News Release

C-SPAN

Tenth Anniversary

1979-1989

Immediate Release:
August 28, 1989

Contacts:
Gene Grabowski
Kristin Wennberg
(202) 737-3220

C-SPAN AIRS LIVE "MAINE DAY" COVERAGE

Augusta Becomes 50th State Capital to be Linked to Washington, D.C.

Washington, D.C.--C-SPAN marks the debut of its programming in Maine's capital with interviews with state politicians, journalists and other residents on **September 5, from 8:00am - 8:00pm ET.**

"Maine Day" will feature live Viewer Call-in programs, interviews, and roundtable discussions focusing on state and national issues. C-SPAN will also cover live Maine Public Radio's "Maine Concerns" and "Maine Things Considered" from Portland.

State Cable in Augusta begins providing C-SPAN to its 18,000 viewers on September 5, making it C-SPAN's 50th state capital affiliate, completing a capital-to-capital connection of public affairs progamming across the country. In addition, 11 other Maine cable systems are adding C-SPAN to their cable TV lineup on September 5, for a total of 185,000 cable subscribers in the state now able to watch the U.S. government in action.

The programming schedule for "Maine Day" is as follows:

Tuesday, September 5

7:00am ET	TAPED	Interview with Don Larabee, author of It's News to Me
8:00am ET	LIVE	Interviews with residents of Corea
8:15am ET	LIVE	Viewer Call-in program with Rep. Joseph Brennan (D) from Portland
8:45am ET	LIVE	To be announced
9:00am ET	LIVE	Viewer Call-in program with Gov. John McKernan (R) and Rep. Olympia Snowe (R) from the state Senate chamber in Augusta
10:00am ET	LIVE	Viewer Call-in program with Sen. George Mitchell (D) from Washington, D.C.
10:30am ET	TAPED	Interviews and vignettes of Kennebunkport, Portland, and Bangor

-more-

Add one

11:15am ET	TAPED	Interview with *Portland Press* Columnist Bill Caldwell from Portland
12:00pm ET	TAPED	Roundtable with state citizens on Maine economic, environmental, and political issues from Camden
1:00pm ET	LIVE	Coverage of Maine Public Radio's "Maine Concerns" from Portland
2:00pm ET	TAPED	Interview with former Senator Edmund Muskie (D)
2:30pm ET		To-be-announced
4:30pm ET	LIVE	Interview with Dick and Helen Dudman, (owners of WDEA-AM Radio in Ellsworth, Maine) from Augusta
5:00pm ET	TAPED	Interview with *Ellsworth American* Editor J. Russell Wiggins
5:30pm ET	LIVE	Coverage of Maine Public Radio's "Maine Things Considered" from Portland
6:00pm ET	LIVE	Viewer Call-in with Sen. William Cohen (R) from Washington, D.C.
6:45pm ET	LIVE	Viewer Call-in from the *Bangor Daily News*

C-SPAN is now available in 46.6 million households through 3,341 cable system affiliates nationwide and around the world via satellite. The network operates without public funds and is a non-profit public service of the cable television industry.

-30-

(207)942-4822

✓

C-SPAN

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

TELECOPIER TRANSMISSION

TO: Don Carrigan - WLBZ-TV

FROM: Kristin Wennberg

RE: C-SPAN's "Maine Day" Schedule

DATE: 8/28/89

NUMBER OF PAGES (including cover): ~~3~~ 4

If you have any questions, or do not receive all pages, please call 202/737-3220. Telecopier: 202/737-3323

NOTES/COMMENTS:

Don-
the following is schedule information and our policy for using our programming in case you want to use footage. -Kristin

207-942-0511

V

C-SPAN

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

TELECOPIER TRANSMISSION

TO: Tim Gaier - WVII-TV

FROM: Kristin Wennberg

RE: C-SPAN's "Maine Day" Schedule

DATE: 8/28/89

NUMBER OF PAGES (including cover): 4

If you have any questions, or do not receive all pages, please call 202/737-3220. Telecopier: 202/737-3323

NOTES/COMMENTS:

Tim-
The following is schedule information and rules for using C-SPAN programming in case you want to use footage. -Kristin

207.774.6849

V

C-SPAN

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

TELECOPIER TRANSMISSION

TO: Don Hill - WPXT-TV

FROM: Kristin Wennberg

RE: C-SPAN's "Maine Day" Schedule

DATE: 8/28/89

NUMBER OF PAGES (including cover): 4

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NOTES/COMMENTS:

Don.
The following is schedule information and our policy for using C-SPAN programming in case you want to use footage. -Kristin

207.764.3329

√

C-SPAN

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

TELECOPIER TRANSMISSION

TO: Sue Bernard - WAGM-TV

FROM: Kristin Wennberg

RE: C-SPAN's "Maine Day" Schedule

DATE: 8/28/89

NUMBER OF PAGES (including cover): 4

If you have any questions, or do not receive all pages, please call 202/737-3220. Telecopier: 202/737-3323

NOTES/COMMENTS:

Sue,
The following is schedule information and our policy for using our programming in case you want to use footage. -Kristin

207.878.3505

√

C-SPAN

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

TELECOPIER TRANSMISSION

TO: Jim Sander - WGME-TV

FROM: Kristin Wennberg

RE: C-SPAN's "Maine Day" Schedule

DATE: 8/28/89

NUMBER OF PAGES (including cover): 4

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NOTES/COMMENTS:

Jim,
The following is schedule information and our policy for using C-SPAN programming in case you want to use footage. - Kristin

207.941.9378

✓

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

TELECOPIER TRANSMISSION

TO: Don Colson - WABI-TV

FROM: Kristin Wennberg

RE: C-SPAN's "Maine Day" Schedule

DATE: 8/28/89

NUMBER OF PAGES (including cover): 4

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NOTES/COMMENTS:

Don-
the following is schedule information and our policy for using C-SPAN programming in case you want to use footage. -Kristin

207.775.6253

V

C-SPAN

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

TELECOPIER TRANSMISSION

TO: Peter Wayl - WMTW-TV

FROM: Kristin Wennberg

RE: C-SPAN's "Maine Day" Schedule

DATE: 8/28/89

NUMBER OF PAGES (including cover): 4

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NOTES/COMMENTS:

Peter-
the following is schedule information and our policy for using C-SPAN programming in case you want to use footage. -Kristin

207.772.0181
(x224)

C-SPAN

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

TELECOPIER TRANSMISSION

TO: Mike Carque - WCSH-TV

FROM: Kristin Wennberg

RE: C-SPAN's "Maine Day" schedule

DATE: 8/28/89

NUMBER OF PAGES (including cover): 4

If you have any questions, or do not receive all pages, please call 202/737-3220. Telecopier: 202/737-3323

NOTES/COMMENTS:

Mike,

Attached is schedule information and the C-SPAN policy for using our programming in case you want to use footage.

-Kristin

207.883.9741

✓

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

TELECO[illegible]MISSION

Paper
Editors

TO: Paul Bousse, Ne[illegible] WYNZ-Am Radio

FROM: Kristin Wesn[illegible]

RE: C-SPAN's "M[illegible] Coverage

DATE: 8/30/89

NUMBER OF PAGES (including cover): 3

If you have any questions, or do not receive all pages, please call 202/737-3220. Telecopier: 202/737-3323

NOTES/COMMENTS:

Paul.
Please call me at (202)737-3220 if you have any questions.

-Kristin Wesnberg

207.883.9741

✓

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

TELECOPIER TRANSMISSION

TO: Paul Bousse, News Director - WYNZ-Am Radio

FROM: Kristin Wennberg

RE: C-SPAN's "Maine Day" Coverage

DATE: 8/30/89

NUMBER OF PAGES (including cover): 3

If you have any questions, or do not receive all pages, please call 202/737-3220. Telecopier: 202/737-3323

NOTES/COMMENTS:

Paul.
Please call me at (202)737-3220 if you have any questions.

-Kristin Wennberg

207.774.3788

V

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

TELECOPIER TRANSMISSION

TO: Bill Muldoon, News Director - WGAN - AM Radio

FROM: Kristin Wennberg

RE: C-SPAN's "Maine Day" Schedule

DATE: 8/30/89

NUMBER OF PAGES (including cover): 3

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NOTES/COMMENTS:

Bill -
Please call me if you have any questions at (202) 737-3220.

- Kristin Wennberg

✓ - got it

207.873.3341 ext. 311

C-SPAN

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

TELECOPIER TRANSMISSION

TO: Steve Riley - Morning Sentinel

FROM: Kristin Wennberg

RE: C-SPAN's "Maine Day" schedule

DATE: 8/28/89

NUMBER OF PAGES (including cover): 3

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NOTES/COMMENTS:

✓ - got it → to city editor
↳ Candice Kames

207.784.5955

C-SPAN

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Washington, D.C. 20001
202/737-3220

TELECOPIER TRANSMISSION

TO: Mary Kelsch - The Lewiston Sun

FROM: Kristin Wannberg

RE: C-SPAN's "Maine Day" Schedule

DATE: 8/28/89

NUMBER OF PAGES (including cover): 3

If you have any questions, or do not receive all pages, please call 202/737-3220. Telecopier: 202/737-3323

NOTES/COMMENTS:

V-> will call if he doesn't get it today

207.282.3138

C-SPAN

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Washington, D.C. 20001
202/737-3220

TELECOPIER TRANSMISSION

TO: Bob Saunders - Journal Tribune

FROM: Kristin Wannberg

RE: C-SPAN's "Maine Day" Schedule

DATE: 8/28/89

NUMBER OF PAGES (including cover): 3

If you have any questions, or do not receive all pages, please call 202/737-3220. Telecopier: 202/737-3323

NOTES/COMMENTS:

√ -got it

207.941.9476

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Suite 412
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Washington, D.C. 20001
202/737-3220

TELECOPIER TRANSMISSION

TO: John Day - Bangor Daily News

FROM: Kristin Wennberg

RE: C-SPAN's "Maine Day" schedule

DATE: 8/28/89

NUMBER OF PAGES (including cover): 3

If you have any questions, or do not receive all pages, please call 202/737-3220. Telecopier: 202/737-3323

NOTES/COMMENTS:

John,
Please call me if you have any questions at (202)737-3220.
-Kristin

822.2329

V

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

TELECOPIER TRANSMISSION

TO: Noah Adams - NPR

FROM: Kristin Wennberg

RE: C-SPAN's "Maine Day" Coverage

DATE: 8/28/89

NUMBER OF PAGES (including cover): 3

If you have any questions, or do not receive all pages, please call 202/737-3220. Telecopier: 202/737-3323

NOTES/COMMENTS:

Noah.
If you have questions, please call me at 737-3220.
Regards, Kristin

-gotit - may do something

207.780.9499

C-SPAN

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

TELECOPIER TRANSMISSION

TO: Don Hansen - Portland Press Herald

FROM: Kristin Wannberg

RE: C-SPAN's "Maine Day" Schedule

DATE: 8/28/89

Editorial page editors

NUMBER OF PA ver): 3

If you have r do not receive all pages, please call 202/737 : 202/737-3323

NOTES/COMMENTS:

-Scott - may do something

207.780.9499

C-SPAN

Suite 412
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202/737-3220

TELECOPIER TRANSMISSION

TO: Don Hanson - Portland Press Herald

FROM: Kristin Wannberg

RE: C-SPAN's "Maine Day" Schedule

DATE: 8/28/89

NUMBER OF PAGES (including cover): 3

If you have any questions, or do not receive all pages, please call 202/737-3220. Telecopier: 202/737-3323

NOTES/COMMENTS:

√ - got it

207.729.5728

C-SPAN

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

TELECOPIER TRANSMISSION

TO: Mark Shankland - Times Record

FROM: Kristin Wemberg

RE: C-SPAN's "Maine Day" Schedule

DATE: 8/28/89

NUMBER OF PAGES (including cover): 3

If you have any questions, or do not receive all pages, please call 202/737-3220. Telecopier: 202/737-3323

NOTES/COMMENTS:

Mark,
Please call me at (202)737-3220 if you have any questions.
- Kristin

224.2693

✓→ got it.

C-SPAN

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

TELECOPIER TRANSMISSION

TO: Kathy Gest - Sen. Cohen's Office

FROM: Kristin Wennberg

RE: C-SPAN's "Maine Day" Schedule

DATE: 8/28/89

NUMBER OF PAGES (including cover): 3

If you have any questions, or do not receive all pages, please call 202/737-3220. Telecopier: 202/737-3323

NOTES/COMMENTS:

✓-got it

207.873.3341

C-SPAN

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

TELECOPIER TRANSMISSION

TO: Bruce Ellison - Morning Sentinel

FROM: Kristin Wennberg

RE: C-SPAN's "Maine Day" Co[illegible]ge

DATE: 8/28/89

send first

NUMBER OF PAGES (including cover): [illegible]

If you have any questions, or do not rec[illegible]ges, please call 202/737-3220. Telecopier: 202/737-3323

NOTES/COMMENTS:

Bruce-
I have also sent information to Steve Riley and Davis Pawson. If you haven't seen it, give me a call and I'll send it to you. Cheers, Kristin

207.873.3341 x311

✓-got it

207.873.3341

C-SPAN

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

TELECOPIER TRANSMISSION

TO: Bruce Ellison - Morning Sentinel

FROM: Kristin Wennberg

RE: C-SPAN's "Maine Day" Coverage

DATE: 8/28/89

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NOTES/COMMENTS:

Bruce-
I have also sent information to Steve Riley and Davis Rowson. If you haven't seen it, give me a call and I'll send it to you. Cheers, Kristin

207.873.3341 x311

202-822-2329

V

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

TELECOPIER TRANSMISSION

TO: Cokie Roberts - NPR

FROM: Kristin Wennberg

RE: C-SPAN's "Maine Day" Coverage

DATE: 8/28/89

NUMBER OF PAGES (including cover): 3

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NOTES/COMMENTS:

Cokie-
I can be reached at 737-3220 if you have questions.
-Kristin

V - got it

207.282.3138

C-SPAN

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

TELECOPIER TRANSMISSION

TO: Dick Burh - Journal Tribune

FROM: Kristin Wennberg

RE: C-SPAN's "Maine Day" schedule

DATE: 8/28/89

NUMBER OF PAGES (including cover): 3

If you have any questions, or do not receive all pages, please call 202/737-3220. Telecopier: 202/737-3323

NOTES/COMMENTS:

Dick,
Please call me at (202)737-3220 if you have any questions.
-Kristin

V-84-it

207.941.9476

C-SPAN

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

TELECOPIER TRANSMISSION

TO: Mark Woodward - Bangor Daily News

FROM: Kristin Wennberg

RE: C-SPAN's "Maine Day" Schedule

DATE: 2/28/89

NUMBER OF PAGES (including cover): 3

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NOTES/COMMENTS:

V -got it

207.780.3592

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444 North Capitol Street, N.W.
Washington, D.C. 20001
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TELECOPIER TRANSMISSION

TO: Barbara Boxer Isen - Cong. Brennan's office

FROM: Kristin Wennberg

RE: C-SPAN's "Maine Day" schedule

DATE: 8/28/89

press secretaries

NUMBER OF PAGES (including cover): 3

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call 202/737-3220. Telecopier: 202/737-3323

NOTES/COMMENTS:

V -got it

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TELECOPIER TRANSMISSION

TO: Barbara Bainertsen - Cong. Brennan's office

FROM: Kristin Wennberg

RE: C-SPAN's "Maine Day" schedule

DATE: 8/28/89

NUMBER OF PAGES (including cover): 3

If you have any questions, or do not receive all pages, please call 202/737-3220. Telecopier: 202/737-3323

NOTES/COMMENTS:

800.537.5508

C-SPAN

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

TELECOPIER TRANSMISSION

TO: Douglas Rooks - Kennebec Journal

FROM: Kristin Wennberg

RE: C-SPAN's "Maine Day" Schedule

DATE: 8/28/89

NUMBER OF PAGES (including cover): 3

If you have any questions, or do not receive all pages, please call 202/737-3220. Telecopier: 202/737-3323

NOTES/COMMENTS:

1-call after!

207.873.3341 ext. 311

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

TELECOPIER TRANSMISSION

TO: Davis Rawson - Morning Sentinel

FROM: Kristin Wennberg

RE: C-SPAN's "Maine Day" Schedule

DATE: 8/28/89

NUMBER OF PAGES (including cover): 3

If you have any questions, or do not receive all pages, please call 202/737-3220. Telecopier: 202/737-3323

NOTES/COMMENTS:

Davis,
Please call me at (202) 737-3220 if you have any questions.
-Kristin

✓ - call at 1pm

207.780.9499

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

TELECOPIER TRANSMISSION

TO: Bill Hemitz / Joe Michaud - Portland Press Herald

FROM: Kristin Wennberg

RE: C-SPAN's "Maine Day" Schedule

DATE: 8/28/89

NUMBER OF PAGES (including cover): 3

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NOTES/COMMENTS:

Bill,
Please call me at (202)737-3220 if you have any questions.
-Kristin

V-left message

207.985.9050

C-SPAN

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

TELECOPIER TRANSMISSION

TO: Ralph Hall - York County Coast Star

FROM: Kristin Wennberg

RE: C-SPAN's "Maine Day" Schedule

DATE: 8/28/89

NUMBER OF PAGES (including cover): 3

If you have any questions, or do not receive all pages, please call 202/737-3220. Telecopier: 202/737-3323

NOTES/COMMENTS:

Ralph,

Please call me if you have any questions at (202)-737-3220.

-Kristin

207.784.5955

NG

check #

C-SPAN

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

TELECOPIER TRANSMISSION

TO: Lisa Gigwere - The Lewiston Sun

FROM: Kristin Wemberg

RE: C-SPAN's "Maine Day" Schedule

DATE: 8/28/89

NUMBER OF PAGES (including cover): 3

If you have any questions, or do not receive all pages, please call 202/737-3220. Telecopier: 202/737-3323

NOTES/COMMENTS:

Lisa-
Please call me at (202)737-3220 if you have questions.
-Kristin

NG

800.537.5508

C-SPAN

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

TELECOPIER TRANSMISSION

TO: Patty Amonons - Kennebec Journal

FROM: Kristin Wennberg

RE: C-SPAN's "Maine Day" schedule

DATE: 8/28/89

NUMBER OF PAGES (including cover): 3

If you have any questions, or do not receive all pages, please call 202/737-3220. Telecopier: 202/737-3323

NOTES/COMMENTS:

Patty,

Please call me at (202) 737-3220 if you have any questions.

-Kristin

C-SPAN
Tenth Anniversary
1979-1989

FACT SHEET

Corporate Headquarters	Suite 412 444 North Capitol Street, NW Washington, D.C. 20001 (202) 737-3220
Funding	Private, non-profit cooperative of the cable television industry. No tax dollars are used to finance operation.
Chairman and CEO	Brian P. Lamb
Programming Executives	Susan Swain, Vice President Terry Murphy, Dir. of Programming
Press Contacts	Gene Grabowski, Press Manager Kristin Wennberg, Press Assistant
Programming Content	In addition to providing House and Senate video feeds, each day C-SPAN selected public events and hearings for telecast.
Full-time Employees	155

The C-SPAN Networks

In 1979, C-SPAN was created by the cable television industry to provide live gavel-to-gavel coverage of the U.S. House of Representatives. Today, in addition to the live House proceedings, **C-SPAN** offers a front row seat to other public affairs events from the nation's capital and across the country. On any given day C-SPAN crews cover between five and fifteen events. Each event is aired without commentary or analysis.

The cable industry created **C-SPAN II** in 1986 to cablecast the live sessions of the U.S. Senate, in their entirety. C-SPAN II's round-the-clock programming complements the original C-SPAN network by offering more viewing alternatives to cable TV audiences interested in public affairs programming.

	C-SPAN	C-SPAN II
Launch Date	March 19, 1979 (3.5 million households at launch)	June 2, 1986 (7.5 million households at launch)
Households (as of 8/89)	46.6 million 50% U.S. TV HH	18.1 million 21% U.S. TV HH
Affiliates	3,341 CATV Systems	649 CATV Systems
Satellite	Galaxy III, TR 24	Galaxy III, TR 14
Transmission Hours	24 hours a day	24 hours a day

REGULARLY SCHEDULED PROGRAMMING

U.S. House of Representatives	**Live, daily** (when Congress is in session)
Event of the Day	**Weeknights at 8:00 pm ET**-- Relevant public policy programming--in its entirety and without commentary.
Congressional Hearings	**Daily** (when Congress is in session) House and Senate hearings-- in their entirety-- present a close-up view of the political system.
National Press Club	**Saturdays at 6:00 pm ET** (60 minutes) Newsmakers address the Washington press corps.
Viewer Call-In Programs	**Live, weekdays at 8:00 am & 6:30 pm ET** (90 minutes each) Viewers question elected legislators, policymakers, and journalists about issues of the day.
"Communications Today"	**Saturdays at 11:00 am ET** Focus on media trends, technology, and communications law.
"America & the Courts"	**Satudays at 7:00pm ET** Interviews, discussions, and speeches on the federal judiciary.
"Booknotes"	**Sundays at 8:00pm ET** (60 minutes) Interviews with authors of public policy, political and historical books.
"Journalists' Roundtable"	**Live Fridays at 8:00am ET, re-airs Saturdays at 9:00pm ET** Reporters examine current issues.
"Capital Agenda"	**Sundays at 9:00pm ET** Capitol Hill staffers discuss the coming week in Congress

SPECIAL SERIES

"Supreme Court Review"	**The weeks when the Court hears oral arguments,** "America and the Courts" airs interviews examining current activities at the Supreme Court.
"American Profile"	**Airs on national holidays.** (60 minutes) In-depth interviews with public officials, opinion and business leaders who help shape the nation.
British House of Commons	**Selected debates** from the floor of Britian's chief lawmaking body.

*National surveys show growing, active audience**

AUDIENCE

POTENTIAL AUDIENCE

C-SPAN homes 46.6 million via 3,341 cable systems
C-SPAN II homes 18.1 million via 649 cable systems

GROWTH IN VIEWERSHIP

The C-SPAN audience has grown **184%** since 1984:

1988 21.6 million households watch C-SPAN
1984 7.6 million households watch C-SPAN

VOTING HABITS

C-SPAN viewers have consistently higher voting patterns than the nation at large:

	C-SPAN viewers	Nation at large
1988 presidential elections	**92% voted**	**49% voted**
1986 congressional elections	69% voted	37% voted
1984 presidential elections	93% voted	53% voted

OPINIONS AND ATTITUDES

More than one quarter (26%) of C-SPAN viewers said the network's election programming ***had an impact on their choice of a candidate*** to support in the 1988 presidential election.

POLITICAL AFFILIATION

C-SPAN viewers represent a cross section of the political spectrum:

32% Democratic
33% Republican
33% Independent
2% Other

NEWS CONSUMPTION

C-SPAN viewers are more interested than the general public in following news events:

	C-SPAN viewers	Nation at large
read daily newspaper	63%	48%
watch TV news everyday	70%	52%

C-SPAN VIEWING HABITS

	Average viewing hours
C-SPAN	9.9 hrs. per month
C-SPAN II	7.7 hrs. per month

*Data from *University of Maryland Survey Research Center - 1984, 1987 and 1988 national surveys.*

MILESTONES

March 19, 1979	C-SPAN begins cablecasting the U.S. House of Representatives *live* to 3.5 million households.
October 7, 1980	C-SPAN adds **live viewer call-ins** to program schedule, providing viewers with direct access to public policy makers.
January 6, 1981	C-SPAN adds gavel-to-gavel coverage of **congressional hearings** to program schedule.
April 1, 1981	C-SPAN telecasts daily, eight hours a day.
September 13, 1982	C-SPAN begins **24-hour-a-day** programming.
July 1, 1983	C-SPAN begins occasional coverage of the Canadian House of Commons.
February 20, 1984	C-SPAN televises an Iowa caucus live and uninterrupted for the first time.
August/July, 1984	C-SPAN airs live, uninterrupted coverage of the Democratic and Republican National Conventions for the first time.
June 2, 1986	**C-SPAN II** airs live proceedings of the U.S. Senate during television test period.
July 29, 1986	Senate votes in favor of permanent televised coverage of its proceedings.
January 5, 1987	**C-SPAN II** begins 24-hour cablecasting.
November 9, 1988	USIA transmits C-SPAN to 90 countries via WORLDNET, the first global satellite television network.
November 22, 1988	C-SPAN inaugurates **international telecasts** with Queen Elizabeth II's speech to the state opening of Parliament.
April 3, 1989	**C-SPAN marks 10th Anniversary**
September 5, 1989	C-SPAN launches Audio Services, featuring BBC.
November, 1989	C-SPAN begins occasional coverage of the British House of Commons.

State Cap. TV
PBS
Maine TV

C-SPAN
Tenth Anniversary
1979-1989

FACT SHEET

Corporate Headquarters	Suite 412 444 North Capitol Street, NW Washington, D.C. 20001 (202) 737-3220
Funding	Private, non-profit cooperative of the cable television industry. No tax dollars are used to finance operation.
Chairman and CEO	Brian P. Lamb
Programming Executives	Susan Swain, Vice President Terry Murphy, Dir. of Programming
Press Contacts	Gene Grabowski, Press Manager Kristin Wennberg, Press Assistant
Programming Content	In addition to providing House and Senate video feeds, each day C-SPAN selected public events and hearings for telecast.
Full-time Employees	155

The C-SPAN Networks

In 1979, C-SPAN was created by the cable television industry to provide live gavel-to-gavel coverage of the U.S. House of Representatives. Today, in addition to the live House proceedings, **C-SPAN** offers a front row seat to other public affairs events from the nation's capital and across the country. On any given day C-SPAN crews cover between five and fifteen events. Each event is aired without commentary or analysis.

