



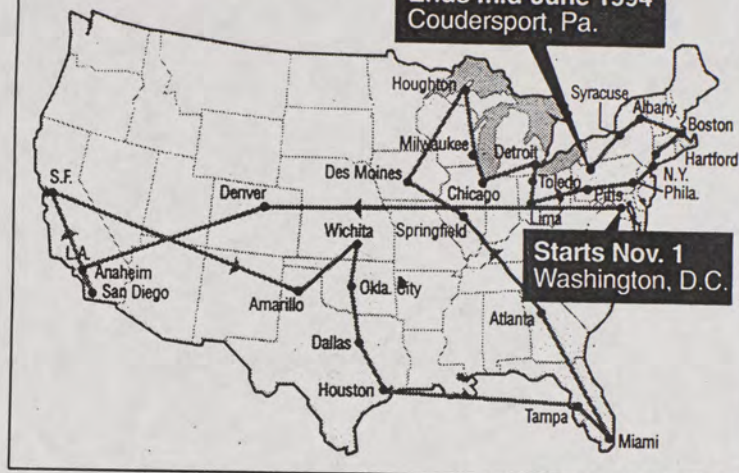
Life

MONDAY, NOVEMBER 1, 1993

Hop on the bus

The C-SPAN School Bus '93-'94 Tour, a traveling exhibit for people to learn about interacting with government, has an eight-month itinerary:

Ends mid-June 1994
Coudersport, Pa.



Starts Nov. 1
Washington, D.C.

By Marcy E. Mullins, USA TODAY

Taking government to the people

By Brian O'Connell
USA TODAY

What do you get when you mix a traditional yellow school bus with cutting-edge communications technology?

Why, the C-SPAN School Bus, of course.

This high-tech TV-studio-on-wheels hits the road today in the nation's capital for an eight-month barnstorming tour across the U.S. The aim: to turn people onto the idea of developing a hands-on relationship with the decision-making that determines public policy.

"This network is all about bringing the U.S. to Washington

every day," says Brian Lamb, president of the Cable Satellite Public Affairs Network. "The bus gives us a way of taking Washington out to the people and getting them involved in what's going on."

The half-million dollar, 45-foot, custom-designed bus is equipped with video equipment and computers that can access on-line information services and a video archives library of past C-SPAN programming. Demonstrations will show how students, teachers and other citizens can make maximum use of the network's offerings.

Throughout the trip, the bus

staff — composed of a rotating lineup of three network employees plus the driver — will also broadcast a variety of programs discussing issues and events as well as showcasing the local scene, its color and history.

C-SPAN, the public affairs cable network that broadcasts uninterrupted coverage of congressional sessions and other governmental and political goings on, in 1980 was the first to introduce viewer call-in programs. This format gives people direct contact with elected officials and other public policy makers and the journalists who cover them day to day.

AMERICAN Teacher

November 1993

C-SPAN rolls into your community

The C-SPAN school bus is the public affairs network's latest effort to promote its service as a valuable educational tool. The 45-foot customized bus is emblazoned with the slogan "Educating You About America's Electronic Town Hall" and features an on-board, three-camera television production facility and an interactive media information station for teachers and students. It began a nationwide tour of high schools late last month to provide information about C-SPAN programming and its potential use in the classroom.

The tentative itinerary: Baltimore/Washington, Denver and Los Angeles in November; Los Angeles, San Diego and San Francisco in December; Oklahoma City and Dallas-Fort Worth in January; Tampa-St. Petersburg (Fla.), Miami and Atlanta in February; Chicago, Des Moines, Milwaukee and Detroit in March; Detroit, Cleveland, Pittsburgh and Philadel-

phia in April; New York City, Hartford, Conn., and Boston in May; and New York City in June.

If you are interested in having the C-SPAN school bus visit your school or community, contact

your local cable station. Educators also can join the "C-SPAN in the Classroom" organization at no charge. It offers education contests, a high school teaching guide and lesson plans. Call 1-800/523-7586 for details.



We deliver: The C-Span network will use this bus to showcase its public affairs service

C-SPAN bus sets course for Canton

Stark native responsible
for visit to Civic Center

CANTON — The C-SPAN cable network's latest creation, the C-SPAN School Bus, will make a stop Tuesday at Memo-



GRAY

rial Civic Center and the Cultural Center for the Arts.

Canton native James "Jim" Gray, a 1953 Timken High School graduate who is vice chairman of Time

Warner Cable, is responsible for the visit.

"Mr. Gray is known throughout the industry for advocating local community involvement and support," said Bill Farmer, general manager of Warner's greater Canton area operation.

Joining Gray at the Cultural Center will be Brian Lamb, C-SPAN's chief executive officer, chairman, and anchor of some of its programming.

Portions of the event will be filmed for rebroadcast on C-SPAN (cable channel 23). The bus will be available for public tours from 9 to 10:30 a.m.

NOVEMBER 22, 1993

Town hall keeps rolling



Ralph Fountain/Review-Journal

Chaparral High School students watch Barkley Kern, C-Span business manager, explain capabilities of the yellow C-Span school bus Friday. The vehicle is a 45-foot customized education-

al center and TV production facility the cable channel officials dub "America's original electronic town hall." The bus has computers, video monitors and a three-camera studio.

