

---

---

# NATIONAL CABLE FORUM

---

---

November 12, 1985

Susan Swain  
C-SPAN  
400 North Capitol St., NW  
Washington, DC 20001

Dear Ms. Swain:

We welcome your participation and support of the December 1985 National Cable Forum Programming Book. This reference guide will be distributed to over 375 journalists, including members of the Television Critics Association. For a little over a dollar a critic, your network's statistics, programming philosophies and executive line-ups will be readily accessible when these critics need concise and updated information. This has proven to be a valuable tool to the journalists and further encourages consumer awareness of your service.

The finished product is in the form of a three-ring binder. Each programming network participating in the book will have a tab stating the network name and is allowed five pages of copy per tab. (Please note, we will count the pages, and if there are any more than five pages, you will be asked to eliminate the extras of your choice.) Within these five pages should be a fact sheet stating executives, headquarters, launch date, sub counts, key public relations contacts, etc., and programming philosophies. Other possibilities include executive profiles or a brief history of the network.

To allow you more time to gather year-end statistics and to help streamline the production of the book, we have changed requirements from years passed. The following is a list of requirements and suggestions to insure that this guide is as effective and efficient as ever:

- o Please send us two (2) complete sets of your information (no longer than five (5) pages) on letterhead (and second page) that will produce clean copy and logo artwork in black and white (the book's final form.) From past experience we have learned, that those things that do not reproduce well are color logos and photographs.
- o Please make sure your copy is exactly as you expect it to appear in the book. Copy should not run off the pages, appear crooked or have errors; we can make no corrections on your copy.

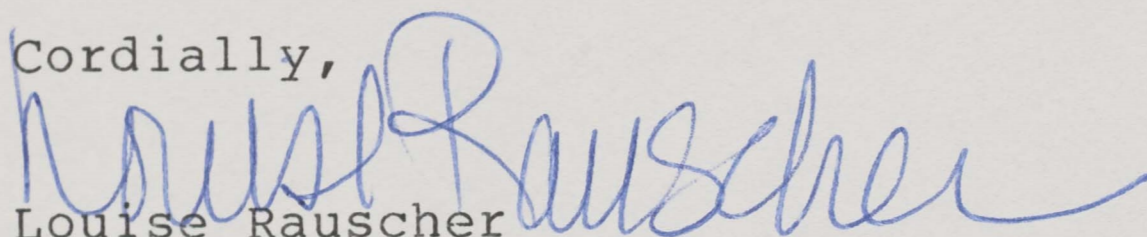
- o In order to have the programming guides to the critics in December, we need to have your copy in our office no later than December 9. You may send the material to:

Rauscher & Associates  
8932 Keith Avenue  
P.O. Box 69280  
Los Angeles, CA 90069  
Attn: Lori Reed

You will be sent two (2) books upon completion.

Please find attached an invoice for the book participation. If you have any questions regarding the book format or the invoice, please call myself or Lori at (213) 278-3940.

Cordially,



Louise Rauscher  
Representing the National Cable Forum

### C-SPAN PROGRAMMING

If you tuned to C-SPAN in December of 1985 or January 1986, here's just a sample of the diverse events you would see...

#### December

- National Press Club's Fourth Estate Award honoring NY Times Columnist Flora Lewis
- FBI Director William Webster speaking at the National Press Club
- John Shad, Chairman of the Securities & Exchange Commission speaking at the National Press Club
- a press conference and viewer call-in program on the best and safest toys for holiday giving.
- Tip O'Neill lighting the Capitol Christmas tree
- A black-tie tribute to late publisher William Loeb featuring possible 1988 presidential contenders
- National Conference of State Legislatures special briefings on AIDS, tax reform, farm credit, and immigration.
- an in-depth look at the Federal Court System
- selected sessions from the Republican Governors Association meeting
- President Reagan lighting the National Christmas tree, and the accompanying "Pageant of Peace"

#### January

- a New York conference on a balancing the federal budget
- special interviews with retiring members of the House and Senate
- special programming for the first Martin Luther King national holiday
- President Reagan's State of the Union Address
- Washington Press Foundation's annual "Salute to Congress" black tie dinner
- much, much more....

## FACTS ABOUT C-SPAN

The Cable-Satellite Public Affairs Network is the nation's only public affairs network. Formed as a public service cooperative effort of the cable television industry, C-SPAN specializes in a unique "you are there" approach to public events that lets the viewer see the entirety of news in the making.

