

C-SPAN PROGRAM SCHEDULE

U.S. CONFERENCE OF MAYORS '86 ANNUAL MEETING

Contact:
Nan Gibson
(202) 737-3220

SATURDAY, JUNE 21

12:00 noon Eastern Time C-SPAN INTERVIEW: ~~Mayor Baltasar Corrada del Rio, San Juan, PR~~

12:30 pm ET OPENING NEWS CONFERENCE: U.S. Conference of Mayors

1:00 pm ET OPENING PLENARY SESSION: U.S. Conference of Mayors
Speakers: Gov. Rafael Hernandez Colon, Puerto Rico
Mayor Baltasar Corrada del Rio, San Juan, PR
~~Mayor Joseph Riley, Jr., Charleston, SC~~
William Woodside, CEO, American Can Company
Mary Hatwood Futrell, Pres., National Education Assoc.
Robert Oakley, Ambassador at Large for Counterterrorism,
U.S. Department of State

3:30 pm ET (½ hour) * C-SPAN INTERVIEW: ~~Mayor Joseph Riley, Jr., Charleston, SC~~ and
President, U.S. Conference of Mayors

SUNDAY, JUNE 22

10:00 am ET SECOND PLENARY SESSION: U.S. Conference of Mayors
Speakers: ~~Rep. Charles Rangel (D-NY)~~
Clyde Fritz, V.P., Johnson & Higgins and
President, Privatization Council
~~Gov. Bruce Babbitt (D-AZ)~~
Samuel R. Pierce, Secretary, U.S. Department of
Housing and Urban Development
J. Robert Hunter, Pres., Nat'l Insurance Consumers Org.
Richard Schubert, President, American Red Cross
James Duffy, President, Communications Broadcast Group,
American Broadcasting Company (ABC)

* 1:00 pm ET
(3 hours)

* WORKSHOP: "Terrorism and the Role of Local Enforcement"
Moderator: ~~Mayor Xavier Suarez, Miami, FL~~
Panelists: Hubert Williams, President, Police Foundation
James C. Esposito, Special Agent in Charge, FBI
Jerald Vaughn, Executive Director, International
Association of Chiefs of Police

~~WETE LINKS~~
2992

* * *

MONDAY, JULY 7

7:00 pm ET
(2 hours)

* TASK FORCE: "Homelessness and Hunger"
Chairman: ~~Mayor Raymond Flynn, Boston, MA~~

TUESDAY, JULY 8

7:00 pm ET
(2 hours)

* POLICY COMMITTEE: "Human Development"
Chairman: ~~Mayor Roland Luedtke, Lincoln, NE~~

WEDNESDAY, JULY 9

7:00 pm ET
(2½ hours)

WORKSHOP: "New Initiatives in Finding & Removing Hazardous Waste Threats to the Urban Environment"

* Moderator: Mayor Tony Knowles, Anchorage, AK

Panelists: Mayor James Perron, Elkhart, IN

J. Winston Porter, Asst. Administrator, Solid Waste & Emergency Response, Environmental Protection Agency
Cynthia Douglass, Administrator, Research & Special Programs Administration, Dept. of Transportation

THURSDAY, JULY 10

7:00 pm ET
(2½ hours)

WORKSHOP: "Innovative Crime Initiatives"

* Moderator: Mayor Sydney J. Barthelemy, New Orleans, LA

Panelists: Mayor David Musante, Jr., Northampton, MA

George Reagle, Assoc. Administrator, National Highway Traffic Safety Administration

George Napper, Commissioner of Public Safety, Atlanta, GA

Patrick V. Murphy, Consultant, U.S. Conf. of Mayors

FRIDAY, JULY 11

7:00 pm ET
(2 hours)

CLOSING PLENARY SESSION: U.S. Conference of Mayors

Report of the Resolutions Committee:

* Chairman: Mayor Kathryn Whitmire, Houston, TX

Report of the Nominating Committee:

Chairman: Mayor J. Michael Houston, Springfield, IL

Members: Mayor Richard Arrington, Jr., Birmingham, AL

Mayor Dennis Champine, Aurora, CO

Mayor Janice Coggeshall, Galveston, TX

Mayor William Collins, Norwalk, CT

Mayor Richard Hatcher, Gary, IN

Mayor Kathleen Kelly, Clearwater, FL

Mayor Sheila Lodge, Santa Barbara, CA

Mayor Henry Maier, Milwaukee, WI

Mayor Louis Tullio, Erie, PA

Mayor Coleman Young, Detroit, MI

Address by the newly elected President of the U.S. Conference of Mayor.

SATURDAY, JULY 12

4:30 pm ET

C-SPAN INTERVIEW: Gov. Rafael Hernandez Colon, Puerto Rico

5:00 pm ET
(1 hour)

C-SPAN ROUNDTABLE DISCUSSION with POLITICAL JOURNALISTS

Topic: Politics in Puerto Rico (Statehood vs Commonwealth vs Independent status)

Guests: Juan Garcia-Passalacqua, Columnist, El Nuevo Dia

Maggie Bobb, Reporter, El Mundo

Harold Lidin, Special Writer, San Juan Star

MONDAY, JUNE 17 (cont'd)

LIVE	8:30 pm EDT/4:30 pm YT Guests:	<u>VIEWER CALL-IN</u> FRAN ULMER, Mayor, Juneau BILL WALLEY, Mayor, Fairbanks LEO RASMUSSEN, Mayor, Nome
LIVE	9:30 pm EDT/5:30 pm YT Guest:	<u>VIEWER CALL-IN</u> SEN. FRANK MURKOWSKI (R-AK)
LIVE	10:30 pm EDT/6:30 pm YT Guest:	<u>VIEWER CALL-IN</u> TBA
TAPED	11:30 pm EDT/7:30 pm YT Speaker:	<u>MAYORS' LUNCHEON</u> MITCHELL DANIELS, Assistant to the President for Intergovernmental Affairs

