

News Release

# C-SPAN

## Tenth Anniversary

1979-1989

Contact: Gene Grabowski  
Kristin Wennberg  
202-737-3220

### C-SPAN VIEWERS FEATURED IN NETWORK'S NEW ONE-MINUTE SPOTS

WASHINGTON, D.C. -- As part of its 10th Anniversary celebration, C-SPAN is airing a continuing series of "Viewer of the Week" vignettes designed to recognize the people who have helped the network grow.

The one-minute profiles present interviews and background information about individual viewers who explain on-camera why they watch the non-profit public affairs network.

### Acknowledging Those Who Have Followed C-SPAN

"We can't recognize our achievements over the years without acknowledging the loyalty of our viewers," said Kathy Murphy, director of C-SPAN's viewer information department. "They are the ones who have kept us on the air and helped us develop a full array of public affairs programming."

Each spot is to air once a day for one week each, from now until December. To find subjects for the series, C-SPAN contacted cable systems around the country.

The "Viewer of the Week" vignettes air:

Sundays and Mondays at 8 pm ET/5 pm PT,

Tuesdays at 8 am ET/5 am PT,

Thursdays at 1 am ET/10 pm (Wednesday) PT,

Thursdays between 8:40 and 9:05 am ET/ 5:40, 6:05 am PT,

Fridays at 8 pm ET/5 pm PT,

Saturdays at noon ET/9 am PT.

C-SPAN is now available in 46.3 million households and around the world via satellite. C-SPAN is a public service of the cable television industry.

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C-SPAN's current schedule of "Viewer of the Week" vignettes follows on the next page.

-More-

Sunday, June 18 -- Saturday, June 24

Viewer: Bob Dombro  
From: Rutland, Vermont  
System: Adelphia Cable  
Channel: 14  
Occupation: Chairman, District Environmental Commission  
Interests: The environment

Sunday, June 25 -- Saturday, July 1

Viewer: Neal McBurnett  
From: Boulder, Colorado  
System: TCI Cable of Boulder  
Channel: 20, 36  
Occupation: AT&T Software Engineer  
Interests: Energy Conservation, International Folk  
Dancing, Esperanto (International Language)

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July 5, 1989

Mr. Gene Seymour  
TV Columnist  
The Philadelphia Daily News  
400 N. Broad St.  
Philadelphia, PA 19101

Dear Mr. Seymour:

I thought you and your readers would be interested to know that Jenkintown resident **Louise Sacchi** has been chosen as C-SPAN's "Viewer of the Week" for July 2-8.

Enclosed is a detailed news release explaining C-SPAN's "Viewer of the Week" vignettes. I hope it will be helpful to you. If you have any questions, please do not hesitate to call me.

Sincerely,

Kristin Wennberg  
Press Information Assistant

July 5, 1989

Mr. Lee Winfrey  
TV Writer  
The Philadelphia Inquirer  
400 N. Broad St.  
Philadelphia, PA 19101

Dear Mr. Winfrey:

I thought you and your readers would be interested to know that Jenkintown resident **Louise Sacchi** has been chosen as C-SPAN's "Viewer of the Week" for July 2-8.

Enclosed is a detailed news release explaining C-SPAN's "Viewer of the Week" vignettes. I hope it will be helpful to you. If you have any questions, please do not hesitate to call me.

Sincerely,

Kristin Wennberg  
Press Information Assistant

**C-SPAN**  
*Tenth Anniversary*  
1979-1989

August 2, 1989

Mr. Steve Lambert  
City Desk Editor  
The Morning News  
831 Orange Street  
Box 1111  
Wilmington, DE 19899

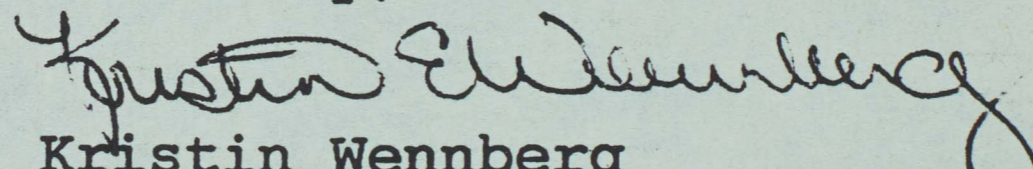
Dear Mr. Lambert,

I thought you and your readers would be interested to know that Wilmington resident **William McDevit** has been chosen as C-SPAN's "Viewer of the Week" for August 7-14.

