



FACT SHEET

| | |
|-------------------------------|---|
| Corporate Headquarters | Suite 412 444 North Capitol Street, NW Washington, D.C. 20001 (202) 737-3220 |
| Funding | Private, non-profit cooperative of the cable television industry. |
| Chairman and CEO | Brian P. Lamb |
| Programming Executives | Susan Swain, Vice President Terry Murphy, Dir. of Programming |
| Press Contacts | Gene Grabowski, Press Manager Nan Gibson, Press Coordinator |
| TV Listings | Peter Kiley, Listings Coordinator |
| Full-time Employees | 155 |

The C-SPAN Networks

In 1979, C-SPAN was created by the cable television industry to provide live gavel-to-gavel coverage of the U.S. House of Representatives. Today, in addition to the live House proceedings, C-SPAN offers a front row seat to other public affairs events from the nation's capital and across the country. On any given day C-SPAN crews cover between five and fifteen events.

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| | <u>C-SPAN</u> | <u>C-SPAN II</u> |
|-------------------------------------|---|---|
| Launch Date | March 19, 1979 (3.5 million households at launch) | June 2, 1986 (7.5 million households at launch) |
| Households (as of 12/88) | 41.5 million 48% U.S. TV HH | 16.5 million 19% U.S. TV HH |
| Affiliates | 3,100 CATV Systems | 575 CATV Systems |
| Satellite | Galaxy III, TR 24 | Galaxy III, TR 14 |
| Transmission Hours | 24 hours a day | 24 hours a day |

National surveys show growing, active audience*

AUDIENCE

POTENTIAL AUDIENCE

C-SPAN homes 41.5 million via 3,100 cable systems
C-SPAN II homes 16.5 million via 575 cable systems

GROWTH IN VIEWERSHIP

The C-SPAN audience has grown 158% since 1984:

1988 19.6 million households watch C-SPAN
1984 7.6 million households watch C-SPAN

VOTING HABITS

C-SPAN viewers have consistently higher voting patterns than the nation at large:

| | C-SPAN viewers | Nation at large |
|------------------------------|----------------|-----------------|
| 1988 presidential elections | 79% voted | 49% voted |
| 1986 congressional elections | 69% voted | 37% voted |
| 1984 presidential elections | 93% voted | 53% voted |

OPINIONS AND ATTITUDES

More than one quarter (26%) of C-SPAN viewers *have changed their opinion* on an issue or about a public official because of information they received from C-SPAN programming.

POLITICAL AFFILIATION

C-SPAN viewers represent a cross section of the political spectrum:

31% Democratic
31% Republican
32% Independent
6% Other

NEWS CONSUMPTION

C-SPAN viewers are more interested than the general public in following news events:

| | C-SPAN viewers | Nation at large |
|------------------------|----------------|-----------------|
| read daily newspaper | 63% | 48% |
| watch TV news everyday | 70% | 52% |

C-SPAN VIEWING HABITS

| | Average viewing hours |
|-----------|-----------------------|
| C-SPAN | 11.5 hrs. per month |
| C-SPAN II | 10.5 hrs. per month |

*Data from University of Maryland Survey Research Center - 1984, 1987 and 1988 national surveys.

C-SPAN Marks 10th Anniversary

MILESTONES

- March 19, 1979 C-SPAN begins cablecasting the U.S. House of Representatives *live* to 3.5 million households.
- October 7, 1980 C-SPAN adds **live viewer call-ins** to program schedule, providing viewers with direct access to public policy makers.
- January 6, 1981 C-SPAN adds gavel-to-gavel coverage of **congressional hearings** to program schedule.
- April 1, 1981 C-SPAN telecasts daily, eight hours a day.
- February 1, 1982 C-SPAN daily programming expands to 16 hours.
- September 13, 1982 C-SPAN begins **24-hour-a-day** programming.
- July 1, 1983 C-SPAN begins occasional coverage of the Canadian House of Commons.
- February 20, 1984 C-SPAN televises an Iowa caucus live and uninterrupted for the first time.
- May 10, 1984 House cameras begin "panning" entire chamber during Special Orders.
- August/July, 1984 C-SPAN airs live, uninterrupted coverage of the Democratic and Republican National Conventions for the first time.
- June 2, 1986 C-SPAN II airs live proceedings of the U.S. Senate during television test period.
- July 29, 1986 Senate votes in favor of permanent televised coverage of its proceedings.
- January 5, 1987 C-SPAN II begins 24-hour cablecasting.
- November 9, 1988 USIA transmits C-SPAN to 90 countries via WORLDNET, the first global satellite television network.
- November 22, 1988 C-SPAN inaugurates **international telecasts** with Queen Elizabeth II's speech to the state opening of Parliament.
- March 19, 1989 C-SPAN's 10th Anniversary



REGULARLY SCHEDULED PROGRAMMING

| | |
|--------------------------|---|
| House of Representatives | Live, daily (when Congress is in session) |
| Event of the Day | Weeknights at 8:00 pm ET-- Relevant public policy programming--in its entirety and without commentary. |
| Congressional Hearings | Daily (when Congress is in session) House and Senate hearings-- in their entirety-- present a close-up view of the political system. |
| National Press Club | Saturdays at 6:00 pm ET (60 minutes) Newsmakers address the Washington press corps. |
| Viewer Call-In Programs | Live, weekdays at 8:00 am & 6:30 pm ET (90 minutes each) Viewers question elected legislators, policymakers, and journalists about issues of the day. |
| "Process and Policy" | Live, Sundays at 8:00 pm ET (90 minutes) Analysts discuss the fine points of national issues. |
| "Communications Today" | Saturdays at 11:00 am ET Focus on media trends, technology, and communications law. |
| "Supreme Court Review" | Saturdays at 7:00 pm (the weeks when the Court hears oral arguments) Interviews examining current activities at the Supreme Court. |