TUESDAY, JUNE 18

TAPED	6:00 pm EDT/2:00 pm YT Speakers:	<u>SECOND PLENARY SESSION</u> CHARLES PARRY, Chairman, Aluminum Company of America JOHN KEANE, Director of the Census, U.S. Department of Commerce
LIVE	8:30 pm EDT/4:30 pm YT Guest:	<u>VIEWER CALL-IN</u> TBA
LIVE	9:30 pm EDT/5:30 pm YT Guest:	<u>VIEWER CALL-IN</u> RICHARD BERKLEY, Mayor, Kansas City, MO
LIVE	10:30 pm EDT/6:30 pm YT Guests:	<u>ROUNDTABLE DISCUSSION with ALASKAN BUSINESS REPS.</u> TBA

WEDNESDAY, JUNE 19

TAPED	6:00 pm EDT/2:00 pm YT Topics:	<u>CLOSING PLENARY SESSION</u> ● Report of the Resolutions Committee: Chicago Mayor Harold Washington, Chairman ● Report of the Nominating Committee: Tucson Mayor Lewis Murphy, Chairman
LIVE	9:00 pm EDT/5:00 pm YT Guest:	<u>VIEWER CALL-IN**</u> REP. DON YOUNG (R-AK)
LIVE	10:00 pm EDT/6:00 pm YT Guest:	<u>VIEWER CALL-IN</u> TBA
LIVE	11:00 pm EDT/7:00 pm YT Guest:	<u>VIEWER CALL-IN</u> TBA
TAPED	12:00 am EDT/8:00 pm YT Speaker:	<u>CLOSING PRESS CONFERENCE</u> ERNEST MORIAL, Mayor, New Orleans

Nearly 21 million American households can now watch C-SPAN's public affairs programming via 2,000 affiliated cable systems. For the channel number in your area, contact your local cable operator.

* Abbreviation for Yukon time

** Program originates from C-SPAN studios in Washington, D.C.

NOTE: C-SPAN's viewer call-in phone numbers: Eastern/Central (202) 628-2525
Mountain/Pacific (202) 783-2727

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SUITE 155
400 NORTH CAPITOL STREET, N.W.
WASHINGTON, D.C. 20001
202/737-3220

PUBLIC RELATIONS SUMMARY:

U.S. CONFERENCE OF MAYORS ANCHORAGE MEETING, JUNE 15 - 19

On June 12, 1985 a C-SPAN crew of 17 embarked on a video journey to Alaska in an effort to provide cable viewers with comprehensive coverage of the annual meeting of the U.S. Conference of Mayors, as well as vicariously exploring the last frontier for the lower forty-eight.

More than 35 hours of first-run programming were produced during the five day Alaskan telecast, including: conference plenary sessions and committee meetings; call-in programs with mayors and Anchorage journalists; and extensive use of video vignettes depicting the cultural and scenic setting for the meeting.

What follows is a summation of the public/media relations tactics employed to publicize C-SPAN's unique coverage of the mayors' conference.

I. MEDIA RELATIONS

- Anchorage Press - Singled out 25 key media outlets in the Anchorage area, including the Anchorage Times, Anchorage Daily News, and the three television network affiliates. This press corps received a general press release about C-SPAN's Anchorage trip and a conference program schedule release. Follow-up calls/contacts were made by producer and on-air host.
- Out-Of-Town Press / Attending Conference - U.S. Conference of Mayors Office provided a list of press registered to travel to the conference. This press corps received a general press release about C-SPAN's Anchorage trip and a conference program schedule release. Follow-up calls were made before the corps left for Anchorage. Registered press list numbered 15 and included reporters from major dailies (Wall Street Journal, Washington Post, Times Picayune, etc.). List distributed to producer and on-air host for FYI and possible contacts in Anchorage.
- Out-Of-Town Press / Not Attending Conference - U.S. Conference of Mayors Office provided a list of some 170 mayors registered to attend the conference. Represented cities were cross-referenced with C-SPAN affiliates nationwide. C-SPAN affiliates could be found in 119 cities (representing 35 states) and were then crossed-referenced for daily and weekly newspapers (weekly newspapers were included on mailing lists only in cities without daily newspapers, in an effort to keep mailings cost effective). The resulting mailing list numbered 128 newspapers, which received the general release about C-SPAN's Anchorage trip and a conference program schedule.

Public Relations Summary: U.S. Conference of Mayors/Anchorage

- Out-Of-Town Press / Not Attending Conference (cont'd)

Newspapers whose mayors sat on committees being carried live received highlighted program schedules and inserts explaining the live sessions and suggesting the program may be of interest to readers locally. Some 400 television critics across the country also received the conference program schedule release in their weekly Update mailing.
- Trade Publications - Trade pub contacts received a general release about C-SPAN's Anchorage trip. Each contact also received a follow-up phone call. Throughout the conference coverage, contacts were also fed side-bar stories:
 - Broadcasting - Received 3 photos and background information.
 - Editor & Publisher - Received transcript of call-in with Anchorage editors and two (2) freeze frames of the editors.
 - USA Today - Ben Brown, TV Columnist, received a highlights tape and background information on Anchorage trip.
 - Cablevision - Received freeze frames and cutlines of C-SPAN's Anchorage coverage.
- Call-in Publicity - Dailies whose mayors appeared on call-in programs received general release on Anchorage trip, conference program schedule, and the weekly call-in release. Follow-up phone calls were made these papers. In addition, calls were made to broadcast television network affiliates to make them aware of mayors' appearances and give satellite information (and an explanation of three-minute rule).
- Mayors Conference Newsletter - U.S. Conference of Mayors Press Office included a brief about C-SPAN in their twice monthly newsletter, including a phone number and contact at C-SPAN. As a result, C-SPAN received the following media inquiries:
 - WIVW-TV; Topeka, KS
 - KMOX-TV; St. Louis, MO
 - KNOE-TV; Monroe, LA
 - WNEP-TV; Scranton, PA
 - WDAU-TV; Scranton, PA
 - All were interested in satellite coordinates and Mayors conference program schedule information.