The cable industry created **C-SPAN II** in 1986 to cablecast the live sessions of the U.S. Senate, in their entirety. C-SPAN II's round-the-clock programming complements the original C-SPAN network by offering more viewing alternatives to cable TV audiences interested in public affairs programming.

	C-SPAN	C-SPAN II
Launch Date	March 19, 1979 (3.5 million households at launch)	June 2, 1986 (7.5 million households at launch)
Households (as of 8/89)	46.6 million 50% U.S. TV HH	18.1 million 21% U.S. TV HH
Affiliates	3,341 CATV Systems	649 CATV Systems
Satellite	Galaxy III, TR 24	Galaxy III, TR 14
Transmission Hours	24 hours a day	24 hours a day

REGULARLY SCHEDULED PROGRAMMING

U.S. House of Representatives	**Live, daily** (when Congress is in session)
Event of the Day	**Weeknights at 8:00 pm ET**-- Relevant public policy programming--in its entirety and without commentary.
Congressional Hearings	**Daily** (when Congress is in session) House and Senate hearings-- in their entirety-- present a close-up view of the political system.
National Press Club	**Saturdays at 6:00 pm ET** (60 minutes) Newsmakers address the Washington press corps.
Viewer Call-In Programs	**Live, weekdays at 8:00 am & 6:30 pm ET** (90 minutes each) Viewers question elected legislators, policymakers, and journalists about issues of the day.
"Communications Today"	**Saturdays at 11:00 am ET** Focus on media trends, technology, and communications law.
"America & the Courts"	**Satudays at 7:00pm ET** Interviews, discussions, and speeches on the federal judiciary.
"Booknotes"	**Sundays at 8:00pm ET** (60 minutes) Interviews with authors of public policy, political and historical books.
"Journalists' Roundtable"	**Live Fridays at 8:00am ET, re-airs Saturdays at 9:00pm ET** Reporters examine current issues.
"Capital Agenda"	**Sundays at 9:00pm ET** Capitol Hill staffers discuss the coming week in Congress

SPECIAL SERIES

"Supreme Court Review"	**The weeks when the Court hears oral arguments,** "America and the Courts" airs interviews examining current activities at the Supreme Court.
"American Profile"	**Airs on national holidays.** (60 minutes) In-depth interviews with public officials, opinion and business leaders who help shape the nation.
British House of Commons	**Selected debates** from the floor of Britian's chief lawmaking body.

*National surveys show growing, active audience**

AUDIENCE

POTENTIAL AUDIENCE

C-SPAN homes	46.6 million via 3,341 cable systems
C-SPAN II homes	18.1 million via 649 cable systems

GROWTH IN VIEWERSHIP

The C-SPAN audience has grown **184%** since 1984:

1988 21.6 million households watch C-SPAN
1984 7.6 million households watch C-SPAN

VOTING HABITS

C-SPAN viewers have consistently higher voting patterns than the nation at large:

	C-SPAN viewers	Nation at large
1988 presidential elections	**92% voted**	**49% voted**
1986 congressional elections	69% voted	37% voted
1984 presidential elections	93% voted	53% voted

OPINIONS AND ATTITUDES

More than one quarter (26%) of C-SPAN viewers said the network's election programming ***had an impact on their choice of a candidate*** to support in the 1988 presidential election.

POLITICAL AFFILIATION

C-SPAN viewers represent a cross section of the political spectrum:

32% Democratic
33% Republican
33% Independent
2% Other

NEWS CONSUMPTION

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On the Air

America's Town Hall

C-SPAN and the Decade That Brought Government Home

By Tom Shales
Washington Post Staff Writer

Cable television's blessings have been few, and most of those mixed, but it can claim one great idea: C-SPAN, the Cable Satellite Public Affairs Network, which tonight celebrates its 10th anniversary with a three-hour retrospective.

Available to only 3.5 million wired households when it began transmitting the proceedings of the House of Representatives on March 12, 1979, C-SPAN can now be seen in 43 million homes. On June 2, 1986, the Senate finally bit the bullet and turned the cameras on itself, and a second channel, C-SPAN II, was born.

Once a novelty, then a kind of cult item, C-SPAN has become a seemingly indispensable feature of America's electronic landscape.

If C-SPAN's combined regular viewership remains relatively small, it is also passionately loyal. In tonight's program, at 8 on C-SPAN, a Texas teacher recalls how he was compelled to quit his job and run for Congress because what he had seen on C-SPAN inspired him. Or maybe he just deduced that those jokers in Washington were in obvious need of his help.

Bud Harris, a viewer in Cherry Hill, N.J., became outraged in 1982 when his local cable system



Speaker Jim Wright presiding over the House.



C SPAN PHOTOS

Sen. John Glenn playfully primping for the camera.

(owned by The New York Times) dropped C-SPAN from its roster. The network had switched from sharing space on a satellite with another channel to a bird all its own, and the cable system, perhaps more in confusion than negligence, let it slip away.

Harris founded Friends of C-SPAN and got the channel reinstated. Any cable system of moderate capacity or larger that doesn't include the two C-

See ON THE AIR, D3, Col.1

Washington Post
April 3, 1989

C-SPAN's Anniversary

ON THE AIR. From D1

SPAN channels is guilty of civic malfeasance—and poor public relations, since C-SPAN is the best image booster grubby old cable TV has ever had.

It fosters the illusion that cable operators care about something other than making lots and lots of money. Tonight's C-SPAN retrospective is part of its celebration of (try to contain your enthusiasm) National Cable Month.

On some systems, the two C-SPANs are relegated to the outer limits of the spectrum. In Arlington, for instance, where the highest channel number is 55, C-SPAN I and II come in on 52 and 53. The system reserves the better channels for those that produce revenue for the owners.

But C-Spanners locate the channels wherever they are, and do more than watch faithfully. They participate, mainly by opining away on the network's frequent call-in shows. Often these are hosted by Brian Lamb, C-SPAN chairman and chief executive officer and last year's recipient of the Sol Taishoff Award for Excellence in Broadcast Journalism.

On tonight's program, Lamb recalls how the idea for C-SPAN was set in motion in 1977 with a mere $25,000 investment from the cable industry. "It's basically talking-head television," Lamb concedes, but there are millions of listening heads out there taking it all in.

Other familiar C-SPAN faces seen reminiscing include political editor Carl Rutan, vice president Susan Swain and producer-director Carrie Collins, who knew C-SPAN had arrived when she noticed that "the vast majority of reporters" covering the 1984 political conventions were watching C-SPAN's gavel-to-gavel service.

If there are downsides to the C-SPAN story, one is that the traditional networks have used its existence, and that of Cable News Network, as excuses to abridge radically their own coverage of conventions and other political rituals. Cable still has less than 60 percent penetration of the country, so the network cutbacks have been at best premature.

But most of the dire consequences predicted by those who opposed House and Senate TV coverage have failed to materialize. Do the members preen and posture before the cameras? No more, apparently, than they did before the cameras were there. They may dress better and have their hair cut more often. This is no threat to democracy.

Some, of course, have taken to television better than others, as clips make clear on tonight's look-back. Sen. John Glenn (D-Ohio) joshed about makeup and red ties during the first day of televised proceedings; then-Sen. Howard Baker (R-Tenn.) had first introduced a resolution permitting cameras five full years earlier, in 1981, and that was two years after the House began telecasts.

In other clips, Rep. Jim Wright (D-Tex.) offers a flamboyant recitation from "Gunga Din." Rep. Silvio Conte (R-Mass.) makes a certain angry gesture with his arm that has become one of the most replayed C-SPAN moments. In an excerpt from one of its day-long "Day in the Life" features, Rep. Robert Michel (R-Ill.) sings along with the "Hallelujah" chorus on his car radio.

Meanwhile, back on the House floor, the whole body joins in a hearty chorus of "Happy Birthday" for Speaker Tip O'Neill, who was subsequently involved in a big brouhaha about control of the cameras.

Rep. Robert Walker (R-Pa.) had been displeased to learn that while he rattled on during "special orders" at the end of the day, O'Neill had ordered that cameras pan the House chamber, revealing it to be virtually empty. Rep. Newt Gingrich (R-Ga.) joined in the roasting of the speaker. O'Neill was denounced but the panning continues to this day, a kind of visual memorial.

Members of the raucous right sometimes seem to dominate C-SPAN, whether from the floor or on the talk shows. The TV stardom of Gingrich may have helped boost him into his newly won position as minority whip. Traditional whines about the media being liberally biased can hardly be aimed at C-SPAN: indeed, on tonight's show, sound bites from conservatives seem to outnumber those from the left and near-left.

Ronald Reagan, the President Who Was Television, appeared many times on C-SPAN's "Close Up" series, during which Reagan answered questions from high school students. As a clip shows, Reagan was a viewer, too; he phoned in during a follow-up "Close Up" to clarify a point he'd made in a previous appearance.

Only about half of tonight's special program was available for preview because the other half will be live. Former congressman Lionel Van Deerlin, present at the creation of C-SPAN and active in communications issues during his tenure, will be Lamb's guest during phone-in portions to talk about C-SPAN's first decade.

The anniversary show will be followed by a typically ambitious C-SPAN project. On the eve of a potentially divisive mayoral election in Chicago, C-SPAN's cameras will cover a joint radio show by two Chicago stations—one whose primary audience is black, the other whose primary audience is white—as they open phone lines for listener comment.

Part of what C-SPAN has accomplished is to make national events local and local events national. Its book about itself and its constituency was called "America's Town Hall," and C-SPAN has come closer to earning that title than any other communications entity. It also helps fulfill Marshall McLuhan's prophecy of the planet becoming a "global village" electronically linked.

C-SPAN does an outstanding, exemplary, no-nonsense job, yet seems constantly to be undergoing improvement.

It could also be said that C-SPAN has to some degree redefined citizenship; there's tele-citizenship (telezenship?) now. Government is less remote, less jeerable, more human to those who watch regularly.

Laws that open previously closed doors to public scrutiny are called sunshine laws; in bringing Americans and their government closer together—literally within arm's reach—C-SPAN is ultimate sunshine.

TELEVISION

Congress Begins Second Decade Under TV's Watchful Glare

C-SPAN coverage of floor action began in 1979 amid concerns over political posturing

To the television-viewing audience, that mid-March week in 1979 differed little from previous weeks. Campy sitcom "Three's Company" led the ratings, followed by the familiar "Laverne & Shirley" and "Mork & Mindy." But buried somewhere in the ratings was a historical footnote. At noon on March 19, 1979 (up against "The Young and the Restless" and "The $20,000 Pyramid"), the United States House of Representatives made its live television debut.

That appearance of Congress on television 10 years ago was the culmination of years of hard work by proponents of the idea. First proposed in 1947 by then-Sen. Claude Pepper, D-Fla., the movement to open the chambers to the cameras took hold only slowly in a body often resistant to change. Indeed, the Senate has been televised only since June 1986.

Most observers of Congress agree that despite all the attention it has generated, the presence of television cameras in Congress has ushered in few noticeable changes — besides an increase in blue suits and red ties. Larry Sabato, political science professor at the University of Virginia, says, "The horror stories that were supposed to happen didn't happen."

Sen. John C. Danforth, R-Mo., a leading foe of television in the Senate, concedes, "I was wrong. My predictions have not come true. The abuse has not occurred. The posturing I foresaw has not come into being."

During the heated debates over the issue in the Senate in the early 1980s, opponents expressed their fear that television would detract from the Senate's traditional role as "the saucer where the political passions of the nation are cooled," as Sen. J. Bennett Johnston, D-La., put it in 1986. But there does not appear to be much evidence that television has altered the Senate's role.



On March 19, 1979, Rep. Al Gore, D-Tenn. (now in the Senate), delivered the first speech televised on the floor of the House.

A Library of Congress study conducted during the Senate's test period in 1986 found an increase in the number of "special orders" — the period when members make brief remarks on a variety of subjects after the day's activities have ended — to be the only change clearly due to television.

Members and political scientists now agree that the cameras are a fixture in the chambers. Past foes are not calling for their removal, finally resigned to their presence.

Sen. Al Gore, D-Tenn., led the fight for television in the House, where he served from 1977-85, and in the Senate, where he has been since 1985. "The marriage of this medium and of our open debate have the potential . . . to revitalize representative democracy," said Gore in the first televised speech on March 19, 1979, a one-minute address to the chamber before the regular legislative day began.

"I think their fears have been disproven," Gore now says of the opponents, noting "how easily we've adapted." Danforth explains further, "I think people probably are less aware of the cameras than I thought they would be."

But if the sky has not fallen with the advent of television in Congress, neither has democracy received the breath of reinvigorating air proponents promised. Says Professor Steve Smith of the University of Minnesota, "I think the impact of television has been more symbolic than substantive."

Defenders of television employ more theoretical arguments in their defense. Rep. Robert S. Walker, R-Pa., states, "I think it's made the country more aware of the internal workings of Congress. . . . I think that makes us a far more accessible body, and it ultimately makes us a far more accountable body." Political scientist Sabato agrees. He notes, "It has actually allowed the public to see and understand the institution as never before."

Walker is a member who has made the most of his time before the cameras. In the mid-1980s, Walker and other members of the Conservative Opportunity Society, a coalition of conservative Republicans, spent considerable amounts of time on the floor of the House, often dominating the time reserved for special orders.

Though Walker has gained a small measure of national attention through television, he says that was not part of an orchestrated plan. "What we consciously set out to do was to use the special-order time to talk about a philosophy and incidental to that was the fact that C-SPAN was there," he says.

Inside Congress

Television has had an impact within the Congress itself. When Congress is in session it is nearly impossible to find a congressional office without its television tuned to C-SPAN (Cable Satellite Public Affairs Network).

Time is a precious commodity for members of Congress, and the advent of televised proceedings and committee hearings often allows them to gauge their time better during votes and other floor activities. Members follow the proceedings and committee hearings to keep abreast of the latest developments.

Professor Smith: "Members are not quite as reliant on a colleague at

By John Schachter

the door telling them whether to vote up or down," since they can use television to keep up with the action.

Both sides of the aisle also note the surprising reach of the televised proceedings. Democrat Gore marvels. "It's amazing how many times a member gives a speech to an empty chamber only to have a number of senators come up to you later and tell you that they saw the speech in their office."

Rep. Walker offers a similar comment from the other side of the political spectrum. "I have had dozens of colleagues over the years come up to me after the special orders and so on and say, 'I was watching you on C-SPAN last night,'" he says.

But the benefits of televised coverage extend beyond the members themselves. Their congressional staffs monitor the activities closely during legislative days — especially during controversial and volatile events such as the recent proposed federal pay raise and the nomination of John Tower to be defense secretary. And media organizations similarly rely on television to keep better tabs on the actions of Congress.

Television in Congress

Jan. 8, 1947	Sen. Claude Pepper, D-Fla., proposes first resolution to broadcast the proceedings of Congress.
Oct. 27, 1977	House votes to go ahead with expansion of an experimental closed-circuit television system on Capitol Hill.
March 19, 1979	C-SPAN begins televising the House of Representatives live to 3.5 million households.
Jan. 6, 1981	C-SPAN begins gavel-to-gavel coverage of congressional hearings.
May 10, 1984	House cameras begin "panning" the entire chamber during Special Orders.
July/August 1984	C-SPAN airs live, uninterrupted coverage of the Democratic and Republican national conventions.
June 2, 1986	C-SPAN's second cable channel begins televising proceedings of the Senate during television test period.
July 29, 1986	Senate votes in favor of permanent televised coverage of its proceedings.

A Look Back

But it was only 10 years ago that none of this was possible. Until the early 1970s, television was just a dream to its proponents. But the arrival in Congress of reform-minded members in the wake of Watergate led to a changed atmosphere — one more amenable to openness.

By 1977, the House of Representatives had moved toward bringing in the cameras. Members such as Gore and Lionel Van Deerlin, D-Calif. (1963-81), helped lead Speaker of the House Thomas P. O'Neill Jr., D-Mass., to appoint a panel to formulate a House broadcast policy.

The first resolution allowing for broadcast coverage passed in October, though it took a while to get the specifics ironed out. In June 1978, news organizations began broadcasting House proceedings over radio, and by March 1979, television had arrived.

Also making its debut during the 1979 television season was a show called "The Dukes of Hazzard." One of its stars was Ben Jones, who played an auto mechanic named "Cooter." Jones is now a first-term Democratic representative from Georgia. Do members notice the television cameras in the chamber? "I do," admits Jones. "I've been around cameras for a living. I feel very comfortable in front of them."

Jones also offered a critique of some of the effects the cameras have created. "There are some members, especially some I've noticed in the other chamber — no names — who should get someone else to do their makeup and hair."

Indeed, the Senate proceeded more slowly in bringing in the cameras. In 1981, Majority Leader Howard H. Baker Jr., R-Tenn. (1967-85), began the effort in earnest, and in February 1986 the Senate passed a resolution to allow television broadcasting. For a month the Senate permitted closed-circuit transmissions into members' offices, followed by six weeks of public broadcasts.

At the conclusion of the six-week test period, the Senate voted 78-21 to keep the cameras permanently. And, on June 2, 1986, the Senate premiered on a second C-SPAN channel with then-Majority Leader Bob Dole, R-Kan., welcoming the cameras with the first speech of the day. "Today we catch up with the 20th century," said Dole.

"The Senate must have felt it was missing something," says Sabato. "They were afraid that House members who might challenge them were getting additional exposure that they themselves were not getting."

But Senate rules then and now remain fairly strict. Cameras are operated by congressional staff and remain fixed on a single speaker. "It's very tightly controlled," says Brian Lamb, founder, chairman and chief executive officer of C-SPAN.

During the initial debate over television, a contingent of House members fought for a television network pool to run the show. They feared that if the chamber itself ran the broadcasts, the public would feel it was not getting a fair picture of the Congress. Their foes countered that networks would deliberately illuminate the Congress in an unflattering light.

The House finally decided, at the recommendation of O'Neill's panel, to give the Speaker control over the cameras. They would be run by House staff and would focus only on the member speaking.

During special orders and votes, though, the cameras now often slowly pan the room, usually revealing a mostly empty chamber. This procedure saw its genesis during the most controversial incident of television's life in Congress.

'Camscam'

In early May 1984, during special orders, Walker and his colleague Rep. Newt Gingrich, R-Ga., harshly lambasted Democratic members — by name — for their foreign policy views. On May 10, Speaker O'Neill ordered the cameras to pan the barren chamber during a speech by Walker.

Republicans fumed at this attempt

to embarrass them and confronted O'Neill on the floor of the House. On May 15, Gingrich took to the floor and engaged the Speaker in a dialogue that quickly came to a boil. O'Neill fumed at Gingrich, calling his speech "the lowest thing that I have ever seen in my 32 years in Congress."

At the Republicans' insistence, the parliamentarian ruled the Speaker out of order for making a personal attack on a colleague; such attacks are prohibited by House rules. This so-called "Camscam" incident created quite a stir and made the national news. It also led to a change of the rules to permit future panning of the chamber.

Walker laughs at the aftereffects of the incident. "We gave up that tactic about three years ago and people still think we're out there doing it all the time." But he also believes the controversy has been blown out of proportion. "In all honesty," he acknowledges, "I've never had any problem with panning the chamber. I wish they'd pan it all day long."

Enter C-SPAN

Synonymous with television in Congress is the cable network that broadcasts it — C-SPAN. This private, non-profit cooperative of the cable television industry was launched in 1979 with the express purpose of televising Congress.

Lamb, C-SPAN's chief, has seen his network's budget increase from $500,000 in 1979 to $13 million today and its full-time staff grow from four persons to 155 during that same period. Although actual floor coverage of Congress accounts for only 15-20 percent of C-SPAN's programming, according to Lamb, it clearly is "the backbone of these two networks."

Lamb says C-SPAN is keenly aware that it must remain above the political fray. "We are not in business to influence them. We are not in business to change them. We are not in business to perpetuate them. We are here to be a conduit to interested Americans."

Members of Congress almost unanimously applaud the network's coverage — specifically its lack of ideological bias. According to Rep. Walker, "C-SPAN has filled a very, very important niche in the marketplace for people who are kind of information junkies."

In its February 1989 issue, *Washingtonian* magazine added Brian Lamb to its list of Washington's top 50 journalists. Lamb is the first representative of the network to make the list, published by the magazine every five years since 1973.



SUSAN MUNIAK

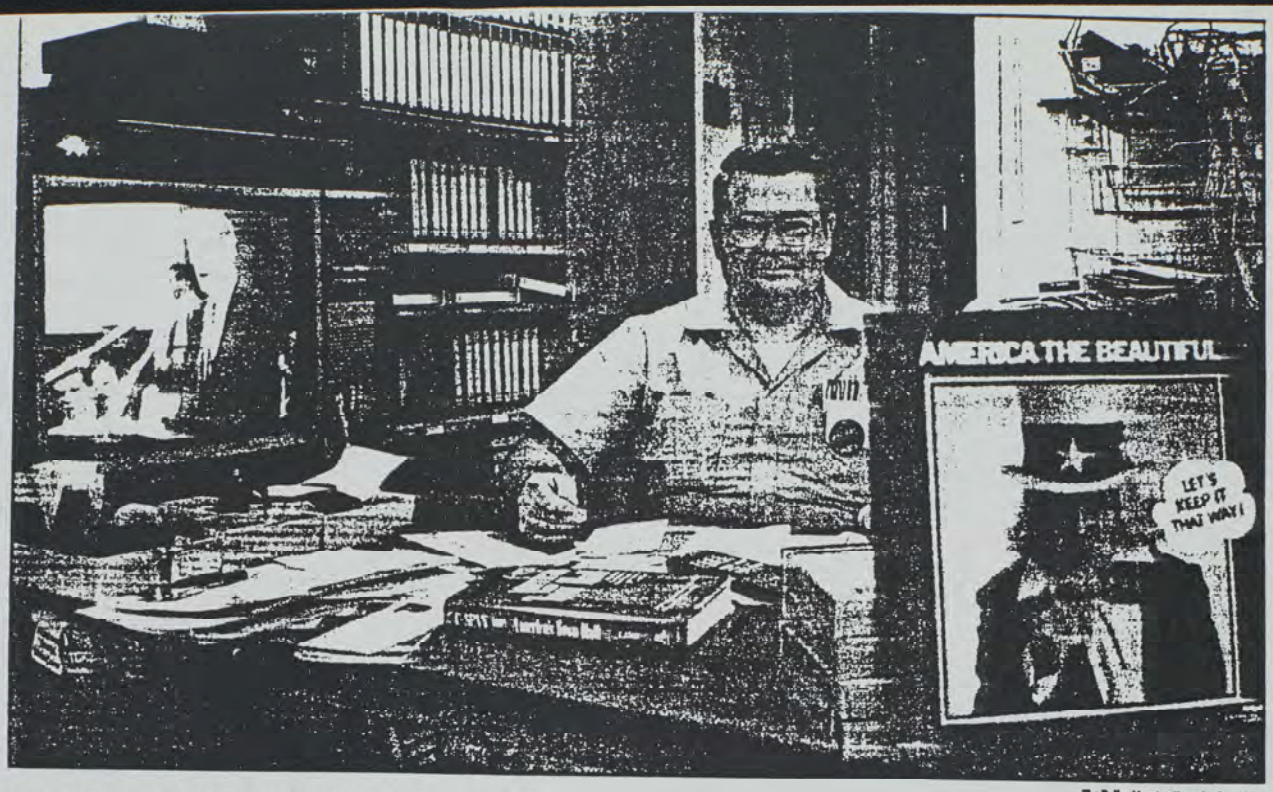
"I was wrong. My predictions have not come true. The abuse has not occurred. The posturing I foresaw has not come into being."

—Sen. John C. Danforth, R-Mo.

Over the past five years, C-SPAN has commissioned national surveys to gauge the reach of its broadcasts. In 1988, 21.6 million households reported watching C-SPAN. Says Rep. Walker, "I think it is watched mostly by people who are already committed on issues. I don't think you have a lot of people who are swing voters out there sitting watching it."

Many of the viewers identified in C-SPAN's telephone survey are not the "junkies" who watch intently and for long hours. A fall 1987 survey revealed that C-SPAN viewers watch an average of 4.5 hours a month of congressional floor proceedings.

Whatever the makeup of the C-SPAN audience, members of Congress know it is out there, although they may take it for granted nowadays. ■



The Dallas Morning News/ Ira Rosenberg

Avid fan Gene Crockett of Irving says, "There are 1.5 million of us C-SPAN junkies who want to look into a guy's eyes and see what's connected to that brain."

Keeping An Eye On Capitol Hill

Politics-watchers enjoy the best seat in the House thanks to C-SPAN

By Ken Perkins
Staff Writer of The Dallas Morning News

Gene Crockett is more than just a picture of the American Dream: He actually lives by it. The 60-year-old self-made Irving businessman wears made-in-the-USA cotton shirts, workman's trousers and soft-heeled Hush Puppies. On the wall of his home is a replica of the U.S. Constitution; above his front lawn flies the U.S flag. Words like "liberty" and "freedom" come frequently to his lips.

TELEVISION

■ Making sense of the schedule. 3C

Like most patriots, Mr. Crockett takes his politics seriously. He doesn't like Fort Worth's Jim Wright, never has, says he never will. He thinks that Arkansas Democrat Beryl Anthony is too "wishy-washy," that Illinois Democrat Alan Dixon is a "bumbling idiot" and that Georgia Democrat Ed Jenkins is "namby-pamby."

