

# C-SPAN

## *Tenth Anniversary*

1979-1989

For Immediate Release  
February 14, 1989

Contact:  
Gene Grabowski  
Nan Gibson  
(202) 737-3220

## C-SPAN TO RECEIVE TAISHOFF HONOR FEB. 22

### Network Cited for "Election '88" Coverage

Washington, D.C. -- On Tuesday, Feb. 22, C-SPAN will receive the National Press Foundation's 1988 Sol Taishoff Award for Excellence in Broadcast Journalism for the network's election-year coverage.

Brian P. Lamb, chairman and chief executive officer of C-SPAN, will accept the award on behalf of the network. Mr. Lamb, who helped create the non-profit public affairs network in 1977, is the sixth recipient of the annual award, named for the late founder and long-time editor of *Broadcasting* magazine.

"We at C-SPAN are honored to receive this prestigious award in the year of our 10th anniversary," Mr. Lamb said. "We hope to do an even better job of providing public affairs programming in our second decade."

The award will be presented at the press foundation's annual black-tie awards dinner on Feb. 22 at the Sheraton Washington Hotel. As in previous years, C-SPAN will televise the awards presentation in its entirety on Feb. 25 at 11:00 am ET.

N. Christian Anderson, editor of the the Orange County (CA) Register, will receive the NPF's Editor of the Year Award and Associated Press Beirut bureau chief Terry Anderson, who has been held hostage in Lebanon since 1985, will be honored with a special commendation from the Foundation. Previous winners of the Sol Taishoff Award are Ted Koppel, ABC News; John Chancellor, NBC News; Don Hewitt, CBS News; Robert MacNeil and Jim Lehrer, PBS; and Ted Turner, CNN.

Mr. Lamb started C-SPAN with the backing of 22 cable TV executives who put up \$400,000. On March 19, 1979, the network began providing live, unedited television coverage of the U.S. House of Representatives and added live Senate coverage in 1986.

C-SPAN, the Cable-Satellite Public Affairs Network, is available to 42.5 million U.S. homes via 3,174 cable systems nationwide and around the world via satellite. It is a public service of the cable TV industry.

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NEWS FROM:

# C-SPAN AMERICA'S NETWORK

Suite 155 • 400 N. Capitol Street, N.W., Washington, D.C. 20001

Release:

Immediate  
November 28, 1988

Contact:

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## C-SPAN'S BRIAN LAMB AWARDED TAISHOFF HONOR National Press Foundation's Annual Awards Dinner To Be Held Feb. 22

*Taishoff  
Awards:  
2/25 UAW*

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C-SPAN also covers congressional hearings, seminars, news conferences and National Press Club luncheons. A unique feature of the network is its regular call-in programs which enable viewers to question lawmakers, public policy experts and journalists directly, free of editorial comment.

"The idea is to allow the public direct access to elected officials and government proceedings without interruption," Mr. Lamb said. "That way, people can see what's happening in politics and government without being told what to think about it."

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CABLE SATELLITE PUBLIC AFFAIRS NETWORK

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Mr. Lamb, who helped create the non-profit public affairs network in 1977, is the sixth annual recipient of the award, named for the late founder and long-time editor of *Broadcasting* magazine.

"It's quite an honor for our organization to be recognized for its public service, but it's also important to note that the cable TV industry's continued support has been a key to our success," Mr. Lamb said. "This award belongs to the staff at C-SPAN and to our industry leaders."

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CABLE SATELLITE PUBLIC AFFAIRS NETWORK

ADD ONE

Ray Scherer, who headed the NPF committee that recommended Mr. Lamb for the Taishoff award, called C-SPAN "the answer to sound-bite journalism."

In its statement accompanying the award, the committee credited C-SPAN for its election-year coverage.

"C-SPAN covered both national conventions unedited from start to finish without interruption for comment or distracting commercials," the committee said. "It provided behind-the-scenes insights into the Iowa and New Hampshire primaries and then across the nation."

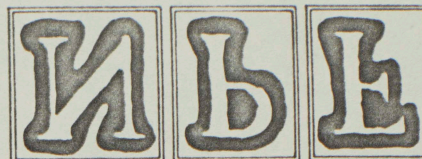
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NPF awards washington 5th ad

WASHINGTON -- Previous winners of NPF awards:

**Taishoff Award:** Ted Koppel, ABC News; John Chancellor, NBC News; Don Hewitt, CBS News; Robert MacNeil and Jim Lehrer, PBS; Ted Turner, CNN.

**Beveridge Award:** Bill Dwyre, Los Angeles Times; John Quinn, USA Today; Mike Pride, Concord (NH) Monitor; Richard Oppel, Charlotte Observer.

The National Press Foundation, founded in 1975, is an independent nonprofit organization devoted to the support of excellence in journalism. Its program concentrates on providing working journalists with continuing education, research resources and grants, awards and forums. The Foundation is wholly supported by contributions from news organizations, concerned corporations, foundations, journalists and other individuals interested in quality journalism.