II. NETWORK PUBLICITY

- BPL Anchorage Appearances - BPL appeared on local public affairs interview programs in an effort to heighten public awareness of C-SPAN locally:
 - "Viewpoint" - KTVA-TV (CBS); 30 minute public affairs interview program
 - "Newsmakers" - KTUU-TV (NBC); 30 minute public affairs interview program
 - "Close-up" - KENI-AM (ABC); 30 minute public affairs interview program
 - "Alaska Public Radio" - 20 minute public affairs interview program
- Electronic Sign Information in Anchorage - Egan Convention Center and Sullivan Arena provided space for C-SPAN promo on 5 electronic signs in the Anchorage area. The program highlights changed daily.

Public Relations Summary: U.S. Conference of Mayors

III. AFFILIATE RELATIONS

- Cable affiliates and Anchorage underwriters were provided general release on Anchorage trip, conference program schedule information, and Updates:
 - Tom Jensen, Alascom
 - Ted Berns, MultiVisions
 - Paul Fava, McCaw Communications
 - Nancy Grette, Alaska Cablevision

IV. FEEDBACK



EXAMPLE

SUITE 155
400 NORTH CAPITOL STREET, N.W.
WASHINGTON, D.C. 20001
202/737-3220

July 8, 1985

— FOLLOW-UP LETTERS —

I.

Now that we have all returned from Anchorage, I would like to take a moment to tell you how delighted we at C-SPAN were to be able to provide extensive television coverage of this year's meeting of the U.S. Conference of Mayors.

Our 35 hours of programming from Alaska were part of a special programming effort called "States of the Nation '85." Through this endeavor, C-SPAN is devoting a great deal of air time to the issues facing state and local governments. The current federal tax and budget proposals have made this a particularly busy year for local officials; we hope our extended coverage of meetings such as yours will help clarify the debate for our viewers. In addition, our viewer call-in programs encourage the public to get involved in these issues by telephoning in questions or comments to their elected representatives.

Our next stop on the "States of the Nation '85" tour will be Boise, Idaho (August 4-7) when the National Governors' Association meets to formulate policy positions on state-federal questions. And, with the assistance of some local cable affiliates, we hope to visit several other localities this fall.

→ Because your local cable operator is committed to quality programming, your community is one of several thousand across the nation with access to C-SPAN's unique brand of public affairs coverage. Currently, more than 21 million households can tune in to watch a variety of public events -- uncut and without editorial comment. Our programming concept allows viewers to have an information source where they can make up their own minds on public issues.

We're happy to have had this opportunity to acquaint you with our network and look forward to future endeavors of this kind.

Best regards,

Brian P. Lamb
President

THE CABLE SATELLITE PUBLIC AFFAIRS NETWORK

BPL:sms



— EXAMPLE —

SUITE 155
400 NORTH CAPITOL STREET, N.W.
WASHINGTON, D.C. 20001
202 / 737-3220

July 10, 1985

II'

Now that we have all returned from Anchorage, I would like to take a moment to tell you how delighted we at C-SPAN were to be able to provide extensive television coverage of this year's meeting of the U.S. Conference of Mayors.

Our 35 hours of programming from Alaska were part of a special programming effort called "States of the Nation '85." Through this endeavor, C-SPAN is devoting a great deal of air time to the issues facing state and local governments. The current federal tax and budget proposals have made this a particularly busy year for local officials; we hope our extended coverage of meetings such as yours will help clarify the debate for our viewers. In addition, our viewer call-in programs encourage the public to get involved in these issues by telephoning in questions or comments to their elected representatives.

Our next stop on the "States of the Nation '85" tour will be Boise, Idaho (August 4-7) when the National Governors' Association meets to formulate policy positions on state-federal questions. And, with the assistance of some local cable affiliates, we hope to visit several other localities this fall.

→ Unfortunately, your local cable system does not offer C-SPAN programming, which means that your constituents are not able to watch what 21 million other cable households can: important public policy events -- uncut and without editorial comment. Our programming concept allows viewers to have an information source where they can make up their own minds on public issues.

Nonetheless, we were happy to have had the opportunity to acquaint you with our programming and hope that C-SPAN will soon be available in your community.

Best regards,

Brian P. Lamb
President

THE CABLE SATELLITE PUBLIC AFFAIRS NETWORK

BPL:sms

NEWS FROM:

C-SPAN AMERICA'S NETWORK

Suite 155 • 400 N. Capitol Street, N.W., Washington, D.C. 20001

TO: PRODUCERS
FR: PUBLIC RELATIONS
RE: FYI -- STATE CAPITAL MAYORS

July 5, 1985

The following state capital mayors were in attendance at the U.S. Conference of Mayors meeting in Anchorage last month:

- JUNEAU, AK: Fran Ulmer
- HARTFORD, CT: Thirman Milner
- SPRINGFIELD, IL: J. Michael Houston
- TOPEKA, KS: Douglas Wright
- ST. PAUL, MN: George Latimer
- JEFFERSON CITY, MO: George Hartsfield
- TRENTON, NJ: Arthur Holland
- SAN JUAN, PR: Corrada-Del Rio Baltasar
- SALT LAKE CITY, UT: Ted L. Wilson
- MADISON, WI: Joseph Sensenbrenner, Jr.
- CHEYENNE, WY: Don Erickson

The U.S. Conference of Mayors has confirmed that the above state capital mayors were indeed in attendance at their Anchorage meeting. These mayors (and the other mayors who attended) will be receiving follow-up letters from the Public Relations department. A copy of the letter will be kept on file for your reference, in the event that future contact is warranted.

###

~~John Porter~~
↓

1/3 of all incoming calls from Alaska
→ about 40 Alaskan calls out of 119

Fairbanks, Anch. Juneau, Petersburg,

~~in addition to ^{politics} lots of calls wanting to know don't come - jobs hard to find~~

tonite: Camera crew accompanies mayors on a ride on the Alaska n.r. to portage glacier

~~Scheduling~~

guests has been former Alaska Jay H.