Cable in the Classroom



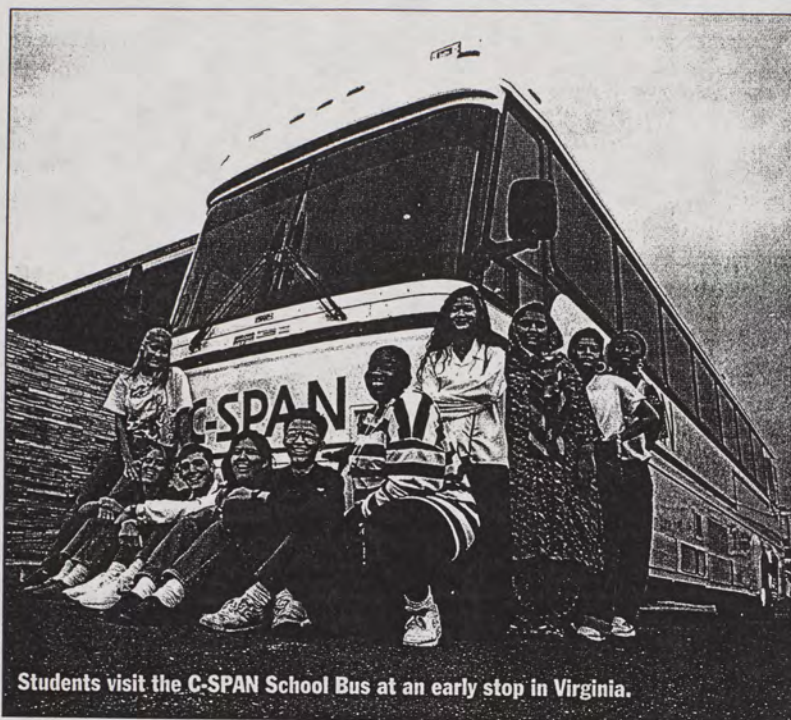
December 1993

ON — THE — ROAD

**The C-SPAN School Bus is
on its way across America,
spreading its high-tech
educational message
as it goes.**

(COVER STORY)

Think



Students visit the C-SPAN School Bus at an early stop in Virginia.

*The C-SPAN
School Bus is on the
road — and it could
be coming to your
town.*

*Here's what's
on board.*

By Michael Ortman

money. Every once in a while, the people who put them there need to take a look at what they're doing."

Months of planning and nearly \$750,000 were invested in this rolling five-in-one facility: classroom, TV studio, production facility, office, and home for its crew of four. Computers, phones, fax machines, a kitchen, a bathroom, and on-board sleeping accommodations make this a home-away-from-home for the crew. To help fulfill the bus' educational mission, there's a small classroom up front, three video monitors, and two tape machines. In addition, four cameras are available for use, including two robotic cameras which visitors will be able to operate. "We'll bring thousands and thousands of people through this bus," Lamb predicts, "because television seems like magic. But if they can just touch this button here, and move a camera, they feel part of it. It's hands-on."

Set up in the back of the bus, a studio and TV control room will also allow C-SPAN to originate programming from the road. "People who watch C-SPAN will see public affairs programming from outside the Beltway — programming that we would not have had without the bus," explains Susan Swain, senior vice president of C-SPAN. For example, Swain says, the bus could beam back visits to presidential libraries and homes, state capitals, or historic sites along the way. There may be coverage of local political races, and, according to Lamb, "We have the ability to take these cameras to a school

OF IT AS A FIELD TRIP ON WHEELS — and it makes house calls. It's the C-SPAN School Bus, and it left Capitol Hill last month on a cross-country journey to promote the many uses of C-SPAN in the Classroom, and to connect schools, local cable companies, and C-SPAN. The 45-foot-long bus should have no trouble getting noticed as it rolls across America. Its size, its canary yellow exterior, and its potent message can't help but draw attention to the cable networks (C-SPAN and C-SPAN 2) that deliver unfiltered coverage of the House of Representatives and Senate, and to the numerous educational tools they offer.

Emblazoned on the sides of the bus is its mission: *Educating You About America's Electronic Town Hall*. "That's what this is about — educating YOU — no matter who comes out to see this bus," says C-SPAN Chairman and CEO Brian Lamb. "We have a very important product, but it takes a lot to get people's attention for it. When you compare it with most other television, which is post-produced and moves fast, there's a lot that's not sexy about what we do.

"But people have *got* to get past that," he adds with emphasis. "These people in Congress are deciding how to spend your

The

MAGAZINE

and do what we've done many times: sit around with kids in a classroom and talk about politics."

When the still-unfinished bus was unveiled for the news media in September, it was clear that Lamb's personal passion for education, and his determination to help teachers learn how to use both C-SPAN networks, have fueled the development of the bus. "If you can get a teacher to use C-SPAN as a tool to bring to life government, history, and political science, then it's a victory on a long-term basis," Lamb says. "You start with the teachers. You might even have the bus show up at one location, and then have the School District say to their teachers, 'Come on over and meet the C-SPAN crowd, and get introduced to the programming.' Then the teachers will determine how many of the students to get involved in it."

"IT WOULD BE IDEAL to get teachers in first," agrees Patrick Kelly, a government teacher at Wakefield High School in Falls Church, Va., "but having students go through it would be a worthwhile experience — especially if it's not a requirement. I think the experience would do a lot to help support their study of government even while they're at home."

Kelly, who took his students through the bus on a brief preview tour in September, was one of several dozen educators involved in focus groups last spring, from which bus designers gathered teacher input. A veteran C-SPAN user, Kelly found that interacting with other teachers was a valuable experience. "I use C-SPAN a lot — the inauguration, committee hearings, classroom programs — but listening to other government teachers, I discovered things I never knew."

One C-SPAN resource Lamb hopes more teachers will discover through the bus is ac-

The Bus Route

(subject to change)

December 1993

Los Angeles, CA
San Diego, CA
San Francisco, CA

January 1994

Oklahoma City, OK
Dallas-Fort Worth, TX

February 1994

Tampa-St. Petersburg, FL
Miami, FL
Atlanta, GA

March 1994

Springfield, IL
Des Moines, IA
Milwaukee, WI
Chicago, IL
Lansing, MI

April 1994

Detroit, MI
Cleveland, OH
Pittsburgh, PA
Philadelphia, PA

May 1994

New York City, NY
Hartford, CT
Boston, MA

June 1994

Syracuse, NY



BUS



Students learn about the high-tech tools on board the C-SPAN School Bus.

cess to the Purdue Public Affairs Video Archives, a library of every program that has appeared on C-SPAN and C-SPAN 2 since 1987. On board the bus will be a complete on-line database directory of more than 100,000 hours of hearings, debates, call-in shows, and Congressional proceedings available through the Archives. For a minimal charge, educators can purchase videotapes of events, either edited or in their entirety, or compilations of different events or a series of debates.

Beyond the general route that's been mapped out, with stops planned in and around the country's 25 largest population bases, the bus' future is wide open. It is a journey Lamb hopes never ends. "It will not stop for any length of time until the school year's over," Lamb says. "But depending on what happens, it may keep on rolling next year. If it's successful, we'll repaint it red, white, and blue, and make it into a campaign bus."

