

News Release



Cable-Satellite Public Affairs Network

400 North Capitol Street N.W., Suite 650
Washington, D.C. 20001
(202) 737-3220

Contacts: Rayne Pollack
202-626-4863
Kristin Wennberg
202-626-7975

C-SPAN AND VOA SPONSOR INTERNATIONAL BROADCASTERS CONFERENCE

Programmers To Visit C-SPAN Audio Networks for the First Time

Washington, D.C., September 4 -- C-SPAN and the Voice of America will co-sponsor a meeting of international radio programmers in Washington, D.C. Tuesday, September 11 - Thursday, September 13.

The annual International Broadcasters conference allows radio programmers from around the world to meet and discuss the issues concerning their industry. The nearly two dozen participants in this year's event represent radio broadcasters from over 10 countries.

This conference also offers the programmers a chance for the first time to visit the C-SPAN Audio Networks, which offers over one million cable subscribers international English-language radio broadcasts from around the world. C-SPAN Audio 1 carries over 10 hours of programming from 10 countries every day, and C-SPAN Audio 2 retransmits the BBC World Service 24 hours a day.

"This is a perfect opportunity for C-SPAN to better our relations with the broadcasters who provide us with programming," said Beth Glatt, Audio Networks manager. "It also allows the programmers a chance to better understand our networks and their philosophy."

The conference includes a special broadcasters' tour of the Voice of America, conference sessions on recent technical and programming innovations, and a discussion of the effects of politics and economics on broadcasting. C-SPAN Chairman and CEO Brian Lamb will address the broadcasters during a luncheon, and C-SPAN will host an evening reception at the network's offices on Capitol Hill. The participants will also display an exhibit about shortwave radio at George Washington University.

Three of the conference participants will be featured guests on WAMU-FM's (Washington, D.C.) Mike Cuthbert program on Wednesday, September 12, at 9:00pm.

The C-SPAN Audio Networks are now available in over one million households nationwide through 26 cable system affiliates nationwide. The C-SPAN networks are privately funded and are a public service of the cable television industry.

INTERNATIONAL BROADCASTERS CONFERENCE

Voice of America, 11-12-13 September 1990

11 September 1990

15:00 Special broadcasters' tour of VOA facilities

12 September 1990

9:15 Gather in Room G-507, VOA, 330 Independence Avenue, S.W. (use the C Street entrance, which is between 3rd and 4th Streets, S.W.)

9:30-10:00 VOA Morning Meeting with greeting by Richard Carlson, VOA Director

10:00-12:00 The Means of Delivery of International Broadcasting in the 1990's and Beyond: a non-technical discussion. (Moderator: Ian McFarland, Radio Canada International)

10:00-10:15 Radio Placement on Local Stations (Jeannie Corrigan, VOA)

10:15-10:30 Prospects for Direct Broadcast Satellite/Audio (Neil Helm, Helm Communications)

10:30-10:45 A Satellite Audio Project for Africa (Noah Samara, AfriSpace Inc.)

10:45-11:00 Is There a Future for Shortwave? (Kim Elliott, VOA)

11:00-12:00 General Discussion

12:00-13:00 Lunch (Remarks by Brian Lamb, Chairman, C-SPAN)

13:00-14:00 Innovations in Programming in the New World of International Broadcasting (Moderator: Alan Heil, VOA)

13:00-13:15 Programming Innovations at VOA (Mr. Heil)

13:15-14:00 General Discussion (Innovations at other stations)

14:15-15:15 Audience Research in International Broadcasting (Moderator: Woody Demitz, United States Information Agency Office of Research)

14:15-14:45 Presentation by Mr. Demitz

14:45-15:15 Questions and Discussion

15:30-17:30 New Structures in International Broadcasting: Adapting to the Political, Technological, and Fiscal Realities of the 1990's (Moderator: Judy Jamison, VOA)

15:30-15:45 Germany (Dieter Wernig, Deutsche Welle)

15:45-16:00 Soviet Union (Richard Millman, Transworld Communications)

16:00-16:15 United States (Ms. Jamison)

16:15-17:30 General Discussion (new structures in other countries)

TO KRISTIN from Rayne 8/15/90

Facts about the Internatioanl Broadcasters Forum

Dates: September 11 - 13, 1990
Co-Sponsored by C-SPAN and VOA
Held at the VOA
Open to Press
Contacts: Beth Glatt 626-4862
Kim Elliott (VOA) 619-3047

The conference agenda goes like this:

11th: Tour of VOA, maybe a reception here this night, check with Beth
12th: Day long sessions at the VOA starting with an opening session given by the Director of VOA, Richard Carlson talking about changes in international broadcasting and methods of distribution such as Direct Audio Broadcast as well as radio placement.

