

News Release

C-SPAN

Tenth Anniversary

1979-1989

For Immediate Release

Contacts:
Gene Grabowski
Kristin Wennberg

C-SPAN NAMES NEW MANAGER OF AFFILIATE MARKETING

Lisa Kerr Promoted from Affiliate Relations Post

Washington, D.C., January 8 -- C-SPAN has named Lisa Kerr its new Manager of Affiliate Marketing. She is being promoted from her position as Affiliate Relations Manager.

In her new position, Ms. Kerr will oversee sales, direct affiliate relations, and supervise various marketing functions for the network, which is now entering its 11th year.

She replaces Kate Hampford, who was the Director of Affiliate Marketing.

Ms. Kerr has worked for C-SPAN since 1985, when she began as an affiliate promotions coordinator. She left the network in 1988, and worked for a year as an account manager for The Discovery Channel.

A native of Pittsburgh, Pennsylvania, Ms. Kerr moved to Washington, D.C., after graduating from Pennsylvania State University in 1984.

C-SPAN is available in 48 million U.S. households through 3,543 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.

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Ms. Kerr has worked for C-SPAN since 1985, when she began as an affiliate promotions coordinator. She left the network in 1988, and worked for a year as an account manager for The Discovery Channel.

A native of Pittsburgh, Pennsylvania, Ms. Kerr moved to Washington, D.C., after graduating from Pennsylvania State University in 1984.

C-SPAN is available in 47.3 million U.S. households through 3,543 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.

C-SPAN
400 N. Capitol St., N.W.
Suite 650
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FROM: Gene Grabowski / Kristin Wennberg

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