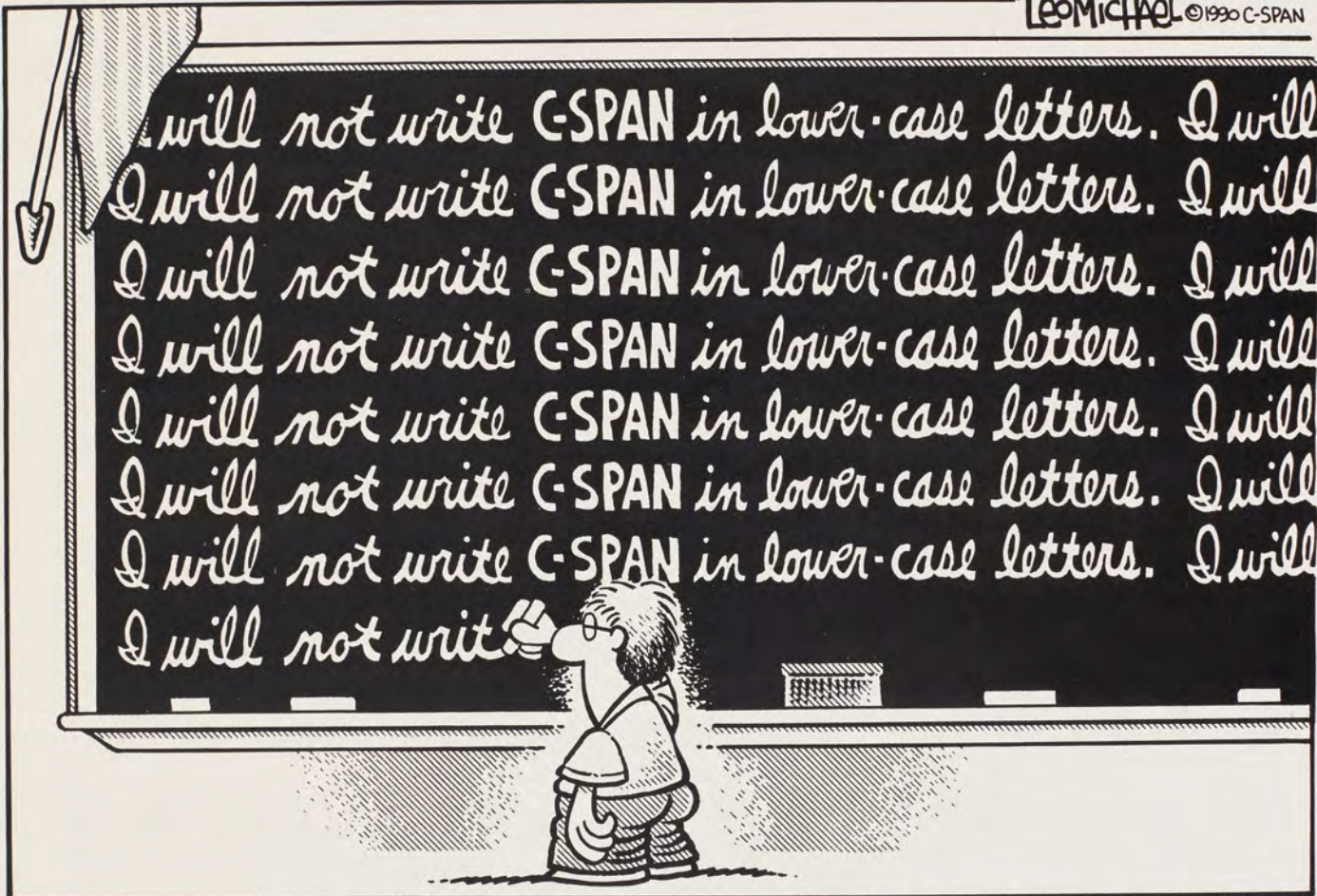




YOUNG BILLY MUST STAY AFTER SCHOOL FOR "CAPITAL" PUNISHMENT.

