

December 14, 1990

Dear Editor,

On January 8, 1990, an important speech on "The State of Black America" will be given by John Jacobs, the president of the National Urban League, from Washington, D.C. You and your readers can get more than just a "sound-bite" of this event on the evening news; you can watch it in its entirety and without commercial interruption on C-SPAN, **Saturday, January 12, at 10:30 PM (ET)**.

C-SPAN, the Cable Satellite Public Affairs Network, offers a wide range of public affairs programming, twenty-four hours a day, to nearly fifty-two million homes nationwide. And with C-SPAN's high household penetration in the major American urban market areas, your readers and our viewers are often the same people. Nearly 100% of all cable households get C-SPAN in New York, Los Angeles, D.C., Atlanta, Detroit and Philadelphia.

"Gulf Crisis and African Americans" a community forum from the Shiloh Baptist Church in Washington, D.C.; regular coverage of proceedings from the Congressional Black Caucus; a recent address by Alan L. Keyes, president of Citizens Against Government Waste; and special features such as radio simulcasts from WOL-AM Radio in Washington D.C. with the station's owner Cathy Hughes are examples of the in-depth coverage of special interest to the African-American community which C-SPAN regularly provides.

C-SPAN also gives its viewers a voice. Three hours a day, Monday through Friday, we open the phones to viewers across the nation, allowing direct access to government officials and others who influence policy.

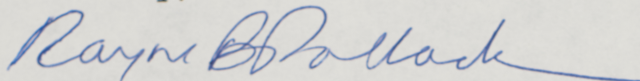
Let C-SPAN be your Washington bureau. Our regularly scheduled programming (see attached sheet) brings you "Inside the Beltway" by just switching on your television. Beyond the House and Senate, C-SPAN cameras will take you and your reporters to:

- \* The White House
- \* The State Department
- \* The Pentagon
- \* The U.S. Military Court of Appeals
- \* The National Press Club
- \* The British House of Commons

in addition to interviews with key newsmakers from C-SPAN's Capitol Hill studios.

If you would like weekly schedules or any other information about C-SPAN, or would like to schedule an interview with any member of our staff, please call me directly at (202) 626-4863. I will be happy to answer any of your questions.

Sincerely,

A handwritten signature in blue ink that reads "Rayne B. Pollack". The signature is fluid and cursive, with a long horizontal line extending to the right from the end of the name.

Rayne Pollack  
Press Information