Lake Clark 5.8
150 miles
Anchorage

lv. message at general store
15 miles from
he checks

flee his
gun
airplane

Alaskan village - rang the phones
of people all over the village of 115
first person who came over
was asked to meet the plane
for an interview

→ Tony Knowles
(1) first - what beautiful city.
→ (2) doing a go
(3) mayor

C-SPAN AMERICA'S NETWORK

Suite 155 • 400 N. Capitol Street, N.W., Washington, D.C. 20001

TO: BRIAN LAMB
FR: NAN G.
RE: ANCHORAGE APPEARANCE AGENDA/ITINERARY

THURSDAY, JUNE 13

10:00 am YT* "Close-Up" Program -- Host: Mark Riley
KENI-AM (ABC) Interview lasts: 30 min.
1777 Forest Park Drive
(907) 272-7461

Estimated travel time: 15 minutes by car

Directions: (from Cap't Cook Hotel)

Make right turn as you exit out of hotel parking lot (one way street going right). At first light, turn left onto "L" street (one way). Go two (2) stop lights (down a gradual incline/hill) and then turn right at the corner. Go four (4) blocks, staying in the far right lane and exit at the "Hillcrest Drive" off ramp. Follow Hillcrest Dr. until you come to West H.S., then go right and follow road until you reach Forest Park Drive. Go right at Forest Park Dr. and follow road about a block, when it turns into a dirt road. KENI-Radio will have a sign out in front of building; only commercial/art deco building in the area.

1:30 pm YT "Viewpoint"*** -- Host: Kathy Paynton
KTVA-TV (CBS) Interview lasts: 30 min.
1007 West 32nd (brief hard news interview
(907) 561-5882 will immediately follow)
**B. Katz will appear also

Estimated travel time: 10 minutes by car

Directions: (from Cap't Cook Hotel)

Take 5th Avenue to "K" Street (one way); go left on to "K" St. Follow "K" until it turns into Minnesota Drive. Stay on Minnesota Dr. and go three stop lights (intersections) to Spenard. Go left on Spenard and follow it until you reach W. 32nd Street. Go right on W. 32nd St. and follow it to the TV station, which should be marked by KTVA-TV call letters.

TENATIVE:

4:00 pm YT Alaska Public Radio interview with Johanna Eurich

7:30 pm YT "Newsmakers" -- Host: Wayne Maloney (also
KTUU-TV on-air @ KENI-Radio)
600 W. 4th Ave. Interview lasts: 30 min.
(907) 279-7477

Estimated travel time: 10 minutes by foot

Directions: (from Cap't Cook Hotel)

Exit Cap't Cook Hotel at the 4th Ave. exit. Walk east on 4th Ave. (toward downtown) about 2 - 2½ blocks. You will pass a bank building and in between this bank building and the Fourth Avenue Theatre is a walkway. Follow the walkway between the buildings and the door to the KTUU-TV studios will be the first one on the left. Dial the three (3) digit number on the Security phone and someone will come to greet you and let you in.

*Abbreviation for Yukon time

NOTE: The above times are actual taping times. Please arrive at studio no later than 15 minutes before taping is to begin.

###

NEWS FROM:

C-SPAN AMERICA'S NETWORK

Suite 155 • 400 N. Capitol Street, N.W., Washington, D.C. 20001

Release:

Contact: Nan Gibson
(202) 737-3220
Barry Katz
(907) 276-7134

-- U.S. CONFERENCE OF MAYORS ELECTRONIC SIGN INFORMATION --

SATURDAY, JUNE 15

C-SPAN LIVE FROM ANCHORAGE --- U.S. CONFERENCE OF MAYORS MEETING ---
JUNE 15 - 19 --- TODAY'S COVERAGE: 8:00 AM - 2:00 PM --- SEE MAYOR TONY
KNOWLES TODAY AT 12:00 PM ON CABLE CHANNEL 8.

SUNDAY, JUNE 16

C-SPAN LIVE FROM ANCHORAGE --- U.S. CONFERENCE OF MAYORS MEETING ---
JUNE 15 - 19 --- TODAY'S COVERAGE: 8:00 AM - 3:00 PM --- SEE HOWARD
WEAVER OF THE ANCHORAGE DAILY NEWS --- AND TONY DURR OF THE ANCHORAGE
TIMES --- TODAY AT 8:00 AM ON CABLE CHANNEL 8.

MONDAY, JUNE 17

C-SPAN LIVE FROM ANCHORAGE --- U.S. CONFERENCE OF MAYORS MEETING ---
JUNE 15 - 19 --- TODAY'S COVERAGE: 2:00 PM - 8:30 PM --- SEE JUNEAU,
FAIRBANKS, AND NOME MAYORS --- TODAY AT 4:30 PM ON CABLE CHANNEL 8.

TUESDAY, JUNE 18

C-SPAN LIVE FROM ANCHORAGE --- U.S. CONFERENCE OF MAYORS MEETING ---
JUNE 15 - 19 --- TODAY'S COVERAGE: 2:00 PM - 7:30 PM --- SEE SENATOR
FRANK MURKOWSKI TODAY AT 4:30 PM --- ON CABLE CHANNEL 8.

WEDNESDAY, JUNE 19

C-SPAN LIVE FROM ANCHORAGE --- U.S. CONFERENCE OF MAYORS MEETING ---
JUNE 15 - 19 --- TODAY'S COVERAGE: 2:00 PM - 9:00 PM --- SEE REP.
DON YOUNG TODAY AT 5:00 PM --- AND GOV. WILLIAM SHEFFIELD AT 6:00 PM ---
ON CABLE CHANNEL 8.

###

CABLE SATELLITE PUBLIC AFFAIRS NETWORK

NEWS FROM:

C-SPAN AMERICA'S NETWORK

Suite 155 • 400 N. Capitol Street, N.W., Washington, D.C. 20001

Release:

Contact:

TO: B. Gruber
FROM: S. Swain
RE: Preliminary help with Alaskan P.R.

- A) Can you please keep an eye out for any banks/ hotels/ etc. with changeable or running outdoor signs?