He should know. Mr. Crockett has spent many hours with these Washington politicians, watching them wheel and deal on Capitol Hill. He knows how their minds work, what their personalities are, whether they've got "fire in the belly." He even knows their hobbies.

But Mr. Crockett is no bosom buddy to Washington's powers that be. Fact is, he's never even met these gentlemen. He is, instead, a loyal viewer of C-SPAN, the cable television network devoted exclusively to live coverage of House and Senate sessions and other public affairs.

Mr. Crockett spends more than 20 hours a week glued to C-SPAN, listening to House and Senate members debate such topics of the day as trucking deregulation, drought

Please see C-SPAN on Page 3C.

PROFILE OF C-SPAN VIEWERS

AGE:
- 54 percent are between the ages of 25 and 44
- 14 percent are between 18 and 24
- 9 percent are 65 or older

INCOME:
- 42 percent have household incomes of $30,000 or more
- 14 percent have an income of $50,000 or more
- 10 percent have an income of less than $10,000

EDUCATION:
- 82 percent are high school graduates
- 49 percent have some college background
- 11 percent have advanced degrees

POLITICAL AFFILIATION:
- 33 percent Republican
- 33 percent Independent
- 32 percent Democrats
- 2 percent other

POLITICAL INVOLVEMENT:
- 84 percent were registered to vote
- 78 percent voted in the 1988 national election

NEWS CONSUMPTION:
- 63 percent read at least one daily newspaper regularly (national average is 48 percent)
- 70 percent watch TV news each day (national average is 52 percent)

SOURCE: University of Maryland Survey Research Center

A HOME CIVICS LESSON



C-SPAN coverage has included (from left) Ed Meese, Jeane Kirkpatrick, Sen. Howard Metzenbaum, rocker Dee Snider and Oliver North.

Dallas Morning News
June 5, 1989

C-SPAN keeps politics-watchers attuned

Continued from Page 1C.

relief, tax reform and a diesel-fuel tax for highway maintenance.

And he's not alone.

"There are 1.5 million of us C-SPAN junkies who want to look into a guy's eyes and see what's connected to that brain," says Mr. Crockett, a former Texas Instruments engineer who is now self-employed.

"Does he — or she — have what it takes? C-SPAN gives you a front-row seat to find out, that's for sure."

Viewers who classify themselves as C-SPAN junkies are hard-core loyalists who savor a good congressional floor fight the way fanatic sports fans pray for sudden-death overtime.

Mr. Crockett often turns on three television sets at once while roaming his home — two in the den, where he can tape a couple of programs on his two VCRs, another in the family room that he's converted into an office.

He stacks recorded C-SPAN programs three deep on 8-foot-high display cabinets, jots notes and quotes on his classroom-size white marker boards and, like a church deacon keeping track with his Bible, makes check marks in his Congressional Directory.

Atypical as Mr. Crockett may be, his intoxication with C-SPAN is far from unique. The Cable Satellite Public Affairs Network has become the perfect aid for politicians, journalists, lobbyists and corporate public affairs officers, to name a few.

Don't worry that it may initially seem confusing and boring — junkies say it can be utterly absorbing.

C-SPAN's numbers back that up. Its audience has grown steadily since it began 10 years ago. Now it beams to 43.3 million cable subscribers, 11 million of them regular viewers.

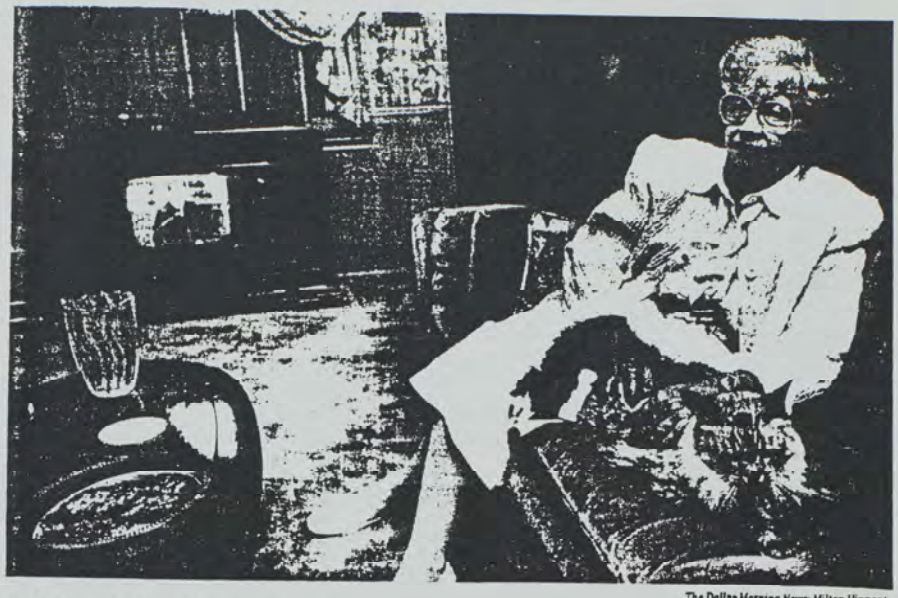
The network is funded almost entirely by the cable industry (if your cable system carries it, 4 cents of your monthly bill goes to support C-SPAN) as a non-profit cooperative; its 1990 budget will hit $13 million, which is just enough to keep one of the Big Three networks on the air for about a month.

The Washington-based network makes it by running a lean ship — the workforce is just 155 strong. It covers the political scene with 17 cameras — six fewer than NBC took to the Super Bowl.

In Dallas, Heritage Cablevision brings C-SPAN to more subscribers (100,000-plus) than any other area cable outlet. But others, such as Sammons Communications' Park Cities cable, also carry C-SPAN.

Esther Jacobs of Highland Park, a self-described "political animal," says she got hooked seven years ago, after her husband's death. She says she spends four to five hours daily watching C-SPAN on the three television sets she keeps in her living room, dining room and bedroom.

"I've always been a little interested in the workings of politics and the news, but my husband loved sports. But I feel like I've been reborn or something," says Ms. Jacobs, 67.



The Dallas Morning News: Milton Hinnant

Self-described "political animal" Esther Jacobs of Highland Park spends four to five hours daily watching C-SPAN on three television sets.

What makes C-SPAN so appealing, junkies say, is the up-close-and-personal coverage of the House of Representatives (for 10 years) and the Senate (for three on C-SPAN II) which includes live, uncut, gavel-to-gavel proceedings that may pop up anytime, 24 hours a day, seven days a week, 52 weeks a year.

To feed the C-SPAN junkie, the menu also carries call-in and interview talk shows, National Press Club speeches, political caucuses, academic seminars, rallies and conventions, as well as state races and gubernatorial campaigns.

What seems to be C-SPAN's greatest triumph is what it *doesn't* offer: there are no highly paid pretty-face personalities delivering the news. No commercials, no station breaks, no news updates and, most of all, no commentary.

"You don't get news, three minutes of detergent, news, three minutes of corn flakes, news, three minutes of a naked girl selling suntan lotion," says Mark Chase, a 29-year-old computer sales representative.

"What Brian (Lamb, C-SPAN's founder and chief executive officer) always says, he wants people to think for themselves," Mr. Chase says. "He doesn't need some stuffy anchorman like Dan Rather telling us after a speech what we just heard. Give me a break. Are we mentally crippled or what?"

C-SPAN has been such an influence on Mr. Chase that he's decided to return to school and pick up a law degree. "Then go to Washington," he says. "One thing C-SPAN does is bring these politicians down to earth. By watching it, it makes me feel that if they can do it, I can do it too."

A similar tale comes from Rep. Richard Armey, the former economics professor who left his tenured post in 1983 to run for — and win — a U.S. House seat against incumbent Tom Vandergriff. In a book published this year by C-SPAN, Rep. Armey says watching Congress helped him demystify the workings of Washington. The book pays tribute to its loyal viewers, including celebrities such as Frank Zappa, Robert Dole and Phil Donahue.

And C-SPAN's obscure devotees? According to a survey completed last year by the University of Maryland's research center, viewers' predominant age ranges from 25 to 44, household income averages $30,000 or more and they have some college background. They vote more often than the national average and are well-balanced in political affiliations: 33 percent consider themselves Republicans, 33 percent independents and 32 percent Democrats.

C-SPANners also are infomaniacs. They read at least three newspapers daily and watch a minimum of four news shows. *Face The Nation*, *Meet The Press*, *Nightline* and Cable News Network shows are the most common.

The survey also reflects a growth in younger viewers, such as high school senior Aimee Maxfield of Marietta, Ga.

"The Iran-contra hearings were on and I found them interesting. I liked the fact that there wasn't any running commentary, that C-SPAN had it firsthand and untouched," says Ms. Maxfield, 17. "It let me form my own opinion."

Since then Ms. Maxfield, who describes herself as a moderate conservative, has become a student association representative and is trying to form a Young Republicans chapter. Last summer she interned on Capitol Hill. She hopes to attend college in Washington and pursue a career in political journalism or politics.

What happens on C-SPAN is the makings of history — which is why Purdue University recently started collecting a library of C-SPAN tapes for future historians.

C-SPAN junkies have their own libraries, however. As Tuesday's House Ethics Committee hearings came to a close with Jim Wright's resignation, Mr. Crockett put away tape number 1,000-something.

Making sense of the schedule

If there is anything that irks the C-SPAN viewer, it's trying to find out what will be seen on the cable network, and when. C-SPAN doesn't publish a programming guide, but there is a telephone number (202-628-2205). You can call to get the day's schedule and, after 1 p.m., a tentative schedule for the following day.

A few programs do have regular slots on C-SPAN:

7 p.m. weekdays — *Event of the Day*: Interview show; producers select the day's most newsworthy event and round up authorities to discuss it.

7 a.m. Friday — *Journalists Round Table*: Interview show; three or four journalists talk about the day's news.

11 a.m. Friday — *Communications Today* — Interview show; looks at issues in the communications and broadcasting industries.

6 p.m. Saturday — *National Press Club* — Speeches by world leaders and national newsmakers.

7 p.m. Sunday — *Book Notes* — Interviews with best-selling authors.

National call-in shows — Three or four open-phone call-in shows are broadcast each day, at 7 and 7:45 a.m. and 6:30 and 7:15 p.m.

News Release

C-SPAN

Tenth Anniversary

1979-1989

Contact: Gene Grabowski
Kristin Wennberg
202-737-3220

FOR IMMEDIATE RELEASE

C-SPAN TO TELEVISE LIVE INTERVIEWS FROM AUGUSTA FOR "MAINE DAY"

State Capital Is 50th to Link With Washington Via Cable

WASHINGTON, D.C., Aug. 23 -- C-SPAN, marking the debut of its programming in Maine's capital, will televise live interviews with Gov. John McKernan and other officials from the Senate chamber of the Maine State House Sept. 5 in Augusta.

The interviews, which will feature call-in questions from around the country, are part of a special day-long welcome to Augusta cable viewers in the 50th state capital to offer C-SPAN.

Other Maine officials interviewed live that day will include U.S. Rep. Olympia Snowe from Augusta, U.S. Rep. Joseph Brennan from Portland and Sens. George Mitchell and William Cohen from Washington TV studios. C-SPAN President Brian Lamb will anchor the interviews from the Senate chamber.

The day's programming is scheduled to begin at 8 a.m. and will include live man-on-the-street interviews with fishermen and tradespeople in Corea, Maine.

From 9-10 a.m., Mr. McKernan and Ms. Snowe, who are husband and wife, will take part in a joint interview in the well of the State Senate chamber.

At 1p.m., C-SPAN will televise live from the set of "Maine Concerns" from Maine Public Radio, and at 5:30 p.m., will air live from the set of "Maine Things Considered." Both radio programs are broadcast on WMEA-FM in Portland.

Other programming has yet to be definitely set, but it will include live and taped interviews with Portland Press columnist Bill Caldwell, former U.S. Senator Edmund Muskie and veteran Maine journalists Don Laraby and Russell Wiggins. Live programming from the Bangor Daily News and a taped roundtable discussion with Maine journalists is also planned.

- More -

Maine Day programming will conclude with President Bush's live address to the nation at 9 p.m., followed by the Democratic party's response and viewer call-ins.

Further programming information will be sent as it becomes available.

With the addition of Augusta's 18,000 cable subscribers who can now watch C-SPAN, every state capital now has a front-row seat at political events that affect them in Washington, D.C.

State Cable of Augusta is providing C-SPAN to its viewers in the capital area. C-SPAN will also go on the air in September for the first time in the Maine communities of Bangor, Eastport, Belgrade, Rumford, Saco, Lincolnville, Unity and Herman.

C-SPAN, which marked its 10th anniversary this year, airs U.S. House floor proceedings, House hearings, speeches and other public events.

C-SPAN II, created in 1986, airs U.S. Senate floor proceedings, Senate hearings, speeches and other public affairs programming.

C-SPAN, the Cable-Satellite Public Affairs Network, is also available in more than 100 countries via the USIA Worldnet satellite. The network operates without public funds and is a non-profit public service of the cable television industry.

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207.480.3592

C-SPAN

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

TELECOPIER TRANSMISSION

TO: Barbara Reinertsen - Rep. Brennan's office

FROM: Kristin Wennberg

RE: "Maine Day" press release

DATE: 8/24/89

NUMBER OF PAGES (including cover): 4

If you have any questions, or do not receive all pages, please call 202/737-3220. Telecopier: 202/737-3323

NOTES/COMMENTS:

August 24, 1989

Dear Barbara,

The following is the press release regarding C-SPAN's September 5th "Maine Day" coverage. While much of the day's programming has been scheduled, there are still a few details to be worked out. This release will give you a good idea of what we have planned.

As soon as I have a definite schedule, I will send it to you, so you can get the word out to your constituents.

If you need any more information, please feel free to call me at (202) 737-3220.

Cheers,

Kristin Wennberg
Press Coordinator

State Cable TV Corp.
261 State St.
Augusta, ME 04330
(207) 623. 5145
Don Roberts, Marketing Director

Continental Cablevision
42 Industrial Pk. Dr
Saco, ME 04072
(207) 282. 5916
Jim Brown,
Mktg. Director

A-R Cable Services Inc.
Box 1405
278 Florida Ave.
Bangor, ME 04401
(207) 942. 4661
Mark Schuster
GM.

Pine Tree Cablevision Assoc
Box 209
101 Water St.
Eastport, ME 04631
207. 853 2551
James Lingley

State Cable TV Corp.
Tony Avila. GM
26 Oxford Lane
Rumford ME 04276
(207) 369. 0123

Cable TV of the Kennebunks
Box 383, RR 3
Kennebunkport, ME 04046
(207) 967-5212

Longfellow Cable Co., Inc.
Box 427
Kingfield, ME 04947
(207) 237-3100

Paragon Communications
272 main St.
Caribou, ME 04736
(207) 493-3396

Public Cable Co.
Box 8180
Portland, ME 04104
(207) 775-3431

A-R Cable Services Inc.
121 Mill St.
Auburn, ME 04210 (207) 783-2023

X-Cel Communications Inc.
Sheepscot Rd.
Newcastle, ME 04553
207-563-8444

New England Cablevision
(207) 646-4576
P.O.B. 475
Kimball Ln.
Moody, ME 04054

Mr. Barry McCrum
G.M.

United Video
(207) 774-0558
53 Exchange St.
Suite 301
Portland 04101

207.780.3592

C-SPAN

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

TELECOPIER TRANSMISSION

TO: Barbara Reinertsen - Rep. Brennan's Office

FROM: Kristin Wennberg. Press Information

RE: C-SPAN Info/Idea for a one minute speech

DATE: 8/18/89

NUMBER OF PAGES (including cover): 7

If you have any questions, or do not receive all pages, please call 202/737-3220. Telecopier: 202/737-3323

NOTES/COMMENTS:

Barbara-
Here are the C-SPAN information and sample one minute speech we talked about yesterday.
If you have any questions or need anything, please call me at (202) 737-3220.

Regards, Kristin

Augusta, Maine, Becomes 50th State Capital With C-SPAN

On Sept. 5, Augusta, Maine, became the 50th state capital in the United States to make C-SPAN available to its cable television viewers. With the addition of Augusta's 18,000 cable subscribers, that means every state capital now has a front-row seat at political events that affect them in Washington, D.C.

To celebrate this new service, C-SPAN spent September fifth in Augusta, televising live interviews with Governor McKernan, Senators Mitchell and Cohen, Representative Snowe and myself. The network also aired interviews with dozens of other Maine citizens who talked about the everyday issues that are important to them.

In addition to Augusta, C-SPAN went on the air that day for the first time in Maine communities including Bangor, Eastport, Belgrade, Rumford, Saco, Lincolnville, Unity and Herman.

On behalf of all of my colleagues, I want to extend a warm welcome to each and every one of those new viewers.

C-SPAN, the Cable-Satellite Public Affairs Network, has been televising live, unedited proceedings on the House floor for slightly more than 10 years as a non-profit public service of the cable TV industry.

It also airs live and recorded congressional hearings, speeches, political conventions, call-in programs and other public affairs programming from Washington and other parts of the world that are unavailable anywhere else.

This fall, for example, C-SPAN begins televising selected proceedings from the British House of Commons, offering a view of a European country's government. Next year, the network plans to take a look at the French Parliament.

C-SPAN has been called "America's Town Hall" because it allows viewers around the country to witness first-hand how their representatives make laws and run the federal government.

And for three hours each day, it allows viewers from around the country and the world to call in with their comments and questions to lawmakers, journalists and public officials.

That kind of informative, interactive television is an important part of the democratic process in this modern age of telecommunications. I'm very proud to be a part of that process, and again, I want to welcome our new Maine viewers to "America's Town Hall."

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C-SPAN
Tenth Anniversary
1979-1989

FACT SHEET

Corporate Headquarters	Suite 412 444 North Capitol Street, NW Washington, D.C. 20001 (202) 737-3220
Funding	Private, non-profit cooperative of the cable television industry. No tax dollars are used to finance operation.
Chairman and CEO	Brian P. Lamb
Programming Executives	Susan Swain, Vice President Terry Murphy, Dir. of Programming
Press Contacts	Gene Grabowski, Press Manager Kristin Wennberg, Press Assistant
Programming Content	In addition to providing House and Senate video feeds, each day C-SPAN selected public events and hearings for telecast.
Full-time Employees	155

The C-SPAN Networks

In 1979, C-SPAN was created by the cable television industry to provide live gavel-to-gavel coverage of the U.S. House of Representatives. Today, in addition to the live House proceedings, **C-SPAN** offers a front row seat to other public affairs events from the nation's capital and across the country. On any given day C-SPAN crews cover between five and fifteen events. Each event is aired without commentary or analysis.

The cable industry created **C-SPAN II** in 1986 to cablecast the live sessions of the U.S. Senate, in their entirety. C-SPAN II's round-the-clock programming complements the original C-SPAN network by offering more viewing alternatives to cable TV audiences interested in public affairs programming.

	C-SPAN	C-SPAN II
Launch Date	March 19, 1979 (3.5 million households at launch)	June 2, 1986 (7.5 million households at launch)
Households (as of 8/89)	46.6 million 50% U.S. TV HH	18.1 million 21% U.S. TV HH
Affiliates	3,341 CATV Systems	649 CATV Systems
Satellite	Galaxy III, TR 24	Galaxy III, TR 14
Transmission Hours	24 hours a day	24 hours a day

REGULARLY SCHEDULED PROGRAMMING

U.S. House of Representatives	**Live, daily** (when Congress is in session)
Event of the Day	**Weeknights at 8:00 pm ET**-- Relevant public policy programming--in its entirety and without commentary.
Congressional Hearings	**Daily** (when Congress is in session) House and Senate hearings-- in their entirety-- present a close-up view of the political system.
National Press Club	**Saturdays at 6:00 pm ET** (60 minutes) Newsmakers address the Washington press corps.
Viewer Call-In Programs	**Live, weekdays at 8:00 am & 6:30 pm ET** (90 minutes each) Viewers question elected legislators, policymakers, and journalists about issues of the day.
"Communications Today"	**Saturdays at 11:00 am ET** Focus on media trends, technology, and communications law.
"America & the Courts"	**Satudays at 7:00pm ET** Interviews, discussions, and speeches on the federal judiciary.
"Booknotes"	**Sundays at 8:00pm ET** (60 minutes) Interviews with authors of public policy, political and historical books.
"Journalists' Roundtable"	**Live Fridays at 8:00am ET, re-airs Saturdays at 9:00pm ET** Reporters examine current issues.
"Capital Agenda"	**Sundays at 9:00pm ET** Capitol Hill staffers discuss the coming week in Congress

SPECIAL SERIES

"Supreme Court Review"	**The weeks when the Court hears oral arguments,** "America and the Courts" airs interviews examining current activities at the Supreme Court.
"American Profile"	**Airs on national holidays.** (60 minutes) In-depth interviews with public officials, opinion and business leaders who help shape the nation.
British House of Commons	**Selected debates** from the floor of Britian's chief lawmaking body.

*National surveys show growing, active audience**

AUDIENCE

POTENTIAL AUDIENCE

C-SPAN homes 46.6 million via 3,341 cable systems
C-SPAN II homes 18.1 million via 649 cable systems

GROWTH IN VIEWERSHIP

The C-SPAN audience has grown **184%** since 1984:

1988 21.6 million households watch C-SPAN
1984 7.6 million households watch C-SPAN

VOTING HABITS

C-SPAN viewers have consistently higher voting patterns than the nation at large:

	C-SPAN viewers	Nation at large
1988 presidential elections	**92% voted**	**49% voted**
1986 congressional elections	69% voted	37% voted
1984 presidential elections	93% voted	53% voted

OPINIONS AND ATTITUDES

More than one quarter (26%) of C-SPAN viewers said the network's election programming ***had an impact on their choice of a candidate*** to support in the 1988 presidential election.

POLITICAL AFFILIATION

C-SPAN viewers represent a cross section of the political spectrum:

32% Democratic
33% Republican
33% Independent
2% Other

NEWS CONSUMPTION

C-SPAN viewers are more interested than the general public in following news events:

	C-SPAN viewers	Nation at large
read daily newspaper	63%	48%
watch TV news everyday	70%	52%

C-SPAN VIEWING HABITS

	Average viewing hours
C-SPAN	9.9 hrs. per month
C-SPAN II	7.7 hrs. per month

*Data from *University of Maryland Survey Research Center - 1984, 1987 and 1988 national surveys.*

MILESTONES

March 19, 1979	C-SPAN begins cablecasting the U.S. House of Representatives *live* to 3.5 million households.
October 7, 1980	C-SPAN adds **live viewer call-ins** to program schedule, providing viewers with direct access to public policy makers.
January 6, 1981	C-SPAN adds gavel-to-gavel coverage of **congressional hearings** to program schedule.
April 1, 1981	C-SPAN telecasts daily, eight hours a day.
September 13, 1982	C-SPAN begins **24-hour-a-day** programming.
July 1, 1983	C-SPAN begins occasional coverage of the Canadian House of Commons.
February 20, 1984	C-SPAN televises an Iowa caucus live and uninterrupted for the first time.
August/July, 1984	C-SPAN airs live, uninterrupted coverage of the Democratic and Republican National Conventions for the first time.
June 2, 1986	**C-SPAN II** airs live proceedings of the U.S. Senate during television test period.
July 29, 1986	Senate votes in favor of permanent televised coverage of its proceedings.
January 5, 1987	**C-SPAN II** begins 24-hour cablecasting.
November 9, 1988	USIA transmits C-SPAN to 90 countries via WORLDNET, the first global satellite television network.
November 22, 1988	C-SPAN inaugurates **international telecasts** with Queen Elizabeth II's speech to the state opening of Parliament.
April 3, 1989	**C-SPAN marks 10th Anniversary**
September 5, 1989	C-SPAN launches Audio Services, featuring BBC.
November, 1989	C-SPAN begins occasional coverage of the British House of Commons.

On the Air

America's Town Hall

C-SPAN and the Decade That Brought Government Home

By Tom Shales
Washington Post Staff Writer

Cable television's blessings have been few, and most of those mixed, but it can claim one great idea: C-SPAN, the Cable Satellite Public Affairs Network, which tonight celebrates its 10th anniversary with a three-hour retrospective.

Available to only 3.5 million wired households when it began transmitting the proceedings of the House of Representatives on March 12, 1979, C-SPAN can now be seen in 43 million homes. On June 2, 1986, the Senate finally bit the bullet and turned the cameras on itself, and a second channel, C-SPAN II, was born.

Once a novelty, then a kind of cult item, C-SPAN has become a seemingly indispensable feature of America's electronic landscape.

If C-SPAN's combined regular viewership remains relatively small, it is also passionately loyal. In tonight's program, at 8 on C-SPAN, a Texas teacher recalls how he was compelled to quit his job and run for Congress because what he had seen on C-SPAN inspired him. Or maybe he just deduced that those jokers in Washington were in obvious need of his help.

Bud Harris, a viewer in Cherry Hill, N.J., became outraged in 1982 when his local cable system



Speaker Jim Wright presiding over the House.



C-SPAN PHOTOS

Sen. John Glenn playfully primping for the camera.

(owned by The New York Times) dropped C-SPAN from its roster. The network had switched from sharing space on a satellite with another channel to a bird all its own, and the cable system, perhaps more in confusion than negligence, let it slip away.

Harris founded Friends of C-SPAN and got the channel reinstated. Any cable system of moderate capacity or larger that doesn't include the two C-

See ON THE AIR, D3, Col.1

Washington Post
April 3, 1989

C-SPAN's Anniversary

ON THE AIR, From D1

SPAN channels is guilty of civic malfeasance—and poor public relations, since C-SPAN is the best image booster grubby old cable TV has ever had.