Be A Good Influence On Billy

As if he doesn't have enough problems already, worrying about girls, quadratic equations, and his voice cracking, now he has to stay after school for committing a common, "capital" offense. "I don't care if you saw it spelled 'C-Span' in the newspaper," Mrs. Perlflerler scolded him. "You'll learn that it's spelled 'C-SPAN' if you have to write it 100 times."

And he did.

C-SPAN

Cable-Satellite Public Affairs Network

BY THE WAY
SENATOR, IT'S
"C-SPAN", NOT
"c-span".

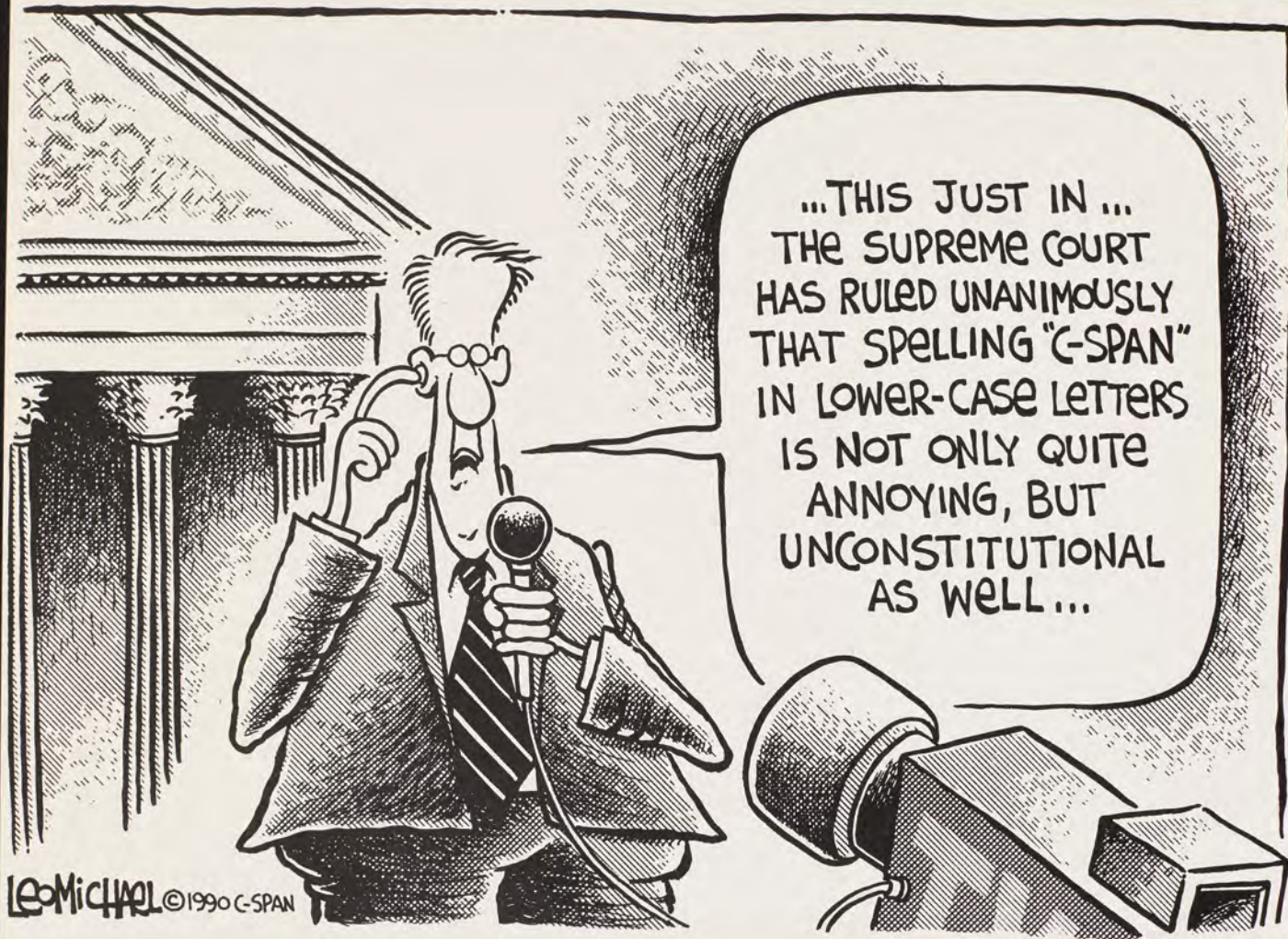
SO, DO YOU
WANNA MAKE
A FEDERAL CASE
OUT OF IT?