Name of business

Street location

- B) Notice any large billboards in the downtown area? Can you judge approx size and copy the company on the sign's nameplate? (especially interested in empty billboards.)

- C) Media calls

1) Wayne Malloney/ KTUU TV and KENI-AM radio (907) 279-7477 or 272=7461

(a) Ask about his TV program called "Newsmakers" and his radio public affairs programs.

Format -- (TV) _____

(Radio) _____

Media calls (cont.)

Wayne Malloney

Types of guests he likes: (TV) _____

(radio) _____

How long are guests interviewed (TV) _____

(Radio) _____

Type of audience/size (TV) _____

(radio) _____

May we call him about (TV) _____
booking Lamb week
of June 14? (radio) _____

Special note: with all of these, if they are not already familiar with Lamb and C-SPAN you might mention that he's been on Donahue, Larry King (twice), NPR, and Ed Busch's national call-in on AP Radio. We can supply bio information. Subject of the interview could be C-SPAN's unique television and how we are televising their state.

2) John Valentine, Public Affairs Director KIMO TV (907) 561-1313

Don't know whether they have any programs at all that a Lamb interview would be suitable for, so can you start with the basics with him.

Any program? _____

Format _____

Audience _____

When airs? _____

Advance booking of guests? _____

Call re Lamb? _____

3) Norma Goodman, Public Affairs Director KTVA (CBS affiliate) (907) 562-3456

Same as above--start with basics.

KTVA-TV (Cont.)

Any suitable public affairs program? _____

FORMAT? _____

When Airs? _____

Audience? _____

Deadline for booking guests? _____

Can we call re:Lamb _____

4) Rene Vasque, Public Affairs Director, KAKM (PBS affil.) (907) 563-7070

They do have a weekly public affairs program, but I don't know the name.

FORMAT _____

When airs? _____

Audience: _____

Type of guests/length of interview: _____

Can we call re; Lamb? _____

5) Need phone numbers and more information on any logical programs on

a) KTBY (Independent TV station)/ Mike Sheppard, Public Affairs Director

Info : _____

b) KSKA-FM (Alaska Public Radio Network)

Info: _____

c) RATNET (They do educational programs for Rural Alaska)

any info: _____

D) NEWSPAPERS: Please also talk to Barry before phoning them, he may want you to ask the editors to be on call-in programs.

Anchorage Daily News (907) 786-4200

editor: Howard Weaver. Congressional office said he's very interested in public affairs/politics. Would be very helpful.

1) Will he be assigning a reporter to the Mayor's meeting? _____

Would he/she be an appropriate contact for us? _____

Would the TV section be able to carry our program listings for the days we're televising from there? _____

any ~~o~~ other info from conversation: _____

Anchorage Daily Times (907) 263-9000

Bill Tobin Editor-in-chief.

You should probably phone Duncan Frazier. Same questions as above.

Writer assigned to meeting: _____

Should we work with that reporter: _____

Would TV section be able to carry our listings during the meeting? _____

Any other info: _____

FINAL NOTE: Please do not actually book Lamb on any programs--we have to coordinate his schedule with programming department for his on-air work and also find out how much of this extra publicity he feels like doing.

G-SPAN AMERICA'S NETWORK

Suite 155 • 400 N. Capitol Street, N.W., Washington, D.C. 20001

TO: BRIAN LAMB
FR: NAN G.
RE: ANCHORAGE APPEARANCE AGENDA/ITINERARY

THURSDAY, JUNE 13

10:00 am YT* "Close-Up" Program -- Host: Mark Riley
KENI-AM (ABC) Interview lasts: 30 min.
1777 Forest Park Drive
(907) 272-7461

Estimated travel time: 15 minutes by car

Directions: (from Cap't Cook Hotel)

Make right turn as you exit out of hotel parking lot (one way street going right). At first light, turn left onto "L" street (one way). Go two (2) stop lights (down a gradual incline/hill) and then turn right at the corner. Go four (4) blocks, staying in the far right lane and exit at the "Hillcrest Drive" off ramp. Follow Hillcrest Dr. until you come to West H.S., then go right and follow road until you reach Forest Park Drive. Go right at Forest Park Dr. and follow road about a block, when it turns into a dirt road. KENI-Radio will have a sign out in front of building; only commercial/art deco building in the area.

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NEWS FROM:

C-SPAN AMERICA'S NETWORK

Suite 155 • 400 N. Capitol Street, N.W., Washington, D.C. 20001

TO: CARRIE COLLINS
FR: NAN G.
RE: MEDIA CONTACTS IN ALASKA

C. Collins:

Please make the following calls to alert the Anchorage media that the C-SPAN crew has arrived and that you will be available to provide any additional programming information they may require or desire. Also let them know that you, BPL, and/or B. Katz will be available for nightly/hard news interviews. In short, just be your congenial self. Thanks Carrie.

Newspapers:

Anchorage Daily News -- Howard Weaver, Managing Editor (call-in appearance 6/16)
(907) 786-4200

Anchorage Times -- Pat O'Brien, City Editor
(907) 263-9000

Tundra Times (weekly) -- Linda Lord-Jenkins
(907) 274-2512

Television Stations:

KTUU-TV, Ch. 2 -- John Larsen, News Director (BPL will appear on "Newsmakers" with Wayne Maloney 6/13)
(907) 279-7477

KIMO-TV, Ch. 13 -- John Vallentine, Public Affairs Director
(907) 276-1313

KTVA-TV, Ch. 11 -- Pat Lynn, News Director (BPL will appear on "Viewpoint" 6/13)
(907) 526-3456

KAKM-TV, Ch. 7 -- Rene Vasquez, Public Affairs Director
(907) 276-7070

Radio Stations:

KENI-AM -- Mark Riley and Wayne Maloney (BPL will do "Newsmakers" with Maloney on KTUU-TV 6/13 and will do KENI-AM "Close-up" with Riley 6/14)
(907) 272-7461

