

817/594 - 4411

CS → CH 15 → SINCE 1979  
CSII → CH 40 - JULY 2nd  
LAUNCH  
1990

FT BASIC

SERVING WEATHERFORD  
WEATHERFORD LAKE

SAMMONS COMMUNICATIONS  
→ Weatherford, TX

Sammons Comm  
Weatherford, TX  
launched C-SPAN II

- July 5
- towns

# News Release



*Cable-Satellite Public Affairs Network*

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

**For Immediate Release**

## SAMMONS ADDS C-SPAN II NETWORK TO CABLE OFFERINGS

### Weatherford Customers Can Now See U.S. Senate in Action

Washington, D.C., July 20 -- C-SPAN II is now a permanent part of the cable program lineup offered by Sammons Communications in Weatherford. Cable subscribers in Weatherford and Weatherford Lake can tune in to C-SPAN II, which televises live the U.S. Senate and other public affairs programming, on Channel 40.

C-SPAN II is the companion network to C-SPAN, the public affairs network which has aired live the U.S. House of Representatives and other public affairs events since 1979. C-SPAN airs in Weatherford and Weatherford Lake on Channel 15.

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

Sammons joins 760 other cable system affiliates nationwide in offering C-SPAN II to their subscribers. The public affairs network is now available in more than 21 million households throughout the United States.

## C-SPAN LAUNCH PRESS RELEASE

This press release can be used in its entirety by simply inserting the proper information or as a model for press release developed by your marketing department. This is an extremely effective way to inform key media, community and political contacts that your system is offering C-SPAN's public affairs programming to local subscribers.

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C-SPAN's public affairs programming is now a permanent part of the program lineup offered by (COMPANY) in (CITY/TOWN). Cable subscribers in (AREAS SERVED) can tune-in to C-SPAN on channel (CHANNEL#).

"We at (COMPANY) are proud to be able to bring C-SPAN 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.]

C-SPAN is a cable industry cooperative venture and is supported through the efforts of cable operators across the country. Through the network, viewers can regularly access live, unedited coverage of the U.S. House of Representatives floor proceedings and important House and Senate committee hearings. C-SPAN's coverage from Washington allows viewers to see critical policy debates as they happen.

In addition, C-SPAN offers viewers other important local and national public affairs programming, including National Press Club speeches and daily live call-in programs which give viewers the opportunity to question elected officials, newsmakers and journalists. In March, 1989, C-SPAN reached its Tenth Anniversary, celebrating such innovative programming as the "Road to the White House" series and "America and the Courts." C-SPAN's coverage of the 1988 presidential campaign was the most comprehensive programming available.

Across the nation, more than 46,000,000 households can tune in to C-SPAN. (COMPANY) joins more than 3341 affiliated cable systems offering C-SPAN's public affairs programming.