Then, luncheon with a speech by Brian Lamb -- topic as yet undetermined see if you can pin him down a little on this.

In the afternoon, there will be a discussion on new radio programming with a lot of input from Radio Moscow, also:
- USIA and BBC World Service will present a survey of shortwave radio listening in the U.S., and,
- The restructuring of Internatioanl Broadcasting due to the changing political and fiscal realities in today's international arena. This session will consist of 15 minute presentations from 4 countries and then will open up into an hour long discussion period

(Kim Elliott is actually Dr. Kim Elliott, Audience Research Officer, VOA)

Oh! Here it is! There will be an international broadcaster's reception held at C-SPAN on the evening of the 12th. Ask Beth if it's o.k. to mention in this release that press are invited and should R.S.V.P. somewhere.

7 of the C-SPAN Audio Network countries are represented, get the whole list of which countries will be represented from Beth, emphasizing in your list which are programmers for C-SPAN.

Also, several of the broadcasters (I think I told you this) will be appearing on WAMU on the Mike Cutthroat show and we should promote that in this release too--- see if you can contact Mike and get a few of his show topics to plug.

This release needs to be approved by Beth and should be sent to:

Day books
Cable trades and Radio trades.

O.K.?

FAX MESSAGE FROM
Kim Andrew Elliott

Fax: (+1) 202-619-1241
Telephone: (+1) 202-619-3047

22 August 1990

TO: Beth Glatt

NUMBER OF PAGES (including this page): 1

International Broadcasters Conference on September 12, 1990

List of Attendees

AUSTRIA: Dr. Edgar Sterbenz, Assistant Head, Radio Austria International

CANADA: Mr. Ian McFarland, Producer/Present of "Shortwave Listeners' Digest," and Mr. Wojtek Gwiazda, Producer/Presenter of "North Country (morning English program to the USA)

FINLAND: Ms. Teri Schultz, English Broadcaster, YLE Radio Finland

GERMANY (WEST): Mr. Dieter Wernig, Head of English-language Current Affairs Programs, Deutsche Welle

JAPAN: Ms. Rika Kobayashi, Producer/Presenter of "DX Corner," English Service, NHK Radio Japan

KOREA (SOUTH): Mr. CHOI Jang-Hoon, Manager, Radio Korea (international service of Korean Broadcasting Corporation)

NETHERLANDS: Mr. Alfonso Montealgre, Producer/Presenter of Spanish-language DX/communications program, Radio Netherlands. Probable: Mr. Joop Heintz, Deputy Head of Programming, and Mr. Tom Yere, Producer/Presenter of "Happy Station" programs in English and Spanish, Radio Netherlands.

NORWAY: Mr. Sverre Fredheim, Head of Radio Norway International (international service of Norsk Rikskringkasting)

SPAIN (tentative): Ms. Penelope Eades, Head of Foreign Language Programs of Radio Exterior de Espana, may attend

SWITZERLAND: Mr. Bob Zanotti, Producer/Presenter of "Swiss Shortwave Merry-Go-Round," Swiss Radio International

TAIWAN: Mr. SUN Wen-Kuei, Deputy Chief, and Ms. Joanna Foo, English-Language Broadcaster, Voice of Free China (international service of Broadcasting Corporation of China).

U.S.S.R.: Planning to attend are the Deputy Editor in Chief for Broadcasts to the USA and Great Britain, Gosteleradio, and the Head of Radio Moscow External Services.

UNITED KINGDOM: Ms. Connie Gilham, Senior Assistant Program Planner, BBC World Service English, and Ms. Elizabeth Fuller, Senior Audience Researcher, BBC World Service

First time the cameras in
federal court. ~~premonition~~
sneak preview of what will be
happen if federal judiciary in ~~2 weeks~~
votes to allow cameras in ~~the~~

->

FAX TO: Kristin Wennberg, C-SPAN

NEWS from the
VOICE OF AMERICA
Office of External Affairs
330 Independence Avenue, S.W.
Washington, D.C. 20547 USA

Telephone: +1-202-619-2538
Fax: +1-202-619-1241
Telex: 6504086039 MCI UW
MCI Mail: 408-6039

INVITATION TO MEET INTERNATIONAL BROADCASTERS

Most Americans are not aware that English broadcasts from dozens of countries can be heard on a shortwave radio. These broadcasts consist of news, current affairs, political commentary, music, and a wide range of special interest programs (business, science, stamp collecting, etc.). No license or technical skills are required to listen. Most shortwave, or "world band," radios nowadays range in price from \$50 to \$400, and some are smaller than a pack of cigarettes.