It fosters the illusion that cable operators care about something other than making lots and lots of money. Tonight's C-SPAN retrospective is part of its celebration of (try to contain your enthusiasm) National Cable Month.

On some systems, the two C-SPANs are relegated to the outer limits of the spectrum. In Arlington, for instance, where the highest channel number is 55, C-SPAN I and II come in on 52 and 53. The system reserves the better channels for those that produce revenue for the owners.

But C-Spanners locate the channels wherever they are, and do more than watch faithfully. They participate, mainly by opining away on the network's frequent call-in shows. Often these are hosted by Brian Lamb, C-SPAN chairman and chief executive officer and last year's recipient of the Sol Taishoff Award for Excellence in Broadcast Journalism.

On tonight's program, Lamb recalls how the idea for C-SPAN was set in motion in 1977 with a mere $25,000 investment from the cable industry. "It's basically talking-head television," Lamb concedes, but there are millions of listening heads out there taking it all in.

Other familiar C-SPAN faces seen reminiscing include political editor Carl Rutan, vice president Susan Swain and producer-director Carrie Collins, who knew C-SPAN had arrived when she noticed that "the vast majority of reporters" covering the 1984 political conventions were watching C-SPAN's gavel-to-gavel service.

If there are downsides to the C-SPAN story, one is that the traditional networks have used its existence, and that of Cable News Network, as excuses to abridge radically their own coverage of conventions and other political rituals. Cable still has less than 60 percent penetration of the country, so the network cutbacks have been at best premature.

But most of the dire consequences predicted by those who opposed House and Senate TV coverage have failed to materialize. Do the members preen and posture before the cameras? No more, apparently, than they did before the cameras were there. They may dress better and have their hair cut more often. This is no threat to democracy.

Some, of course, have taken to television better than others, as clips make clear on tonight's look-back. Sen. John Glenn (D-Ohio) joshed about makeup and red ties during the first day of televised proceedings; then-Sen. Howard Baker (R-Tenn.) had first introduced a resolution permitting cameras five full years earlier, in 1981, and that was two years after the House began telecasts.

In other clips, Rep. Jim Wright (D-Tex.) offers a flamboyant recitation from "Gunga Din." Rep. Silvio Conte (R-Mass.) makes a certain angry gesture with his arm that has become one of the most replayed C-SPAN moments. In an excerpt from one of its day-long "Day in the Life" features, Rep. Robert Michel (R-Ill.) sings along with the "Hallelujah" chorus on his car radio.

Meanwhile, back on the House floor, the whole body joins in a hearty chorus of "Happy Birthday" for Speaker Tip O'Neill, who was subsequently involved in a big brouhaha about control of the cameras.

Rep. Robert Walker (R-Pa.) had been displeased to learn that while he rattled on during "special orders" at the end of the day, O'Neill had ordered that cameras pan the House chamber, revealing it to be virtually empty. Rep. Newt Gingrich (R-Ga.) joined in the roasting of the speaker. O'Neill was denounced but the panning continues to this day, a kind of visual memorial.

Members of the raucous right sometimes seem to dominate C-SPAN, whether from the floor or on the talk shows. The TV stardom of Gingrich may have helped boost him into his newly won position as minority whip. Traditional whines about the media being liberally biased can hardly be aimed at C-SPAN; indeed, on tonight's show, sound bites from conservatives seem to outnumber those from the left and near-left.

Ronald Reagan, the President Who Was Television, appeared many times on C-SPAN's "Close Up" series, during which Reagan answered questions from high school students. As a clip shows, Reagan was a viewer, too; he phoned in during a follow-up "Close Up" to clarify a point he'd made in a previous appearance.

Only about half of tonight's special program was available for preview because the other half will be live. Former congressman Lionel Van Deerlin, present at the creation of C-SPAN and active in communications issues during his tenure, will be Lamb's guest during phone-in portions to talk about C-SPAN's first decade.

The anniversary show will be followed by a typically ambitious C-SPAN project. On the eve of a potentially divisive mayoral election in Chicago, C-SPAN's cameras will cover a joint radio show by two Chicago stations—one whose primary audience is black, the other whose primary audience is white—as they open phone lines for listener comment.

Part of what C-SPAN has accomplished is to make national events local and local events national. Its book about itself and its constituency was called "America's Town Hall," and C-SPAN has come closer to earning that title than any other communications entity. It also helps fulfill Marshall McLuhan's prophecy of the planet becoming a "global village" electronically linked.

C-SPAN does an outstanding, exemplary, no-nonsense job, yet seems constantly to be undergoing improvement.

It could also be said that C-SPAN has to some degree redefined citizenship; there's tele-citizenship (telezenship?) now. Government is less remote, less jeerable, more human to those who watch regularly.

Laws that open previously closed doors to public scrutiny are called sunshine laws; in bringing Americans and their government closer together—literally within arm's reach—C-SPAN is ultimate sunshine.

TELEVISION

Congress Begins Second Decade Under TV's Watchful Glare

C-SPAN coverage of floor action began in 1979 amid concerns over political posturing

To the television-viewing audience, that mid-March week in 1979 differed little from previous weeks. Campy sitcom "Three's Company" led the ratings, followed by the familiar "Laverne & Shirley" and "Mork & Mindy." But buried somewhere in the ratings was a historical footnote. At noon on March 19, 1979 (up against "The Young and the Restless" and "The $20,000 Pyramid"), the United States House of Representatives made its live television debut.



On March 19, 1979, Rep. Al Gore, D-Tenn. (now in the Senate), delivered the first speech televised on the floor of the House.

That appearance of Congress on television 10 years ago was the culmination of years of hard work by proponents of the idea. First proposed in 1947 by then-Sen. Claude Pepper, D-Fla., the movement to open the chambers to the cameras took hold only slowly in a body often resistant to change. Indeed, the Senate has been televised only since June 1986.

Most observers of Congress agree that despite all the attention it has generated, the presence of television cameras in Congress has ushered in few noticeable changes — besides an increase in blue suits and red ties. Larry Sabato, political science professor at the University of Virginia, says, "The horror stories that were supposed to happen didn't happen."

Sen. John C. Danforth, R-Mo., a leading foe of television in the Senate, concedes, "I was wrong. My predictions have not come true. The abuse has not occurred. The posturing I foresaw has not come into being."

During the heated debates over the issue in the Senate in the early 1980s, opponents expressed their fear that television would detract from the Senate's traditional role as "the saucer where the political passions of the nation are cooled," as Sen. J. Bennett Johnston, D-La., put it in 1986. But there does not appear to be much evidence that television has altered the Senate's role.

A Library of Congress study conducted during the Senate's test period in 1986 found an increase in the number of "special orders" — the period when members make brief remarks on a variety of subjects after the day's activities have ended — to be the only change clearly due to television.

Members and political scientists now agree that the cameras are a fixture in the chambers. Past foes are not calling for their removal, finally resigned to their presence.

Sen. Al Gore, D-Tenn., led the fight for television in the House, where he served from 1977-85, and in the Senate, where he has been since 1985. "The marriage of this medium and of our open debate have the potential . . . to revitalize representative democracy," said Gore in the first televised speech on March 19, 1979, a one-minute address to the chamber before the regular legislative day began.

"I think their fears have been disproven," Gore now says of the opponents, noting "how easily we've adapted." Danforth explains further, "I think people probably are less aware of the cameras than I thought they would be."

But if the sky has not fallen with the advent of television in Congress, neither has democracy received the breath of reinvigorating air proponents promised. Says Professor Steve Smith of the University of Minnesota, "I think the impact of television has been more symbolic than substantive."

Defenders of television employ more theoretical arguments in their defense. Rep. Robert S. Walker, R-Pa., states, "I think it's made the country more aware of the internal workings of Congress. . . . I think that makes us a far more accessible body, and it ultimately makes us a far more accountable body." Political scientist Sabato agrees. He notes, "It has actually allowed the public to see and understand the institution as never before."

Walker is a member who has made the most of his time before the cameras. In the mid-1980s, Walker and other members of the Conservative Opportunity Society, a coalition of conservative Republicans, spent considerable amounts of time on the floor of the House, often dominating the time reserved for special orders.

Though Walker has gained a small measure of national attention through television, he says that was not part of an orchestrated plan. "What we consciously set out to do was to use the special-order time to talk about a philosophy and incidental to that was the fact that C-SPAN was there," he says.

Inside Congress

Television has had an impact within the Congress itself. When Congress is in session it is nearly impossible to find a congressional office without its television tuned to C-SPAN (Cable Satellite Public Affairs Network).

Time is a precious commodity for members of Congress, and the advent of televised proceedings and committee hearings often allows them to gauge their time better during votes and other floor activities. Members follow the proceedings and committee hearings to keep abreast of the latest developments.

Professor Smith: "Members are not quite as reliant on a colleague at

By John Schachter

the door telling them whether to vote up or down," since they can use television to keep up with the action.

Both sides of the aisle also note the surprising reach of the televised proceedings. Democrat Gore marvels, "It's amazing how many times a member gives a speech to an empty chamber only to have a number of senators come up to you later and tell you that they saw the speech in their office."

Rep. Walker offers a similar comment from the other side of the political spectrum. "I have had dozens of colleagues over the years come up to me after the special orders and so on and say, 'I was watching you on C-SPAN last night,' " he says.

But the benefits of televised coverage extend beyond the members themselves. Their congressional staffs monitor the activities closely during legislative days — especially during controversial and volatile events such as the recent proposed federal pay raise and the nomination of John Tower to be defense secretary. And media organizations similarly rely on television to keep better tabs on the actions of Congress.

Television in Congress

Jan. 8, 1947	Sen. Claude Pepper, D-Fla., proposes first resolution to broadcast the proceedings of Congress.
Oct. 27, 1977	House votes to go ahead with expansion of an experimental closed-circuit television system on Capitol Hill.
March 19, 1979	C-SPAN begins televising the House of Representatives live to 3.5 million households.
Jan. 6, 1981	C-SPAN begins gavel-to-gavel coverage of congressional hearings.
May 10, 1984	House cameras begin "panning" the entire chamber during Special Orders.
July/August 1984	C-SPAN airs live, uninterrupted coverage of the Democratic and Republican national conventions.
June 2, 1986	C-SPAN's second cable channel begins televising proceedings of the Senate during television test period.
July 29, 1986	Senate votes in favor of permanent televised coverage of its proceedings.

A Look Back

But it was only 10 years ago that none of this was possible. Until the early 1970s, television was just a dream to its proponents. But the arrival in Congress of reform-minded members in the wake of Watergate led to a changed atmosphere — one more amenable to openness.

By 1977, the House of Representatives had moved toward bringing in the cameras. Members such as Gore and Lionel Van Deerlin, D-Calif. (1963-81), helped lead Speaker of the House Thomas P. O'Neill Jr., D-Mass., to appoint a panel to formulate a House broadcast policy.

The first resolution allowing for broadcast coverage passed in October, though it took a while to get the specifics ironed out. In June 1978, news organizations began broadcasting House proceedings over radio, and by March 1979, television had arrived.

Also making its debut during the 1979 television season was a show called "The Dukes of Hazzard." One of its stars was Ben Jones, who played an auto mechanic named "Cooter." Jones is now a first-term Democratic representative from Georgia. Do members notice the television cameras in the chamber? "I do," admits Jones. "I've been around cameras for a living. I feel very comfortable in front of them."

Jones also offered a critique of some of the effects the cameras have created. "There are some members, especially some I've noticed in the other chamber — no names — who should get someone else to do their makeup and hair."

Indeed, the Senate proceeded more slowly in bringing in the cameras. In 1981, Majority Leader Howard H. Baker Jr., R-Tenn. (1967-85), began the effort in earnest, and in February 1986 the Senate passed a resolution to allow television broadcasting. For a month the Senate permitted closed-circuit transmissions into members' offices, followed by six weeks of public broadcasts.

At the conclusion of the six-week test period, the Senate voted 78-21 to keep the cameras permanently. And, on June 2, 1986, the Senate premiered on a second C-SPAN channel with then-Majority Leader Bob Dole, R-Kan., welcoming the cameras with the first speech of the day. "Today we catch up with the 20th century," said Dole.

"The Senate must have felt it was missing something," says Sabato. "They were afraid that House members who might challenge them were getting additional exposure that they themselves were not getting."

But Senate rules then and now remain fairly strict. Cameras are operated by congressional staff and remain fixed on a single speaker. "It's very tightly controlled," says Brian Lamb, founder, chairman and chief executive officer of C-SPAN.

During the initial debate over television, a contingent of House members fought for a television network pool to run the show. They feared that if the chamber itself ran the broadcasts, the public would feel it was not getting a fair picture of the Congress. Their foes countered that networks would deliberately illuminate the Congress in an unflattering light.

The House finally decided, at the recommendation of O'Neill's panel, to give the Speaker control over the cameras. They would be run by House staff and would focus only on the member speaking.

During special orders and votes, though, the cameras now often slowly pan the room, usually revealing a mostly empty chamber. This procedure saw its genesis during the most controversial incident of television's life in Congress.

'Camscam'

In early May 1984, during special orders, Walker and his colleague Rep. Newt Gingrich, R-Ga., harshly lambasted Democratic members — by name — for their foreign policy views. On May 10, Speaker O'Neill ordered the cameras to pan the barren chamber during a speech by Walker.

Republicans fumed at this attempt

to embarrass them and confronted O'Neill on the floor of the House. On May 15, Gingrich took to the floor and engaged the Speaker in a dialogue that quickly came to a boil. O'Neill fumed at Gingrich, calling his speech "the lowest thing that I have ever seen in my 32 years in Congress."

At the Republicans' insistence, the parliamentarian ruled the Speaker out of order for making a personal attack on a colleague; such attacks are prohibited by House rules. This so-called "Camscam" incident created quite a stir and made the national news. It also led to a change of the rules to permit future panning of the chamber.

Walker laughs at the aftereffects of the incident. "We gave up that tactic about three years ago and people still think we're out there doing it all the time." But he also believes the controversy has been blown out of proportion. "In all honesty," he acknowledges, "I've never had any problem with panning the chamber. I wish they'd pan it all day long."

Enter C-SPAN

Synonymous with television in Congress is the cable network that broadcasts it — C-SPAN. This private, non-profit cooperative of the cable television industry was launched in 1979 with the express purpose of televising Congress.

Lamb, C-SPAN's chief, has seen his network's budget increase from $500,000 in 1979 to $13 million today and its full-time staff grow from four persons to 155 during that same period. Although actual floor coverage of Congress accounts for only 15-20 percent of C-SPAN's programming, according to Lamb, it clearly is "the backbone of these two networks."

Lamb says C-SPAN is keenly aware that it must remain above the political fray. "We are not in business to influence them. We are not in business to change them. We are not in business to perpetuate them. We are here to be a conduit to interested Americans."

Members of Congress almost unanimously applaud the network's coverage — specifically its lack of ideological bias. According to Rep. Walker, "C-SPAN has filled a very, very important niche in the marketplace for people who are kind of information junkies."

In its February 1989 issue, *Washingtonian* magazine added Brian Lamb to its list of Washington's top 50 journalists. Lamb is the first representative of the network to make the list, published by the magazine every five years since 1973.



SUSAN MUNIAK

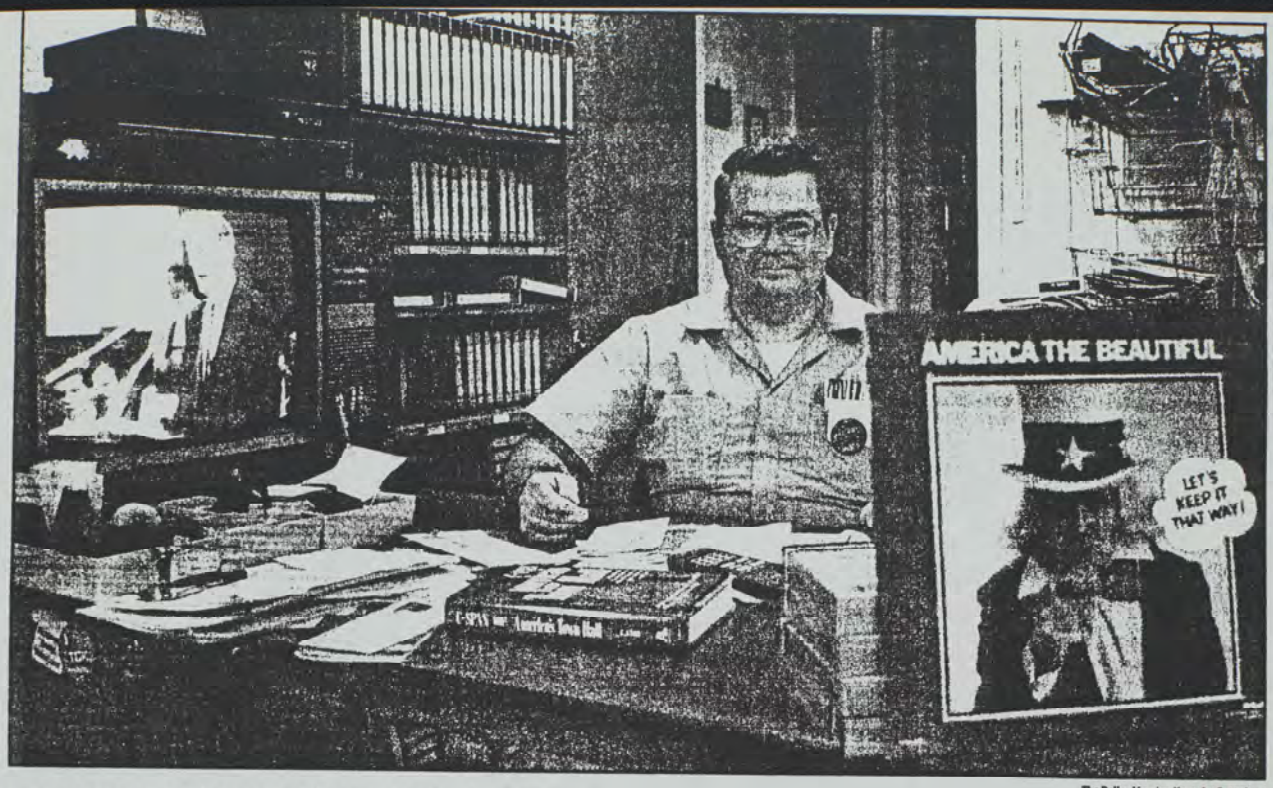
"I was wrong. My predictions have not come true. The abuse has not occurred. The posturing I foresaw has not come into being."

—Sen. John C. Danforth, R-Mo.

Over the past five years, C-SPAN has commissioned national surveys to gauge the reach of its broadcasts. In 1988, 21.6 million households reported watching C-SPAN. Says Rep. Walker, "I think it is watched mostly by people who are already committed on issues. I don't think you have a lot of people who are swing voters out there sitting watching it."

Many of the viewers identified in C-SPAN's telephone survey are not the "junkies" who watch intently and for long hours. A fall 1987 survey revealed that C-SPAN viewers watch an average of 4.5 hours a month of congressional floor proceedings.

Whatever the makeup of the C-SPAN audience, members of Congress know it is out there, although they may take it for granted nowadays. ■



The Dallas Morning News: Ira Rosenberg

Avid fan Gene Crockett of Irving says, "There are 1.5 million of us C-SPAN junkies who want to look into a guy's eyes and see what's connected to that brain."

Keeping An Eye On Capitol Hill

Politics-watchers enjoy the best seat in the House thanks to C-SPAN

By Ken Perkins
Staff Writer of The Dallas Morning News

Gene Crockett is more than just a picture of the American Dream: He actually lives by it. The 60-year-old self-made Irving businessman wears made-in-the-USA cotton shirts, workman's trousers and soft-heeled Hush Puppies. On the wall of his home is a replica of the U.S. Constitution; above his front lawn flies the U.S flag. Words like "liberty" and "freedom" come frequently to his lips.

TELEVISION

■ Making sense of the schedule. 3C

Like most patriots, Mr. Crockett takes his politics seriously. He doesn't like Fort Worth's Jim Wright, never has, says he never will. He thinks that Arkansas Democrat Beryl Anthony is too "wishy-washy," that Illinois Democrat Alan Dixon is a "bumbling idiot" and that Georgia Democrat Ed Jenkins is "namby-pamby."

He should know. Mr. Crockett has spent many hours with these Washington politicians, watching them wheel and deal on Capitol Hill. He knows how their minds work, what their personalities are, whether they've got "fire in the belly." He even knows their hobbies.

But Mr. Crockett is no bosom buddy to Washington's powers that be. Fact is, he's never even met these gentlemen. He is, instead, a loyal viewer of C-SPAN, the cable television network devoted exclusively to live coverage of House and Senate sessions and other public affairs.

Mr. Crockett spends more than 20 hours a week glued to C-SPAN, listening to House and Senate members debate such topics of the day as trucking deregulation, drought

Please see C-SPAN on Page 3C.

PROFILE OF C-SPAN VIEWERS

AGE:
- 54 percent are between the ages of 25 and 44
- 14 percent are between 18 and 24
- 9 percent are 65 or older

INCOME:
- 42 percent have household incomes of $30,000 or more
- 14 percent have an income of $50,000 or more
- 10 percent have an income of less than $10,000

EDUCATION:
- 82 percent are high school graduates
- 49 percent have some college background
- 11 percent have advanced degrees

POLITICAL AFFILIATION:
- 33 percent Republican
- 33 percent independent
- 32 percent Democrats
- 2 percent other

POLITICAL INVOLVEMENT:
- 84 percent were registered to vote
- 78 percent voted in the 1988 national election

NEWS CONSUMPTION:
- 63 percent read at least one daily newspaper regularly (national average is 48 percent)
- 70 percent watch TV news each day (national average is 52 percent)

SOURCE: University of Maryland Survey Research Center

A HOME CIVICS LESSON



C-SPAN coverage has included (from left) Ed Meese, Jeane Kirkpatrick, Sen. Howard Metzenbaum, rocker Dee Snider and Oliver North.

Dallas Morning News
June 5, 1989

C-SPAN
Tenth Anniversary
1979-1989

FACT SHEET

Corporate Headquarters	Suite 412 444 North Capitol Street, NW Washington, D.C. 20001 (202) 737-3220
Funding	Private, non-profit cooperative of the cable television industry. No tax dollars are used to finance operation.
Chairman and CEO	Brian P. Lamb
Programming Executives	Susan Swain, Vice President Terry Murphy, Dir. of Programming
Press Contacts	Gene Grabowski, Press Manager Kristin Wennberg, Press Assistant
Programming Content	In addition to providing House and Senate video feeds, each day C-SPAN selected public events and hearings for telecast.
Full-time Employees	155

The C-SPAN Networks

In 1979, C-SPAN was created by the cable television industry to provide live gavel-to-gavel coverage of the U.S. House of Representatives. Today, in addition to the live House proceedings, **C-SPAN** offers a front row seat to other public affairs events from the nation's capital and across the country. On any given day C-SPAN crews cover between five and fifteen events. Each event is aired without commentary or analysis.

The cable industry created **C-SPAN II** in 1986 to cablecast the live sessions of the U.S. Senate, in their entirety. C-SPAN II's round-the-clock programming complements the original C-SPAN network by offering more viewing alternatives to cable TV audiences interested in public affairs programming.

	C-SPAN	**C-SPAN II**
Launch Date	March 19, 1979 (3.5 million households at launch)	June 2, 1986 (7.5 million households at launch)
Households (as of 8/89)	46.6 million 50% U.S. TV HH	18.1 million 21% U.S. TV HH
Affiliates	3,341 CATV Systems	649 CATV Systems
Satellite	Galaxy III, TR 24	Galaxy III, TR 14
Transmission Hours	24 hours a day	24 hours a day

REGULARLY SCHEDULED PROGRAMMING

U.S. House of Representatives	**Live, daily** (when Congress is in session)
Event of the Day	**Weeknights at 8:00 pm ET**-- Relevant public policy programming--in its entirety and without commentary.
Congressional Hearings	**Daily** (when Congress is in session) House and Senate hearings-- in their entirety-- present a close-up view of the political system.
National Press Club	**Saturdays at 6:00 pm ET** (60 minutes) Newsmakers address the Washington press corps.
Viewer Call-In Programs	**Live, weekdays at 8:00 am & 6:30 pm ET** (90 minutes each) Viewers question elected legislators, policymakers, and journalists about issues of the day.
"Communications Today"	**Saturdays at 11:00 am ET** Focus on media trends, technology, and communications law.
"America & the Courts"	**Satudays at 7:00pm ET** Interviews, discussions, and speeches on the federal judiciary.
"Booknotes"	**Sundays at 8:00pm ET** (60 minutes) Interviews with authors of public policy, political and historical books.
"Journalists' Roundtable"	**Live Fridays at 8:00am ET, re-airs Saturdays at 9:00pm ET** Reporters examine current issues.
"Capital Agenda"	**Sundays at 9:00pm ET** Capitol Hill staffers discuss the coming week in Congress

SPECIAL SERIES

"Supreme Court Review"	**The weeks when the Court hears oral arguments,** "America and the Courts" airs interviews examining current activities at the Supreme Court.
"American Profile"	**Airs on national holidays.** (60 minutes) In-depth interviews with public officials, opinion and business leaders who help shape the nation.
British House of Commons	**Selected debates** from the floor of Britian's chief lawmaking body.

