

News Release



Cable-Satellite Public Affairs Network

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

Contact: Rayne Pollack
(202) 626-4863
Kristin Wennberg
(202) 626-7975

C-SPAN ROLLS OUT NEW FALL ADVERTISING AND MARKETING CAMPAIGNS
America's Network Celebrates 10 Years of Call-Ins;
Promotes "ELECTION '90"

Washington D.C., September 18, 1990 --- Promoting two landmark programming achievements, C-SPAN, the Cable Satellite Public Affairs Network, will unfurl two new advertising and marketing campaigns in the Washington D.C. and San Francisco metro regions.

"ELECTION '90," C-SPAN's comprehensive coverage of this year's mid-term elections across the nation, will be the prime focus of a radio and transit media mix both inside the Beltway and around the bay area. The four-color ad headlined "Are You Getting the Whole Picture?" will be seen in cars on Washington's MetroRail system and on B.A.R.T. (Bay Area Rapid Transit) throughout October until election day November 6.

Radio buys of more than 100 spots in both cities are spread over several classical and talk stations including KDFC-FM, KNBR-AM and KCBS-AM on the West Coast, and WTOP-AM, WRC-AM and WGMS-FM here in the capital.

Local Washington and San Francisco cable operators have been apprised of run schedules and are invited to enhance the effort. Local operator involvement, for example, recently took the form of a photo switch in an ad at a Continental system when the faces of local Massachusetts politicians were substituted for national "ELECTION '90" art.

"We are enthusiastic about raising the public's awareness of C-SPAN as the network to turn to for expert in-depth coverage of political elections," said Nikki Vanasse, director of promotions and publications, C-SPAN. "Early in October we will also mark ten years of putting America on the line to its leaders via the daily Call-Ins -- so this fall will be a pretty energetic time for national promotion."

The Call-In Tenth Anniversary campaign will be seen in print only, with selected two-page color buys in media trade and political publications.

C-SPAN is now available in 50.7 million homes nationwide and around the world via satellite. The network is privately funded and is a public service of the cable television industry.

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C-SPAN
400 N. Capitol St., N.W.
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TELECOPIER TRANSMISSION

TO: Lisa Stein - TV Guide

FROM: Kristin Wennberg

RE: Urgent News Release

DATE: 9.18.90

NUMBER OF PAGES: 2
(Including Cover)

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

NOTE:

466.3469

→ 347.0249

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

TELECOPIER TRANSMISSION

TO: Gary Thorne - Multichannel News

FROM: Kristin Wennberg

RE: Urgent News Release

DATE: 9.18.90

NUMBER OF PAGES: 2
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NOTE:

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Publication	Editor	Phone	Fax	D.C. Reporter	D.C. Fax	Calendar/Personnel
Associated Press	Jay Sharbutt	212-621-6400	212-621-1679	Tim Bovee/Metro	835-1584	Tim Bovee
✓ E190 Broadcasting	Kira Greene	659-2340	429-0651	Matt Stump	429-0651	Kira Greene
Cable Marketing ✓	Les Luchter	212-685-4848	212-696-5318	None	None	
Cable TV Business ✓	Catherine Stratton		212-613-9749	vacant	659-0309	vacant
✓ E190 Cable World ✓	Stewart Schley	303-837-0900	303-837-0915	Vincente Padeloup	331-3734	Barnett Parker
✓ E190 CableVision ✓	Larry Jaffee	212-887-8400	212-887-8585	vacant	703-524-8977	Simon Applebaum
✓ E190 Channels ✓	Mark Schone	212-545-5100	212-696-4215	none	none	Richard Katz
✓ E190 Communications Daily	Mike Feazel/Edie Herman	872-9200	293-3435	Mary Crowley		
✓ E190 Electronic Media ✓	Craig Leddy	312-649-5453	312-649-5465	Laura Malt	638-3155	Kymi Armour
Extra Extra	Steve Weinstein	212-768-1464	212-764-7913	none	none	
Hollywood Reporter	Chris Brown/Chris Vaughn			Paulette Dininny	737-2828	
MSO ✓ E190	Deborah Arney	303-355-2101	303-355-2144	Pat Gushman		
✓ E190 ONLY Multichannel News	John Higgins	212-741-4464	212-337-3241	Jeannine Aversa	371-9618	Mercelle Seale
TBI	Les Brown	212-545-5100	212-696-4215	none	none	none
TV Guide ✓ E190	Pat Jordan	215-293-8681	215-293-4849	Lisa Stein	347-0249 466-3469	
Variety ✓	Richard Huff	212-545-5491	212-779-0025			

phone 822-8632
-347-0249
466-3469

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TELECOPIER TRANSMISSION

TO: Mary Crowley - Communications Daily

FROM: Kristin Wennberg

RE: Urgent News Release

DATE: 9.18.90

NUMBER OF PAGES: 3
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293.3435

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TELECOPIER TRANSMISSION

TO: Mark Schone - Channels

FROM: Kristin Wennberg

RE: Urgent News Release

DATE: 9.18.90

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212. ~~545.5100~~

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TELECOPIER TRANSMISSION

TO: Craig Laddy - Electronic Media

FROM: Kristin Wennberg

RE: Urgent News Release

DATE: 9.18.90

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312.649.5465

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TELECOPIER TRANSMISSION

TO: Karen Fisher - M50's Cable Marketing

FROM: Kristin Wennberg

RE: Urgent News Release

DATE: 9.19.90

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303.355.2101

2144

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TELECOPIER TRANSMISSION

TO: Simon Applebaum - CableVision

FROM: Kristin Wennberg

RE: Urgent News Release

DATE: 9.18.90

NUMBER OF PAGES: 3
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NOTE:

Simon -
It was great to meet you finally on
Sunday!
- Kristin

212.887.8400

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TELECOPIER TRANSMISSION

TO: Cable World - Vincente Pascual

FROM: Kristin Wennberg

RE: Urgent News Release

DATE: 9.18.90

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TELECOPIER TRANSMISSION

TO: matt stump - Broadcasting

FROM: Kristin Wennberg

RE: Urgent News Release

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TELECOPIER TRANSMISSION

TO: Cable TV Business-Hina Bondarook

FROM: Kristin Wennberg

RE: Urgent News Release

DATE: 9.18.90

NUMBER OF PAGES: 2
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303.770.0253