On September 11 to 13, the Voice of America will be host to broadcasters from twelve radio stations which broadcast to North America on shortwave: Deutsche Welle (West Germany), Radio Japan, Radio Korea (Seoul), BBC World Service, Radio Austria International, Radio Norway International, Radio Netherlands, BRT International (Belgium), Radio Finland, Swiss Radio International, and Radio Canada International.

On Thursday, September 13, the broadcasters will take part in "Listen to the World on Shortwave Radio," an exhibit at the George Washington University to familiarize the community with international radio and shortwave listening. This will be from 10:00 a.m. to 2:00 p.m. just outside the GWU Marvin Center, 800 21st N.W. (In case of rain, the location is Stuart Hall, 2013 G Street N.W.). Several models of portable shortwave radios will be available for listening.

The media and other interested persons are encouraged to meet the international broadcasters at "Listen to the World." Other times to meet the international broadcasters can be arranged by calling Kim Elliott at +1-202-619-3047.

The participants will also take part in an International Broadcasters Conference which will discuss trends in broadcasting across national boundaries, including program innovations, technological developments, and audience research. Particular emphasis will be placed on a rethinking of international broadcasting in the new world political environment.

The International Broadcasters Conference will take place Wednesday, September 12, from 9:30 a.m. to 5:30 p.m. at the VOA headquarters, 331 C Street, S.W., Room G-507.

For more information call Kim Elliott, 202-619-3047.
Fax: 202-619-1241

KRISTINZ

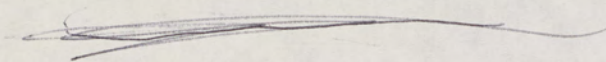
8/29

CAN you MAKE SURE
THAT LAURA NESTLEY
AT NAMU Gets "our" release
fixed to her RE: INT'L BCASTS.
885-1055. 3 of The Visitors
will be on Milce Cthbert
9/12 - 9-10pm Thanks - Bsh

FAX COVER PAGE

Date: Thu Aug 16, 1990, 12:26 pm EDT
To: Beth Glatt
Destination Fax: 202-737-6226

From: Voice of America/Voice of America
Subject: International Broadcasters Conference



Number of pages excluding cover page: 3.0

Number of delivery attempts: 1

Kelston
Full
Beth

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FAX MESSAGE FROM
Kim Andrew Elliott
Audience Research Officer
VOICE OF AMERICA
330 Independence Avenue, S.W.
Washington, D.C. 20547 USA

Fax: (+1) 202-619-1241
→ Telephone: (+1) 202-619-3047
Home Phone: (+1) 703-578-3159
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MCI Mail: 408-6039
Internet: 4086039@mcimail.com

*- TV stations
- media editors
- EW-exhibit
- Broadcasting*

TO: International Broadcasters Planning to Attend the
International Broadcasters Conference

16 August 1990

Dear Colleagues:

Preparations for the International Broadcasters Conference and related events are shaping up nicely. At this point, 17 broadcasters from 12 stations outside the United States are planning to attend.

ARE YOU GOING TO VIRGINIA BEACH? If you are planning to attend the Association of North American Radio Clubs Convention/Tidewater HamFest on 14-16 September, and if you want to travel in one of the passenger vans we are renting, PLEASE LET ME KNOW AS SOON AS POSSIBLE so that we can arrange transportation. Also, please let me know if you need to return to Washington early on Sunday to catch a flight. Send me a note by fax or telex, or call me at either of my telephone numbers above.

TRANSPORTATION TO VIRGINIA BEACH: We have reserved two passenger vans to take us from Washington to Virginia Beach and back to Washington, and or any transportation we need in the Virginia Beach area. The round-trip cost per person will be no more than \$50. Payment for this can be made when we return to Washington on 16 September.

SENDING MATERIALS AHEAD? If you would like to send items ahead to Virginia Beach for distribution or display at the ANARC Convention, please use the following address:

Tom McElvy
Bell Atlantic Paging
Suite 105
410 Briar Hill Road
Norfolk, Virginia 23502 USA
(Telephone: +1-804-459-3759)

If you want to send materials for display or distribution ahead to Washington, you can send them to your hotel with a note asking them to hold the items for you. If you are staying at the Capitol Hill Hotel, the address is:

Capitol Hill Hotel
200 C Street, S.E.
Washington, D.C. 20003 USA
(Telephone: +1-202-543-6000)

Or you can send them to Beth Glatt at C-SPAN:

Ms. Beth Glatt
C-SPAN
Suite 650
400 North Capital Street
Washington, D.C. 20001
(Telephone: +1-202-626-4862)

"LISTEN TO THE WORLD ON SHORTWAVE RADIO": This is the name of our exhibition which will take place at the George Washington University, in the center of Washington, D.C., on 13 September from 10:00 to 14:00. There will be three tables located outside the student center building where we can display and distribute information about our radio stations. "Listen to the World" has two purposes: The first is to attract the attention of persons passing by, including students at the George Washington University. The second is to provide a time and place where representatives of Washington mass media and other interested persons can meet international broadcasters. We will send out press releases and other information to publicize this event. Electronic Equipment Bank, a major dealer of shortwave radios, will have shortwave radios on display for listening.