NOPE...JUST
AN UPPER
CASE.

*"C-SPAN" is an acronym for the Cable-Satellite Public Affairs Network,
and is spelled in upper-case letters.*

C-SPAN

Cable-Satellite Public Affairs Network



*"C-SPAN" is an acronym for the Cable-Satellite Public Affairs Network,
and is spelled in upper-case letters.*

C-SPAN

Cable-Satellite Public Affairs Network

News Release



Cable-Satellite Public Affairs Network

400 North Capitol Street N.W., Suite 650
Washington, D.C. 20001
(202) 737-3220

Contacts: Rayne Pollack
202-626-4863
Kristin Wennberg
202-626-7975

C-SPAN LAUNCHES "OPERATION UPPERCASE"

Washington, D.C., August 20 -- Responding to years of inaccurate reference, C-SPAN today launched "Operation Uppercase," a campaign using cartoons to promote the correct inscription of the C-SPAN name.

As an acronym for Cable Satellite Public Affairs Network, the company name is properly written in all upper case letters.

"We have been trying to get people to write C-SPAN correctly for the past eleven years with decidedly mixed results; it seemed time for a concerted effort," said Promotions and Publications Director Nicole Vanasse.

The cartoons, created by artist Leo Michael of Akron, Ohio, are being sent in a national mailing to press, cable affiliates, and political press secretaries. Samples are attached.

C-SPAN is now available in 50.6 million households through 3900 cable system affiliates nationwide and around the world via satellite. The network is privately funded and is a public service of the cable television industry.

News Release



Cable-Satellite Public Affairs Network

400 North Capitol Street N.W., Suite 650
Washington, D.C. 20001
(202) 737-3220

Contacts: Rayne Pollack
202-626-4863
Kristin Wennberg
202-626-7975

C-SPAN LAUNCHES "OPERATION UPPERCASE"

Washington, D.C., August 20 -- Responding to years of inaccurate reference, C-SPAN today launched "Operation Uppercase," a campaign using cartoons to promote the correct inscription of the C-SPAN name.

As an acronym for Cable Satellite Public Affairs Network, the company name is properly written in all upper case letters.

"We have been trying to get people to write C-SPAN correctly for the past eleven years with decidedly mixed results; it seemed time for a concerted effort," said Promotions and Publications Director Nicole Vanasse.

The cartoons, created by artist Leo Michael of Akron, Ohio, are being sent in a national mailing to press, cable affiliates, and political press secretaries. Samples are attached.

C-SPAN is now available in 50.6 million households through 3900 cable system affiliates nationwide and around the world via satellite. The network is privately funded and is a public service of the cable television industry.

