

Sample C-SPAN 2 Press Release
Place on System Letterhead

FOR IMMEDIATE RELEASE:

Contact: Rayne Pollack
C-SPAN
(202) 626-4863
(System contact & phone #)

**(SYSTEM) LAUNCHES C-SPAN 2: VIEWERS CAN NOW SEE
THEIR SENATORS IN ACTION**

Washington, D.C., September 1993 -- (SYSTEM) subscribers can now see their Senators live, in legislative session from Washington, D.C. on C-SPAN 2, the 24-hour Cable Satellite Public Affairs Network. Cable subscribers in (TOWN) can tune in to C-SPAN 2 ,(Channel) which televises the United States Senate, live whenever it is in session as well as other public affairs programs.

"We at (SYSTEM) are pleased to be able to bring C-SPAN 2 to our subscribers as a public service," said (GENERAL MANAGER OR OTHER COMPANY OFFICIAL). {Other quotes may be inserted, such as the company's commitment to public affairs programming}

The C-SPAN cable networks are a cooperative of the cable television industry providing cable viewers with access to live gavel-to-gavel, unedited coverage of both Houses of Congress and other local, national and international public affairs events. C-SPAN and C-SPAN 2 are provided as a public service.

(SYSTEM) joins 1,048 other cable system affiliates nationwide in offering complete coverage of both Houses of Congress on C-SPAN and C-SPAN 2. C-SPAN 2 is now available in 31.4 million households nationwide and worldwide via satellite.

FOR IMMEDIATE RELEASE:

Contact: Virginia Diaz

(SYSTEM) LAUNCHES C-SPAN 2: VIEWERS NOW LOOK
AT THEIR SENATORS IN ACTION

Washington, D.C., June 1993 -- (SYSTEM) subscribers can now see their Senators live, in action from Washington, D.C. on C-SPAN 2, the Cable Satellite Public Affairs Network. Cable subscribers in (TOWN) can tune in to C-SPAN 2 which televises live, the U.S. Senate, other public affairs programs, on (CHANNEL).

"We at (SYSTEM) are proud to be able to bring C-SPAN 2 to our subscribers," said (GENERAL MANAGER OR OTHER COMPANY OFFICIAL). {Other quotes may be inserted, such as the company's commitment to public affairs programming}

The C-SPAN cable networks are a cooperative of the cable television industry providing cable viewers with access to live gavel-to-gavel, unedited coverage of both Houses of Congress and other important local, national and international public affairs events. C-SPAN and C-SPAN 2 are provided as a public service.

(SYSTEM) joins 1,041 other cable system affiliates nationwide in offering complete coverage of both Houses of Congress with C-SPAN and C-SPAN2 to their subscribers. C-SPAN 2 is now available in 30.7 million households nationwide and worldwide via satellite.

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Facts About C-SPAN

Address	400 N. Capitol St., NW, Suite 650 Washington, D.C. 20001 (202) 737-3220
Funding	Privately funded to serve the public by America's cable television companies. No tax dollars are used to finance operation.
Chairman and CEO	Brian P. Lamb
Programming Executives	Susan Swain, Senior Vice President Terry Murphy, Vice President & Executive Producer
Media Contact	Karen Johnson, Media Relations Manager (202) 626-6126
Programming Content	Live House and Senate floor proceedings, hearings, Viewer Call-in programs, speeches, international governments and other public affairs programming.
Full-time Employees	190

The C-SPAN Networks

In 1979, **C-SPAN** was created by the cable television industry to provide 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 events from the nation's capital, across the country and around the world. On any given day C-SPAN crews cover between five and 15 events. Each event is aired without commentary, analysis or interruption.

The cable industry created **C-SPAN 2** in 1986 to cablecast the live sessions of the U.S. Senate in their entirety. C-SPAN 2's round-the-clock programming complements the original C-SPAN network by offering more viewing alternatives to cable TV audiences interested in public affairs programming.

	<u>C-SPAN</u>	<u>C-SPAN 2</u>
Launch Date	March 19, 1979 (3.5 million households at launch)	June 2, 1986 (7.5 million households at launch)
Households (as of 11/94)	61.7 million 68% US TV HH	35.1 million 39% US TV HH
Affiliates	5,136 CATV systems	1,248 CATV systems
Satellite	SATCOM C-3, TR 7 Audio 6.8	SATCOM C-4, TR 19 Audio 6.8
Transmission Hours	24 hours a day	24 hours a day