SPECIAL SERIES

| | |
|------------------------|--|
| "America & the Courts" | An occasional series on the federal judiciary. |
| "American Profile" | Airs on national holidays. (60 minutes) In- depth interviews with public officials or business leaders who receive national attention. |
| "A Day In The Life" | An occasional series. Behind-the-scenes looks at magazines, newspapers and government operations. |



GENERIC PROGRAM GRID

| ALL TIMES EASTERN | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY | | | | | | | | | | |
|-------------------|--|---------|-----------|----------|-------------------------------------|--|----------|--|--|--|---|------------------------------------|--|--|--|------------------------------------|--|
| 6:00 AM | House Floor Debate, Congressional Hearing, or Public Policy Conference | | | | | | | | | | | | | | | | |
| 7:00 AM | Process and Policy | | | | | | Close Up | | | | | | | | | | |
| 8:00 AM | Viewer Call-in | | | | Journalists' Roundtable and Call-in | Viewer Call-in Highlights of the Week | | | | | | | | | | | |
| 9:00 AM | Congressional Hearing or Public Policy Conference | | | | | Congressional Hearing or Public Policy Conference | | | | | | | | | | | |
| 10:00 AM | | | | | | | | | | | | | | | | | |
| 11:00 AM | U.S. House of Representatives | | | | | Communications Today | | | | | | | | | | | |
| 12:00 PM | | | | | | U.S. House of Representatives | | | | | House Floor Debate, Congressional Hearing or Public Policy Conference | Bush Cabinet Confirmation Hearings | | | | | |
| 1:00 PM | | | | | | | | | | | | | | | | | |
| 2:00 PM | | | | | | | | | | | | | | | | | |
| 3:00 PM | | | | | | | | | | | | | | | | | |
| 4:00 PM | | | | | | | | | | | | | | | | | |
| 5:00 PM | | | | | | | | | | | | | | | | | |
| 6:00 PM | | | | | | | | | | | Viewer Call-in | | | | | National Press Club | |
| 7:00 PM | | | | | | | | | | | | | | | | Event of the Day | |
| 8:00 PM | | | | | | | | | | | Event of the Day | | | | | | |
| 9:00 PM | Event of the Day | | | | | | | | | | | | | | | Journalists' Roundtable Discussion | |
| 10:00 PM | | | | | | Event of the Day | | | | | Close Up Foundation | | | | | | |
| 11:00 PM | Event of the Day | | | | | | | | | | | | | | | | |
| 12:00 AM | | | | | | Event of the Day | | | | | | | | | | | |
| 1:00 AM | Event of the Day | | | | | | | | | | | | | | | | |
| 2:00 AM | | | | | | Event of the Day | | | | | | | | | | | |
| 3:00 AM | Event of the Day | | | | | | | | | | | | | | | | |
| 4:00 AM | | | | | | Event of the Day | | | | | | | | | | | |
| 5:00 AM | Event of the Day | | | | | | | | | | | | | | | | |
| | | | | | | House Floor Debate, Congressional Hearing, or Public Policy Conference | | | | | | | | | | | |

ALL TIMES AND PROGRAMS SUBJECT TO CHANGE

LIVE PROGRAMMING SHADED 



GENERIC PROGRAM GRID

| ALL TIMES EASTERN | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY |
|-------------------|--|---------|-----------|----------|---|---|------------------------------------|
| 6:00 AM | House Floor Debate, Congressional Hearing, or Public Policy Conference | | | | | | Close Up |
| 7:00 AM | Process and Policy | | | | | | Close Up |
| 8:00 AM | Viewer Call-in | | | | Journalists' Roundtable and Call-in | Viewer Call-in Highlights of the Week | |
| 9:00 AM | Congressional Hearing or Public Policy Conference | | | | | Congressional Hearing or Public Policy Conference | |
| 10:00 AM | | | | | | Communications Today | |
| 11:00 AM | U.S. House of Representatives | | | | House Floor Debate, Congressional Hearing or Public Policy Conference | | Bush Cabinet Confirmation Hearings |
| 12:00 PM | | | | | | | |
| 1:00 PM | | | | | | | |
| 2:00 PM | | | | | | | |
| 3:00 PM | | | | | | | |
| 4:00 PM | | | | | | | |
| 5:00 PM | | | | | | | |
| 6:00 PM | | | | | Press | | |
| 7:00 PM | | | | | Media and Courts | | |
| 8:00 PM | | | | | Policy Press | | Viewer Call-in Process and Policy |
| 9:00 PM | | | | | Journalists' Roundtable Discussion | | |
| 10:00 PM | | | | | Close Up Foundation | | |
| 11:00 PM | | | | | | | |
| 12:00 AM | | | | | | | |
| 1:00 AM | | | | | | | |
| 2:00 AM | | | | | | | |
| 3:00 AM | House Floor Debate, Congressional Hearing, or Public Policy Conference | | | | | | |
| 4:00 AM | | | | | | | |
| 5:00 AM | | | | | | | |

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ALL TIMES AND PROGRAMS SUBJECT TO CHANGE


LIVE PROGRAMMING SHADED



GENERIC PROGRAM GRID

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| 4:00 PM | | | | | | | | |
| 5:00 PM | | | | | National Press Club | | | |
| 6:00 PM | | | | | | | | |
| 7:00 PM | Viewer Call-in | | | | America and the Courts | | | |
| 8:00 PM | Event of the Day | | | | | Public Policy Address | Viewer Call-in Process and Policy | |
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