

News Release

C-SPAN

Tenth Anniversary

1979-1989

FOR IMMEDIATE RELEASE

Contacts:
Gene Grabowski
Kristin Wennberg
202-737-3220

C-SPAN LAUNCHES NEW "OPEN TO THE PUBLIC" ADVERTISING CAMPAIGN

National Ads Feature Network's Unique, Unedited Programming

Washington, D.C., Jan. 25, 1990 -- C-SPAN, the Cable-Satellite Public Affairs Network, has launched an unprecedented national advertising campaign that features the diversity and accessibility of its programming.

The 12-month campaign, which may feature up to 18 ads as well as TV and radio spots, contrasts the access that viewers have traditionally had to political events with the openness that C-SPAN's uncut, gavel-to-gavel format provides. "Open to the Public" is the campaign theme.

For instance, one of the ads in the series highlights C-SPAN's "Journalists' Roundtable" program where reporters explain how they gather and report the news. The left half of the first ad depicts the "Who, What, Where and When" that conventional information sources provide. The right half of the ad shows USA Today White House reporter Jessica Lee on C-SPAN's "Journalist Roundtable" program next to the word "Why."

"Our goal over the course of the year is to make viewers of those who now have a limited awareness of C-SPAN's variety and relevance to their lives," said Promotions and Publications Director Nicole Vanasse, who developed the campaign. "A secondary goal is to teach viewers how to use the network and to demonstrate that our programming is accessible."

Ad buys are being made to reach target audiences in the political, education, news media, law, and cable markets. Cross-channel promotion spots using the same themes have also been sent to cable operators for airing in their communities, Ms. Vanasse said.

C-SPAN is now available in some 48 million U.S. households. The network is a public service of the cable television industry.

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737.3833

C-SPAN
400 N. Capitol St., N.W.
Suite 650
Washington, D.C. 20001

TELECOPIER TRANSMISSION

TO: Paulette Dininny - Hollywood Reporter

FROM: Gene Grabowski / Kristin Wennberg

RE: Urgent News Release

DATE: 1.24.90

NUMBER OF PAGES: 2
(Including Cover)

If you do not receive all pages, please call Kristin Wennberg at 202-626-7975.

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TELECOPIER TRANSMISSION

TO: Jay Arnold - Associated Press

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NOTE:

Trade Publication Contacts and Numbers

Publication	Editor	Phone	Fax	D.C. Reporter	D.C. Fax	Calendar Editor
Associated Press	Jay Arnold	828-6400	828-6422	Tim Bovee/Metro	835-1584	Tim Bovee
Broadcasting	Kira Greene	659-2340	429-0651	Matt Stump	429-0651	Kira Greene
Cable Marketing	Les Luchter	212-685-4848	212-696-5318	None	None	Ellis Simon
Cable TV Business	Chuck Moozakis	303-220-0600	303-773-9716	Krista Van Leven	659-0309	Tamara Bennett
Cable World	Stewart Schley	303-837-0900	303-837-0915	V. Pasdeloup	527-6743	Barnett Parker
Cablecaster	Linda Ashley	416-363-6111	416-367-4036	None	None	Bruce Parkinson
CableVision	Steve Tuttle	212-576-3469	212-213-3628	Vacant	524-8977	Simon Applebaum
Channels	Merrill Brown	212-545-5100	212-696-4215	None	None	Richard Katz
Comm Daily	Mike Feazel	872-9200	293-3435	Mary Crowley		
<i>double</i> Electronic Media	Craig Leddy	312-649-5293	312-649-5465	Laura Malt	638-3155	Kymi Armour
Hollywood Reporter			737-3833	Paulette Dininny	737-2828	
MSD	Deborah Arney	303-355-2101	303-355-2144	None	None	
Multichannel News	Eric Schatz	212-741-6700	212-337-3241	Jeannine Aversa	202-371-9618	Merelle Seale
TBI International	Jay Stuart	212-545-5100	212-696-4215	None	None	None
TV Guide	Pat Jordan	215-293-8681	215-293-4849	Lisa Stein	None	None