Despite such plans, which add to the C-SPAN bus tour's resemblance to the Clinton-Gore bus tour of the nation prior to the presidential election, the idea for C-SPAN's expedition did not come from the

Clinton-Gore Express (although clearly the folks at C-SPAN hope it achieves similar success). According to Lamb, the idea originated when Sarah Trahern, producer of Lamb's *Book Notes* show, introduced him to Douglas Brinkley's book *The Magic Bus* [sic]. Brinkley, a Georgetown classmate of Trahern's and a Hofstra University history professor, chronicled a bus ride he and 17 of his students took to give them hands-on experience with history lessons that might otherwise have seemed lifeless.

"This guy got me excited!" Lamb says as he pounds on a copy of Brinkley's book. "Excited about learning — all because he brought it to life. That's all we're doing here with our bus. We're bringing it to life." ■

For more information about the C-SPAN School Bus or C-SPAN in the Classroom, call 1-800-523-7586, or write: C-SPAN in the Classroom, 400 North Capitol Street NW, Washington, DC 20001. To invite the bus to your school, contact the Cable in the Classroom coordinator at your local cable system, who will, in turn, contact his or her C-SPAN representative. To find out more about the Purdue Public Affairs Video Archives, call 1-800-423-9630.

Los Angeles Times

EDITORIALS



of THE TIMES

DECEMBER 5, 1993

Industrial-Strength Television

C-SPAN's innovative school bus — MTV it is not

There's a special yellow school bus tooling around California this month. This is no ordinary vehicle packed with children. The C-SPAN School Bus is a television studio on wheels out on a novel cross-county journey. The C-SPAN cable television network is visiting high schools and communities to mix old-fashioned lessons in government with newfangled TV technology. Its mission is to introduce students and communities to the processes of democracy.

MTV it is not. Indeed, C-SPAN, funded entirely by cable television companies, is the very antithesis of the hip, for-profit cable music station. C-SPAN is a no-nonsense, public-service network best known for its drone of live, unfiltered coverage of congressional hearings, debates

and proceedings. But its officials hope to use the medium of television and its strong pull on young Americans—something entirely obvious to educators and marketers alike—for high civic purposes.

The C-SPAN School Bus is literally a vehicle to educate—to put students, teachers and communities in touch with the network's resources, programming and personnel. It set off Nov. 1 from the District of Columbia, heading west via Denver. C-SPAN kicked off its California tour Thanksgiving week.

The bus has already stopped in South-Central Los Angeles and is touring Orange County, the Los Angeles metropolitan area, San Diego, Santa Barbara and the Bay Area, including Stockton, San Francisco, Marin County, San Rafael, Pleas-

anton and San Jose.

The bus will help C-SPAN expand its TV town hall for students. On Monday, Gardena High School will be the site of a "National Student Town Meeting" where students, public officials and policymakers will discuss immigration.

C-SPAN's yellow school bus may seem hokey, a throwback to Norman Rockwell in an age of Beavis and Butt-head. But the traveling studio helps to demystify TV by allowing visitors to see firsthand what goes on before and behind the camera at C-SPAN. That is educational in and of itself—a lesson that will help viewers assess TV programming with a more critical eye. The yellow-bus adventure is about government and so much more.

NORWALK REFLECTOR
Norwalk, OH
April 4, 1994
FRONT PAGE



A group of area residents waits to take its tour through C-Span's mobile production bus in Milan Saturday afternoon. The bus stopped in Milan as part of a national 33-week educational tour. (Reflector photo)

C-Span national tour stops at Edison Birthplace

By CHRIS BALUSIK
Reflector Staff Writer

MILAN — Saturday wasn't a school day for area children, but that didn't stop a number of them from boarding a bus in the afternoon.

The bus was a mobile production facili-

ty for C-Span, the cable television network that provides live coverage of the House of Representatives, and its Milan stop was part of a 33-week national tour of historical sites which started in November.

"Normally, we set up school visits where we talk to teachers and students

about how to use C-Span in the classroom," said Debbie Lamb, coordinator of the Milan stop. "A lot of the things you see on that bus are the same things you see in the C-Span studios."

And what was on the 45-foot-long bus

See BIRTHPLACE on back page



Dan Harding, an employee in C-Span's financial department, explains to a group of area citizens about the technology in the network's mobile production bus. (Reflector photo by Chris Balusik)

Birthplace

Continued from front page

was a bevy of video technology. Everything from soundboards, computer terminals, CD-ROM technology and video screens to a sound-proof interview lounge makes use of every inch of available space and provides the network with the capability for mobile broadcasting.

But was it the opportunity to see all of this technology that brought people by the dozens to the bus? That depends on who you talked to.

"I just wanted to see it, and my grandson wanted to see it," said Al Libby of Norwalk.

Libby's grandson, 10-year-old Chris Marett of Milan, was there for another reason.

"I came down because I wanted to get on TV," Chris said.

He and his friends admitted, however, that their chances were probably not very good for getting on camera during the short program

taped at the Edison Birthplace and Museum for later broadcast.

Still, when the turn came for the children and about 25 other people to take their tour of the bus, they crammed onto long couches, leaned forward and listened to C-Span employee Dan Harding explain how the technology worked.

Besides answering questions, Harding also showed short video clips aired by the network, which were brought up on monitors instantly by running a scanner pen over a sheet full of bar codes. Among the clips which brought laughs from the tour group were a heated session of the British Parliament and an interview with Colin Powell, former chairman of the joint chiefs of staff, in which he explained why he was only a "C" student in school.

C-Span is entirely funded by the cable industry, and the tour is a way for the network to help local cable

operators like Continental Cablevision show the public and the schools the advantages of using some of the programming for educational purposes, according to Ms. Lamb.

"Response has been very positive from communities like Milan," she said.

The bus is normally staffed by a six-man crew, although only four were present at the Milan stop. About 188 employees work for the network, Ms. Lamb said, with the staff on the bus rotating every week or two.

C-Span's producers meet daily at 3 p.m. to discuss programming for the following day, so those running the bus were unsure when the broadcast from Milan would be aired.

They did estimate, however, that it would probably be shown in the next 7 to 10 days.

COURIER-Post

SOUTH JERSEY'S NEWSPAPER

FRIDAY, APRIL 22, 1994

NEW JERSEY

Channeling student interest



Hands-on: Michael Schmidt, a junior at Haddon Heights High School, tries out a C-SPAN camera Thursday during a stop-off at the school by a crew from the national public

By Brian Porco, Courier-Post
affairs cable network. The C-SPAN School Bus, a 45-foot-long customized motor coach loaded with high-tech educational equipment, is on an eight-month national tour.