KSKA-FM (Alaska Public Radio Network) -- Johanna Eurich, News Director
(BPL will be doing 20 min. interview with BPL for weekend public affairs program and immediately following, will do brief interview for "Morning Edition")
(907) 561-1161

KFQD-AM -- Herb Schandley or Norma Herrin (Producer), "Public Opinion Hotline"
(907) 344-9622
--May have an open slot or cancellation for BPL to be on program

FYI-- The mayors of Fairbanks, Juneau, and Nome will be on a call-in 6/17

Newspapers:

Fairbanks Daily News-Miner -- David Ramseur, Political Editor
(907) 456-6661

Juneau Empire -- Carl Sampson, Managing Editor
(907) 586-3740

CABLE SATELLITE PUBLIC AFFAIRS NETWORK

ANCHORAGE MEDIA

Nan G.
Public Relations

** As per my conversation with Chuck Davis, Press Secretary for Rep. Don Young (R-AK), at large.

ANCHORAGE:

TV:

- 1) KTUU (NBC)-- Has public affairs program called "Newsmakers" Host is Wayne Malloney (radio personality for KENI-AM). Malloney is apparently a good contact because he knows a good deal about the Anchorage media market. KTUU news director: John Larsen
Phone: (907) 279-7477 or (907) 272-7461
- 2) KIMO (ABC)-- Has biggest audience share and ratings in Anchorage. Has its own moveable satellite dish (apparently all the local network affiliates have satellite dish, but KIMO is the only one with a moveable one).
John Valentine, Public affairs director
Phone: (907) 561-1313
- 3) KTVA (CBS)-- Is heavily news oriented and has a heavily news oriented radio affiliate (KBYR-AM)
Pat Lynn, News director
Norma Goodman, Public affairs director
Phone: (907) 562-3456
- 4) KAKM (PBS)-- Have a weekly public affairs program with local newsmakers.
Dick Enders, Program director
Rene Vasquez, Public affairs director
Phone: (907) 563-7070
- 5) KTBY (Ind.)-- Linda Woodson, Program director
Mike Sheppard, Public affairs director

RADIO:

- 1) KENI-AM -- Wayne Malloney is radio personality (connection with KTUU-TV). Big news and public affairs station; has regular public affairs programs/talk shows.
Phone: (907) 272-7461
- 2) KSKA-FM -- Alaska Public Radio Network affiliate. Apparently very good locally produced news.

--MORE--

ANCHORAGE MEDIA

RADIO (cont'd):

- 2) KSKA-FM (cont'd)-- Joanna Eaurich, News director

Phone:

- 3) KHAR-AM -- Highest ratings in Anchorage. Beautiful music station with some emphasis on news and public affairs. Unsure about regular public affairs programs.

Mark Emerson, News director

Phone:

** Most radio stations use AP news service for statewide/national news, except where noted.

RURAL CHANNELS (TV):

- Two channels exist for the expressed purpose of providing rural areas with television coverage:

- 1) "Learn Alaska" -- public access TV which televises educational programs and classroom programs (907) 786-1512
- 2) RATNET - (Rural Alaska Television Network)-- Airs a sampling of network programming, sporting events, and public affairs programming. Alaska delegation tapes a program once every two weeks and it airs on RATNET in its entirety; the network affiliates tape it and edit for use on nightly news or weekly public affairs programs.

NEWSPAPER CONTACTS:

ANCHORAGE--

- 1) Daily News -- Howard Weaver, Managing Editor**
(Will apparently be very helpful contact)

Phone: (907) 786-4200

- 2) Times -- William (Bill) Tobin, Editor-in-chief
Pat O'Brien (lives in AK!), City editor
** Duncan Frazier, (title uncertain; probably called Acting Managing editor)-- Younger's office deals with him quite often.

Phone: (907) 263-9000

###

~~175-200~~ Mayors

Mayors meetings → in SP King

"W.P." 10K run w/ mayors

Ernest Moria
Tony Knowles
Archonst

U.S. Conference of Mayors annual meeting

Samon

June 15 - 19th Sat - Weds

in addition calls in & interviews video — on Alaskan issues

→ Mayors, Sens., Congres, business leaders,

video scenes of Alaska

newspaper
~~June 7~~

8-9
9-11 Yt
11-1 call ins (4 hrs)

conf itself Sat - ?

poly cmt^{TBA} mts

~~5000~~ suite w/

40th birthday

12-19

camera on roof

Captain Cook Studio (donated)

17 persons

Sun.

- 8-9 c-i
- 9-1 Resolutions cmt
- 1-3 call ins

→ 5000 ←

→ meetings

38,000
other fm

most extensive underwriting rely on local resources —

Multivision Cable of A

financial —
technical —
personnel —

under 40,000

upli Alascom → satellite uplink
point to point —
microwave transmiss
and

3600

- Alaska Cable ^{system} — funding
- McCaw ^{Comm. Co. Inc.} — funding

own

NEWS FROM:

C-SPAN AMERICA'S NETWORK

Suite 155 • 400 N. Capitol Street, N.W., Washington, D.C. 20001

IMMEDIATE
Release: June 17, 1985

Contact: Susan Swain
(202) 737-3220

QUOTES FROM C-SPAN VIEWER CALL-IN 6/16/85

Two Managing Editors Speak on Role of Newspaper in a Community

Brian Lamb (C-SPAN): Howard, we were talking earlier about the fact that Bill Tobin, the editor-in-chief of the Anchorage Times, which is not your newspaper, was president of the Chamber of Commerce here, at one point, and was in Indianapolis as a member of the [Olympic site selection] committee. Are the newspapers too close to the community?

Howard Weaver: Well, I think there's a distinction between the two newspapers in that respect. The Times is a very accurate reflection of Mr. Atwood's constant involvement and enthusiasm for the city and has taken a role more as a booster of the community- a role which I, as a professional, would find inappropriate. I don't think editors of newspapers ought to be on promotional committees. I think that compromises the ability of the newspaper to present a fairminded view. I would have to question in my own mind whether a person who's on the promotional committee ought to write the news story about the results of that effort.