*National surveys show growing, active audience**

AUDIENCE

POTENTIAL AUDIENCE

C-SPAN homes 46.6 million via 3,341 cable systems
C-SPAN II homes 18.1 million via 649 cable systems

GROWTH IN VIEWERSHIP

The C-SPAN audience has grown **184%** since 1984:

1988 21.6 million households watch C-SPAN
1984 7.6 million households watch C-SPAN

VOTING HABITS

C-SPAN viewers have consistently higher voting patterns than the nation at large:

	C-SPAN viewers	Nation at large
1988 presidential elections	**92% voted**	**49% voted**
1986 congressional elections	69% voted	37% voted
1984 presidential elections	93% voted	53% voted

OPINIONS AND ATTITUDES

More than one quarter (26%) of C-SPAN viewers said the network's election programming ***had an impact on their choice of a candidate*** to support in the 1988 presidential election.

POLITICAL AFFILIATION

C-SPAN viewers represent a cross section of the political spectrum:

32% Democratic
33% Republican
33% Independent
2% Other

NEWS CONSUMPTION

C-SPAN viewers are more interested than the general public in following news events:

	C-SPAN viewers	Nation at large
read daily newspaper	63%	48%
watch TV news everyday	70%	52%

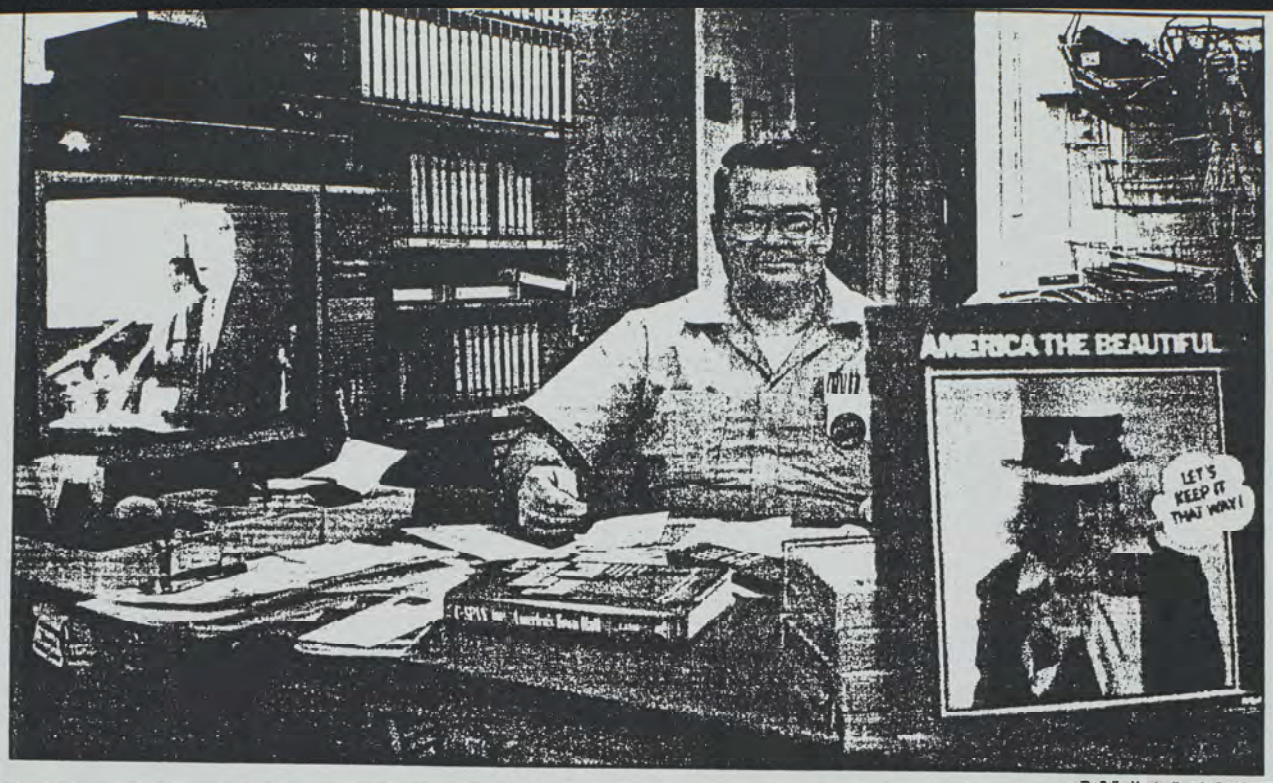
C-SPAN VIEWING HABITS

	Average viewing hours
C-SPAN	9.9 hrs. per month
C-SPAN II	7.7 hrs. per month

*Data from *University of Maryland Survey Research Center - 1984, 1987 and 1988 national surveys.*

MILESTONES

March 19, 1979	C-SPAN begins cablecasting the U.S. House of Representatives *live* to 3.5 million households.
October 7, 1980	C-SPAN adds **live viewer call-ins** to program schedule, providing viewers with direct access to public policy makers.
January 6, 1981	C-SPAN adds gavel-to-gavel coverage of **congressional hearings** to program schedule.
April 1, 1981	C-SPAN telecasts daily, eight hours a day.
September 13, 1982	C-SPAN begins **24-hour-a-day** programming.
July 1, 1983	C-SPAN begins occasional coverage of the Canadian House of Commons.
February 20, 1984	C-SPAN televises an Iowa caucus live and uninterrupted for the first time.
August/July, 1984	C-SPAN airs live, uninterrupted coverage of the Democratic and Republican National Conventions for the first time.
June 2, 1986	**C-SPAN II** airs live proceedings of the U.S. Senate during television test period.
July 29, 1986	Senate votes in favor of permanent televised coverage of its proceedings.
January 5, 1987	**C-SPAN II** begins 24-hour cablecasting.
November 9, 1988	USIA transmits C-SPAN to 90 countries via WORLDNET, the first global satellite television network.
November 22, 1988	C-SPAN inaugurates **international telecasts** with Queen Elizabeth II's speech to the state opening of Parliament.
April 3, 1989	**C-SPAN marks 10th Anniversary**
September 5, 1989	C-SPAN launches Audio Services, featuring BBC.
November, 1989	C-SPAN begins occasional coverage of the British House of Commons.



The Dallas Morning News: Ira Rosenberg

Avid fan Gene Crockett of Irving says, "There are 1.5 million of us C-SPAN junkies who want to look into a guy's eyes and see what's connected to that brain."

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Politics-watchers enjoy the best seat in the House thanks to C-SPAN

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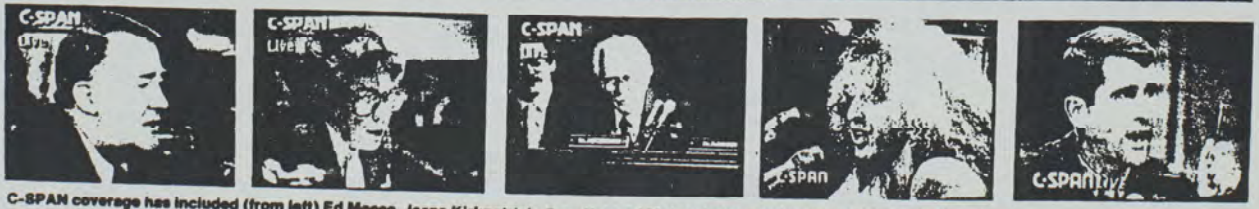
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A HOME CIVICS LESSON



C-SPAN coverage has included (from left) Ed Meese, Jeane Kirkpatrick, Sen. Howard Metzenbaum, rocker Dee Snider and Oliver North.

Dallas Morning News
June 5, 1989

C-SPAN keeps politics-watchers attuned

Continued from Page 1C.

relief, tax reform and a diesel-fuel tax for highway maintenance.

And he's not alone.

"There are 1.5 million of us C-SPAN junkies who want to look into a guy's eyes and see what's connected to that brain," says Mr. Crockett, a former Texas Instruments engineer who is now self-employed.

"Does he — or she — have what it takes? C-SPAN gives you a front-row seat to find out, that's for sure."

Viewers who classify themselves as C-SPAN junkies are hard-core loyalists who savor a good congressional floor fight the way fanatic sports fans pray for sudden-death overtime.

Mr. Crockett often turns on three television sets at once while roaming his home — two in the den, where he can tape a couple of programs on his two VCRs, another in the family room that he's converted into an office.

He stacks recorded C-SPAN programs three deep on 8-foot-high display cabinets, jots notes and quotes on his classroom-size white marker boards and, like a church deacon keeping track with his Bible, makes check marks in his Congressional Directory.

Atypical as Mr. Crockett may be, his intoxication with C-SPAN is far from unique. The Cable Satellite Public Affairs Network has become the perfect aid for politicians, journalists, lobbyists and corporate public affairs officers, to name a few.

Don't worry that it may initially seem confusing and boring — junkies say it can be utterly absorbing.

C-SPAN's numbers back that up. Its audience has grown steadily since it began 10 years ago. Now it beams to 43.3 million cable subscribers, 11 million of them regular viewers.

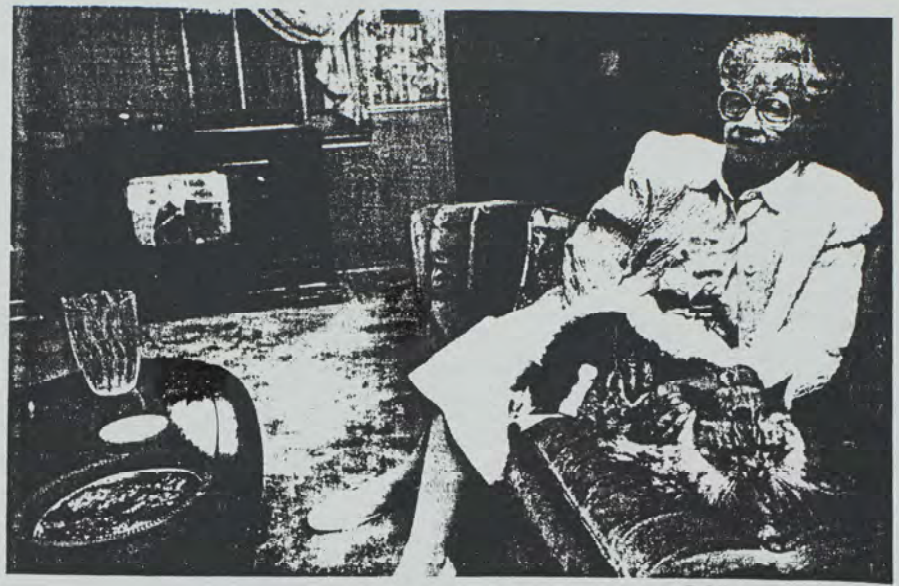
The network is funded almost entirely by the cable industry (if your cable system carries it, 4 cents of your monthly bill goes to support C-SPAN) as a non-profit cooperative; its 1990 budget will hit $13 million, which is just enough to keep one of the Big Three networks on the air for about a month.

The Washington-based network makes it by running a lean ship — the workforce is just 155 strong. It covers the political scene with 17 cameras — six fewer than NBC took to the Super Bowl.

In Dallas, Heritage Cablevision brings C-SPAN to more subscribers (100,000-plus) than any other area cable outlet. But others, such as Sammons Communications' Park Cities cable, also carry C-SPAN.

Esther Jacobs of Highland Park, a self-described "political animal," says she got hooked seven years ago, after her husband's death. She says she spends four to five hours daily watching C-SPAN on the three television sets she keeps in her living room, dining room and bedroom.

"I've always been a little interested in the workings of politics and the news, but my husband loved sports. But I feel like I've been reborn or something," says Ms. Jacobs, 67.



The Dallas Morning News: Milton Hinnant

Self-described "political animal" Esther Jacobs of Highland Park spends four to five hours daily watching C-SPAN on three television sets.

What makes C-SPAN so appealing, junkies say, is the up-close-and-personal coverage of the House of Representatives (for 10 years) and the Senate (for three on C-SPAN II) which includes live, uncut, gavel to gavel proceedings that may pop up anytime, 24 hours a day, seven days a week, 52 weeks a year.

To feed the C-SPAN junkie, the menu also carries call-in and interview talk shows, National Press Club speeches, political caucuses, academic seminars, rallies and conventions, as well as state races and gubernatorial campaigns.

What seems to be C-SPAN's greatest triumph is what it *doesn't* offer: there are no highly paid pretty-face personalities delivering the news. No commercials, no station breaks, no news updates and, most of all, no commentary.

"You don't get news, three minutes of detergent, news, three minutes of corn flakes, news, three minutes of a naked girl selling suntan lotion," says Mark Chase, a 29-year-old computer sales representative.

"What Brian (Lamb, C-SPAN's founder and chief executive officer) always says, he wants people to think for themselves," Mr. Chase says. "He doesn't need some stuffy anchorman like Dan Rather telling us after a speech what we just heard. Give me a break. Are we mentally crippled or what?"

C-SPAN has been such an influence on Mr. Chase that he's decided to return to school and pick up a law degree. "Then go to Washington," he says. "One thing C-SPAN does is bring these politicians down to earth. By watching it, it makes me feel that if they can do it, I can do it too."

A similar tale comes from Rep. Richard Armey, the former economics professor who left his tenured post in 1983 to run for — and win — a U.S. House seat against incumbent Tom Vandergriff. In a book published this year by C-SPAN, Rep. Armey says watching Congress helped him demystify the workings of Washington. The book pays tribute to its loyal viewers, including celebrities such as Frank Zappa, Robert Dole and Phil Donahue.

And C-SPAN's obscure devotees? According to a survey completed last year by the University of Maryland's research center, viewers' predominant age ranges from 25 to 44, household income averages $30,000 or more and they have some college background. They vote more often than the national average and are well-balanced in political affiliations: 33 percent consider themselves Republicans, 33 percent independents and 32 percent Democrats.

C-SPANners also are infomaniacs. They read at least three newspapers daily and watch a minimum of four news shows. *Face The Nation, Meet The Press, Nightline* and Cable News Network shows are the most common.

The survey also reflects a growth in younger viewers, such as high school senior Aimee Maxfield of Marietta, Ga.

"The Iran-contra hearings were on and I found them interesting. I liked the fact that there wasn't any running commentary, that C-SPAN had it firsthand and untouched," says Ms. Maxfield, 17. "It let me form my own opinion."

Since then Ms. Maxfield, who describes herself as a moderate conservative, has become a student association representative and is trying to form a Young Republicans chapter. Last summer she interned on Capitol Hill. She hopes to attend college in Washington and pursue a career in political journalism or politics.

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C-SPAN junkies have their own libraries, however. As Tuesday's House Ethics Committee hearings came to a close with Jim Wright's resignation, Mr. Crockett put away tape number 1,000-something.

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If there is anything that irks the C-SPAN viewer, it's trying to find out what will be seen on the cable network, and when. C-SPAN doesn't publish a programming guide, but there is a telephone number (202-628-2205). You can call to get the day's schedule and, after 1 p.m., a tentative schedule for the following day.

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On the Air

America's Town Hall

C-SPAN and the Decade That Brought Government Home

By Tom Shales
Washington Post Staff Writer

Cable television's blessings have been few, and most of those mixed, but it can claim one great idea: C-SPAN, the Cable Satellite Public Affairs Network, which tonight celebrates its 10th anniversary with a three-hour retrospective.

Available to only 3.5 million wired households when it began transmitting the proceedings of the House of Representatives on March 12, 1979, C-SPAN can now be seen in 43 million homes. On June 2, 1986, the Senate finally bit the bullet and turned the cameras on itself, and a second channel, C-SPAN II, was born.

Once a novelty, then a kind of cult item, C-SPAN has become a seemingly indispensable feature of America's electronic landscape.

If C-SPAN's combined regular viewership remains relatively small, it is also passionately loyal. In tonight's program, at 8 on C-SPAN, a Texas teacher recalls how he was compelled to quit his job and run for Congress because what he had seen on C-SPAN inspired him. Or maybe he just deduced that those jokers in Washington were in obvious need of his help.

Bud Harris, a viewer in Cherry Hill, N.J., became outraged in 1982 when his local cable system



Speaker Jim Wright presiding over the House.



C-SPAN PHOTOS

Sen. John Glenn playfully primping for the camera.

(owned by The New York Times) dropped C-SPAN from its roster. The network had switched from sharing space on a satellite with another channel to a bird all its own, and the cable system, perhaps more in confusion than negligence, let it slip away.

Harris founded Friends of C-SPAN and got the channel reinstated. Any cable system of moderate capacity or larger that doesn't include the two C-

See ON THE AIR, D3, Col.1

Washington Post
April 3, 1989

C-SPAN's Anniversary

ON THE AIR. From D1

SPAN channels is guilty of civic malfeasance—and poor public relations, since C-SPAN is the best image booster grubby old cable TV has ever had.

It fosters the illusion that cable operators care about something other than making lots and lots of money. Tonight's C-SPAN retrospective is part of its celebration of (try to contain your enthusiasm) National Cable Month.

On some systems, the two C-SPANs are relegated to the outer limits of the spectrum. In Arlington, for instance, where the highest channel number is 55, C-SPAN I and II come in on 52 and 53. The system reserves the better channels for those that produce revenue for the owners.

But C-Spanners locate the channels wherever they are, and do more than watch faithfully. They participate, mainly by opining away on the network's frequent call-in shows. Often these are hosted by Brian Lamb, C-SPAN chairman and chief executive officer and last year's recipient of the Sol Taishoff Award for Excellence in Broadcast Journalism.

On tonight's program, Lamb recalls how the idea for C-SPAN was set in motion in 1977 with a mere $25,000 investment from the cable industry. "It's basically talking-head television," Lamb concedes, but there are millions of listening heads out there taking it all in.

Other familiar C-SPAN faces seen reminiscing include political editor Carl Rutan, vice president Susan Swain and producer-director Carrie Collins, who knew C-SPAN had arrived when she noticed that "the vast majority of reporters" covering the 1984 political conventions were watching C-SPAN's gavel-to-gavel service.

If there are downsides to the C-SPAN story, one is that the traditional networks have used its existence, and that of Cable News Network, as excuses to abridge radically their own coverage of conventions and other political rituals. Cable still has less than 60 percent penetration of the country, so the network cutbacks have been at best premature.

But most of the dire consequences predicted by those who opposed House and Senate TV coverage have failed to materialize. Do the members preen and posture before the cameras? No more, apparently, than they did before the cameras were there. They may dress better and have their hair cut more often. This is no threat to democracy.

Some, of course, have taken to television better than others, as clips make clear on tonight's look-back. Sen. John Glenn (D-Ohio) joshed about makeup and red ties during the first day of televised proceedings; then-Sen. Howard Baker (R-Tenn.) had first introduced a resolution permitting cameras five full years earlier, in 1981, and that was two years after the House began telecasts.

In other clips, Rep. Jim Wright (D-Tex.) offers a flamboyant recitation from "Gunga Din." Rep. Silvio Conte (R-Mass.) makes a certain angry gesture with his arm that has become one of the most replayed C-SPAN moments. In an excerpt from one of its day-long "Day in the Life" features, Rep. Robert Michel (R-Ill.) sings along with the "Hallelujah" chorus on his car radio.

Meanwhile, back on the House floor, the whole body joins in a hearty chorus of "Happy Birthday" for Speaker Tip O'Neill, who was subsequently involved in a big brouhaha about control of the cameras.

Rep. Robert Walker (R-Pa.) had been displeased to learn that while he rattled on during "special orders" at the end of the day, O'Neill had ordered that cameras pan the House chamber, revealing it to be virtually empty. Rep. Newt Gingrich (R-Ga.) joined in the roasting of the speaker. O'Neill was denounced but the panning continues to this day, a kind of visual memorial.

Members of the raucous right sometimes seem to dominate C-SPAN, whether from the floor or on the talk shows. The TV stardom of Gingrich may have helped boost him into his newly won position as minority whip. Traditional whines about the media being liberally biased can hardly be aimed at C-SPAN; indeed, on tonight's show, sound bites from conservatives seem to outnumber those from the left and near-left.

Ronald Reagan, the President Who Was Television, appeared many times on C-SPAN's "Close Up" series, during which Reagan answered questions from high school students. As a clip shows, Reagan was a viewer, too; he phoned in during a follow-up "Close Up" to clarify a point he'd made in a previous appearance.

Only about half of tonight's special program was available for preview because the other half will be live. Former congressman Lionel Van Deerlin, present at the creation of C-SPAN and active in communications issues during his tenure, will be Lamb's guest during phone-in portions to talk about C-SPAN's first decade.

The anniversary show will be followed by a typically ambitious C-SPAN project. On the eve of a potentially divisive mayoral election in Chicago, C-SPAN's cameras will cover a joint radio show by two Chicago stations—one whose primary audience is black, the other whose primary audience is white—as they open phone lines for listener comment.

Part of what C-SPAN has accomplished is to make national events local and local events national. Its book about itself and its constituency was called "America's Town Hall," and C-SPAN has come closer to earning that title than any other communications entity. It also helps fulfill Marshall McLuhan's prophecy of the planet becoming a "global village" electronically linked.

C-SPAN does an outstanding, exemplary, no-nonsense job, yet seems constantly to be undergoing improvement.

It could also be said that C-SPAN has to some degree redefined citizenship; there's tele-citizenship (telezenship?) now. Government is less remote, less jeerable, more human to those who watch regularly.

Laws that open previously closed doors to public scrutiny are called sunshine laws; in bringing Americans and their government closer together—literally within arm's reach—C-SPAN is ultimate sunshine.

TELEVISION

Congress Begins Second Decade Under TV's Watchful Glare

C-SPAN coverage of floor action began in 1979 amid concerns over political posturing

To the television-viewing audience, that mid-March week in 1979 differed little from previous weeks. Campy sitcom "Three's Company" led the ratings, followed by the familiar "Laverne & Shirley" and "Mork & Mindy." But buried somewhere in the ratings was a historical footnote. At noon on March 19, 1979 (up against "The Young and the Restless" and "The $20,000 Pyramid"), the United States House of Representatives made its live television debut.

That appearance of Congress on television 10 years ago was the culmination of years of hard work by proponents of the idea. First proposed in 1947 by then-Sen. Claude Pepper, D-Fla., the movement to open the chambers to the cameras took hold only slowly in a body often resistant to change. Indeed, the Senate has been televised only since June 1986.

Most observers of Congress agree that despite all the attention it has generated, the presence of television cameras in Congress has ushered in few noticeable changes — besides an increase in blue suits and red ties. Larry Sabato, political science professor at the University of Virginia, says, "The horror stories that were supposed to happen didn't happen."

Sen. John C. Danforth, R-Mo., a leading foe of television in the Senate, concedes, "I was wrong. My predictions have not come true. The abuse has not occurred. The posturing I foresaw has not come into being."

During the heated debates over the issue in the Senate in the early 1980s, opponents expressed their fear that television would detract from the Senate's traditional role as "the saucer where the political passions of the nation are cooled," as Sen. J. Bennett Johnston, D-La., put it in 1986. But there does not appear to be much evidence that television has altered the Senate's role.



On March 19, 1979, Rep. Al Gore, D-Tenn. (now in the Senate), delivered the first speech televised on the floor of the House.

A Library of Congress study conducted during the Senate's test period in 1986 found an increase in the number of "special orders" — the period when members make brief remarks on a variety of subjects after the day's activities have ended — to be the only change clearly due to television.

Members and political scientists now agree that the cameras are a fixture in the chambers. Past foes are not calling for their removal, finally resigned to their presence.

Sen. Al Gore, D-Tenn., led the fight for television in the House, where he served from 1977-85, and in the Senate, where he has been since 1985. "The marriage of this medium and of our open debate have the potential . . . to revitalize representative democracy," said Gore in the first televised speech on March 19, 1979, a one-minute address to the chamber before the regular legislative day began.

"I think their fears have been disproven," Gore now says of the opponents, noting "how easily we've adapted." Danforth explains further, "I think people probably are less aware of the cameras than I thought they would be."

But if the sky has not fallen with the advent of television in Congress, neither has democracy received the breath of reinvigorating air proponents promised. Says Professor Steve Smith of the University of Minnesota, "I think the impact of television has been more symbolic than substantive."

Defenders of television employ more theoretical arguments in their defense. Rep. Robert S. Walker, R-Pa., states, "I think it's made the country more aware of the internal workings of Congress. . . . I think that makes us a far more accessible body, and it ultimately makes us a far more accountable body." Political scientist Sabato agrees. He notes, "It has actually allowed the public to see and understand the institution as never before."

Walker is a member who has made the most of his time before the cameras. In the mid-1980s, Walker and other members of the Conservative Opportunity Society, a coalition of conservative Republicans, spent considerable amounts of time on the floor of the House, often dominating the time reserved for special orders.

Though Walker has gained a small measure of national attention through television, he says that was not part of an orchestrated plan. "What we consciously set out to do was to use the special-order time to talk about a philosophy and incidental to that was the fact that C-SPAN was there," he says.

Inside Congress

Television has had an impact within the Congress itself. When Congress is in session it is nearly impossible to find a congressional office without its television tuned to C-SPAN (Cable Satellite Public Affairs Network).

Time is a precious commodity for members of Congress, and the advent of televised proceedings and committee hearings often allows them to gauge their time better during votes and other floor activities. Members follow the proceedings and committee hearings to keep abreast of the latest developments.

Professor Smith: "Members are not quite as reliant on a colleague at

By John Schachter

the door telling them whether to vote up or down," since they can use television to keep up with the action.

Both sides of the aisle also note the surprising reach of the televised proceedings. Democrat Gore marvels, "It's amazing how many times a member gives a speech to an empty chamber only to have a number of senators come up to you later and tell you that they saw the speech in their office."

