

C-SPAN

Tenth Anniversary

1979-1989

For Immediate Release

Contacts:
Gene Grabowski
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(202) 737-3220

C-SPAN HOSTS "CAPITOL EXPERIENCE" SEMINARS FOR CABLE OPERATORS

Washington, D.C., January 2 -- For the second year in a row, C-SPAN will extend invitations to cable operators around the country to attend the network's regular "Capitol Experience" seminars in Washington, D.C.

C-SPAN, a cooperative of the cable industry, has scheduled two days of events each month in order for current affiliates and prospective carriers to learn more about the public affairs network.

The invitationals provide cable operators with insight into the network's programming philosophy, reasons to carry C-SPAN, and ways to promote it among their general audience as well as to key segments of their community.

Events include tours of the network's facilities and the U.S. Capitol, a seminar on marketing strategy, and a discussion with C-SPAN's Programming Director Terry Murphy and Assignment Desk Editor Regina Hunter. Cable operators also take part in a live call-in program in which they can question journalists or policymakers, and an evening reception featuring a roundtable discussion with C-SPAN Chairman and CEO Brian Lamb.

During last year's invitationals, C-SPAN hosted 178 representatives from various cable systems, MSOs, and state associations.

The following are the "Capitol Experience" dates for 1990:

January	(off)	February	15-16	March	22-23
April	19-20	May	10-11	June	21-22
July	(off)	August	(off)	September	13-14
October	18-19	November	15-16	December	13-14

For more information regarding the "Capitol Experience" invitationals, please contact C-SPAN's Marketing Supervisor Pat Daniel at (202) 737-3220.

C-SPAN is available in 47.3 million households through 3,543 cable system affiliates nationwide and around the world via satellite.



TENTATIVE DATES

1990 C-SPAN CAPITOL EXPERIENCE

JANUARY OFF

FEBRUARY 15 - 16

MARCH 22 - 23

APRIL 19 - 20

MAY 10 - 11

JUNE 21 - 22

JULY OFF

AUGUST OFF

SEPTEMBER 13 - 14 ✓ ?

OCTOBER 18 - 19

NOVEMBER 15 - 16

DECEMBER 13 - 14

PLEASE TAKE A LOOK AT THESE AND SEE IF YOU CAN SPOT ANY PROBLEMS. I'd
LIKE TO FINALIZE A LIST OF DATES BY FRIDAY. THANKS.
(P.S. GREAT TYPING JOB, EH!)

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444 North Capitol Street, N.W.
Washington, D.C. 20001
202/737-3220

Gene,

Invitational guests to use for your
release —

- Bill Proud, Director of Mktg,
Prime Cable in Atlanta, GA
404 874 8200
- Jane Schmid, General Mgr.,
Columbia Cable in Vancouver,
WA
206-892-6303
- Mike Wilson, General Mgr.,
Store Cable in Little Rock, AR
501-758-3490