



FOR IMMEDIATE RELEASE

Contacts: Rayne Pollack
(202) 626-4863
Monique Llanos
(202) 626-7975
Virginia Diez
(202) 626-4602

**C-SPAN NETWORKS PRODUCE NEARLY 7,000 HOURS
OF PUBLIC AFFAIRS PROGRAMMING IN 1992**

Presidential Election Programming Hours Increased By More Than 40% Since 1988

Washington, D.C., April 7, 1993 -- During the 1992 presidential election year the C-SPAN networks produced 6,758 hours of public affairs programming. More than 1,400 hours of the programming were of first-run presidential campaign events.

Eighty percent of C-SPAN's Election '92 coverage came from outside the Washington beltway, representing a significant increase in local event coverage from the campaign trail since 1988. Local news simulcasts, stump speeches, Live Viewer Call-Ins on location, and locally staged debates offered viewers a video-verite perspective on the candidates. Overall campaign coverage included:

- * more than 100 hours of "Road To The White House," C-SPAN's original programming on the campaign;
- * 218 hours of Democratic and Republican Convention coverage;
- * and about 1,093 hours combined of all other campaign-related programs, such as debates, news conferences, interviews, forums, call-ins and platform hearings.

The C-SPAN networks' primary mandate of live House and Senate coverage and daily Live Viewer Call-In programs totaled 3,785 hours. Specific programs included:

- * more than 990 hours of Live Viewer Call-In programs -- up from 850 hours in 1991;
- * 875 hours of live proceedings from the floor of the U.S. House of Representatives;
- * 1,100 hours of live proceedings from the floor of the U.S. Senate;
- * and 915 hours of Congressional committee hearings.

Programming statistics were compiled by Purdue University's Public Affairs Video Archives, which log and record all of C-SPAN's programming for educators' use.

C-SPAN is currently available in 58.7 million households nationwide and worldwide via satellite. The C-SPAN networks are funded entirely by America's cable television companies as a public service.

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(317) 494-9630 PH

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D-R-A-F-T

C-SPAN NETWORKS PRODUCE APPROXIMATELY 7,000 HOURS OF PUBLIC AFFAIRS PROGRAMMING IN 1992

Election '92 Campaign Events Comprised Nearly Half of C-SPAN's Programming

Washington, D.C., March 30, 1993 -- ^{the} ~~In~~ 1992 ^{the} ~~the~~ presidential election ^{year} ~~provided~~ the C-SPAN Networks ~~the opportunity to offer viewers an unusual variety of political programming.~~ ~~By December 1992, C-SPAN and C-SPAN 2 produced 6,758 hours of first-run public affairs and campaign programming.~~ ^{More than 1400 of these}

^{prog. hours were of first-run campaign related events from all across the country}
Coverage ranged from presidential primaries, to the Conventions, to the election.
Programming include: ^{Overall Campaign Coverage:}

①

⊕

- o almost 992 hours of live Viewer Call-in programs.
- o about 875 hours of live proceedings from the floor of the U.S. House of Representatives;
- o 1,100 hours of live proceedings from the floor of the U.S. Senate;
- o and nearly 915 hours of House, Senate, Joint, and Conference committee hearings;

The range and quantity of C-SPAN's public affairs offerings are reflected by the more than 254 hours of "Road To The White House, C-SPAN's original programming on the campaign; 303 hours of Democratic/Republican Convention coverage; and nearly 1,411 hours combined of all campaign-related programs, such as debates, news conferences, interviews, forums, call-ins and platform hearings.

* During the 1988 presidential election, C-SPAN produced about 610 hours of programming, showing an increase of 1,108% (almost 12 times) for 1992. ...

Programming statistics were compiled by Purdue University's Public Affairs Video Archives, which log and record all of C-SPAN's programming for educator's use.

C-SPAN is currently available in 58.7 million households nationwide and worldwide via satellite. The C-SPAN networks are funded entirely by America's cable

apples to apples?

election PMS increased 1100% since the 1988 campaign

① - more than 80% of C-SPAN's
campaign programs
come from outside ^{the} Washington Beltway.

Local news simulcast, ~~giving~~ ^{stump} speeches, call-ins on location and
locally staged debates, game reviews ^{the} perspective of being w/
the candidates on the campaign trail.

② The network's primary mandate of live
C-SPAN programming
House + Senate coverage and live viewer
call-in programs total 3,785 hours.

Specific programs:

- * more than 920 hrs. of live viewer call-ins,
up from 1850 hrs in 1991

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Coverage ranged from presidential primaries, to the Conventions, to the election. Programming include:

- o almost 992 hours of live Viewer Call-in programs.
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Ms. Monique Llanos
 March 26, 1993
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*First-run
 (Master)*
 # Original Programs

First-run prog
 Hours

All Total Airings
Call-ins, part form hearings, interviews, forums

*C-SPAN &
 C-SPAN 2
 includes re-airs*

All Airing Hours
(14" hrs. included)

	# Original Programs	Hours	# All Total Airings	All Airing Hours
All Campaign Programs	1912	1411	4,620	6,785
All Campaign Outside D.C.	1634	1159	3690	5826
Democratic Convention	179	95	285	212
Republican Convention	328	208	563	454
Road to the White House	449	254	830	600
Call-Ins House	1194	992		
Senate	134	875		
House Committees	169	1,100		
Senate Committees	142	355		
Joint Committees	131	366		
Conference Committees	22	41		
	1	56		
All	5607	6,757.6	199	

*198 section
 hrs. 610*

1991 stats

6,778 hours of first-run programming

*108% ↑
 110% ↑*

Ms. Monique Llanos
 March 26, 1993
 Page 2

C-SPAN &
 C-SPAN 2
 includes re-airs

First Market
 First-run prog
 610 - comparison

	# Original Programs	Hours	# All Total Airings	All Airing Hours
1	All Campaign Programs	1912	1411	6,785
2	All Campaign Outside D.C.	1654	1159	5826
3	Democratic Convention	179	95	212
	Republican Convention	328	208	454
4	Road to the White House	449	254	600
	Call-Ins House	1194	992	
	Senate	134	875	
	House Committees	169	1,100	
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	Joint Committees	131	366	
	Conference Committees	22	41	
	Conference Committees	1	56	
	All	5607	6,757.6	1992

long day hearing
 2:32 - 1:45

includes open phone

includes call-ins, platform hearings, interviews, forums

3785

Specific programs: more than 190 - call-ins

17,520

Election
 1988
 610 hrs.