Rep. Walker offers a similar comment from the other side of the political spectrum. "I have had dozens of colleagues over the years come up to me after the special orders and so on and say, 'I was watching you on C-SPAN last night,'" he says.

But the benefits of televised coverage extend beyond the members themselves. Their congressional staffs monitor the activities closely during legislative days — especially during controversial and volatile events such as the recent proposed federal pay raise and the nomination of John Tower to be defense secretary. And media organizations similarly rely on television to keep better tabs on the actions of Congress.

Television in Congress

Jan. 8, 1947	Sen. Claude Pepper, D-Fla., proposes first resolution to broadcast the proceedings of Congress.
Oct. 27, 1977	House votes to go ahead with expansion of an experimental closed-circuit television system on Capitol Hill.
March 19, 1979	C-SPAN begins televising the House of Representatives live to 3.5 million households.
Jan. 6, 1981	C-SPAN begins gavel-to-gavel coverage of congressional hearings.
May 10, 1984	House cameras begin "panning" the entire chamber during Special Orders.
July/August 1984	C-SPAN airs live, uninterrupted coverage of the Democratic and Republican national conventions.
June 2, 1986	C-SPAN's second cable channel begins televising proceedings of the Senate during television test period.
July 29, 1986	Senate votes in favor of permanent televised coverage of its proceedings.

A Look Back

But it was only 10 years ago that none of this was possible. Until the early 1970s, television was just a dream to its proponents. But the arrival in Congress of reform-minded members in the wake of Watergate led to a changed atmosphere — one more amenable to openness.

By 1977, the House of Representatives had moved toward bringing in the cameras. Members such as Gore and Lionel Van Deerlin, D-Calif. (1963-81), helped lead Speaker of the House Thomas P. O'Neill Jr., D-Mass., to appoint a panel to formulate a House broadcast policy.

The first resolution allowing for broadcast coverage passed in October, though it took a while to get the specifics ironed out. In June 1978, news organizations began broadcasting House proceedings over radio, and by March 1979, television had arrived.

Also making its debut during the 1979 television season was a show called "The Dukes of Hazzard." One of its stars was Ben Jones, who played an auto mechanic named "Cooter." Jones is now a first-term Democratic representative from Georgia. Do members notice the television cameras in the chamber? "I do," admits Jones. "I've been around cameras for a living. I feel very comfortable in front of them."

Jones also offered a critique of some of the effects the cameras have created. "There are some members, especially some I've noticed in the other chamber — no names — who should get someone else to do their makeup and hair."

Indeed, the Senate proceeded more slowly in bringing in the cameras. In 1981, Majority Leader Howard H. Baker Jr., R-Tenn. (1967-85), began the effort in earnest, and in February 1986 the Senate passed a resolution to allow television broadcasting. For a month the Senate permitted closed-circuit transmissions into members' offices, followed by six weeks of public broadcasts.

At the conclusion of the six-week test period, the Senate voted 78-21 to keep the cameras permanently. And, on June 2, 1986, the Senate premiered on a second C-SPAN channel with then-Majority Leader Bob Dole, R-Kan., welcoming the cameras with the first speech of the day. "Today we catch up with the 20th century," said Dole.

"The Senate must have felt it was missing something," says Sabato. "They were afraid that House members who might challenge them were getting additional exposure that they themselves were not getting."

But Senate rules then and now remain fairly strict. Cameras are operated by congressional staff and remain fixed on a single speaker. "It's very tightly controlled," says Brian Lamb, founder, chairman and chief executive officer of C-SPAN.

During the initial debate over television, a contingent of House members fought for a television network pool to run the show. They feared that if the chamber itself ran the broadcasts, the public would feel it was not getting a fair picture of the Congress. Their foes countered that networks would deliberately illuminate the Congress in an unflattering light.

The House finally decided, at the recommendation of O'Neill's panel, to give the Speaker control over the cameras. They would be run by House staff and would focus only on the member speaking.

During special orders and votes, though, the cameras now often slowly pan the room, usually revealing a mostly empty chamber. This procedure saw its genesis during the most controversial incident of television's life in Congress.

'Camscam'

In early May 1984, during special orders, Walker and his colleague Rep. Newt Gingrich, R-Ga., harshly lambasted Democratic members — by name — for their foreign policy views. On May 10, Speaker O'Neill ordered the cameras to pan the barren chamber during a speech by Walker.

Republicans fumed at this attempt

to embarrass them and confronted O'Neill on the floor of the House. On May 15, Gingrich took to the floor and engaged the Speaker in a dialogue that quickly came to a boil. O'Neill fumed at Gingrich, calling his speech "the lowest thing that I have ever seen in my 32 years in Congress."

At the Republicans' insistence, the parliamentarian ruled the Speaker out of order for making a personal attack on a colleague; such attacks are prohibited by House rules. This so-called "Camscam" incident created quite a stir and made the national news. It also led to a change of the rules to permit future panning of the chamber.

Walker laughs at the aftereffects of the incident. "We gave up that tactic about three years ago and people still think we're out there doing it all the time." But he also believes the controversy has been blown out of proportion. "In all honesty," he acknowledges, "I've never had any problem with panning the chamber. I wish they'd pan it all day long."

Enter C-SPAN

Synonymous with television in Congress is the cable network that broadcasts it — C-SPAN. This private, non-profit cooperative of the cable television industry was launched in 1979 with the express purpose of televising Congress.

Lamb, C-SPAN's chief, has seen his network's budget increase from $500,000 in 1979 to $13 million today and its full-time staff grow from four persons to 155 during that same period. Although actual floor coverage of Congress accounts for only 15-20 percent of C-SPAN's programming, according to Lamb, it clearly is "the backbone of these two networks."

Lamb says C-SPAN is keenly aware that it must remain above the political fray. "We are not in business to influence them. We are not in business to change them. We are not in business to perpetuate them. We are here to be a conduit to interested Americans."

Members of Congress almost unanimously applaud the network's coverage — specifically its lack of ideological bias. According to Rep. Walker, "C-SPAN has filled a very, very important niche in the marketplace for people who are kind of information junkies."

In its February 1989 issue, *Washingtonian* magazine added Brian Lamb to its list of Washington's top 50 journalists. Lamb is the first representative of the network to make the list, published by the magazine every five years since 1973.



SUSAN MUNIAK

"I was wrong. My predictions have not come true. The abuse has not occurred. The posturing I foresaw has not come into being."

—Sen. John C. Danforth, R-Mo.

Over the past five years, C-SPAN has commissioned national surveys to gauge the reach of its broadcasts. In 1988, 21.6 million households reported watching C-SPAN. Says Rep. Walker, "I think it is watched mostly by people who are already committed on issues. I don't think you have a lot of people who are swing voters out there sitting watching it."

Many of the viewers identified in C-SPAN's telephone survey are not the "junkies" who watch intently and for long hours. A fall 1987 survey revealed that C-SPAN viewers watch an average of 4.5 hours a month of congressional floor proceedings.

Whatever the makeup of the C-SPAN audience, members of Congress know it is out there, although they may take it for granted nowadays. ■

C-SPAN keeps politics-watchers attuned

Continued from Page 1C.

relief, tax reform and a diesel-fuel tax for highway maintenance.

And he's not alone.

"There are 1.5 million of us C-SPAN junkies who want to look into a guy's eyes and see what's connected to that brain," says Mr. Crockett, a former Texas Instruments engineer who is now self-employed.

"Does he — or she — have what it takes? C-SPAN gives you a front-row seat to find out, that's for sure."

Viewers who classify themselves as C-SPAN junkies are hard-core loyalists who savor a good congressional floor fight the way fanatic sports fans pray for sudden-death overtime.

Mr. Crockett often turns on three television sets at once while roaming his home — two in the den, where he can tape a couple of programs on his two VCRs, another in the family room that he's converted into an office.

He stacks recorded C-SPAN programs three deep on 8-foot-high display cabinets, jots notes and quotes on his classroom-size white marker boards and, like a church deacon keeping track with his Bible, makes check marks in his Congressional Directory.

Atypical as Mr. Crockett may be, his intoxication with C-SPAN is far from unique. The Cable Satellite Public Affairs Network has become the perfect aid for politicians, journalists, lobbyists and corporate public affairs officers, to name a few.

Don't worry that it may initially seem confusing and boring — junkies say it can be utterly absorbing.

C-SPAN's numbers back that up. Its audience has grown steadily since it began 10 years ago. Now it beams to 43.3 million cable subscribers, 11 million of them regular viewers.

The network is funded almost entirely by the cable industry (if your cable system carries it, 4 cents of your monthly bill goes to support C-SPAN) as a non-profit cooperative; its 1990 budget will hit $13 million, which is just enough to keep one of the Big Three networks on the air for about a month.

The Washington-based network makes it by running a lean ship — the workforce is just 155 strong. It covers the political scene with 17 cameras — six fewer than NBC took to the Super Bowl.

In Dallas, Heritage Cablevision brings C-SPAN to more subscribers (100,000-plus) than any other area cable outlet. But others, such as Sammons Communications' Park Cities cable, also carry C-SPAN.

Esther Jacobs of Highland Park, a self-described "political animal," says she got hooked seven years ago, after her husband's death. She says she spends four to five hours daily watching C-SPAN on the three television sets she keeps in her living room, dining room and bedroom.

"I've always been a little interested in the workings of politics and the news, but my husband loved sports. But I feel like I've been reborn or something," says Ms. Jacobs, 67.



The Dallas Morning News: Milton Hinnant

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What makes C-SPAN so appealing, junkies say, is the up-close-and-personal coverage of the House of Representatives (for 10 years) and the Senate (for three on C-SPAN II) which includes live, uncut, gavel-to-gavel proceedings that may pop up anytime, 24 hours a day, seven days a week, 52 weeks a year.

To feed the C-SPAN junkie, the menu also carries call-in and interview talk shows, National Press Club speeches, political caucuses, academic seminars, rallies and conventions, as well as state races and gubernatorial campaigns.

What seems to be C-SPAN's greatest triumph is what it *doesn't* offer: there are no highly paid pretty-face personalities delivering the news. No commercials, no station breaks, no news updates and, most of all, no commentary.

"You don't get news, three minutes of detergent, news, three minutes of corn flakes, news, three minutes of a naked girl selling suntan lotion," says Mark Chase, a 29-year-old computer sales representative.

"What Brian (Lamb, C-SPAN's founder and chief executive officer) always says, he wants people to think for themselves," Mr. Chase says. "He doesn't need some stuffy anchorman like Dan Rather telling us after a speech what we just heard. Give me a break. Are we mentally crippled or what?"

C-SPAN has been such an influence on Mr. Chase that he's decided to return to school and pick up a law degree. "Then go to Washington," he says. "One thing C-SPAN does is bring these politicians down to earth. By watching it, it makes me feel that if they can do it, I can do it too."

A similar tale comes from Rep. Richard Armey, the former economics professor who left his tenured post in 1983 to run for — and win — a U.S. House seat against incumbent Tom Vandergriff. In a book published this year by C-SPAN, Rep. Armey says watching Congress helped him demystify the workings of Washington. The book pays tribute to its loyal viewers, including celebrities such as Frank Zappa, Robert Dole and Phil Donahue.

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The survey also reflects a growth in younger viewers, such as high school senior Aimee Maxfield of Marietta, Ga.

"The Iran-contra hearings were on and I found them interesting. I liked the fact that there wasn't any running commentary, that C-SPAN had it firsthand and untouched," says Ms. Maxfield, 17. "It let me form my own opinion."

Since then Ms. Maxfield, who describes herself as a moderate conservative, has become a student association representative and is trying to form a Young Republicans chapter. Last summer she interned on Capitol Hill. She hopes to attend college in Washington and pursue a career in political journalism or politics.

What happens on C-SPAN is the makings of history — which is why Purdue University recently started collecting a library of C-SPAN tapes for future historians.

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C-SPAN

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WABK-AM-FM—See Gardiner.

WFAU(AM)—Oct 2, 1946: 1340 khz; 1 kw-D, 250 w-N. Ant 315 ft. 160 Bangor St. (04330). (207) 622-4944. Seacoast Broadcasting Inc (acq 5/7/88). Net: Transtar. Rep: Katz, New England. Format: MOR. News staff 2; news progmg 3 hrs wkly. Target audience 35 plus. Spec prog: Fr 1 hr wkly. ■ William Devine III, pres & gen mgr; Bart Ryan, gen sls mgr; Jim Walker, prog dir; Suzanne Goucher, news dir; Joe Roy, chief engr.

WKCG(FM)—Co-owned with WFAU(AM). July 1961; 101.3 mhz; 50 kw. Ant 315 ft. Stereo. Prog sep from AM. Net: CBS. Format: Contemp country. Target audience: 25-54. ■ Bob Dow, prog dir.

WMME(AM)—Feb 23, 1932: 1400 khz; 1 kw-U. 166 State St. (04330). (207) 623-4735. Tri-Group Inc. (acq 6-88) Net: US2. Rep: Christal. Format: Contemp hit. ■ Jim Mann, gen mgr; Max Volume, prog dir; Bruce Mainerd, mus dir; Sally Dione, news dir; Eugene Terwilliger, chief engr. ■ Rates: $40; 32; 28; 22.

WMME-FM—Jan 14, 1981: 92.3 mhz; 50 kw. Ant 500 ft. Stereo. Dups AM 100%.

Bangor

WABI(AM)—1924: 910 khz; 5 kw-U, DA-N. 35 Hildreth St. (04401). (207) 947-8321. TWX: 910-240-1221. Diversified Communications (group owner; acq 1949). Net: ABC/I. Rep: Torbet, Kettell-Carter. Format: Contemp. ■ George Gonyar, VP & gen mgr; George Hale, asst opns dir; Don Colson, news dir; Dale Carter, chief engr.

Fax: 207941. 9378

WYOU-FM—Co-owned with WABI(AM). March 15, 1961: 97.1 mhz; 5 kw. Ant 1230 ft. Net: ABC/E. Format: C&W. ■ George Hale, opns dir. ■ WABI-TV affil.

***WHCF(FM)**—Aug 10, 1981: 88.5 mhz; 17.5 kw. Ant 1,999 ft. Stereo. 1476 Broadway (04401). (207) 947-2751. Bangor Baptist Church. Format: Adult contemp Christian. ■ Kenneth W. Chapman, pres; Wayne T. Frost, gen mgr, prog & mus dir; Edward Bunn, news dir; Howie Soule, chief engr.

***WHSN(FM)**—Sept 1974; 89.3 mhz; 140 w. Ant 71 ft. Stereo. 1 College Circle (04401). (207) 947-3987. Husson College Bd of Trustees. Format: CHR. News progmg 7 hrs wkly. Target audience: 18-34; college students. Spec prog: classic rock 4 hrs, AOR 6 hrs, jazz 2 hrs wkly. ■ Ben Haskell, gen mgr & faculty advisor; Pat Roy, chief engr.

WKIT-FM—See Brewer.

***WMEH(FM)**—Sep 14, 1970: 90.9 mhz; 13.5 kw. Ant 850 ft. Stereo. 65 Texas Ave. (04401). (207) 941-1010. U. of Maine. Net: NPR, Amer Pub. Format: Class. Spec prog: Jazz 10 hrs, folk 3 hrs wkly. ■ Edward Winchester, gen mgr; J. Leston Myers, stn mgr; Charles Beck, opns dir; Toby LeBoutillier, mus dir; Keith McKeen, news dir; Jack Davidson, chief engr.

WPBC(FM)—June 9, 1976: 92.9 mhz; 15 kw. Ant 786 ft. Stereo. 27 State St. (04401). (207) 947-3371. Penobscot Broadcasting Corp. Format: Easy listng. ■ James H. Goff, pres & gen mgr; Judy Collier, gen sls

Bath

WCME(FM)—See Boothbay Harbor.

WJTO(AM)—Sep 30, 1957: 730 khz; 1 kw-D, DA. P 329 (04530). (207) 443-6671. James & Hunter Co munications Group Inc. Net: ABC/E, SMN. R Republic. Format: Oldies. ■ John W. Williams, mgr; Lauren Maxwell, sls mgr; Scott Barrett, prog Bill Forbes, mus dir; Scott Lancey, prom mgr; Ka Williamson, news dir; Eugene Tewilliger, chief eng Rates: $18; 14; 18; 10.

WIGY(FM)—Co-owned with WJTO(AM). June 19 105.9 mhz; 50 kw. Ant 500 ft. Stereo. Net: ABC/F Format: Contemp hit. ■ Larry Bolvin, opns mgr; Bri Cliffe, sls mgr; Scott Lief, mus dir. ■ Rates: $40; 40; 32.

***WMOS(FM)**—Jan 31, 1977: 91.5 mhz; 10 w. An ft. (CP: 95.3 mhz). Morse High School (04530). (2 443-9705. Bath Board of Education. Format: Pro Spec prog: Sports 5 hrs wkly. ■ James Hummel mgr.

Belfast

WBME(AM)—Sep 14, 1964: 1230 khz; 1 kw-D, w-N. 14 Seaview Terrace (04915). (207) 338-2 Marine Broadcasting Corp. (acq 4-20-84). Net Format: Adult contemp. Spec prog: Class 1 hr, co 1 hr wkly. ■ Doug Brown, pres & gen mgr; C Smith, gen sls mgr; Susan Patten, news dir Mathews, mus & prog dir, chief engr. ■ Rates: 9.04; 9.04; 8.16.

WWFX(FM)—March 7, 1986: 104.7 mhz; 10 k 1,099 ft. 78 Main St. (04915). (207) 338-2290. Broadcasting Corp. (acq 1-2-87). Rep: Rep Format: Contemp hit. Target audience: 18-49. ■ J. Mittman, pres; Barry L. Darling, gen & gen st Todd Martin, prog dir & prom mgr; Larry J. Clar dir; Kim Bennett, news dir; Howard L. Soule engr. ■ Rates: $50; 35; 40; 30.

Biddeford

WIDE(AM)—1948: 1400 khz; 1 kw-U. Box 66 Main St. (04005). (207) 282-5121. Gold Coast casting Inc. (acq 10-28-85). Net: ABC/I. Rep: Carter. Format: Adult contemp, heavy news James M. McCann Jr., pres; C. Richard Lut mgr; Dick Lutsk, gen sls mgr; Chuck Igo, prog dir & prom mgr; Terry Spear, news dir; Charlie chief engr. ■ Rates: $12; 10; 12; 10.

WYJY(FM)—Co-owned with WIDE(AM). Augu 94.3 mhz; 3 kw. Ant 170 ft. Stereo. Prog sep fr Format: Easy favorites. ■ Rates: $20; 16; 20; 16.

Blue Hill

***WERU-FM**—Not on air, target date unknow mhz; 50 kw. Ant. 899 ft. Stereo. Two Neworld Blue Hill Falls (04615). (207) 374-2489. Sa Community Broadcasting Co. Format: Div. ■ Snyder, exec dir.

Boothbay Harbor

Peter Cummings prog dir; T.J. Trer

***WBHS(FM)**—Se Spring St. (0401 Brunswick. Form put 8 hr Bernie ief eng

***WBOR(FM)**—A Stereo. Moulton (207) 729-5008 Format: Div. Spec ■ Timothy Kelley, Covell, mus dir; M

WCLZ(AM)—Dec Box 190, River Home Communi Rep: Christal. F audience: 25-54 gen mgr; Mich Hallenbeck, prog news dir. ■ Rates

WCLZ-FM—April Stereo. Prog 04112). Format: news progmg 2 a scale young ad AM.

WGGY(FM)—See

***WMED(FM)**—No Stereo. Easton, Mass 021

WOOD(AM)—July 4, 261 Main St ABC-D. Rep: Kirb pres: Mike Goodin B. McVicar, n

WOOD-FM—Jan 1 Dups AM 100%

***WOSC-FM**—

***WOUR-FM**—

***WQDY(FM)**—See

AUG 28 '89 15:17 R&R-WASHINGTON

(FM)—April 1[illegible] 1[illegible] w. Ant 166 ft. Moulton Union, Bowdoin College (04011). 729-5008. Pres & Trustees of Bowdoin College. Div. Spec prog: Class 10 hrs, jazz 10 hrs wkly. thy Kelley, stn mgr; Grant Booth, prog dir; Dan , mus dir; Michael Tardiff, chief engr.

(AM)—Dec 1955: 900 khz; 800 w-D, 60 w-N. 90 River Rd. (04011). (207) 725-5505. Haw- Communications Ltd Partnership. (acq 3/86). Christal. Format: Adult contemp, relg. Target e: 25-54. ■ Doug Tanger, pres; G.U. Rapp, gr; Michael L. Knight, gen sls mgr; Rob eck, prog dir; Bob Craig, mus dir; Chad Gilley, r. ■ Rates: $42; 42; 42; 42

—April 11, 1965: 98.9 mhz; 50 kw. Ant 450 . Prog dups AM 90%. Box 7130, Portland Format: New adult contemp. News staff one; ogmg 2 hrs wkly. Target audience: 25-54; young adults. ■ Rates: Sold in combination

)—See Bath

Calais

M)—Nov 1983: 89.7 mhz; 30 kw. Ant 525 ft. Texas Ave, Bangor (04401). (207) 941- ersity of Maine. Net: NPR. Format: Div. ■ J. rs, radio stn mgr.

)—July 1, 1959: 1230 khz; 1 kw-D, 250 ain St (04619). IBC Inc. (acq 10-78). Net:): Kirby. Format: MOR. ■ Dan Hollingdale, Goodine, comt mgr; Ron Mackechnie, mus ficar, news dir. ■ Rates: $14; 12; 14; 12.

-Jan 14, 1976: 92.7 mhz; 3 kw. Ant 300 ft. 0%.

Camden

(Not on air, target date unknown): 102.5 Ant 1,200 ft. Argonaut Broadcasting Isleboro (04848). Megunticook Grama- dio Inc.

Caribou

ee Presque Isle

ov 15, 1986: 97.7 mhz; 3 kw. Ant 328 337 (04736-0937). The Canxus Broad- el: NBC, MBS, US Progmg. Rep: Major ar. Format: Adult contemp. ■ Dennis & gen mgr; Peter Doebener, gen sls handler, Canadian sls mgr; Rebecca r; Douglas Christensen, news dir. ■ 5; 10

y 15, 1956: 600 khz; 5 kw-D. Box 312 64-6526. Four Seasons Comm. Inc Roslin. Format: Big Band. ■ T.D. Lamont, gen mgr; Alton St. Pierre, w, news dir. ■ Rates: $12; 10; 10; 8.

over-Foxcroft

13, 1967: 1340 khz; 1 kw-U. Box 04426). (207) 876-4120. Community nc. Net: ABC/I. Rep: Savalli, New Adult contemp. ■ Frederic Hirsch, vs & prog dir; Judy Craig, gen sls sports dir; William Barlow, [illegible]

dir; Clifford Royal, chief engr.

WWMJ(FM)—Co-owned with WDEA(AM). Dec 27, 1965: 95.7 mhz; 11.5 kw. Ant 1,029 ft. Stereo. Prog sep from AM. (207) 942-7575. Net: CBS R/R. Format: Adult contemp. ■ Fred Miller, mus dir.

WKSQ(FM)—May 27, 1982: 94.5 mhz; 11.5 kw. Ant 1,030 ft. Stereo. Box 9494, Buttermilk Rd. (04605). (207) 667-7573. Osborne Broadcast Group. Rep: Christal. Format: Adult contemp. ■ Tim Moore, prog dir; Keryn W. Smith, gen sls mgr; Stu Marckoon, news dir. ■ Rates: $40; 40; 40; 34.

WWMJ(FM)—Listing follows WDEA(AM).

Farmington

WKTJ(AM)—Dec 21, 1959: 1380 khz; 1 kw-D. Box 590 (04938) (207) 778-3000. Franklin Broadcasting Corp. Rep: Kettell-Carter, McDermott. Format: Adult contemp. Spec prog: C&W 12 hrs, oldies 6 hrs wkly. ■ Alfredo Ibarguen, pres & chief engr; Claire Taylor, gen mgr; Nelson Doak, prog dir; Russell Nutt, mus dir; Steve Bull, gen sls & prom mgr; Ken Cooper, news dir. ■ Rates: $10.30; 10.30; 10.30; 8.80.

WKTJ-FM—Aug 21, 1973: 99.3 mhz; 1.5 kw. Ant 400 ft. Dups AM 95%.

***WUMF-FM**—Feb 1972: 100.5 mhz; 13.3 w. Ant minus 191 ft. (CP: 51 kw. Ant 273.6 ft.). Stereo. 9 South St. (04938). (207) 778-4522. University of Maine at Farmington. Format: AOR. Spec prog: Jazz 3 hrs, reggae 6 hrs wkly. ■ Sharon A. Stevens, gen mgr; Tad Bettcher, prog dir; Neill Baker, mus dir; Don Winslow, chief engr.

Fort Kent

WLVC(AM)—July 30, 1975: 1340 khz; 250 w-U. (CP: 1 kw-N). Box 447, Madawaska (04756). (207) 728-4000. Melvoc Inc. Net: SMN. Rep: All-Canada. Format: C&W ■ Michael Currier, pres; Aurel J. Daigle, chief engr. ■ Rates: $5.80; 5.80; 5.80; 5.80.