Publication	Editor	Phone	Fax	D.C. Reporter	D.C. Fax	Calendar/Personnel
Associated Press	Jay Sharbutt	212-621-6400	212-621-1679	Tim Bovee/Metro	835-1584	Tim Bovee
Broadcasting	Kira Greene	659-2340	429-0651	Matt Stump	429-0651	Kira Greene
Cable Marketing	Les Luchter	212-685-4848	212-696-5318	None	None	
Cable TV Business	Catherine Stratton - Nina Bondarook		212-613-9749	vacant	659-0309	vacant
Cable World	Stewart Schley - Peggy Zeigler (Denver)	303-837-0900	303-837-0915	Vincente Padeloup	331-3734	Barnett Parker
CableVision	Larry Jaffee	212-887-8400	212-887-8585	vacant	703-524-8977	Simon Applebaum
Channels	Mark Schone - Janet Sklison	212-545-5100	212-696-4215	none	none	Richard Katz
Communications Daily	Mike Feazel/Edie Herman	872-9200	293-3435	Mary Crowley		
Electronic Media	Craig Leddy	312-649-5453	312-649-5465	Laura Malt	638-3155	Kymi Armour
Extra Extra	Steve Weinstein	212-768-1464	212-764-7913	none	none	
Hollywood Reporter	Chris Brown/Chris Vaughn			Paulette Dininny	737-2828	
MSO	Deborah Arney - JL Freeman (Portland)	303-355-2101	303-355-2144	Pat Gushman		
Multichannel News	John Higgins Eric Shatz	212-741-4464	212-337-3241	Jeannine Aversa	371-9618	Mercelle Seale
TBI	Les Brown	212-545-5100	212-696-4215	none	none	none
TV Guide	Pat Jordan	215-293-8681	215-293-4849	Lisa Stein	- phone 822-8632 - 347-0249 466-3489	
Variety	Richard Huff	212-545-5491	212-779-0025			

→ Northwest

20-22 Tues, Wed
26, 30, 1, 2nd Sat.

→ Can travel on other
8/6/8

Contacts: Rayne Pollack
202-626-4863
Kristin Wennberg
202-626-7975

C-SPAN LAUNCHES "OPERATION UPPERCASE"

Washington, D.C., August 20 -- Responding to years of inaccurate reference, C-SPAN today launched "Operation Uppercase," a campaign using cartoons to promote the correct inscription of the C-SPAN name.

As an acronym for Cable Satellite Public Affairs Network, the company name is properly written in all upper case letters.

"We have been trying to get people to write C-SPAN correctly for the past eleven years with decidedly mixed results; it seemed time for a concerted effort," said Promotions and Publications Director Nicole Vanasse.

The cartoons, created by artist Leo Michael of Akron, Ohio, are being sent in a national mailing to press, cable affiliates, and political press secretaries. Samples are attached.

C-SPAN is now available in 50.6 million households through 3900 cable system affiliates nationwide and around the world via satellite. The network is privately funded and is a public service of the cable television industry.

FIRST REPORT ON OPERATION UPPER CASE

Initial Findings 'From Journalists' Poll and News Tracking

March 9, 1990

The task of the department heads of Press, Affiliate Marketing, P&P, Viewer Information and Educational Services is to implement a campaign to re-establish correct upper case references to C-SPAN in the media.

As a first step, Press Information tried to determine the problem's scope. We analyzed all available uses of the name C-SPAN for the past three months in news publications to determine how often the acronym is misused.

Our findings:

-- From a total of 105 C-SPAN mentions, 39, or 37 percent were wrong; that is, they were printed as "C-Span." Sixty-six, or 63 percent, appeared correctly as "C-SPAN."

-- Some of the most prestigious -- and from the Press Information Department's point of view, important -- publications used us incorrectly. The New York Times, Cable World, The Philadelphia Inquirer, The Detroit Free Press and Washingtonian Magazine were among the offenders.

-- On the whole, most of the publications we consider important use our name correctly. Most offenders are smaller papers. That is not to say those smaller papers aren't important to our image, however.

A list of the offending newspapers and magazines is attached.

Our second step was to poll a dozen newspaper and magazine reporters about why the C-SPAN name is misused and what can be done to ensure that publications use it correctly.