C-SPAN to Visit Pinelands

On Monday, April 25, the C-SPAN School Bus will visit Pinelands Regional High School in Little Egg Harbor Township.

Adelphia Communications is sponsoring the visit.

The 45-foot, custom-made, equipment-packed bus will provide students, educators and community leaders with a hands-on demonstration of C-SPAN and its 24-hour educational programming on cable television.

C-SPAN was founded in 1979 to provide live, gavel-to-gavel coverage of the U.S. House of Representatives. In 1986 C-SPAN 2 was created to cover the U.S. Senate. C-SPAN's coverage also includes speeches; symposia; press conferences; call-in shows; "Booknotes," an hour-long interview show with authors; and coverage of the British House of Commons.

The "network" was created and is paid for by the cable television industry.

The C-SPAN School Bus has been on the road since last fall, visiting schools and historical sites across the country. Sometimes a short on-air update is made from a school.

Jerold Clark, an Adelphia spokesperson, is excited about the visit and thinks a lot of his system's viewers will be too.

"They're a loyal group. Some of them border on obsession," said Clark. "We get a lot of good comments about C-SPAN. It's one of the best things to come down the pike in a long time."

Adelphia was able to arrange for the visit because the bus will be relatively nearby, in Trenton on Thursday.

"It fit in geographically and time-wise with their schedule," said Clark.

—R.M.

GROUP 1

All entries in Group 1 must be submitted in the category that best described their intended audience: the community, customers, government officials, or employees. An explanation of each category is provided. Each category is further divided into "single/special event" and "series/on-going campaign," which are defined as follows:

SINGLE/SPECIAL EVENT:
a one-time only public affairs activity

SERIES/ON-GOING CAMPAIGN:
a series of related public affairs activities

COMMUNITY RELATIONS

A project that makes a measurable contribution to the community and enhances the image of its cable originators.

SINGLE/SPECIAL EVENT

- ☐ Cable System I
- ☐ Cable System II
- ☐ MSO
- ☐ Programmer
- ☐ State Association
- ☐ Hardware Supplier

SERIES/ON GOING CAMPAIGN

- ☒ Cable System I
- ☐ Cable System II
- ☒ MSO
- ☐ Programmer
- ☐ State Association
- ☐ Hardware Supplier

CUSTOMER RELATIONS

A project designed to increase customer awareness of cable's value, and enhance the image of its cable originators.

SINGLE/SPECIAL EVENT

- ☐ Cable System I
- ☐ Cable System II
- ☐ MSO
- ☐ Programmer
- ☐ State Association
- ☐ Hardware Supplier

SERIES/ON GOING CAMPAIGN

- ☐ Cable System I
- ☐ Cable System II
- ☐ MSO
- ☐ Programmer
- ☐ State Association
- ☐ Hardware Supplier

GOVERNMENT RELATIONS

A project, aimed at, or in partnership with national, state or local government officials, that is designed to educate its audience and reinforce the value of cable television.

SINGLE/SPECIAL EVENT

- ☐ Cable System I
- ☐ Cable System II
- ☐ MSO
- ☐ Programmer
- ☐ State Association
- ☐ Hardware Supplier

SERIES/ON GOING CAMPAIGN

- ☐ Cable System I
- ☐ Cable System II
- ☐ MSO

CABLE TELEVISION PUBLIC AFFAIRS ASSOCIATION

Categories

GROUP 2

Entries in Group 2 are individual public relations materials or components. While they may be part of a larger project submitted in Group 1, they must be accompanied by a separate entry that addresses the specific merits and results of the piece.

PRINT MATERIALS

Press kits, press releases, editorial board materials, ad slicks, fact sheets and photos. Press kits must be submitted in complete form.

- ☐ Cable System I
- ☐ Cable System II
- ☐ MSO
- ☐ Programmer
- ☐ State Association
- ☐ Hardware Supplier

SINGLE VIDEO PROMOTION OR PSA

A single public service announcement or promotional spot that addresses a community concern, promotes the value of cable television, or promotes cable's contributions to the community.

- ☐ Cable System I
- ☐ Cable System II
- ☐ MSO
- ☐ Programmer

Union News
Blair Smith
(413) 584-2900
Union Mass.

Oct 28 & 27
Kennedy
Debate

Marianne
Mary Ann

WHY?

PURPOSE

The Beacon Awards recognize public affairs excellence in the cable industry by rewarding achievement and providing examples to inspire others.

ELIGIBILITY

Cable operators, programmers, state associations, and cable industry suppliers are eligible to enter the most effective public affairs projects for consideration. Entries must represent work executed between November 20, 1993 and November 17, 1994 and may be submitted only by CTPAA members.

ENTRY DEADLINE

All entries must be received (not postmarked) by The Widmeyer Group no later than 5:00 p.m., November 18, 1994. * Entries should be addressed to:

The Beacon Awards
c/o The Widmeyer Group
1875 Connecticut Avenue, N.W.
Suite 640
Washington, D.C. 20009
202/667-0901

* Entries received after the deadline will be charged a \$50 late fee. No entries will be accepted after 5:00 p.m., November 23.

ENTRY FEES

Cable System I:
under 50,000 subscribers \$85 per entry

Cable System II:
over 50,000 subscribers \$125 per entry

All others \$125 per entry
Make checks payable to CTPAA

RULES?

HOW TO APPLY

- All entries must be accompanied by a completed entry form. *Statement*
- All entries must include four copies of the written portion of each submission and should describe the situation/problem to be solved/challenge, purpose of the activity, objective, methods and results. **DO NOT SEND MORE THAN ONE SAMPLE OF CREATIVE MATERIALS AND/OR VIDEO.**
- All entries and all components of each entry must be titled and list a contact name.
- All entries must be in a binder not to exceed 11" x 17", or on a board not to exceed 30" x 36".
- Video highlights may be submitted in either 3/4" or 1/2" (not BETA-SP), may not exceed 5 minutes in length, and must be accompanied by a log of contents. All tapes must be labeled with campaign title and contact name.
- Entries may be submitted in more than one category; however, they may not be entered within the same category more than once.
- Entries cannot be returned. They become property of CTPAA and may be used in publicity materials. Accordingly, clean and legible photocopies of materials will be judged as original materials.

HOW?

HOW WILL ENTRIES BE JUDGED?