***WUFK(FM)**—July 1974: 92.1 mhz; 13.85 w. Ant minus 317 ft. Univ. of Maine, Fort Kent (04743). Univ. of Maine.

Gardiner

WABK(AM)—Sep 23, 1968: 1280 khz; 5 kw-U, DA-2. Stereo. Box 1280, Nortern Ave. (04345). (207) 582-3303. Kennebec-Tryon Communications Corp. (acq 7-29-77). Group owner: Northeast Communications Corp. Net: ABC/I. Rep: Republic, Kadetsky. Format: Adult contemp, news. News staff 2; news progmg 34 hrs wkly. Target audience: 25-54. ■ Jeffrey Fisher, pres; Steve Carroll, gen & gen sls mgr; Charles Cunningham, prog dir; Ryan Cote, mus dir; Mimi Wade, news dir; Richard Hyatt, chief engr. ■ Rates: $40; 25; 25; 25

Bob Woot Fax: 207.582.8144

WABK-FM—April 1, 1974: 104.3 mhz; 50 kw. Ant 480 ft. Stereo. Prog dups AM 85%. Format: Adult contemp. ■ Rates: $42; 34; 30; 25.

Gorham

WJBQ(AM)—March 3, 1980: 1590 khz; 5 kw-D, 2.5 kw-N, DA-2. (CP: 870 khz; 500 w-N). 99 Larrabee Rd., Westbrook (04092). (207) 774-1590. The [illegible] Broadcasting

WHOU(AM)—July 10, 19[illegible] 40 (04730). (207) 532-6[illegible] Inc. (acq 3-31-86). Net: Groskin, Torbet. Format: [illegible] one; news progmg 8. Targ[illegible] Tudor, pres & gen mgr; Bo[illegible] prom mgr; Sandy Haynes 12; 12; 10

WHOU-FM—Jan 13, 1976 ft. Dups AM 90%.

WOZW(AM)—See Montice

Kitte

WYCD(FM)—Not on air, tar mhz. c/o Edward P. Ockeno Rd., Durham, N.H. (03824) tions, A Limited Partnership.

Lewis

WBLM(FM)—Licensed to Lev

WXGL(AM)—Aug 21, 1938 Box 330 (04243). 917 Sabba 784-6921. FAX: 207-782-1827 Co. Inc. (acq 7/12/88). Rep Target audience: 25-54. ■ D mgr; Andrew Schulkind, gen prog dir; Kim Kelly, mus dir; Harold Goss, chief engr. ■ Rate

WXGL-FM—Feb 29, 1948: 93.9 ft. Dups AM 100%. (207) 784- hits. ■ Monty Wolfe, mus dir. ■ R

WKZS(FM)—See Auburn.

WLAM(AM)—Sept 4, 1947: 147 Box 929 (04240). (207) 784-54 Wireless Talking Machine Co ABC/I, NBC Talknet. Rep: Hillier & Howard. Format: Adult contemp wkly ■ Ronald R. Frizzell, pres Lawrence, opns mgr, Scott Carp Craig, stn mgr; Chris Chapma Robbins, news dir; Herbert O. Rates: $30; 22; 17; 10.

***WRBC(FM)**—Oct 6, 1958: 91.5 ft. Stereo. Box 339, Bates Colle 784-9340. Pres & Trustees of Bat Div. Spec prog: Class 5 hrs, jazz metal 5 hrs, new age 3 hrs, broad hrs, reggae 5 hrs. ■ Scott Dalto Browdy, chief engr.

WTME(AM)—See Auburn.

Lincoln

WLKN(AM)—Nov 9, 1964: 1450 k Ave., Box 176 (04457). (207) 794 Broadcasting Inc. (acq 07-22-87). New England. Format: Oldies. T general ■ Edward Pickett, pres; Mik gen sls mgr. ■ Rates: $7; 7; 7; 7.

WGUY(FM)—Co-owned with WLK 1975: 99.3 mhz; 1.75 kw. Ant 380 ft. 100%. ■ Rates: Same as AM.

WSYY(AM)—See Millinocket.

Madawaska

WCXX(FM)—Jan 30, 1988: 102.3 mhz; 1.75 kw. 385 ft. Stereo. Box X (04756). (207) 473-7513. CanXus Broadcasting Corp. Net: NBC. Rep: Major mkt. Keitel-Carter. Format: Adult contemp. News staff one; news progmg 16 hrs wkly. Target audience: 25-54. ■ Dennis H. Curley, pres; Peter E. Doebener II, gen s'ls mgr; Richard Chandler, Canadian s'ls mgr; Rebecca Nichols, mus dir; Wayne A. Knight, farm mgr; Douglas Christensen, news dir; Aurel Daigle, construction engr. ■ Rates: $15; 14; 12; 9.

WSJR(AM)—Dec 1, 1982: 1230 khz; 1 kw-U. Box 447 (04756). (207) 728-4000. Melvoc Inc. (acq 11-11-65). Net: SMN. Rep: All-Canada, Keitel-Carter. Format: C&W. ■ Michael Currier, pres; Aurel Daigle, chief engr. ■ Rates: $5.80; 5.80; 5.80; 5.80.

Mexico

WTBM(FM)—Not on air, target date unknown: 100.7 mhz; 160 w. Ant 1,277 ft. c/o 160 Bangor St., Augusta (04330). Tarlist Broadcasting Corp.

Millinocket

WSYY(AM)—Dec 7, 1963: 1240 khz; 1 kw-U. Box 1240 (04462). (207) 723-9657. Katahdin Communications Inc. (acq 12-29-86). Net: SMN. Rep: Roslin. Format: Adult contemp. ■ James N. Talbot, pres & gen mgr; David Keys, prog, mus & news dir. ■ Rates: $7.25; 7.25; 7.25; 7.25.

WSYY-FM—April 12, 1978: 94.9 mhz; 23.55 kw. Ant 591 ft. Stereo. Dups AM 95%. ■ Rates: Same as AM.

Monticello

WREM(AM)—Sept 2, 1981: 710 khz; 5 kw-D. Box 117, Presque Isle (04769). (207) 762-5211. Benito B. Rish (acq 08-31-87). Net: CBS. Format: C&W. Spec prog: Talk 3 hrs wkly. ■ Allan H. Weiner, pres, gen mgr & chief engr; Jeff Franklin, gen s'ls mgr; Sarah LeClaire, mus & prog dir. ■ 5.50; 5; 5.50; 5.

Norway

WOXO-FM—Dec 12, 1970: 92.7 mhz; 2 kw. Ant 360 ft. Stereo. Box 72, 114 Main St. (04268). (207) 743-5911. Tri County Broadcasting Inc. (acq 12-12-78). Format: C&W. ■ Richard D. Gleason, pres & gen mgr; Don Mayberry, stn mgr; Richard Cushman, chief engr. ■ Rates: $15; 15; 15; 15.

Orono

*WMEB-FM—Sep 6, 1966: 91.9 mhz; 380 w. Ant 67 ft. Stereo. 105 E. Annex, U of Maine, Orono (04469). (207) 581-2332. Board of Trustees, U of Maine. Format: Progsv rock. News staff 2; news progmg 7 hrs wkly. Target audience: general. Spec prog: Jazz 3 hrs, reggae 3 hrs, new age 3 hrs, heavy metal 3 hrs, hard core 3 hrs, Grateful Dead 3 hrs, foreign 3 hrs, class 3 hrs wkly. ■ Jonathan Thomas, gen mgr; Doug Vanderwalde, chief engr.

Portland

WBLM(FM)—(Lewiston): March 1, 1973: 107.5 mhz; 50 kw. Ant 510 ft. Stereo. One City Center (04101). (207) 774-6364. Fuller-Jeffrey Broadcasting of the Great State of Maine, Group owner; Fuller-Jeffrey Broadcasting Companies Inc. Rep: McGavren Guild. Format: AOR. ■ Robert F. "Doc" Fuller, pres; J.J. Jeffrey, sr VP; Robert L. Caron, exec VP; Eve Rubins, VP & gen mgr; Jose Diaz, opns mgr; Robin Mathieu, mus dir; Herbert Ivy, prom mgr; Edie Hoffman, news dir; Michael Sambrook, stn mgr; Eugene Terwilliger, chief engr.

WGAN(AM)—Aug 3, 1936: 560 khz; 5 kw-U; DA-1. 200 High St. (04101). (207) 774-4561. Sunshine Group Broadcasting Inc. (acq 06-04-87). Net: NBC, NBC Talknet. Format: Adult contemp. ■ George Silverman, pres; Jon Van Hoogenstyn, gen mgr; Bill O'Neil, prog dir; Bill M. Coon, news dir.

Fax: 207-774-3788

WMGX(FM)—Co-owned with WGAN(AM). June 10, 1977: 93.1 mhz; 50 kw. Ant 500 ft. Stereo. Prog sep from AM. Net: NBC The Source. Rep: Torbet. Format: Adult contemp. Spec prog: Jazz 3 hrs wkly. ■ Randi Kirshbaum, prog dir.

WHOM(FM)—See Mt. Washington, N.H.

WKZS(FM)—See Auburn.

WLOB(AM)—Feb 2, 1967: 1310 khz; 5 kw-U, DA-2. 779 Warren Ave. (04103). (207) 775-1310. Pilgrim Broadcasting Inc. (acq 7-31-84). Net: CBS. Rep: H.R. Stone. Format: Top-40. ■ Peter W. Kuyper, pres; Eric S. Heckman, gen mgr, Dave Ross, prog dir, Peter Paragonla, chief engr. ■ Rates: $5; 5; 5; 5.

*WMEA(FM)—April 1974: 90.1 mhz; 49 kw. Ant 1,920 ft. Stereo. 65 Texas Ave. Bangor (04401). (207) 941-1010. U of Maine. Net: NPR, Amer Pub. Format: Class. Spec prog: Folk 3 hrs, jazz 11 hrs wkly. ■ Edward E. Winchester, gen mgr, J. Leston Myers, stn mgr; James Boutin, dir of engr.

WMGX(FM)—Listing follows WGAN(AM).

WPOR(AM)—March 1946: 1490 khz; 1 kw-U. 45 Baxter Blvd. (04101). (207) 773-6111. Ocean Coast Properties. (group owner, acq 3-2-71). Net: ABC/E. Rep: McGavren Guild. Format: Country. ■ Phil Corper, pres; Robert Gold, gen mgr; Bonnie Grant, comi mgr; Tom Hennessey, prog dir; Hal Knight, mus dir; Dave Bailey, prom mgr; Irwin Gratz, news dir; Gene Terwilliger, chief engr.

Fax: 207-772-0870

WPOR-FM—Oct 31, 1967: 101.3 mhz; 50 kw. Ant 492 ft. Stereo. Dups AM 95%. Format: Country.

WTHT(FM)—February 1966: 102.9 mhz; 100 kw. Ant 1,460 ft. Stereo. 1335 Washington Ave. (04103). (207) 797-0780. Taylor Communications (acq 2/85). Rep: Banner. Format: CHR. News staff one. Target audience: 18-49; active, involved, fun-loving. ■ John J. Taylor III, pres; David Fitts, gen mgr; Michael Waggoner, gen s'ls mgr; Peter Cosenza, prog dir; Tony Perkins, mus dir; Nan Kazimer, prom mgr; Carolyn Johnson, news dir; John Hussey, chief engr. ■ Rates: $50; 50; 50; 40.

WWGT-FM—June 1, 1960: 97.9 mhz; 50 kw. Ant 900 ft. (CP: 16 kw.) Stereo. 6713 (04101). (207) 775-6321. Porter Communications Systems Inc. (acq 4-17-86). Rep: Christal, Keitel-Carter. Format: Contemp hit. ■ Turner Porter, pres; Tom Talbott, gen mgr; Jon Holiday, prog dir; Sue Tibbits, prom mgr; Keith Shortall, news dir; Roger Bruce, chief engr. ■ Rates: $35; 30; 32; 28.

WYNZ(AM)—July 13, 1925: 970 khz; 5 kw-U, DA-N. Box 1319 (04104). (207) 772-9797. Buckley Broadcasting Corp. (acq 4-18-83). Net: CBS. Rep: Eastman, Kadetsky. Format: Big band. ■ Michael C. Schaefer, VP/gen mgr; Julie Smith, loc s'ls mgr; Andy Koslaski, mus dir; Paul Rogers, news dir; Dean Rogers, opns mgr.

Fax: 207-883-9741

WYNZ-FM—See Westbrook.

Presque Isle

WDHP(FM)—September, 1973: 96.9 mhz; 100 kw. Ant 500 ft. (CP: Ant 1481 ft.) Stereo. Box 312 (04769). (207) 764-5526. Four Seasons Communications Inc. (acq 10-24-85). Format: Top-40. ■ Tim Martz, pres; Brian Lamont, gen mgr; Alton St. Pierre, mus dir; Mark Shaw, news dir. ■ Rates: $14; 12; 12; 10.

WEGP(AM)—June 24, 1960: 1390 khz; 5 kw-U, DA-N. 160 Airport Dr. (04769). (207) 768-5141. Cavan Communications Inc. (acq 11/1/87). Net: MBS. Rep: Katz & Powell. Format: Oldies, contemp. News staff one. ■ Dominic Monahan, pres; Mark Kelly, gen & gen s'ls mgr; Mike McPherson, prog & mus dir; Keith Toomey, news dir; Jim McKinnon, chief engr.

WTMS(FM)—Co-owned with WEGP(AM). 96.1 mhz; 100 kw. Ant 1,310 ft. Stereo. Net: MBS. Format: Adult contemp. Spec prog: Farm 2 hrs wkly.

WKZX(AM)—Jan 6, 1932: 950 khz; 5 kw-U, DA-1. Box X, Washburn Rd. (04769). (207) 764-1950. Colonial Broadcasting Co. (acq 4-17-81). Net: NBC. Format: Adult contemp. News staff one; news progmg 12 hrs wkly. Target audience: 25-54. Spec prog: Farm 5 hrs. ■ J. Gregory Freeman, pres; Dennis H. Curley, gen mgr; Peter E. Doebener, II, gen s'ls mgr; Richard Chandlers, Canadian s'ls mgr; Rebecca Nichols, mus dir; David Deschense, farm mgr; Douglas Christensen, news dir; Aurel Daigle, construction engr. ■ Rates: $14; 13; 12; 9.

*WMEM(FM)—1978: 106.1 mhz; 100 kw. Ant 1[illegible] MPBN Alumni Hall (04469). (207) 941-1010. U [illegible] of Maine. Net: NPR, Amer Pub. Format: Class [illegible] prog: Jazz 10 hrs, folk 3 hrs wkly. ■ [illegible] Winchester, gen mgr; James Boutin, dir of engrg.

WOZI(FM)—Feb 2, 1981: 101.7 mhz; 3 kw. Ant [illegible] Stereo. Box 1117 (04769). (207) 762-5211. Chris Franklin Comm. Inc. Net: CBS. Format: C&W. [illegible] H. Weiner, pres, gen mgr & chief engr; Jeff Fran[illegible] comi mgr; Gary Stone, prog dir; Sarah LeClaire [illegible] dir. ■ Rates: $7; 6.50; 7; 6.50.

*WUPI(FM)—July 26, 1973: 92.1 mhz; 18 w. Ant [illegible] Box 64, 181 Main St. (04769). (207) 764-0311 [illegible] 309. U of Maine. Format: AOR. News progmg [illegible] wkly. Target audience: 16-25, young people [illegible] comi radio. Spec prog: Class 2 hrs, black & [illegible] Country 4 hrs, jazz 4, heavy metal 6, punk 4 hrs [illegible] ■ Kelly L. Leach, gen mgr; James McKinnon [illegible] engr.

Rockland

WRKD(AM)—Oct 1, 1952: 1450 khz; 1 kw-U. 415 [illegible] St. (04841). (207) 594-8451. Passamaquoddy Broadcasting Inc. (acq 12-20-84). Net: ABC. Format: MOR. ■ Terrence Economy, exec VP & gen mgr; Amos Starr, gen s'ls mgr; John Vigue, prog dir; Diane Bennett, news dir; Ernest H. Hammond, chief engr. ■ Rates: $15; 17; 15; 12.

WMCM(FM)—Co-owned with WRKD(AM). April [illegible] 1968: 93.5 mhz; 550 w. Ant 613 ft. Stereo. Prog sep from AM. Net: MBS. Format: Adult contemp. ■ Rates: Same as AM.

Rumford

WRUM(AM)—Aug 21, 1953: 790 khz; 1 kw-D. [illegible] Congress St. (04276). (207) 364-3701. Carter Broadcasting Corp. (acq 05-07-87). Net: SMN. Rep: Roslin. Format: Country. ■ Ken Carter, pres; Michael Brenn, gen mgr; Richard Cushman, chief engr. ■ Rates: $10; 10; 10.

WWMR(FM)—Co-owned with WRUM(AM). Nov [illegible] 1975: 96.3 mhz; 30 kw. Ant 36 ft. (CP: 100 kw. Ant 1,440 ft.) Stereo. Format: Div. ■ Rates: $27; 23; 27; [illegible]

Saco

WBYC-FM—See Biddeford.

WHYR(FM)—July 18, 1982: 95.9 mhz; 3 kw. Ant 308 ft. Stereo. Box 567, 200 Main St. (04072). (207) 283-1116. Vacationland Broadcasting Service Inc. Rep: Roslin. Format: Top-40. ■ Bart Bailey, gen mgr; Greg Clouter, gen s'ls mgr; John Paradise, prog dir; Ray Audie, mus dir; Joann Powers, news dir.

WIDE(AM)—See Biddeford.

Sanford

WSME(AM)—Nov 9, 1957: 1220 khz; 1 kw-D. Box [illegible] (04073). (207) 324-7271. WSME Inc. (acq 7-86). Net: MBS. Format: Big band, MOR. ■ David P. Daigle, gen mgr & prog dir; Stacie V. Harvey, gen s'ls mgr; Gene Terwilliger, chief engr. ■ Rates: $10; 9; 10; 8.

WCDQ(FM)—Co-owned with WSM[illegible] Oct 1975: 92.1 mhz; 3 kw. Ant 530 ft. (CP: [illegible] W). Sta[illegible] Prog sep from AM. Format: Adult contemp. ■ Rates: $16; 14; 15; 13.

Scarborough

WPKM(FM)—1980: 106.3 mhz; 3 kw. Ant 300 [illegible] Stereo. Box 610, 551 US Rt. 1 (04074). (207) 761-0063. WPKM FM Inc. (acq 4/18/88). Rep: CMBS. Format: Class. News staff 2; news progmg 3 hrs wkly. Target audience: 25-54; upscale, affluent, management professionals. Spec prog: Jazz 5 hrs. ■ Michael [illegible] Horn, VP gen mgr & prom mgr; Cameron Smith, [illegible] & mus dir; Alan Armitage, news dir; Eugene Terwilleger, chief engr. ■ Rates: $40; 30; 40; 25.

Skowhegan

WSKW(AM)—1956: 1160 khz; 10 kw-D, 1 kw-N. Box 169, Middle Rd. (04976). (207) 474-5171. Mountain Wireless Inc. (acq 8-19-87). Rep: McGavren-Guild. Format: Big band, MOR. ■ Alan W. Anderson, pres & gen mgr; Dennis Morin, gen s'ls mgr; Kent Thurston

Standish

***WSJB-FM**—April 1, 1984. 91.5 mhz; 360 w. Ant 85 ft. Stereo. St. Joseph's College, North Windham (04062). (207) 892-8766. Trustees of St. Joseph's College. Net: AP. Format: Div. Spec prog: Class 2 hrs, C&W 3 hrs, jazz 3 hrs wkly. ■ Jim Carter, chief engr.

Topsham

New FM—Not on air, target date unknown: 95.5 mhz; 3 kw. Ant 1,076 ft. 1829 Chantilly Court, Virginia Beach, Va. (23451). Kirkley Paige Bea.

Waterville

***WMEW(FM)**—Nov 1983: 91.3 mhz; 3 kw. Ant 300 ft. Stereo. 65 Texas Ave, Bangor (04401). (207) 941-1010. University of Maine Net: NPR, Amer Pub.22 Format: Class. Spec prog: Jazz 10 hrs, folk 3 hrs wkly. ■ Edward Winchester, gen mgr, Jack Davidson, chief engr.

***WMHB(FM)**—Oct 1, 1974. 90.5 mhz; 110 w. Ant 98 ft. Stereo. Mayflower Hill Drive, Waterville Maine (0490[illegible]. (207) 872-8037. Mayflower Hill Broadcasting Corp. Format: Div. Spec prog: Class 8 hrs, black 8 hrs, country 16 hrs, R&B 16 hrs, new age 6 hrs, hardcore 12 hrs, folk 16 hrs, heavy metal 4 hrs wkly. ■ Gary Deangelo, pres & gen mgr, Joe P. LaLurie, prog dir; Todd Blake, mus dir; Skatter Kelvie, prom mgr; Dan Spergins, news dir; Bruce Fowler, opns mgr & chief engr.

WTVL(AM)—June 19, 1946: 1490 khz; 1 kw-U. Box 79, 36 Silver St. (04901). (207) 873-3311. Kennebec Broadcasting Co. Net: ABC/E. Format: Classic hit. ■ David Brown, pres, Constance Brown, gen mgr; Nancy Gallagher, gen sls mgr; Jack Armstrong, prog & mus dir; Michael Violette, sports dir; Eric Leimbach, news dir; Joe Roy, chief engr.

WTVL-FM—March 26, 1968: 98.5 mhz; 50 kw. Ant 460 ft. Stereo. Dups AM 100%.

New FM—Not on air, target date unknown: 98.1 mhz; 3 kw. Ant 321 Ft. c/o 2910 Basford Road, Frederick, Md. (21701). John Andrew Durkovich & Marcia Young.

Westbrook

WDCS(FM)—See Scarborough.

WWGT(AM)—Nov 8, 1959: 1440 khz; 5 kw-D, 1 kw-N, DA-1. Box 6713, Portland (04101). (207) 775-6321. Porter Communications Systems Inc. (acq 4-17-86). Net: [illegible]. Rep: Christal, Kettel-Carter. Format: Con-[illegible]

WYNZ-FM—February, 1976: 100.9 mhz; 3 kw. Ant 225 ft. Stereo. Box 1319, Portland (04104). 17 Elmwood Ave, Scarborough (04078). (207) 772-9797. Buckley Broadcasting Co. of Maine (group owner, acq 5/10/83). Rep: Eastman, Kadetsky. Format: Adult contemp. Target audience: 25-54. ■ Richard Buckley, pres; Michael C. Schaefer, VP & gen mgr; Julie Smith, sls mgr; Paul Rousse, news dir; Dean Rogers, opns mgr; Roger Brace, chief engr.

York Center

[illegible]

Aberdeen

WAMD(AM)—May 1, 1957: 970 khz; 500 w-U, DA-2. Box 970 (21001). (301) 272-4400. Mackk Broadcasting Co. Inc. (acq 5-1-78). Net: ABC/C, ABC TalkRadio. Format: Adult contemp. ■ John Contino, pres; Jim McMahan, gen sls mgr. ■ Rates: $30; 12; 15; 7.

Annapolis

WANN(AM)—Jan 10, 1947: 1190 khz; 50 kw-D, DA. (CP: 25 kw.) Stereo. Box 631 (21404). (301) 269-0700. Annapolis Broadcasting Corp. Format: Black. ■ Morris H. Blum, pres & gen mgr; Robert Z. Goldberg, VP sls; Jeffrey S. Blum, VP, prog opns; Merrill W. Pittman, chief engr.

WFSI(FM)—May 16, 1960: 107.9 mhz; 50 kw. Ant 500 ft. 918 Chesapeake Ave. (21403). (301) 269-6500. Family Stations Inc. (group owner; acq 1-7-72). Stereo. Format: Relg. ■ Harold Camping, pres; William A. Sadlier, stn mgr.

WHFS(FM)—Listing follows WNAV(AM).

WNAV(AM)—1949: 1430 khz; 5 kw-D, 1 kw-N, DA-N. Box 829, Admiral Dr. (21404). (301) 263-1430. ABW Ltd. Partnership (acq 4-4-86). Net: MBS. Format: MOR. ■ J. George Cuccia, pres; Jacob Einstein, VP & gen sls mgr, Sike Sharigan, sec; Paul Mann, prog dir; Neal Ellis, mus dir; George Rond, chief engr.

WHFS(FM)—Co-owned with WNAV(AM). 1947: 99.1 mhz; 50 kw. Ant 390 ft. (CP: Ant 492 ft.) Stereo. Prog sep from AM. (301) 261-2452. Format: Progsv. ■ Dave Einstein, prog dir; Bob Showacre, mus dir.

WYRE(AM)—1946. 810 khz; 250 w-D. Box 1551 (21404). (301) 263-9211. Anna-Del Broadcasting Co. (acq 9-26-83). Rep: Shelly Katz. ■ Neal Heaton, VP & gen mgr; Al Sellers, gen sls mgr, Tom Jackson, prog dir; Bob Hughes, chief engr. ■ Rates: $24; 20; 24, 20.

WBEY(FM)—(Grasonville) Co-owned with WYRE(AM). Jan 30, 1979: 103.1 mhz; 3 kw. Ant 300 ft. (CP: Ant 328 ft.). Stereo. Prog sep from AM. Box 103 (21638). (301) 827-7073. Format: C&W. ■ Rates: Same as AM.

Arnold

***WACC(FM)**—1976. 89.9 mhz; 100 w. Ant. 200 ft. Stereo. 101 College Parkway (21012). (301) 647-2575. Anne Arundel Community College. Net: ABC. Format: Progsv. Spec prog: Class 3 hrs, jazz 8 hrs, Black 3 hrs wkly. ■ Dr. Florestano, pres; Lois Raeihle, gen mgr; Susan Rogers, faculty adv; Anton Grobani, mus dir; Anthony Miller, chief engr.

