

Contacts:

Susan Swain (Booth #135)

Kristin Wennberg (202) 626-7975

For Immediate Release

NEWEST C-SPAN AFFILIATE SELECTED FOR NATIONAL PROMOTION

"50 Millionth C-SPAN Home" will be Falmouth, MA Subscriber

ATLANTA, MAY 21-- When C-SPAN tops the 50 million subscriber mark next month, a customer of Adelphia Cable of Falmouth, MA will get the spotlight, says C-SPAN Marketing Director Lisa Kerr.

This 9300 subscriber system on Cape Cod is C-SPAN's newest affiliate. As such, the Falmouth system has been selected to participate in a June promotion marking C-SPAN's 50 millionth subscriber.

C-SPAN and Adelphia will mark the agreement during a champagne-and-cake ceremony on the floor of the NCTA convention in Atlanta on Tuesday, May 22 at 2:00 pm.

Adelphia's regional manager Jim Sweeney says both C-SPAN and C-SPAN II are being added to the newly-rebuilt system after a recent customer survey highlighted the two services.

Adelphia Communications Corporation, based in Coudersport, PA, serves 975,000 customers nationwide. Adelphia CEO John Rigas was recently elected to the C-SPAN board of directors.

Information for 50 Million Press Release

1) Percentage of growth over past five years:

<u>Year</u>	<u>Percentage</u>
1984	53.80%
1985	67.30%
1986	72.30%
1987	81.70%
1988	88.50%
1989	93.50%

ANALYSIS: Total growth over past five years =

39.70%

2) Percentage of Total Television Households

Total TV Households= 90,967,000 (91,090)

ANALYSIS: Percentage of Total Households =

54.96%

55.2

3) Percentage of Cable Television Households

Total Cable Households: 53,010,000

ANALYSIS: Percentage of ^{cable} ~~Total~~ Households =

94.32%

4) Cable Services (ranked by subscriber size)

SEE ATTACHMENT

I Subs= 50,250,000
Syst= 3,825

II - Subs= 21,200,000
Systems= 760

Audio I= 1,300,000
(21)

II= 700,000
(13)

MEMORANDUM

TO: Brian Lamb Marketing Reps
Rob Kennedy Marketing Assistants
Susan Swain Pat Daniel
Lisa Kerr Ken Leonardo
Peter Kiley Kristin Wennberg

FR: Chris Appleby

DATE: 5/17/90

RE: 50 Millionth C-SPAN Subscriber Promotional Campaign

The Adelphia system serving 9,300+ subs in Falmouth, MA (near the Cape so the count goes up in the summer to about 11,000) will launch C-SPAN the last week in June and has agreed to participate with us and provide C-SPAN with our "50 millionth subscriber". Adelphia bought the system from Colony Communications six years ago. The system completed a rebuild May 4th and will add 10 new services next month. C-SPAN and C-SPAN II ranked 4th and 5th respectively in their recent survey to subscribers asking them which program services they would like to see added to the system. The area is primarily a blue collar, working class community made up mostly of fishermen. The area is also known for Woods Hole, an oceanography institute.

Regional Manager Jim Sweeney, Trish Hastings, Regional Marketing Director and John Adduci, Adelphia's corporate Director of Marketing will work with us to coordinate this promotional campaign. Details are as follows:

ADVANCE EFFORTS:

- *national trade press campaign announcing this C-SPAN milestone
- *a local press effort in Massachusetts
- *selection of an Adelphia subscriber as the "50 millionth C-SPAN subscriber" who will be featured in promotional video spots and trade advertising
- *affiliate promotional support including billstuffers, ad slicks and other C-SPAN awareness materials
- *promotional items developed for use at the NCTA Convention in Atlanta and on Capitol Hill

NCTA:

- *a "festive" booth announcing 50 million sub achievement
- *photos of Adelphia personnel at the booth for use in trade publications
- *a ceremony with Adelphia and C-SPAN officials to attract trade and convention attention
- *select premiums to be distributed at the convention
- *cake & champagne at the booth from 2-3:30 on Tuesday with Adelphia to celebrate 50 million

WEEK OF LAUNCH:

- *advertisements in trade publications, local press and in Roll Call
- *video promotional spots airing regularly on C-SPAN
- *press release and premium item distributed on Capitol Hill
- *C-SPAN Update feature story on the system and viewer
- *any other local promotional efforts the system would like to pursue, i.e. with key constituencies: local media, educators, elected officials and others.

DAY OF LAUNCH:

- *interview from Falmouth with system representative and viewer during C-SPAN's morning viewer call-in program
- *a "one-minute" speech by MA Rep. Gerry Studs on the House floor
- *C-SPAN representative to make presentation of 50 million plaque at press gathering (local and trade press) in Falmouth.
- *presentation to viewer of one free year of cable tv

OTHER:

- *letter from Lisa Kerr to state cable association offices announcing 50 million subscriber achievement
- *letter from Brian Lamb or Amos Hostetter to the C-SPAN Board of Directors
- *letter to all C-SPAN affiliates from either Brian Lamb or Amos Hostetter announcing 50 million and thanking them for their support

JUNE/JULY

- *possible trip to Washington, D.C. and C-SPAN Headquarters for Adelphia representative and viewer

Right now, the system is working with their local census office to find one of their subscribers who is a teacher. This person will act as the 50 millionth C-SPAN subscriber and be in our video spots and press campaign.

I will be visiting the system June 13 and plan to award the plaque that day. We will take photos for the local and trade press. If anyone has any questions regarding this campaign, please call me at x4847, or call Ken Leonardo at x7955.

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Kristin,

Here are the pubs. we are advertising in Falmouth, MA for
50 million.

Cape Cod Times

319 Main St.

Hyannis, MA 02601

(508) 775-1200

Falmouth Enterprise

Po Box 647

Falmouth, MA 02541

(508) 548-4700

Any Questions Call Me -

Ken X7955