If the weather is good, as it usually is in mid-September in Washington, we should have a delightful time meeting potential listeners at "Listen to the World." If it is raining, we will move inside one of the buildings at the George Washington University (where, unfortunately, there is not as much pedestrian traffic).

If you have not received the previous faxes, here is a brief summary of the schedule of events:

11 SEPTEMBER, 15:00: ~~Special broadcasters' tour of VOA.~~ You can use the time earlier in the day to meet informally with VOA personnel.

12 SEPTEMBER, 09:15 - 17:30: ~~International Broadcasters Conference at VOA.~~

09:30: VOA Morning Meeting and Introductory Remarks

10:00: Session on Means of Delivery in International Broadcasting

12:00 Lunch *BN*

13:00 Session on Innovations in Programming

14:15 Session on Audience Research

15:30 Session on New Structures of International Broadcasting

17:30 Conference Adjourns

18:00 Reception at C-SPAN headquarters

13 SEPTEMBER, 10:00-14:00: "Listen to the World on Shortwave Radio" at the George Washington University, and other publicity activities.

17:00 (approximately): Depart Capitol Hill Hotel for Virginia

Richard Carlson - head of VOA

*Bob Glatt
Kim Elliott
619-3047
monitoring time
November 1987
Cassidy decto of this*

→ Radio Sweden magazine

Beach

14 SEPTEMBER, 09:00-11:00: Talk show on radio station WNIS in Norfolk, Virginia.

12:00-24:00: Set up exhibits at the Tidewater Hamfest. Also time for sightseeing and the beach.

15 SEPTEMBER, 09:00-18:00: Tidewater Hamfest. International Broadcasters' Forum at 16:00. ANARC Banquet (for shortwave listeners and broadcasters) in the evening (cost \$27.50 payable at the banquet).

16 SEPTEMBER, 09:00-16:00: Tidewater Hamfest continues. One van will depart mid-morning for those needing to catch flights in Washington during the afternoon. The other van will depart by mid-afternoon.

Please let me know if you have questions or if you need assistance. In the next fax, I will send information about transportation from the Washington airports to the hotel.

We at VOA are excited about this opportunity to meet our colleagues from other radio stations. In a year of budget problems for us, this is a refreshingly cheerful and positive event. We look forward to seeing you in September.

Sincerely,

Kim Elliott

KRISTIN ~ FYI

FAX MESSAGE FROM
Kim Andrew Elliott
Audience Research Officer
VOICE OF AMERICA
330 Independence Avenue, S.W.
Washington, D.C. 20547 USA

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Home Phone: (+1) 703-578-3159
Telex: 6504086039 MCI UW
MCI Mail: 408-6039
Internet: 4086039@mcimail.com

10 September 1990

TO: Beth Glatt
Audio Networks Manager
C-SPAN

NUMBER OF PAGES (including this page): 1

THE list:

Yaya Abubakar, Voice of Nigeria
CHOI Jang-Hoon, Radio Korea
Bert Cowlan, Public Service Satellite Consortium
Joanna Foo, Broadcasting Corporation of China (Taiwan)
Sverre Fredheim, Radio Norway International
Elizabeth Fuller, British Broadcasting Corporation
Bob German, Christian Science Monitor World Service
Connie Gilham, British Broadcasting Corporation
Beth Glatt, C-SPAN
Wojtek Gwiazda, Radio Canada International
Dan Harvey, Trans World Radio
Neil Helm, Helm Communications
Robert Hurvitz, Whole Earth Review
George Jacob, George Jacobs and Associates
Rika Kobayashi, NHK Radio Japan
Brian Lamb, C-SPAN
Brian Lockman, C-SPAN
Ian McFarland, Radio Canada International
Richard Millman, Transworld Communications
Juhani Niinisto, YLE Radio Finland
Shirley Peroutka, Goucher College
Joe Ram, Channel 10 (Tampa)
Noah Samara, AfriSpace, Inc.
Teri Schultz, YLE Radio Finland
Edgar Sterbenz, Radio Austria International
SUN Wen-Kuei, Broadcasting Corporation of China (Taiwan)
Fanus Venter, Radio RSA
Frans Vossen, BRT International (Belgium)
Dieter Wernig, Deutsche Welle (West Germany)
Jeff White, Radio Miami International
Bob Zanotti, Swiss Radio International

Corrections? Additions?