ACRONYM: C-SPAN/ America\*s Network

LAUNCH DATE: March 19, 1979

PROGRAMMING: Live coverage of the U.S. House makes up one-tenth of C-SPAN's yearly offerings. Viewers can also see important Congressional hearings, newsmaker speeches at the National Press Club, significant press conferences -- in their entirety, major conferences and seminars, and a variety of other events from Washington and across the nation. Three times each weekday, C-SPAN viewers are invited to "talk back" to public figures through C-SPAN's pioneering call-in programs.

AFFILIATES: 2,000 cable systems in continental United States, Hawaii, Alaska,  
(12/85) the Virgin Islands, Puerto Rico, and Canada.

SUBSCRIBERS: 23 million cable television households; more than one-quarter of  
(12/85) all the television households in the U.S. can watch C-SPAN.

PROGRAM HOURS: 24 hours a day

SATELLITE: Galaxy I, Transponder 13 (our Satcom III transponder was cleared in November 1985 to reserve for possible coverage of the U.S. Senate).

OPERATING BUDGET: C-SPAN's FY '87 operating budget (begins April 1986) is \$8.1 million.

REVENUE SOURCES: 80 percent of C-SPAN's budget comes from affiliate subscriber fees; the rest is derived from corporate underwriting and other sources. No public money is contributed to C-SPAN's budget.

CORPORATE HEADQUARTERS: Suite 155  
400 N. Capitol Street, NW  
Washington, D.C. 20001

FULLTIME EMPLOYEES: 100

CHAIRMAN & CEO: Brian P. Lamb

PRESIDENT & COO: Paul A. FitzPatrick

SENIOR STAFF: Mike Michaelson, Executive Vice President  
Bruce D. Collins, V.P., Corporate Development  
Brian Lockman, V.P., Network Operations  
Carrie Collins, Director of Programming  
Brian Gruber, Director of Marketing

PRESS CONTACT: Susan Swain, Director of Public Relations  
(202) 737-3220

### C-SPAN EXECUTIVE BIOGRAPHIES

BRIAN P. LAMB, 44, has been Chairman and Chief Executive Officer of C-SPAN since August 1985, but has been with the network since its inception. In 1977, he helped the cable industry organize the non-profit public affairs cooperative and served as its president for over eight years.

The concept of a television service with in-depth coverage of national issues was a natural for Lamb, whose background includes both government and broadcasting service. While in school, Lamb worked at Indiana radio stations as both salesman and announcer. After graduation from Purdue University, he joined the Navy and was eventually assigned to the Pentagon public affairs office, where he served as a press liaison to the television networks.

Following a 1967 discharge, Lamb went back to his native Lafayette, Indiana for a stint with a local television station, but found he was anxious to return to Washington politics. Heading back to D.C., Lamb began working as a freelance reporter for UPI Radio, then moved into politics as a Senate press aide, and later as a White House telecommunications assistant.

Returning to journalism in 1974, Lamb began publishing a biweekly newsletter called "Media Reports," and covered telecommunications issues as Washington bureau chief of CableVision magazine.

Lamb's experiences continued to gel into the concept of a television service that could transmit public events without analysis, just as the cable industry was expanding its capacity for satellite delivered programming and the U.S. Congress was debating the televising of its daily sessions.

In 1977, Lamb presented his idea to the cable industry and won the support of 22 industry executives who contributed the initial \$400,000 needed for the project. This group went on to form C-SPAN's first Board of Directors and with their assistance, C-SPAN was ready to transmit the first regularly televised session of the Congress on March 19, 1979.

###

PAUL A. FITZ PATRICK, 39, was named President and Chief Operating Officer of C-SPAN in August 1985. In that capacity, he holds a seat on the network's 37 member board of directors and the board's executive committee.

Mr. FitzPatrick joined the network in early 1985 as the Director of the C-SPAN Fund -- the network's corporate underwriting campaign. While overseeing the Fund, he also served as President of the Connecticut-based Atlantic Media, Inc.

Mr. FitzPatrick's background includes business, politics, journalism, and the cable industry. A former chief operating officer of Titsch Publishing, Mr. FitzPatrick served as editor-in-chief of that company's CableVision magazine. His political experience includes service with a U.S. Senator, a member of Congress and a former governor of Colorado.

At C-SPAN, Mr. FitzPatrick is responsible for all of the network's business and financial operations.

###