Baltimore

WANN(AM)—See See Annapolis.

WBAL(AM)—Nov 2, 1925: 1090 khz; 50 kw-U, DA-N. 3800 Hooper Ave. (21211). (301) 467-3000. WBAL Div., The Hearst Corp. (group owner; acq 1-14-35). Net: ABC/E. Rep: Hillier, Newmark, Wechsler & Howard. Format: Personality, news-talk. Spec prog: Black 2 hrs wkly. ■ David J. Barrett, VP & gen mgr; Jeffrey Beauchamp, stn mgr & prog dir; John Grimes, opns mgr; Larry Doyle, gen sls mgr; Roger Goss, prom mgr; Robert Shilling, news dir; Robert van Buhler, dir of engrg.

WIYY(FM)—Co-owned with WBAL(AM). Dec 7, 1958: [illegible] mhz; 10.5 kw h, 1.95 kw v. Ant 950 ft. (CP: 13.5

207.772.0870

V

C-SPAN

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

TELECOPIER TRANSMISSION

TO: Irwin Gratz, News Director - WPOR - AM Radio

FROM: Kristin Wennberg

RE: C-SPAN's "Maine Day" Coverage

DATE: 8/30/89

NUMBER OF PAGES (including cover): 3

If you have any questions, or do not receive all pages, please call 202/737-3220. Telecopier: 202/737-3323

NOTES/COMMENTS:

Irwin -
Please call me at (202) 737-3220 if you have any questions.

- Kristin Wennberg

207.582.8144

✓

C-SPAN

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

TELECOPIER TRANSMISSION

TO: Bob West, News Director, - WABK - AM Radio

FROM: Kristin Wennberg

RE: C-SPAN's "Maine Day" Coverage

DATE: 8/30/89

NUMBER OF PAGES (including cover): 3

If you have any questions, or do not receive all pages, please call 202/737-3220. Telecopier: 202/737-3323

NOTES/COMMENTS:

Bob-
Please call me at (202)737-3220 if you have any questions.

-Kristin Wennberg

MECABLE.DTA

August 7, 1989

TO: GENE
FR: CDL
RE: AFFILIATE CONTACT NAMES

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UNITED VIDEO- RICHARD COUCH (MKTG. DIR) 207-774-0558 (all Maine systems)

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X-CEL COMMUNICATIONS- WISCASSET 207-563-8444 ~~NICK FIORE~~ → ~~[illegible]~~

State Cable - Augusta

Dan Haydon
GM.

P.S.
Gene, if you
have any questions,
give me a call,
Cynthia

8am - live from Corea

8:45am - live w/ Brennan from Portland

8:45am - live from Corea

9am - live viewer callin from Augusta w/ McKernan & Snowe

10am (10:30?) - Mitchell live from DC (Austin/Augusta)

10:45 - vignette of Kennebunkport

11:15 - Bill Caldwell (Portland Press) on tape from Portland

- mail ferry run/other Portland vignettes?

noon - Roundtable w/ Citizens

1pm - "Maine Concerns" Noelle Shaw (Portland) Maine Public Radio

2pm - Interview w/ Ed Muskie

2:30pm - Interview - guest TBA

3pm -

4pm - Roundtable w/ historians

4:30 - live interview w/ the Democrats in Augusta

5pm - Russell Wiggins interview

5:30pm - "Maine Things Considered"

Immediate Release:
August 25, 1989

Contacts:
Gene Grabowski
Kristin Wennberg
(202) 737-3220

C-SPAN MARKS SEPTEMBER 5 AS "MAINE DAY"

Augusta Becomes 50th State Capital to be Linked to Washington, D.C.

Washington, D.C.--C-SPAN marks the debut of its programming in Maine's capital with interviews with Maine politicians, journalists, other residents and ~~citizens~~ on **September 5 from 8:00am - 8:00pm ET.**

"Maine Day" will feature live Viewer Call-in programs, interviews, and roundtable discussions focusing on state and national issues. C-SPAN will also cover live Maine Public Radio's "Maine Concerns" and "Maine Things Considered" from Portland.

State Cable in Augusta begins providing C-SPAN to its 18,000 viewers on September 5, making it the 50th state capital to be linked to Washington, D.C. In addition, eight other Maine cable systems are adding C-SPAN to their cable TV lineup on September 5, for a total of ~~18,000~~ 52,000 cable subscribers ~~who will then be~~ now able to watch the U.S. government in action.

The programming schedule for "Maine Day" is as follows:

Tuesday, September 5

8:00am ET	LIVE	Interviews with residents of Corea, Maine
8:15am ET	LIVE	Viewer Call-in program with Rep. Joseph Brennan (D) from Portland
8:45am ET	LIVE	Interviews with residents of Corea, Maine
9:00am ET	LIVE	Viewer Call-in program with Gov. John McKernan (R) and Rep. Olympia Snowe (R) from the state Senate chamber in Augusta
10:00am ET	LIVE	Viewer Call-in program with Sen. George Mitchell (D) from Washington, D.C. (host in Augusta)
10:45am ET	Taped	Vignette of Kennebunkport, Maine
11:15am ET	TAPED	Interview with *Portland Press* Columnist Bill Caldwell

Maine Day programming will conclude with President Bush's live address to the nation at 9 p.m., followed by the Democratic party's response and viewer call-ins.

Further programming information will be sent as it becomes available.

With the addition of Augusta's 18,000 cable subscribers who can now watch C-SPAN, every state capital now has a front-row seat at political events that affect them in Washington, D.C.

State Cable of Augusta is providing C-SPAN to its viewers in the capital area. C-SPAN will also go on the air in September for the first time in the Maine communities of Bangor, Eastport, Belgrade, Rumford, Saco, Lincolnville, Unity and Herman.

C-SPAN, which marked its 10th anniversary this year, airs U.S. House floor proceedings, House hearings, speeches and other public events.

C-SPAN II, created in 1986, airs U.S. Senate floor proceedings, Senate hearings, speeches and other public affairs programming.

C-SPAN, the Cable-Satellite Public Affairs Network, is also available in more than 100 countries via the USIA Worldnet satellite. The network operates without public funds and is a non-profit public service of the cable television industry.

- 30 -

Roundtable #1 - Camden 8/30

10:00 am → approx 11:00 am

Focus: Business & Industry in Maine
Changes in Economy over the years
environmental issues / development vs.
tourism / trade / Taxes. Cost of
living. Impact of federal/state/local
goverment on jobs & life. Impressions of
Guests: Local, State, Federal Reps.

✓ Rep from Lobster Association Edward Blackmore ✓

✓ Annette Ross Anderson, ~~Director, Dept of Economic & Community Development~~ Chair Commission on Maine's Future
~~Mgr Public Affairs~~ Central Maine Power Company

Rep from Bath Iron Works ✓

Tourism rep. → Camden — ~~Editor~~ President + Publisher of Down East H. Allen Fernald

Matt Storin, Maine Times Editor

Roundtable Location
Wayfarer Marine Corp.
Sea Street, Camden

Maine.dta

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C-SPAN
Tenth Anniversary
1979-1989

August 28,1989

TV News Directors:

You may use up to three minutes of C-SPAN programming during a regularly scheduled newscast with simultaneous on-air credit to C-SPAN.

Our satellite coordinates are: Galaxy III, Transponder 24.

If you have any questions or want to use more than three minutes, please contact me at (202)737-3220.

Regards,

Kristin Wennberg
Press Coordinator

THE CABLE SATELLITE PUBLIC AFFAIRS NETWORK
444 North Capitol Street, NW • Suite 412 • Washington, D.C. 20001 • 202/737-3220

News Release

C-SPAN Tenth Anniversary 1979-1989

Contact: Gene Grabowski
Kristin Wennberg
202-737-3220

FOR IMMEDIATE RELEASE

C-SPAN TO TELEVISE LIVE INTERVIEWS FROM AUGUSTA FOR "MAINE DAY"

State Capital Is 50th to Link With Washington Via Cable

WASHINGTON, D.C., Aug. 23 -- C-SPAN, marking the debut of its programming in Maine's capital, will televise live interviews with Gov. John McKernan and other officials from the Senate chamber of the Maine State House Sept. 5 in Augusta.

The interviews, which will feature call-in questions from around the country, are part of a special day-long welcome to Augusta cable viewers in the 50th state capital to offer C-SPAN.

Other Maine officials interviewed live that day will include U.S. Rep. Olympia Snowe from Augusta, U.S. Rep. Joseph Brennan from Portland and Sens. George Mitchell and William Cohen from Washington TV studios. C-SPAN President Brian Lamb will anchor the interviews from the Senate chamber.

The day's programming is scheduled to begin at 8 a.m. and will include live man-on-the-street interviews with fishermen and tradespeople in Corea, Maine.

From 9-10 a.m., Mr. McKernan and Ms. Snowe, who are husband and wife, will take part in a joint interview in the well of the State Senate chamber.

At 1p.m., C-SPAN will televise live from the set of "Maine Concerns" from Maine Public Radio, and at 5:30 p.m., will air live from the set of "Maine Things Considered." Both radio programs are broadcast on WMEA-FM in Portland.

Other programming has yet to be definitely set, but it will include live and taped interviews with Portland Press columnist Bill Caldwell, former U.S. Senator Edmund Muskie and veteran Maine journalists Don Laraby and Russell Wiggins. Live programming from the Bangor Daily News and a taped roundtable discussion with Maine journalists is also planned.

- More -

Maine Day programming will conclude with President Bush's live address to the nation at 9 p.m., followed by the Democratic party's response and viewer call-ins.

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- 30 -

News Release

C-SPAN
Tenth Anniversary
1979-1989

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Kristin Wennberg
202-737-3220

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- More -

Tuesday, September 5
—MAINE programming—

7:00am

8:00 am ✓ Live from Coast 8:15 am Live w/ Brennan from Portland until 8:45 am 8:45 Live from [illegible]

9:00 am ✓ Live w/ Gov. McKernan & Rep. Snowe (viewer call-in) from Augusta

10:00 am ✓ Mitchell - Live - DC 10-10:30 am from (host in Augusta) 10:45 am vignette Vermont

11:00 am ✓ 11:15 am Caldwell on tape from Portland - mail ferry run(?) - other Portland vignettes

12 noon ✓ > Roundtable w/ Citizens

1pm ✓ "Maine Concerns" Radio Show - Maine Public Radio (from Portland)

✓ 2:00-2:30pm Interview w/ Edmund Muskie -

2pm 2:30-3:00pm Margaret Chase Smith (?) or Martin / Pray -

3pm > David Osborne(?) (Neil Pierce The Nation) Governing Magazine < State Perspective ed - Bangor News? Daily -

4pm ✓ > Roundtable w/ Historians Live Interview with the 4:30-5:00pm Dutmans - Augusta -

✓ 5:00 pm Russell Wiggins Interview

5pm ✓ 5:30pm "Maine Things Considered" Radio Show - Maine Public Radio from Portland -

6:00pm ✓ Cohen confirmed (DC) 6:00-6:45pm Host in Augusta -

7:00pm ✓ 6:45pm Bangor Daily News -

8:00pm Washington - Drug Policy Stuff (?) >

9:00pm ✓ Bush speech 9pm 9:30pm per phone

10pm

11pm

12 midnight

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APPENDIX: MEMOES
MAINE SALES TRIP .....

MAINE FACT SHEET

NUMBER OF SYSTEMS	52
C-SPAN AFFILIATES	27
C-SPAN NON-AFFILIATES	25
C-SPAN II AFFILIATES	3
C-SPAN II NON-AFFILIATES	49
TOTAL CABLE SUBSCRIBERS	238,449
C-SPAN SUBSCRIBERS	181,332
C-SPAN PENETRATION	76%
C-SPAN II SUBSCRIBERS	58,833
C-SPAN II PENETRATION	25%

PROGRAMMING PLAN

POSSIBLE COVERAGE ON SEPTEMBER 5, 1989:

- Governor McKernan call-in (with or w/o Olympia Snowe) in Augusta live
- Live or taped interviews:
  - Senator Mitchell
  - Senator Cohen
  - Congressman Brennan
  - Congresswoman Snowe
  - Dorothy Bush LeBlond
  - Margaret Chase Smith
  - Dan Larabie
  - Ed Muskie
- Coverage of President Bush in Kennebunkport
- Coverage of lobster fishing, clamdigging, Bath ironworks etc.
- Minimum technical commitment: 1 Ku-Band truck and 2 cameras

PROMOTION PLAN

AFFILIATE PROMOTIONS:

- 10th Anniversary tape of local origination
- 1/4 p. ad slicks on Maine Day programming for insertion in weekly local newspapers and program guides
- :30 spot on Maine Day programming for insertion in cross-channel avails
- Education materials for distribution to local high schools and universities
- Press kits for distribution to local newspapers
- Government officials kits for distribution to local and state government officials
- Premiums (mugs, pictorials, posters, etc.)

LAUNCHING AFFILIATE PROMOTIONS:

- Free bill stuffers
- same as above

OTHER PROMOTIONS:

- 1/4 p. ad in 6 daily Maine newspapers*
- Full page ad in trade magazines (CV, MCN, BC)
- Stories in major Maine newspapers
- Congratulations read on House floor and in Maine legislatures

* Daily newspapers: Kennebec Journal (Augusta), Bangor Daily News, Biddeford Journal Times, Brunswick Times Record, Lewiston Daily Sun, Portland Press Herald, Central Maine Morning (Waterville)

MAINE C-SPAN AFFILIATES

	MSO NAME	COMMUNITY	COMMUNITIES SERVED	SUBS	CH. CAP.
1	CABLEVISION SYSTEMS	AUBURN/LEWISTON	AUBURN/LISBON/ LISBON FALLS/MECHANIC FALLS/OXFORD SABATTUS	20,657	35
2	LONGFELLOW	AVON	SERVED OUT OF PHILLIPS	549	21
3	UNITED VIDEO	BAR MILLS	SERVED OUT OF BOOTHBAY	4,139	35
4	UNITED VIDEO	BOOTHBAY		776	31
5	UNITED VIDEO	BRIDGTON	HARRISON/NAPLES	2,359	33
6	UNITED VIDEO	BRISTOL	SERVED OUT OF BOOTHBAY	979	33
7	UNITED VIDEO	BUXTON	HOLLIS/LIMERRICK/LIMINGTONLYMAN/STANDISH/WATERBORO	3,227	35
8	ATC/PARAGON	CARIBOU	FORT FAIRFIELD/LIMESTONE/LORING AFB/PRESQUE ISLE	7,941	30
9	UNITED VIDEO	CORNISH/BETHEL	GREENWOOD/NEWRY/WEST PARIS/WOODSTOCK	2,231	27
10	UNITED VIDEO	FREEPORT		1,310	35
11	UNITED VDEO	HARPSWELL		3,749	34
12	CABLE TV OF KENNEBUNK	KENNEBUNK	ALFRED/ARUNDEL/KENNEBUNKPORT/LYMAN	4,689	35
13	HERITAGE	MOODY/WELLS/YORK	MOODY/NORTH BERWICK/OGUNQUIT/YORK	5,931	35
14	ATC	PORTLAND	CAPE ELIZABETH/CASCO/CUMBERLAND/FALMOUTH/GORHAM/ NEW GLOUCESTER/NORTH YARMOUTH/RAYMOND/SCARBOROUGH/ SOUTH PORTLAND/WESTBROOK/WINDHAM-PORTIONS/YARMOUTH/ GRAY	51,923	35
15	UNITED VIDEO	ROCKLAND/CAMDEN	CAMDEN/OWLS HEAD/ROCKPORT/THOMASTON/VINALHAVEN/	8,530	33
16	NEW ENGLAND CABLEVISION	SANFORD	WARREN	5,875	
17	UNITED VIDEO	WINDHAM		3,319	34
18	X-CEL COMMUNICATIONS	WISCASSET	ALNA/DAMARISCOTTA/EDGECOMB/NEWCASTLE/NOBLEBORO/ WALDOBORO	2,059	34
		TOTAL:		129,359	

NEW LAUNCHES - SEPTEMBER 5

Augusta	State Cable	18,000
Bangor (PT)	Cablevision Systems	15,000
Eastport	Pinetree Cablevision	3,329
Belgrade	Carrabassett CV	800
Rumford	State Cable	5,262
Saco	Continental	7,733
Lincolnville	Lincolnville CV	600
Unity	Unity CV	700
Herman	United Video	550
TOTAL		51,974

No Anson Longfellow 480

Crocker Longfellow 1699

54,153

NEW LAUNCHES - SEPTEMBER 5

✓Augusta	State Cable	18,000
✓Bangor (PT)	Cablevision Systems	15,000
✓Eastport	Pinetree Cablevision	3,329
?. Belgrade	Carrabassett CV	800
✓Rumford	State Cable	5,262
✓Saco	Continental	7,733
?. Lincolnville	Lincolnville CV	600
?. Unity	Unity CV	700
?. Herman	United Video	550
TOTAL		51,974

Community Cable TV
POB 643
Unity ME 04988
Susan Shaw
- 207.948.9288

Communications Inc.
POB 200, Route 43
Lincolnville Center, ME 04850
Shirley Manning. GM
207.763.9900

Longfellow Communications
POB 427
Kingfield, ME 04947
GM - Larry Warren

MAINE NON-AFFILIATES

.	MSO NAME	COMMUNITY	COMMUNITY SERVES	SUBS	CHANNEL CAPACITY	STATUS
1	NEW ENGLAND CABLEVISION	BIDDEFORD	BIDDEFORD	5,807	27	GM, LEE STANLEY WORKING TO GET US ON PT TIL REBUILD IS OVER.
2	SUSQUEHANNA	BRUNSWICK/BATH	TOPSHAM/WEST BATH	13,000	28	ABSOLUTELY NO ROOM FOR ANY-THING UNTIL COMPLETION OF REBUILD, THEN WILL ADD I/II.
3	UNITED VIDEO	CALAIS	BAILEYVILLE/BARING/WOODLAND	2,285	21	SPOKE TO RUTH WEBBER, DIR/MKT. SHE WILL TRY EVERYTHING SHE CAN TO GET ON ANY OF THE MAINE SYSTEMS BY SEPT. 5.
4	VISTA COMMUNICATIONS	DANFORTH	WESTON	171	36	WAITING FOR DECISION FROM MR. RICK SINGER, AFTER HE MEETS WITH THE BOARD.
5	UNITED VIDEO	EAGLE LAKE	AROOSTOOK	241	15	SEE CALAIS
6	BEE LINE, INC.	FARMINGTON	WILTON	1,902	19	SPOKE TO PRES., PHIL MURDOUGH, HE'S BRINGING THIS UP TO THE BOARD. CONCEPT IS BUDGET.
7	MOOSEHEAD ENTERPRISES	GUILFORD	GREENVILLE/MONSON/SANGERVILLE	390	11	PRES. EARL RICHARDSON IS OUT UNTIL 8/10.
8	NEP COMMUNICATIONS	HOULTON	HODGDON	2,269	23	PRES. NORM JOHNSON WILL MAKE A DECISION BY 8/4.
9	MOOSEHEAD ENTERPRISES	JACKMAN	BINGHAM/MOON RIVER/ROCKWOOD	380	12	SEE GUILFORD
10	UNITED VIDEO	MADAWASKA	FORT KENT/FRENCHVILLE/ST. AGATHA	3,103	27	SEE CALAIS
11	BEE LINE, INC.	MADISON	ANSON/SKOWHEGEN	3,220	19	SEE FARMINGTON
12	UNITED VIDEO	MAPLETON		450	18	SEE CALAIS
13	VISTA COMMUNICATIONS	MEDWAY		465	36	SEE DANFORTH
14	BEE LINE, INC.	MILLINOCKET	EAST MILLINOCKET	3,700	19	SEE FARMINGTON
15	UNITED VIDEO	MILO	BROWNVILLE	682	11	SEE CALAIS
16	CARRABASSETT ELECTRONICS	NORRIDGEWOCK		650	21	
17	STATE CABLE	NORWAY	PARIS/WATERFORD	1,759	23	SEE WATERVILLE
18	VISTA COMMUNICATIONS	OAKFIELD	DYER BROOK/MERRILL/SMYRNA	260	36	SEE DANFORTH
19	ATC	PATTEN/ISLAND FALLS		545	12	SEE HERMON
20	STATE CABLE TV	PITTSFIELD	HARTLAND/PALMYRA/SAINT ALBANS	1,269	28	SEE WATERVILLE
21	MOOSEHEAD ENTERPRSES	PLEASANT RIDGE		40	12	SEE GUILFORD
22	UNITED VIDEO	PORTAGE LAKE		199	14	SEE CALAIS
23	UNITED VIDEO	ST. AGATHA	SERVICED OUT OF MADAWASKA	225	27	SEE CALAIS
24	UNITED VIDEO	VAN BUREN		1,200	26	SEE CALAIS
25	UNITED VIDEO	WASHBURN	ASHLAND/BLAINE/MARS HILL/PRESQUE ISLE	450	19	SEE CALAIS
26	STATE CABLE TV	WATERVILLE	BENTON/CHINA/CLINTON/FAIRFIELD/OAKLAND/VASSALBORO/ WINSLOW	12,455	34	LAUNCH IS PENDING ON EDUIS. PER GM, DON MOVED.

TOTAL NON-AFFILIATES: 57,117

MAINE C-SPAN II AFFILIATES

	MSO NAME	COMMUNITY	SUBS
1	HERITAGE	MOODY/WELLS/YORK	6,901
2	ATC	PORTLAND	51,182
3	CARRABASSETT	BELGRADE	800
		TOTAL:	58,883

MAINE PART-TIME AFFILIATES

	MSO NAME	COMMUNITY	SUBS
1	CABLEVISION SYSTEMS	AUBURN/LEWISTON	20,007
2	CABLEVISION SYSTEMS	BANGOR	15,000
		TOTAL:	35,007

FOUR YEAR INSTITUTIONS IN MAINE

1 BATES COLLEGE, LEWISTON
2 BOWDOIN COLLEGE, BRUNSWICK
3 COLBY COLLEGE, WATERVLLE
4 COLLEGE OF ATLANTIC, BAR HARBOR
5 HUSSON COLLEGE, BANGOR
6 MAINE MARITIME ACADEMY, CASTINE
7 PORTLAND SCHOOL OF ART
8 SAINT JOSEPH'S COLLEGE, NORTH WINDHAM
9 THOMAS COLLEGE, WATERVILLE
10 UNITY COLLEGE, UNTY
11 UNIVERSTY OF MAINE, ORONO
12 UNIVERSITY OF MAINE AT AUGUSTA
13 UNIVERSITY OF MAINE AT FARMINGTON
14 UNIVERSITY OF MAINE AT FORT KENT
15 UNIVERSITY OF MAINE AT MACHIAS
16 UNIVERSITY OF MAINE AT PRESQUE ISLE
17 UNIVERSITY OF NEW ENGLAND, BIDDEFORD
18 UNIVERSITY OF SOUTHERN MAINE, PORTLAND
19 WESTBROOK COLLEGE, PORTLAND

KEY ISSUES IN MAINE

1. PROPERTY TAX RELIEF- THIS IS PROBABLY THE NUMBER ONE ISSUE IN THE STATE. MAINE HAS ONE OF THE LARGEST PROPERTY TAX LAWS IN THE NATION.

2. SOLID WASTE LEGISLATURE- THE STATE WILL ISSUE GOALS THAT WILL BE REQUIRED TO MEET ON ALL RECYCLED WASTE. MAINE HAS BEEN A LEADER IN ENVIRONMENTAL ISSUES.

3. EDUCATION- THIS IS ONE OF THE CONTROVERSIAL ISSUES OF THE STATE. MAINE HAS ONE OF THE LARGEST HIGH SCHOOL DROP-OUT RATES IN THE NATION. THE GOV. PROPOSED A BILL TO EXTEND THE SCHOOL YEAR 5 DAYS OVER THE NEXT 5 YEARS, BUT IT WAS TURNED DOWN BECAUSE THE STATE LEGISLATURE FELT THAT IT WOULD BE TO EXPENSIVE. THIS IS ONE OF THE GOVERNOR'S BIGGEST IRRITANTS.

4. ABORTION- ANOTHER VERY CONTROVERSIAL SUBJECT. THE DAY THAT THE THE WEBSTER DECISION CAME OUT, THE GOVERNOR VOWED TO VETO ANY LEGISLATURE THAT WOULD CHANGE STATUS QUO IN THE WOMAN'S RIGHT TO DECIDE. HE HAS RECEIVED NATIONAL PRESS ON THIS BECAUSE AS A REPUBLICAN, HE IS GOING AGAINST THE PARTYS PLATFORM ON THE ABORTION ISSUE.

5. STATE SPENDING- MAINE HAS ONE OF THE HIGHEST STATE SPENDING INCREASES IN THE NATION. THE LEGISLATURE HAS APPROVED A 25% INCREASE IN SPENDING FOR THE NEXT TWO YEARS. THE STATE INDEBTEDNESS IS NOW APPROACHING THE HALF BILLION DOLLAR MARK.

6. ELECTIONS- THE 1990 ELECTIONS ARE GOING TO BE VERY CRUCIAL FOR BOTH THE DEMOCRATS & THE REPUBLICANS. LAST ELECTION, THE DEMOCRATS PICKED UP APPROX. 12 SEATS IN THE HOUSE. REPUBLICANS NEED TO MAKE A MAJOR GAIN, OR MAINE COULD BECOME A ONE PARTY STATE. UP FOR RE-ELECTION IN 1990 ARE: THE GOVERNOR, REP. SNOWE, AND SEN. COHEN.