moines to cover the Iowa Caucuses.

On Caucus night, February 8, C-SPAN plans to televise four party caucuses, uncut and without commentary. For now, the network declines to say which caucuses it will televise, but C-SPAN political editor Carl Rutan notes that both urban and rural communities will be selected -- two from each party.

"We televised two caucuses in 1984," explains Mr. Lamb. "It is a simple concept, but it attracted a great deal of attention from people who said, 'I've heard all this talk about caucuses, but never really understood what they were.'"

In addition, C-SPAN has committed to live telecasts of the November 7 Jefferson-Jackson Dinner from Des Moines and to the Des Moines Register GOP and Democratic candidate debates in January. Other Iowa events may be added to the C-SPAN schedule.

C-SPAN has already logged some 35 hours of Iowa programming this year. In January, C-SPAN crews began travelling to the state to tape campaign events for its "Road to the White House" series. Candidate events from Iowa will continue to be a staple of that series over the next few months.

#