- Entries for the Beacon Awards will be judged by a panel of industry public relations professionals on December 5, 6, and 7 in Washington, D.C. All judges will attend an instructional session during which judging criteria will be defined and discussed.
- Judging will be based on the following four categories:
 - PRESENTATION** (10 pts. of overall score)
Appearance, organization and completeness of entry
 - CONTENT** (30pts. of overall score)
Creativity of idea and/or how it was successfully adapted to meet objectives
 - ORIGINALITY** (30% pts. of overall score)
Development, implementation and relevance (to system goals) of idea *Was it relevant to cable system?*
 - RESULTS** (30% pts. of overall score)
Measurements of intended effect *Base Clips*
- Categories will not be combined; however, CTPAA reserves the right to eliminate categories in which there are no entries, and to withhold awards in a category if there are no deserving entries.
- If any Cable System categories receive over 50 entries, CTPAA reserves the right to divide the entries into three subscriber size groups for consideration: under 30,000, 30,000 to 80,000, and over 80,000.
- Incorrectly submitted entries may be disqualified.
- Finalists will be notified during the week of February 13, 1995.

WHEN?

HOW AND WHEN WILL AWARDS BE PRESENTED?

Beacon Awards will be presented at CTPAA's annual Forum in Orlando, Florida, March 19 - 22, 1995. If you have not attended Forum before, or would like more information about this exciting 3-day industry event, please contact Sally Flynn at (202) 667-0901.

DOUBLE CHECK YOUR ENTRY BEFORE YOU SEAL THE ENVELOPE.... have you included:

- ☐ Completed entry form
- ☐ Properly labeled components with campaign title and contact name
- ☐ Video log of contents if appropriate
- ☐ Four copies of each entry summary
- ☐ Entry fee check made payable to CTPAA *Survey from Systems*

BEACON AWARDS ENTRY FORM

System/Company Name* _____

Contact Person _____

Phone Number - _____

Street Address _____

City, State/Zip _____

Entry Title* _____

Name of Outside Agency/Collaborating Partner _____

* Please state company name and entry title as it would appear on a Beacon Award trophy.

**"C-SPAN SCHOOL BUS" HELP EDUCATE COMMUNITIES
ACROSS THE COUNTRY**

D-R-A-F-T

Contact: Pam Fleming
(202) 626-4861

In November 1993, C-SPAN, the cable satellite public affairs network, launched the **C-SPAN School Bus** -- a 45-foot mobile television production facility and traveling ~~ambassador of good will~~ *Classroom which fosters good will* between the cable industry and communities across the country.

The purpose of the School Bus is threefold: to serve as an instructive aid for the nation's educators and students; to bring about a greater understanding of C-SPAN to viewers; and to reinforce the value of C-SPAN and the cable industry to cities and towns nationwide. "We want to bring the resources of our programming and personnel directly to the doorsteps of local communities," said Brian Lamb, CEO and founder of C-SPAN.

While most Americans quickly acknowledge cable's entertainment value, the **C-SPAN School Bus** allows the public to better understand the educational value of the medium. The Bus makes coordinated stops, sponsored by the local cable companies, in major metropolitan areas, as well as small towns and communities across the country. Of C-SPAN's 220 requests for the School Bus, 162 were from local cable systems. The balance of requests came directly from schools and viewers.

At each stop C-SPAN's marketing staff and network volunteers demonstrate the Bus's multiple state-of-the-art operations to teachers, students, viewers, and the media. For many who visit the Bus, it is their first experience with not only television production, but computers, video equipment, and CD-ROM technology. Additionally, collateral materials designed to assist educators, viewers, cable operators, and the media in using C-SPAN and cable television more effectively are distributed at each stop.

As the Bus travels America's highways, C-SPAN's production crew produces vignettes on historic stops and live viewer call-in programs with local officials. From August to October of this year, the **C-SPAN School Bus** served as the production unit for C-SPAN's seven *Lincoln-Douglas Debates of 1858* re-enactments across Illinois.

In the past 11 months, the Bus has driven over 40,000 miles and has visited over 40 states and 217 cities. As of ^{Nov. 1994} ~~this month~~, 3,100 teachers and 13,200 students have boarded the Bus at the invitation of their local cable companies. Articles in 221 newspapers have alerted an estimated 15,662,804 readers to the educational value of cable television, reinforcing the industry's pledge to be an active part of the communities they service.

~~With~~ ^{WAFB} Through the support of cable operators and the industry as a whole, the **C-SPAN School Bus** enables Americans across our great nation to experience the political process through ~~the wonders of technology.~~ *history and education*

through a personal experience w/ technology.

Mission Focus FY '94: To increase the perceived value of C-SPAN through targeted community marketing.

Education Action Plan - our 1993-94 effort to provide educational print and video opportunities for C-SPAN to form partnerships with cable operators, educators, and key community leaders.

The C-SPAN Bus Tour 1993 - 1994 became a major strategy focus for Marketing in April 1993 for fulfilling our departmental goals, as well as our Education Action Plan.

THE C-SPAN SCHOOL BUS Corporate Priorities/Objectives

1. To provide outreach to C-SPAN affiliates. Therefore, we want to respond as best we can to our affiliates' interests.
2. To involve staff from every department in aspects of the bus tour.
3. To increase the number of teachers actually using C-SPAN to teach--"turned on" teachers are our link to students.
4. To use our tour stops as backdrops to produce relevant public affairs programming for a national audience.
5. To create a list of 500 C-SPAN VIPs and make certain every one of them gets aboard the bus during the year.
6. To generate national and trade press for C-SPAN throughout the year and appear in the local media at every stop.
7. To chronicle the tour for our audience with regular on-air updates.
8. To document the trip en route and with an end-of-year summary(print and video).
9. To be prepared to greet local C-SPAN viewers who wish to tour the bus along the way.
10. To keep in mind that we should make this project fun for those we meet and for the C-SPAN staff.

ambassador
In November 1993, C-SPAN, the cable satellite public affairs network, launched the C-SPAN School Bus -- a 45-foot mobile television production studio and traveling symbol of good will between the cable industry and communities across the country.

The purpose of the School Bus is actually threefold: to serve as an instructive aid for the nation's educators and students; to bring about greater understanding of C-SPAN programming to the network's viewers; and to reinforce the value of C-SPAN and the cable industry to cities and towns nationwide. In the words of C-SPAN founder and CEO Brian Lamb, "We want to bring the resources of our programming and personnel directly to the doorsteps of local communities."

