

56-HOUR CABLE PROGRAM MARATHON WILL KICK OFF APRIL 1988 NATIONAL CABLE MONTH CELEBRATION; NATIONAL FEED TO ORIGINATE ON C-SPAN II

A 56-hour cable program marathon will kickoff the April 1988 National Cable Month celebration, it was announced today at a Western Show press conference by Terry Rich, vice president, sales and promotion, Heritage Communications, Inc. and Brian Lamb, chairman and CEO, The C-SPAN Networks.

The nationwide feed, which will originate from Washington, D.C. on C-SPAN II, is scheduled to run from Friday evening, April 1 (6 p.m. EST/3 p.m. PST) until early morning Monday, April 4 (3 a.m. EDT/midnight PST). The feed will include the best programming available from over 40 cable networks (each network will be invited to send in three program selections), as well as live studio breaks featuring reports from Cable News Network and The Weather Channel. An exact format will be determined, but there is also likely to be studio "discussions" on cable, pre-produced testimonials from subscribers and an opportunity for local origination programming to be included.

Rich and Lamb were introduced at the press conference by Robert B. Clasen, chairman and CEO, Comcast Cable Communications, Inc. and chairman, National Cable Month committee. Clasen recently announced that "Discover our Difference" will be the industrywide theme for the April 1988 celebration.

"I can't think of a better way for National Cable Month to start," said Clasen. "A wide variety of high-quality programming is cable's strongest suit, and this 56-hour display will leave no doubt as to the great diversity of cable programming options."

"We at Heritage are proud to work with an ad hoc group of MSOs in helping to create this showcase of original cable

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programming," said Rich, who will serve as Executive Producer for the telecast. "I am very pleased that Comcast, Daniels & Associates, Jones Intercable, TeleCable Corp. and Warner Cable have agreed to serve on a steering committee and assist us in coordinating this massive undertaking. I am also grateful to the folks at C-SPAN for their eagerness to tackle this project.

Rich said that he sent a letter to cable program networks this week asking for their cooperation in providing programming for the marathon weekend. Based on his preliminary discussions with cable network officials, Rich said he expects industrywide support.

"Our team at C-SPAN is extremely supportive of National Cable Month, and we look forward to having our rapidly growing C-SPAN II network serve as the point of origination for this imaginative sampler of cable's finest offerings," said Lamb. "It will be a long weekend, but it won't be a lost one."

Lamb said that C-SPAN II, which was launched on June 2, 1986, currently serves 11.6 million (27.5%) of U.S. cable TV households through 400 CATV systems. The C-SPAN chairman and CEO said that other cable systems who don't currently offer C-SPAN II may make the signal available on an access or open channel for this special weekend.

National Cable Month, an industrywide effort to promote awareness of cable programming, is a joint effort of NCTA and the National Academy of Cable Programming. The Cable Academy was established by the NCTA in 1985 to credit and promote excellence in cable television programming. Ralph Baruch is Cable Academy chairman. Char Beales, who serves as vice president, programming and marketing, NCTA, is the Cable Academy's executive director.

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