Brian Lamb: Mr. Durr...

Tony Durr: I have no problem with that at all. I think that if the Times as a newspaper is going to be part of the community, it must take an active role in deciding where that community is going to go. I'm not the least bit uncomfortable with the fact that William J. Tobin, who is an accomplished professional and has been for decades in this business, covered the story for me from Indianapolis. And the fact that he's part of

(MORE)
CABLE SATELLITE PUBLIC AFFAIRS NETWORK

the committee that's bringing the Olympics to Anchorage, I think reflects wonderfully on the Anchorage Times. Yes, indeed, we do boost Anchorage, and we have for more than fifty years, for seventy-one years in fact. I think that part of the success of Anchorage today can be directly tied to the fact that it had a real good newspaper in the Anchorage Times behind it and pushing it all the way.

Howard Weaver: Well, Tony, you know our publisher's also a member of that committee and he's back in Indianapolis too and the Anchorage News is very definitely involved as an institution. I question whether a journalist ought to be playing that role. That's my point.

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C-SPAN

SUITE 155
400 NORTH CAPITOL STREET, N.W.
WASHINGTON, D.C. 20001
202/737-3220

ALASKA UPDATE

TUESDAY, JUNE 18:

9:30 PM CALL-IN PROGRAM
ENDS AT 10:15 PM

FROM 10:15 - 10:30 PM THERE WILL BE
AN INTERVIEW WITH

ILLENE TOTEMOFF, A RESIDENT OF
TATITLEK, ALASKA...



SUITE 155
400 NORTH CAPITOL STREET, N.W.
WASHINGTON, D.C. 20001
202/737-3220

IN THE INTEREST OF CLARITY ...HERE IS TUESDAY 6/18 ALASKA SCHEDULE
W/ ADDITIONS AND DELETIONS.....

6pm edt...SECOND PLENARY SESSION..... TAPED.....FED AT 1pm edt
SPEAKERS: CHARLES PARRY
ALUMINUM CMPNY OF AMERICA

JOHN KEANE
DIR. OF THE CENSUS

8:30pm edt...VIEWER CALL IN.....LIVE....FROM WASHINGTON STUDIO
GUEST: SEN. FRANK MURKOWSKI (R-ALASKA)

9:30pm edt...VIEWER CALL IN.....LIVE....FROM ANCHORAGE **only 45 minutes**
GUEST: RICHARD BERKLEY
MAYOR OF KANSAS CITY, MO

10:15pm edt...PROGRAM INSERT/SCHEDULE UPDATE.... FROM D.C.

10:17pm edt...aprox...INTERVIEW.....TAPED....FED TO GO LIVE
ILLENE TOTEMOFF
TATITLEK, ALASKA

10:30pm edt...(one hour) ...ROUNDTABLE ON ALASKA BUSINESS....LIVE
GUESTS: TOM JENSEN
ALASCOM

ROGER HERRERA
MGR. OF EXPLORATION, SOHIO

BILL HUDSON
ALASKA SEAFOOD MARKETING INSTITUTE

11:30 pm edt...FIVE MINUTE MONTAGE TO BE EDITED 6/18...

May 23, 1985

Press Registered for 1985 Anchorage Annual Meeting

1. Jack Skelly
El Nuevo Dia
Suite 304
605 14th Street, N.W.
Washington, D.C. 20005
2. Harry Golden, Jr.
The Chicago Sun Times
629 Newton Ave.
Glen Ellyn, Ill. 60137
3. Stephen Gilkenson
City & State Magazine
220 E. 42nd Street
New York, New York 10017
4. Mary Klein
Capitol Publications
1300 N. 17th St.
Arlington, VA 22209
5. Ken Anderberg
American City & County
Communications Channels, Inc.
6255 Barfield Road
Atlanta, GA 30328
6. Hugh McDiarmid
Detroit Free Press
820 Washington Square
Lansing, MI 48933
7. Joanne Lublin
Wall Street Journal
1025 Connecticut Ave., NW
Suite 800
Washington, D.C. 20036
8. James B. Strong
Chicago Tribune
435 N. Michigan Ave.
Chicago, Ill. 60611

9. Terry Jones
WWL-TV News
1024 N. Rampart St.
New Orleans, LA 70176
10. Sally Ann Roberts
WWL-TV News
1024 N. Rampart St.
New Orleans, LA 70176
11. Frank Donze
Times Picayune
3800 Howard Avenue
New Orleans, LA 70140
12. Richard Benedetto
USA Today
Box 500
Washington, DC 20044
13. Milton Coleman
The Washington Post
1150 15th St., NW
Washington, DC 20007
14. Barry Sweet
Associated Press
P.O. Box 2144
Seattle, WA 98111

Anchorage Press

Anchorage Daily News
Pouch 6616
Anchorage, AK 99502

Associated Press
750 W. 2nd Ave. Suite 102
Anchorage, AK 99501

KTUU-TV
630 W. 4th Ave.
Anchorage, AK 99501
Att: John Larson

KTYA-TV
1007 W. 32nd Ave.
Anchorage, AK 99503
Att: Pat Lynn

KENI Radio
1777 Forest Park Drive
Anchorage, AK 99503
Att: Wayne Maloney

Alaska Public Radio Network
4640 Old Seward Highway
Suite 202
Anchorage, AK 99503
Att: Steve Heimel

KBYR/KNIK-FM
1007 W. 32nd Ave.
Anchorage, AK 99503
Att: Steve MacDonald

KYAK/KGOT-FM
2800 E. Dowling
Anchorage, AK 99507
Att: Milt Radford

KKGR-FM
2550 Denali St.
Anchorage, AK 99503

*KTBY - Channel 4
1840 So. Bragaw
Anchorage, AK 99508
Att: Public Affairs*

The Anchorage Times
820 W. 4th Ave.
Anchorage, AK 99501

UPI
c/o Anchorage Daily News
Pouch 6616
Anchorage, AK 99502

KIMO-TV
2700 E. Tudor Rd.
Anchorage, AK 99507
Att: John Vallentine

KAKM
2651 Providence Drive
Anchorage, AK 99504
Att: Renee Yasquez

KSKA Radio
Atwood Center, APU
4101 University Drive
Anchorage, AK 99508
Att: Johanna Eurich