100% ↑
 100% ↑

PURDUE UNIVERSITY



OFFICE OF THE DIRECTOR

March 26, 1993

Ms. Monique Llanos
 Press Assistant
 C-SPAN
 400 North Capitol St. NW, Suite 650
 Washington, D.C. 20001

Post-It™ brand fax transmittal memo 7671		# of pages	2
To	Monique Llanos	From	Robert Browning
Co.	C-SPAN	Co.	Purdue
Dept.	Press Info.	Phone #	317-494-9630
Fax #	202-737-3323	Fax #	317-494-3421

Dear Monique:

We have compiled the statistics you have requested for 1992:

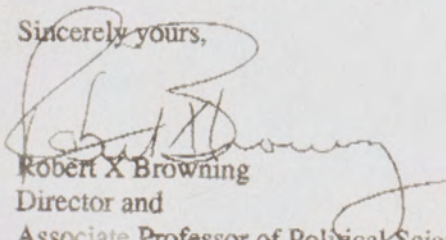
The total for all campaign programs includes the 1,654 hours of programming from outside of Washington, DC.

Senate and House sessions are divided when there are recesses. This applies more to the Senate than to the House.

Call-Ins are broken when they surround airings of other programs. For example a call-in, followed by a long tape section, followed by a call-in, would be cataloged as two call-ins.

Please let me know if you have any questions on this information. As always, we appreciate your statement in the press release that the statistics were compiled by the Public Affairs Video Archives at Purdue University would be appreciated.

Sincerely yours,


 Robert X Browning
 Director and
 Associate Professor of Political Science



PUBLIC AFFAIRS VIDEO ARCHIVES

THE EDUCATION AND RESEARCH ARCHIVES OF C-SPAN PROGRAMMING

1025 STEWART CENTER • WEST LAFAYETTE, IN 47907-1025 • (317) 494-9630 • FAX (317) 494-3421 • PAVA@PURCCVM.BITNET

Ms. Monique Llanos
 March 26, 1993
 Page 2

	Original Programs	Hours	All Total Airings	All Airing Hours
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All	5607	6,757.6		

PURDUE UNIVERSITY



OFFICE OF THE DIRECTOR

March 30, 1993

Ms. Monique Llanos
 Press Assistant
 C-SPAN
 400 North Capitol St. NW, Suite 650
 Washington, D.C. 20001

Dear Monique:

I have recalculated the some of the statistics for 1992. I discovered the error for the Republican convention. We were combining both the Democratic and Republican conventions in this number. I left off the Road to the White House number. I do not have a quick way to get the accurate number on this. Since many Road programs were duplicates of other programs airing that week, we recently made a change in how we coded these programs. I have good numbers through the end of July, 1992, but I am not comfortable with the numbers after that. You would not be to far off to calculate at 90 minutes each week until the Sunday after the election.

I hope these new figures help. I am also faxing another copy of the 1988 stats.

Good luck.

Sincerely yours,

Robert X Browning
 Director and
 Associate Professor of Political Science

Post-It™ brand fax transmittal memo 7671		# of pages 3
To Monique Llanos	From RXBrowning	
Co.	Co. PURDUE	
Dept. PRESS	Phone #	
Fax # 202-737-3323	Fax #	



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Purdue University
Public Affairs Video Archives

C-SPAN 1992 Statistics
March 30, 1993

	Original Programs	Hours	All Total Airings	All Airing Hours
All Campaign Programs	1912	1411	4,620	6,785
All Campaign Outside D.C.	1654	1159	3690	5826
Democratic Convention	183	105	297	243
Republican Convention	149	113	278	242
Call-Ins	1194	992		
House	134	875		
Senate	169	1,100		
House Committees	142	355		
Senate Committees	131	366		
Joint Committees	22	41		
Conference Committees	1	56		
All	5607	6,757.6		

Road...

Sundays between Jan 1 → Nov. 8.

~~43~~ 45 × 90 min = 4050 minutes.

45 hours

Fridays between Jan 1 → Nov. 8.

45 × 90 min = $\frac{1}{2}$ 34.5

In '88, C-SPAN Aired 4,709 First-Run Programming Hours

Program	Taped	Live	Total
Call-Ins	•	784	784
U.S. House	•	689	689
Congressional Hearings	430	295	725
Public Policy Conferences	885	116	1,001
Speeches	205	20	225
News Briefings	96	0	96
National Press Club	58	19	77
Close Up	37	15	52
America and the Courts	67	1	68
Election '88	610	175	785
Interviews	29	0	29
American Profile	28	0	28
Galas/Ceremonies	9	7	16
Day in the Life	3	0	3
Canadian Coverage	12	88	100
U.N. Coverage	22	0	22
London Programming	7	2	9
Total	2,498	2,211	4,709



With 689 hours in session, the U.S. House sessions were only 14 percent of C-SPAN's programming.



C-SPAN telecast 695 hours of first-run programming from outside of Washington, D.C.

**First run always live.*