While most Americans quickly acknowledge television's entertainment value, the C-SPAN School Bus allows the public to better understand the educational value of the medium. As the Bus travels throughout the country it makes coordinated stops, sponsored by the local cable companies, in major metropolitan areas, as well as in small towns and communities. Of C-SPAN's 220 requests for the School Bus, 162 were received from local cable systems. The balance of requests came directly from schools and viewers.

At each stop C-SPAN's marketing staff and network volunteers demonstrate to teachers, students, viewers, and the media to the Bus's multiple state-of-the-art functions. For many who visit the Bus, it is their first experience with not only television production, but computers, video equipment, and CD-ROM technology. (is this right? Additionally, lesson plans and educators kits are distributed to teachers for use in their classrooms.)

In 11 months and over 40,000 miles 3,100 teachers and 13,200 students have boarded the Bus at the invitation of their local cable companies. Articles in 221 newspapers have alerted an estimated 15,662,804 readers to the educational value of cable television, reinforcing the industry's pledge to be an active part of the communities they serve.

2X
As the Bus travels America's highways, it frequently has a production crew to produce vignettes with local officials. From August to October, the production unit for C-SPAN's seven days a week program, "America's Town Hall," brings a part of Washington to the people of Illinois.

Education and community outreach director Brian Lamb. Through the support of cable operators and local officials, "America's Town Hall," brings a part of Washington to the people of Illinois.

*more importantly
America's political
process
governmental officials
nation's capital.*

*I do not think it is
necessary to list
by name
Press kit
cable kit
etc.*

*lesson plans and
kits designed for the
media, cable operators &
educators
to inform re C-SPAN...*

*additionally
collateral
materials
also distributed to include
Educators
Kit, Press
Kit & Cable
Op. Kit (enclosed)*

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2x
As the Bus travels America's highways, it frequently stops and allows C-SPAN's production crew to produce vignettes on historic stops and live viewer call-in programs with local officials. From August to October of this year, the School Bus was the production unit for C-SPAN's seven Lincoln-Douglas debate re-enactments across Illinois.

Education and community outreach drive the C-SPAN School Bus across America. Through the support of cable operators and the industry as a whole, America's Electronic Town Hall, brings a part of Washington to cities and towns across or nation.

*more importantly
America's political
process
governmental officials
nation's capitol.*

cable

*addlly
collateral
materials
also distributed to include Educators
Kit, Press
Kit & Cable
Op. Kit (enclosed)*

**"C-SPAN SCHOOL BUS" HELP EDUCATE COMMUNITIES
ACROSS THE COUNTRY**

Contact: Pam Fleming
(202) 626-4861

In November 1993, C-SPAN, the cable satellite public affairs network, launched the *C-SPAN School Bus* -- a 45-foot mobile television production facility and traveling symbol of good will between the cable industry and communities across the country.

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At each stop C-SPAN's marketing staff and network volunteers demonstrate to teachers, students, viewers, and the media, the Bus's multiple state of the art operations. For many who visit the Bus, it is their first experience with not only television production, but computers, video equipment, and CD-ROM technology. Additionally, lesson plans and educators kits are distributed to teachers for use in their classrooms.

In the past 11 months, the Bus has driven over 40,000 miles and has visited over 40 states and 217 cities. As of this month, 3,100 teachers and 13,200 students have boarded the Bus at the invitation of their local cable companies. Articles in 221 newspapers have alerted an estimated 15,662,804 readers to the educational value of cable television, reinforcing the industry's pledge to be an active part of the communities they service.

As the Bus travels America's highways, it frequently stops and allows C-SPAN's production crew to produce vignettes on historic stops and live viewer call-in programs with local officials. From August to October of this year, the *C-SPAN School Bus* served as the production unit for C-SPAN's seven *Lincoln-Douglas Debates of 1858* re-enactments across Illinois.

Education and community outreach drive the *C-SPAN School Bus* across America. Through the support of cable operators and the industry as a whole, "America's Electronic Town Hall," brings a part of Washington to cities and towns across or nation.



C-SPAN School Bus Tour Overview

In November of 1993, C-SPAN School Bus launched its first nationwide tour. Over the past year, the Bus has educated viewers in more than 200 communities about the cable industry's public affairs network. Listed below are facts that show what the Bus is and what it has accomplished:

Bus Basics

Dimensions: 45' long, 8.5' wide, 12' tall
 Weight: 44,000 lbs.
 Days on the road: 300
 Number of hours behind the wheel: 636
 Miles travelled: 40,000
 Approximate life span: 4-5 million miles
 Gas tank capacity: 192 gallons
 Number of times tank has been filled: 70
 Number of hours of maintenance and cleaning: 250
 Number of plastic runners replaced from wear and tear: 2

What's On-Board

TV Cameras: 3
 Computers: 2
 Laser disk players: 2
 Color TV monitors: 3
 Tape decks: 4
 Cellular phone lines: 2

Warm Welcomes

Number of requests for Bus: 220
 By system: 162
 By viewer: 39
 By school: 24
 Calls from President Clinton: 1
 Farthest distance traveled by a viewer to visit Bus: 6 hours (roundtrip)
 Keys to city received: 5
 City proclamations: 18

Stop Stats

Greatest number of states passed through in 1 day: 4 (Colorado, Utah, Arizona and Nevada)
 States visited: 40
 State capitals visited: 28
 Cities and towns visited: 217
 Schools visited: 176
 Presidential libraries visited: 9
 National parks visited: 9
 Cable systems visited: 150
 MSO corporate offices visited: 28

Visitors' Log

Teachers: 3,100
 Students: 13,200
 Board members: 21
 MSO executives: 150
 State and local elected officials: 90
 Federal officials: 35
 C-SPAN family members: 40
 C-SPAN staff: 59 (33 % of total staff)

Nationwide Notations

Articles about the C-SPAN School Bus printed in newspapers: 221
 Total possible readership of these articles: 15,662,804

Programming Particulars

Hours of tape: 450
 Hours of programming produced from the Bus: 90
 Call-in programs produced on the Bus: 30
 LO shows produced from the Bus: 51

EDUCATING

YOU ABOUT

AMERICA'S

ELECTRONIC

TOWN HALL

C-SPAN IS
 FUNDED ENTIRELY
 BY AMERICA'S
 CABLE
 TELEVISION
 COMPANIES
 AS A
 PUBLIC SERVICE

• Pull more local
clips
Mar, June, July
mktg. def. 31
B. per

* Paragraphs on
• Bus suppose to do
• Bus continues to do

"C-SPAN SCHOOL BUS" HELP EDUCATE COMMUNITIES ACROSS THE COUNTRY

Contact: Pam Fleming
(202) 626-4861

• Bus Top 10
List (last pg.)