Mr. McDevit is a retired scientist and business executive who watches C-SPAN on Heritage Cablevision. His interests include travel, bicycle touring, and volunteer work.

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Sincerely,

  
Kristin Wennberg  
Press Information Assistant

**C-SPAN**  
*Tenth Anniversary*  
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September 6, 1989

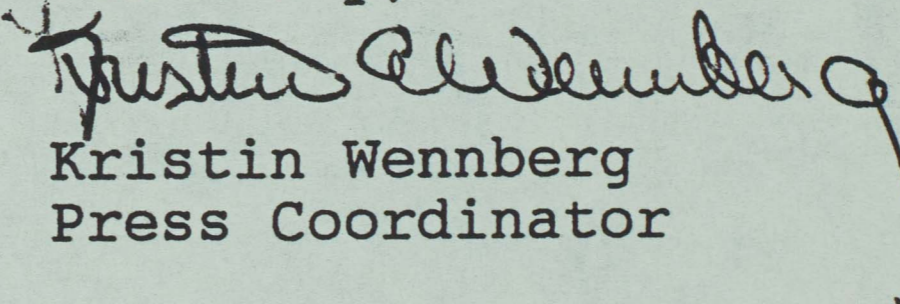
Mr. Paul Comstock  
City/County Editor  
The Delaware Gazette  
18 E. William St.  
Delaware, OH 43015

Dear Mr. Comstock,

I thought you and your readers would be interested to know that Delaware teacher **Bill Cole** has been chosen as C-SPAN's "Viewer of the Week" for September 10-16.

Enclosed is a detailed news release explaining C-SPAN's "Viewer of the Week" vignettes. I hope it will be helpful to you. If you have any questions, please do not hesitate to call me.

Sincerely,

  
Kristin Wennberg  
Press Coordinator

**C-SPAN**  
*Tenth Anniversary*  
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September 13, 1989

Mr. Peter Ellis  
Metro Editor  
The Wichita Eagle-Beacon  
825 E. Douglas Ave.  
P.O. Box 820  
Wichita, KS 67201

Dear Mr. Ellis,

I thought you and your readers would be interested to know that Wichita resident **Jeff Muller** has been chosen as C-SPAN's "Viewer of the Week" for September 17-23.

Enclosed is a detailed news release explaining C-SPAN's "Viewer of the Week" vignettes. I hope it will be helpful to you. If you have any questions, please do not hesitate to call me.

Sincerely,

Kristin Wennberg  
Press Coordinator



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Gene Grabowski  
Kristin Wennberg  
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-More-

September 27, 1989

Mr. Dave Vizard  
Metro Editor  
Bay City Times  
311 Fifth Street  
Bay City, MI 48708

Dear Mr. Vizard,

I thought you and your readers would be interested to know that Bay City resident **Thomas Baird** has been chosen as C-SPAN's "Viewer of the Week" for October 1st through 7th.

Mr. Baird is a school teacher who watches C-SPAN on channel 31 on Bresnan Communications cable system. His interests include politics, sports, history, and reading.

Enclosed is a detailed news release explaining C-SPAN's "Viewer of the Week" vignettes. I hope it will be helpful to you. If you have any questions, please do not hesitate to call me.

Sincerely,

Kristin Wennberg  
Press Coordinator

C-SPAN

SUNDAY JULY 16

THURSDAY JULY 22

Suite 412  
444 North Capitol Street, N.W.  
Washington, D.C. 20001  
202/737-3220

VIEWER OF THE WEEK  
BIOGRAPHICAL SKETCH FOR ON-AIR ID

Please fill out the following just as you would like the information to appear on the screen:

HOME TOWN: Appleton, Wisconsin

NAME: Dorothy Johnson

OCCUPATION: Mayor

INTERESTS: Many

CABLE COMPANY: Cablevision of Appleton  
owned by ATC (American TV & Communications Corporation)

LOCAL CHANNEL YOU WATCH C-SPAN ON: 37

I WOULD LIKE A COPY OF THE FINAL SPOT (THIS WILL BE ON A VHS VIDEOTAPE CASSETTE): YES  NO

Signature: Dorothy Johnson

Date: 6/8/89

PLEASE RETURN THIS FORM ALONG WITH YOUR SIGNED RELEASE TO THE ADDRESS ABOVE, ATTENTION: Kathy C. Murphy, Director, Viewer Information and Services