The following reasons why C-SPAN is misused came up repeatedly: "It's the Span part. It's a word and we're supposed to write words upper and lower case;" and "Your little 'n' at the end of your logo makes it look like Span is lower case;" and "You never spell out what you stand for;" and (my favorite) "It looks goofy, like your trying to say you 'span the globe.'"

Here are the remedies proposed by our friends in the media:

-- Do an ad campaign like Xerox did (Jack Carmody, Post).

-- Letter to nasty editors itching to write style memos (Mike Robinson, AP).

-- News release announcing our proper name (Barney Parker, Cable World).

-- Five-by-seven notecard to post on bulletin boards (Matt Stump, Broadcasting Magazine).

-- Humorous 5X7 notecard with cartoon to post on bulletin boards (Lisa Stein, TV Guide).

Because I liked the idea of the humorous notecard best, I looked into the idea of either reproducing an appropriate existing cartoon from The New Yorker or the comics pages or having our own cartoon done.

To use an existing cartoon, we could take our chances and do it without permission of the cartoonist (for possible penalties, see Bruce Collins), or we could seek permission. Sometimes, I'm told the cartoonists are generous and will allow organizations like C-SPAN to use their work free.

A cartoonist who works for Multichannel News, Leo Michael, said he would charge \$100 to do a custom cartoon for a notecard.

The Affiliate Marketing Department has suggested the following actions to help solve the problem:

-- A story in the Affiliate Update about our proper name.

-- A mailing to affiliates and state cable associations with a logo sheet and letter explaining our name.

-- Stationery that places our full name right beneath our logo instead of separating the two on the top and bottom of pages as we do now.

###

Publications That Misuse C-SPAN's Name

(Attachment to First Report on Operation Upper Case)

New York Times (twice)
Washingtonian Magazine
Greenville (S.C.) Piedmont
Columbus (Ga.) Times (twice)
Daily Mining Gazette (twice)
Chicago Daily Law Bulletin
Waterbury Republican
North Adams (Ma.) Transcript (twice)
Springfield (Mo.) News-Leader
Portland Oregonian
TV Times (in same issue used us correctly and incorrectly)
ABA Journal
Satellite TV
Cincinnati Herald (used once correctly, once incorrectly)
Kennebec Journal
Wall Street Journal
Copley News Service
Philadelphia Inquirer (twice)
London Independent
London Sunday Telegraph
London Daily Telegraph
Detroit Free Press
InterMedia Magazine
The Guardian
Cable World (twice)
Greenville Piedmont
Long Beach Press-Telegram
San Francisco Post
Decatur (Ala.) Daily
Santa Rosa (Calif.) Democrat
Atlanta Inquirer
Chatanooga News-Free Press

C-SPAN ACTIVELY PROMOTES CAPITAL PUNISHMENT

Washington, D.C., August 118, 1990 -- In an unprecedented and feverish announcement, C-SPAN, the Cable Satellite Public Affairs Network, this week launched an intensive lobbying campaign in favor of capital punishment.

The formerly temperate public service of the cable industry, well known for its deliberate abnegation of emotional leanings, is heatedly opinionated on this issues and makes no bones about it.

"After years of frustration -- hinting, moaning, whining and putting out fire after fire -- we've finally decided to take a global stance against this injustice", said Senior Vice President Susan Swain. "We will not rest until 'Operation Uppercase' has influenced any and all who inscribe the name of our network, be they journalists, cable affiliates, members of Congress or just plain bad spellers."

One staunch supporter of C-SPAN's capital punishment campaign is cartoonist Leo Michael. Born and raised near Akron Ohio, a 1986 graduate of the University of Akron and a freelance cartoonist for advertising agencies and weekly newspapers, Mr. Michael intones: "C-SPAN is upper case in my mind as a capital way for citizens to capitalize on a greater understanding of what goes on in our nation's capitol. Now, how could anyone write that wrong?"

C-SPAN is available in 50.6 million households through 3,900 cable system affiliates nationwide and around the world via satellite. The network is privately funded and is a public service of the cable television industry.

£ £ £