• Proclamation
+ Bus letters
D-R-A-F-T

• Photos
(Ann to
See Sec.)

In November 1993, C-SPAN, the cable satellite public affairs network, launched the **C-SPAN School Bus** -- a 45-foot mobile television production facility and traveling classroom which fosters good will between the cable industry and communities across the country.

The purpose of the School Bus is threefold: to serve as an instructive aid for the nation's educators and students; to bring about a greater understanding of C-SPAN to viewers; and to reinforce the value of C-SPAN and the cable industry to cities and towns nationwide. "We want to bring the resources of our programming and personnel directly to the doorsteps of local communities," said Brian Lamb, CEO and founder of C-SPAN.

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At each stop C-SPAN's marketing staff and network volunteers demonstrate the Bus's multiple state-of-the-art operations to teachers, students, viewers, and the media. For many who visit the Bus, it is their first experience with not only television production, but computers, video equipment, and CD-ROM technology. Additionally, collateral materials designed to assist educators, viewers, cable operators, and the media in using C-SPAN and cable television more effectively are distributed at each stop.

As the Bus travels America's highways, C-SPAN's production crew produces vignettes on historic stops and live viewer call-in programs with local officials. From August to October of this year, the **C-SPAN School Bus** served as the production unit for C-SPAN's seven *Lincoln-Douglas Debates of 1858* re-enactments across Illinois.

In the past 11 months, the Bus has driven over 40,000 miles and has visited over 40 states and 217 cities. As of November, 3,100 teachers and 13,200 students have boarded the Bus at the invitation of their local cable companies. Articles in 221 newspapers have alerted an estimated 15,662,804 readers to the educational value of cable television, reinforcing the industry's pledge to be an active part of the communities they service.

With the support of cable operators and the industry as a whole, the **C-SPAN School Bus** brings to life government, history and education through a personal experience with technology.

• Ads

Draft *Monique*
F47 *Chip away!*

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10/20

Give back to cable system

BEACON AWARDS

IDEAS:

I. THE C-SPAN SCHOOL BUS

Needed: A one page statement

- * educational outreach vehicle
- * promotes awareness of C-SPAN in general and C-SPAN/cable as an educational tool.
- * generated press for cable systems; enhance communication with local press, system, education system, and VIP's.

A. pull 10 of the "best" bus clips for '93 & '94

- revise main bus release -- has to:

1. describe a situation or problem to be solved
2. describe challenge
3. purpose of the activity
4. objective
5. methods
6. results
7. must include title and contact name

- obtain bus presentation tape
 - must be submitted on 3/4" or 1/2"
 - may not exceed 5 minutes in length
 - must have a log of contents
 - must have a label with name
- obtain binder (no bigger than 11x17)

- obtain a copy of survey & tabulation of survey from Marketing Rep. (Ann)

B. Method

The bus got started when...

- went to MSOs and asked where we wanted to go for the tour
- we then drew up a logical bus route, taking into consideration the weather, and other external factors; hit the major MSOs
- (get Bus mission statement - Ann)
- Funding message to be included -- this is why we give so much back to the community (C-SPAN mission statement)
- C-SPAN volunteers got involved; people who normally would not work together or travel

C-SPAN, the cable industry's public affairs network offers its national community education project to people across the country: the *C-SPAN School Bus*. High schools and colleges nationwide are key destinations on the second tour which began in July. The bus's major objective is to show educators how to use C-SPAN programming as a valuable teaching resource.

"This bus is literally a drive for education," said C-SPAN CEO Brian Lamb. "We want to bring the resources of our programming and personnel directly to local communities' doorsteps." The custom-made, 45-foot vehicle is both a television production facility and an interactive media demonstration center.

Using video equipment, computers, and CD-ROM technology, C-SPAN's marketing staff will show teachers how to incorporate C-SPAN programs into video "lesson plans"; how to use on-line information services to access the network's program schedules; and how to research an entire library of past C-SPAN programs stored at the Public Affairs Video Archives at Purdue University.

The Bus staff will also be producing a variety of programming throughout the tour, covering public affairs issues as well as local color and history. Every bus stop will be coordinated through a local cable system. The C-SPAN School Bus will travel to Ottawa, Freeport, Jonesboro, Charleston, Galesburg, Quincy and Alton, IL, for C-SPAN's coverage of the *"Lincoln-Douglas Debates of 1858."*

C-SPAN, "America's Electronic Town Hall," brings viewers gavel-to-gavel sessions of the U.S. House of Representatives and the U.S. Senate, as well as extensive coverage of the White House and the president's cabinet; the U.S. Supreme Court and the federal judiciary; and press conferences, interviews and other public policy forums. Every day, Live Viewer Call-in programs give viewers an opportunity to participate in national debate and have direct access to government officials and experts.

Equipment for the *C-SPAN School Bus* is provided in part by Panasonic Broadcast Systems.

C-SPAN is entirely funded by America's cable television companies as a public service. C-SPAN is currently available in 62.8 million households nationwide and around the world via satellite.

FOR IMMEDIATE RELEASE

**Contact: Monique Llanos
(202) 626-7975**

"C-SPAN SCHOOL BUS" TOURS THE COUNTRY

-- Bright Yellow Motor Coach Brings Washington to Life for Students --

Washington, D.C., October 1994 -- C-SPAN, the cable industry's public affairs network offers its national community education project to people across the country: the *C-SPAN School Bus*. High schools and colleges nationwide are key destinations on the second tour which began in July. The bus's major objective is to show educators how to use C-SPAN programming as a valuable teaching resource.