KFQD/KWHL-FM
9200 Lake Otis Blvd.
Anchorage, AK 99507
Att: Dave Dohern

KHAR/KKLY-FM
South Station
P.O. Box 11566
Anchorage, AK 99511
Att: Bob Stevenson

KRKN-FM
338 Denali St.
Anchorage, AK 99501

KTNX
1549 E. Tudor Rd.
Anchorage, AK 99507

B list

✓ ALASKA CONSTRUCTION AND OIL
P.O. Box 1980, 99510
274-5653

Mark Harris, Assoc. Editor

✓ ALASKA BUSINESS NEWSLETTER
P.O. Box 10-3036, 99510
561-1932

Bob Dixon, Exec. Editor

✓ ALASKA JOURNAL
1689 "C" St., 99501
274-0521

Jill Sheppard, Assoc. Editor

✓ ALASKA JOURNAL OF COMMERCE
ALASKA OIL AND GAS
AIR ALASKA
2106 Cleveland Ave., 99509
243-1513

Bert Tarrant, Editor

✓ CHUGIAK-EAGLE RIVER STAR
P.O. Box 1007
Eagle River, AK. 99577
✗ 694-2727

✓ Ed Bennett - ID AM. 694-9091

✓ GREATLANDER
3110 Spenard Rd., 99503
272-2213; 279-9323

Herb Rhodes, Editor/Publisher

Dick Bayne

5/19/88

C list

GREATER ANCHORAGE TODAY
415 "F" St., 99501
272-2401 (Chamber of Commerce)

Wayne Beckwith, Exec. V.P.

~~KODIAK NEWS-TIMES
401 W. 4th St., 99503
562-2713~~

✓ NORTH STAR REPORTER
863 E. 15th Ave., 99501
272-6711

PRUDHOE BAY JOURNAL
2611 Minnesota Dr., 99503
278-3377

✓ SENIOR VOICE
325 E. 3rd Ave., 99501
277-0787

X ✓ TUNDRA TIMES
411 W. 4th Ave., 99501
274-2512

✓ ALASKA NATIVE NEWS
3150 Mountain View Dr., 99501
278-3627

✓ CONSTRUCTION PLAN BUREAU
1172 Gambell, 99501
279-1617

GOLDEN DAYS PUBLICATION
2704 Fairbanks, 99503
278-9941

X ✓ New Horizons
6130 old Seward Highway
Suite 202
Anchorage 99502

U.S. CONFERENCE OF MAYORS
ANCHORAGE, ALASKA
TENTATIVE AGENDA

NOTE:

ALL TIMES ARE YUKON TIME ZONE TIMES

5/13/85

TENTATIVE AGENDA
U.S. CONFERENCE OF MAYORS
SATURDAY JUNE 15, 1985

8am	12	CALL-IN PROGRAM	LIVE
9am	1:00	SESSION ON URBAN ECONOMIC POLICY	LIVE
11am	3:00 PM	CALL-IN PROGRAM	LIVE
noon	4 PM	CALL-IN PROGRAM	LIVE
1pm	5 PM	CALL-IN PROGRAM	LIVE

NOTE: DURING THE CALL-IN SEGMENT WE WILL BE SHOWING
FOOTAGE OF THE OPENING PRESS CONFERENCE AND
POSSIBLE VIGNETTE.....

ON AIR TIMES: 8am-2pm

5/13/85

TENTATIVE AGENDA
U.S. CONFERENCE OF MAYORS
SUNDAY JUNE 16, 1985

8am	12	CALL-IN PROGRAM	LIVE
9am	1:00	SESSION: RESOLUTIONS COMMITTEE	LIVE
1pm	5:00	CALL-IN PROGRAM	LIVE
2pm	6:00	CALL-IN PROGRAM	LIVE

NOTE: POSSIBLE FOOTAGE ROLLED DURING CALL-INS....

ON AIR TIMES: 8am-3pm

5/13/85

TENTATIVE AGENDA
U.S. CONFERENCE OF MAYORS
MONDAY JUNE 17, 1985

9am	1:00	PLENARY SESSION	TAPED FOR LATER REAIR
noon	4:00	MAYORS LUNCHEON	TAPED FOR LATER REAIR
4pm	8 pm	CALL-IN PROGRAM	LIVE
5pm	9 pm	CALL-IN PROGRAM	LIVE
6pm	10 pm	CALL-IN PROGRAM	LIVE

NOTE: POSSIBLE FOOTAGE ROLLED DURING CALL-INS....

ON AIR TIMES: 4-7pm plus air of lunch and plenary

5/13/85

TENTATIVE AGENDA
U.S. CONFERENCE OF MAYORS
TUESDAY JUNE 18

9:30am 6pm	PLENARY SESSION MAYORS TRAIN RIDE	TAPED FOR LATER REAIR TAPED FOR CALL-IN INSERT
4pm	CALL-IN PROGRAM	LIVE
5pm	CALL-IN PROGRAM	LIVE
6pm	CALL-IN PROGRAM	LIVE

NOTE: POSSIBLE FOOTAGE ROLLED DURING CALL-INS

ON AIR TIMES: 4-7pm plus air of session

5/13/85

TENTATIVE AGENDA
U.S. CONFERENCE OF MAYORS
WEDNESDAY JUNE 19

9am	PLENARY SESSION	TAPED FOR LATER REAIR
noon	CLOSING NEWS CONFERENCE	TAPED FOR LATER REAIR
4pm	CALL-IN PROGRAM	LIVE
5pm	CALL-IN PROGRAM	LIVE
6pm	CALL-IN PROGRAM	LIVE

NOTE: POSSIBLE FOOTAGE ROLLED DURING CALL-INS.....

ON AIR TIMES: 4-7pm plus air of session and news conference