

News Release

C-SPAN

Tenth Anniversary

1979-1989

Immediate Release:
September 19, 1989

Contacts:
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Kristin Wennberg
(202) 737-3220

C-SPAN AIRS ADDRESS BY ESPN PRESIDENT ROGER WERNER

C-SPAN will air a speech by Roger Werner, president and chief executive officer of ESPN on **Saturday, September 30, at 5pm ET**. Mr. Werner is scheduled to speak before a gathering of the Washington Metropolitan Cable Club.

ESPN, with more than 52 million subscribers, marked its 10th anniversary of all-sports programming this month. Mr. Werner has been president of the network since August 1988.

ESPN's acquisition of a three-year, multimillion dollar National Football League package in 1987 and a \$400 million, four-year Major League Baseball deal earlier this year were major breakthroughs for the network.

C-SPAN, which also celebrated its 10th anniversary this year, is available in 46.6 million households through 3,341 cable system affiliates nationwide and around the world via satellite. The network operates without public funding and is a public service of the cable television industry.

Saturday, September 30
Washington Metropolitan Cable Club
speech by Roger Werner,
president and CEO of ESPN

5:00pm ET

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5:00pm ET

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"Ensuring the promise of basic cable sports"



Suite 412
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TELECOPIER TRANSMISSION

TO: Tamara Bennett, Cable TV BusinessFROM: Gene GrabowskiRE: Roger Werner (ESPN) speech on C-SPANDATE: 9/19/89NUMBER OF PAGES (including cover): 2

If you have any questions, or do not receive all pages, please
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FROM: Gene Grabawski

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FROM: Gene Grabowski

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TO: Eric Schatz, multichannel News

FROM: Gene Grabowski

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