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★ Karen
This is a memo written
last May to summarize
how operators evaluated
our first Bus Tour.
MEMORANDUM We have 11 evaluations
from this years tour & I can
add those results to these
if necessary. You may
want to include these
stats in your write
up of the Beacon
award application.
-Ann

5/23/93

TO: BARKLEY
FROM: ANN
RE: OPERATOR EVALUATIONS
CC: THERESE AND REPS

=====

So far we have received 40 operator evaluations. Attached is a complete tabulation of those evaluations as well as a list of the operators who have responded so far. Listed below are the results from their use of the Affiliate Bus Kits. The form asked the operator to check which parts they used, so many of them did not give the kit an overall rating.

OPERATOR MARKETING KIT
check which used:

- | | |
|----|---------------------|
| 9 | ad slicks |
| 20 | cross-channel spots |
| 28 | sample letters |
| 29 | posters |
| 32 | press release |

OPERATOR EVALUATIONS FOR 1993-94 **



	Poor	Fair	Good	Very Good	<u>Excellent</u>	N/A	Blank
Initial Contacts from Rep	0	0	1	9	28	1	1
Presentations to Teachers:							
Presentation of Programming	0	0	1	7	26	4	2
Application to Instruction	0	0	3	9	20	6	2
Presentations to Students:							
Presentation of Programming	0	0	1	5	26	6	2
Application to Study/Research	0	0	1	9	19	9	2
Demonstration of Equipment:							
Availability to Equipment	0	1	4	4	25	2	4
Applicability of Equipment	0	1	2	9	21	3	4
Bus Demonstration Area	0	1	1	4	33	1	0
Ability to Interact with Key Publics	0	1	1	9	27	2	0
Press Coverage of Visit	4	3	7	14	11	0	1
L.O. Show Production	0	0	1	3	9	18	9
Operator Marketing Kit	0	0	1	7	11	3	18
Press Kit	1	0	1	9	15	7	7
Overall Bus Stop	0	0	0	3	35	0	2

**with 40 total respondents

this seems to have the greatest impact

huff Draft!

10/24

D-R-A-F-T

C-SPAN OFFERS "SCHOOL BUS" TO HELP EDUCATE COMMUNITY

**Contact: Pam Fleming
(202) 626-4861**

as a public service created

C-SPAN, the cable satellite public affairs network, which is funded entirely by the cable television industry, expresses appreciation for this support by offering the *C-SPAN School Bus* to local communities nationwide. (During a time of concern for the cable industry with the passing of the cable act, C-SPAN successfully launched the bus on November 1, 1993.)

The purpose of the bus is threefold: to educate, to better understand our viewers and their needs, and to reinforce the value of C-SPAN and cable television. "We want to bring the resources of our programming and personnel directly to local communities' doorsteps," said Brian Lamb, CEO and founder of C-SPAN. "This bus is literally a drive for education."

The *C-SPAN School Bus*, was created as an educational/promotional outreach vehicle, whose major objective is to show educators how to use C-SPAN programming as a valuable teaching resource as well as to increase awareness of the network among the general public.

The custom-made, 45-foot vehicle is both a television production facility and an interactive media demonstration center. Using video equipment, computers, and CD-ROM technology, C-SPAN's marketing staff provides educators, students and viewers with a demonstration of the bus and its many functions.

The bus staff also produce a variety of programming throughout the tour, covering public affairs issues as well as local color and history. Every bus stop is coordinated through a local cable system. Of the 220 request for the bus, 162 cable systems requested that the bus visit their community.

Over the past year, the *C-SPAN School Bus* has educated teachers, students and viewers in more than 200 communities, about the advantages of cable television and how C-SPAN's programming may be used as an educational tool. The bus has traveled more than 40,000 miles and has visited over 40 states and 217 cities and towns.

[ADD PARAGRAPH ON "RESULTS." OF THE PROJECT.]

C-SPAN is currently available in 62.8 million households nationwide and around the world via satellite.

BEACON AWARDS

IDEAS:

I. The C-SPAN School Bus

(one page) - statement

- * educational outreach vehicle
- * promotes awareness of C-SPAN in general and C-SPAN/cable as an educational tool.

generated press for system; enhance comm. w/ press, system, education + VIPS.

- ✓ - pull 10 of the "best" bus clips for '93 & '94
- revise main bus release -- has to:

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7. must include title and contact name

- obtain bus presentation tape
 - must be submitted on 3/4" or 1/2"
 - may not exceed 5 minutes in length
 - must have a log of contents
 - must have a label with name
- obtain binder (no bigger than 11x17)

- copy of survey + tabulation of survey

McPhoe

- ~~Partially~~ Went to MSD's asked where we wanted to go for the year.
- Drew up a logical Bus route, weather, hit major MSD's, Bus mission statement
- Funding message; this is why we give so much back to the industry (mission statement)
- C-SPAN volunteers got involved; involved people that would not have normally traveled



CONTACT: Rayne Pollack
(202) 626-4863

C-SPAN RECEIVES PEABODY AWARD

Washington DC, April 1, 1993 --- C-SPAN, the Cable Satellite Public Affairs Network has won the 1992 Peabody Award for overall excellence by an institution, it was announced today by the University of Georgia's Henry W. Grady College of Journalism and Mass Communication.

"C-SPAN is selected for an institutional award for on-going, sustained, honest and frequently compelling coverage of the democratic process in action," said Dr. Barry L. Sherman, Director of the Peabody Awards.

The other Peabody Award for institutional achievement this year went to BBC Radio, founded in 1927, whose BBC World Service is distributed on a 24 hour-a-day basis to cable subscribers exclusively through the C-SPAN Audio Networks.

The Peabody Awards Program, begun in 1940, recognizes distinguished achievement and public service by radio and television networks and individuals. Since the program's inception, more than 30,000 nominations have been made; fewer than 1,000 Peabody Awards have been presented.

"For 14 years, C-SPAN's dedicated staff have quietly gone about bringing the workings of government to the American people so that we all can participate in our collective destiny. I am very proud of C-SPAN and my industry colleagues who have supported and brought C-SPAN to the level of programming excellence and national service it is at today," said John Evans, President of Hauser Communications and Chairman of C-SPAN's Executive Committee.

"We are honored to receive this award," said Brian Lamb, C-SPAN Chairman and CEO. "C-SPAN is an unusual example of private industry creating and supporting a public service. This Peabody Award goes to all of the men and women in the cable television industry who have been a part of this cooperative effort."

C-SPAN is currently available in 58.7 million homes around the world and via satellite. C-SPAN is entirely funded by America's cable television companies as a public service.

-30-30-30-