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

TELECOPIER TRANSMISSION

TO: Karen Fishery - m50

FROM: Kristin Wennberg

RE: Urgent News Release

DATE: 9.4.90

NUMBER OF PAGES: 2
(Including Cover)

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

NOTE:

→ 303.355.2144

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Contacts: Rayne Pollack
202-626-4863
Kristin Wennberg
202-626-7975

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

TELECOPIER TRANSMISSION

TO: Leslie Stimson - Radio Week

FROM: Kristin Wennberg

RE: Urgent News Release - Int'l Broadcasters
Conference

DATE: 9.4.90

NUMBER OF PAGES: 2
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If you do not receive all pages, please call Kristin Wennberg at 202-626-7975.

NOTE:

429.5406

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C-SPAN
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Suite 650
Washington, D.C. 20001

TELECOPIER TRANSMISSION

TO: Randall Bloomquist - Radio & Records

FROM: Kristin Wennberg

RE: Urgent News Release - Int'l Broadcasters
Conference

DATE: 9.4.90

NUMBER OF PAGES: 2
(Including Cover)

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

NOTE:

Randall -
many of the conference participants
will be available to talk to reporters during
their exhibit at GW.
- Kristin

1. The first part of the paper is a review of the literature on the topic of the effect of the environment on the development of the human brain. This part is written by Dr. J. H. R. ...

2. The second part of the paper is a description of the experimental methods used in the study. This part is written by Dr. J. H. R. ...

3. The third part of the paper is a discussion of the results of the study. This part is written by Dr. J. H. R. ...

4. The fourth part of the paper is a conclusion. This part is written by Dr. J. H. R. ...

5. The fifth part of the paper is a list of references. This part is written by Dr. J. H. R. ...

✓
C-SPAN
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Washington, D.C. 20001

TELECOPIER TRANSMISSION

TO: Kira Greene - Broadcasting

FROM: Kristin Wennberg

RE: Urgent News Release

DATE: 9.4.90

NUMBER OF PAGES: 2
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NOTE:

429.0651

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TELECOPIER TRANSMISSION

TO: Catherine Stratton - Cable TV Business

FROM: Kristin Wennberg

RE: Urgent News Release

DATE: 9.4.90

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NOTE:

212.613.9749

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TELECOPIER TRANSMISSION

TO: Jeannine Aversa - Multichannel News

FROM: Kristin Wennberg

RE: Urgent News Release

DATE: 9.4.90

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NOTE:

371.9618

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

TELECOPIER TRANSMISSION

TO: Simon Applebaum - CableVision

FROM: Kristin Wennberg

RE: Urgent News Release

DATE: 9.4.90

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NOTE:

212. 887. ~~8480~~
8585

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

TELECOPIER TRANSMISSION

TO: Stewart Schley - Cable World

FROM: Kristin Wennberg

RE: Urgent News Release

DATE: 9.4.90

NUMBER OF PAGES:
(Including Cover)

2

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

NOTE:

303.837. ~~0700~~
0715

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

TELECOPIER TRANSMISSION

TO: Kymi Armor - Electronic Media

FROM: Kristin Wennberg

RE: Urgent News Release

DATE: 9.4.90

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(Including Cover)

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

NOTE:

312.649.5465

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C-SPAN
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TELECOPIER TRANSMISSION

TO: Richard Hoff - Variety

FROM: Kristin Wennberg

RE: Urgent News Release

DATE: 9.4.90

NUMBER OF PAGES: 2
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NOTE:

212.779.0025

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

TELECOPIER TRANSMISSION

TO: Kim Elliott - VOA

FROM: Kristin Wennberg

RE: ~~Urgent News Release~~ Int'l Broadcasters
Conference

DATE: 9.4.90

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(Including Cover)

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

NOTE:

Kim -
Please call me if you have any
questions.

- Kristin

619.1241

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

TELECOPIER TRANSMISSION

TO: Laura Westley-WAMU

FROM: Kristin Wennberg

RE: Urgent News Release

DATE: 9.4.90

NUMBER OF PAGES: 2
(Including Cover)

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

NOTE:

Laura -
Beth Glatt suggested I send you this
release on next week's International
broadcasters Conference. Three of the
participants will be on the Mike Cutbert
program.

- Kristin

885.1055