

NEWS FROM:

C-SPAN AMERICA'S NETWORK

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--C-SPAN BOARD APPROVES NEW FIVE-YEAR PLAN--

Continued Development Set for Cable Industry Cooperative

WASHINGTON, D.C. -- The board of directors of the C-SPAN cable network gave its unanimous approval last week to a broad five-year plan for the non-profit cable industry cooperative. The plan extends from April 1, 1987 until March 1992.

Key to the board's discussion were several elements:

- The January 1987 full-time start up of C-SPAN II, which requires the addition of personnel and equipment. C-SPAN expects to add approximately 30 people over the next five years -- capping at about 160 employees -- primarily in the areas of programming and production. C-SPAN II offers live coverage of the U.S. Senate and other public affairs programming and is available at no charge to systems carrying the original C-SPAN channel.

- Over the next five years, C-SPAN will install greater redundancy throughout all phases of its technical operations, ensuring a strong and reliable signal.

- With the endorsement of its board, C-SPAN will move forward with the creation of a "C-SPAN Education Fund" designed to offer high school and college educators across the nation tools to use C-SPAN programming in their course work. This fund will solicit contributions from cable and non-industry sources in order to supply hardware, lesson plans, video tapes, and other classroom aides to teachers and their students.

- By the close of December, C-SPAN hopes to sign an agreement providing a new satellite berth for C-SPAN II. The search for new satellite space began on July 27, after C-SPAN II was pre-empted from its Satcom 3-R transponder by a technical malfunction. An important criterion for any satellite contract is the establishment of a secure, long-term berth for C-SPAN II.

- The board also approved an upgraded benefits package for C-SPAN employees, yet another step in a continuing effort to recruit and retain top-quality personnel.

- The panel gave its go ahead to increase C-SPAN's "beyond the beltway" programming, noting the recent delivery of a portable Ku-band uplink which will facilitate off-site transmissions. Among the programming planned for 1987 are events marking the national celebration of the U.S. Constitution's bicentennial and initial coverage of the '88 presidential race.

- The board approved plans to step up C-SPAN's marketing and promotion efforts, working toward a goal of eventually making C-SPAN available to every cable home in America.

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● Finally, in order to ensure the continued growth and development of C-SPAN and C-SPAN II, the board approved a modest rate increase, effective January 1, 1987. While smaller systems serving less than 200,000 subscribers face no increase in rates, systems or MSO's serving more than that number will pay 4¢ per home per month for the first 200,000 subscribers and 2.5¢ per month for each home thereafter.

Also on the agenda was the addition of two new board member companies-- Scripps Howard and Comcast Cable Communications. Representing their companies on the C-SPAN board are Michael Callaghan, VP for Cable of Scripps Howard and Brian Roberts, VP of Operations at Comcast. Forty members now serve on the C-SPAN board; nine executives make up the board's executive committee, which is chaired by Jim Whitson, President of Sammons Communications.

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