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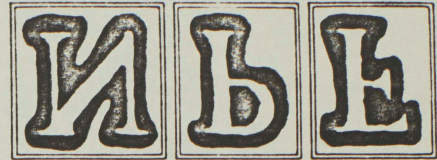
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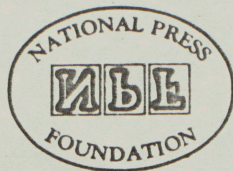
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For release 6:30 p.m. EST Sunday, November 27

Contact: David Yount  
202/662-7350

For excellence in broadcasting:

C-SPAN FOUNDER NAMED TAISHOFF AWARD WINNER

WASHINGTON--Brian P. Lamb, chairman and chief executive officer of C-Span, has been chosen to receive the National Press Foundation's 1988 Sol Taishoff Award for Excellence in Broadcast Journalism for his vision and dedication in building the burgeoning cable TV system into "America's Town Hall."

N. Christian Anderson, editor of the Orange County (Calif.) Register, will receive the Foundation's companion George D. Beveridge Editor of the Year Award for his role in transforming the Register from a "voice of libertarian philosophy" into one of the nation's most respected papers.

The NPF board also approved a special citation commending Terry Anderson, Beirut bureau chief for the Associated Press, for "his courage and inspiration to journalists around the world." The AP reporter has been held hostage in Lebanon since March 16, 1985.

The awards will be presented at the Foundation's annual black-tie awards dinner at the Sheraton Washington Hotel February 22. Anderson will be invited to attend if he is free by then. Otherwise, his sister, Peggy Say, who has fought doggedly for his release, will be asked to stand in for him.

(more)



NPF awards Washington 1st ad x x x for him.

N. Christian Anderson and Lamb both will receive plaques and \$5,000 cash prizes honoring George D. Beveridge, a Pulitzer-prize winning reporter for the old Washington Star, and Sol Taishoff, founder and long-time editor of Broadcasting Magazine.

Anderson, then associate editor of the Seattle Times, was recruited by the Register in 1979 when David Threshie took over as publisher with a mandate--and money--from the owners, Freedom Newspapers Inc., to reverse sharp circulation inroads by The Los Angeles Times.

At the time, the Register argued against using tax money to support such things as public schools, the post office and police, discouraged even a mention of Ralph Nader and campaigned vigorously for Laetrile, an apricot pit derivative held out as a cancer cure.

"Under Anderson's leadership," the NPF selection committee said, "the Register has returned to straight news coverage, leaving opinion for the editorial pages. In addition, the paper is now nationally recognized for its layout, photos and graphics."

The Register won a Pulitzer for its photo coverage of the 1984 Olympics and was honored by the California Newspaper Publishers Assn. for general excellence in 1985 and then again in 1987 for best photo journalism, best sports coverage and best graphics.

The California Press Photographers Assn. in 1986 called it the best newspaper of the year for the third straight year.

(more)

NPF awards washington 2nd ad x x x straight year.

In the process, the paper has increased its circulation lead over the Los Angeles Times in Orange country from 38,000 in 1979 to 134,286. Overall sales have climbed by 47 percent to 303,737 copies a day. Register earnings are secret but analysts consider it highly profitable.

Frank Aukofer, Washington correspondent for The Milwaukee Journal and chairman of the selection committee, said "that may be a valuable lesson for some other publishers."

Ray Scherer, who made a career as a correspondent and later Washington representative for NBC, headed the committee that recommended Lamb for the Taishoff award. The group called C-Span and its creator, Brian Lamb, "the answer to sound bite journalism."

Working on a "relatively miniscule" budget of \$12 million a year, it said, C-Span brings a potential audience of 40 million homes gavel to gavel coverage of the House and Senate, congressional hearings, seminars, news conferences and other political events.

"C-Span covered both national conventions unedited from start to finish without interruption for commercials or distracting commercials," the committee said. "It provided behind-the-scenes insights into the Iowa and New Hampshire primaries and then on across the nation.

"It was Lamb's vision that created C-Span in cooperation with the cable industry and made it America's Town Hall."

Lamb helped the cable industry organize the non-profit public affairs cooperative in 1977, starting with three employes who transmitted live coverage of House sessions on a part-time basis. It added the Senate to its lineup in 1986.

(more)

NPF awards washington 3rd ad x x x in 1986.

C-Span now has more than 150 employes, including five video crews that fan out daily covering public interest events. A portable satellite transmitter permits live transmissions from locations across the country.

The system also features a call-in program that enables viewers to question lawmakers, public policy experts and political reporters directly free of editorial comment by C-Span editors.

"The idea," says Lamb, "is to allow the public direct access to elected officials and government proceedings without interruption. For the first time, people can see what's happening in politics and government without being told what to think about it."

Lamb attended Purdue University while working both as a radio announcer and salesman. After graduation, he joined the navy and wound up in the Pentagon's public affairs office, serving as liaison to the television networks.

Discharged in 1967, Lamb returned to his home in Lafayette, Ind., to work for a local TV station. But he missed politics and headed back to Washington where he freelanced for UPI radio, worked as a Senate press aide and then as a White House telecommunications expert.

By 1974, Lamb wanted back into journalism. He began publishing "The Media Report," a biweekly newsletter, and served as Washington bureau chief for Cablevision magazine.

In 1977, he presented the cable industry with his concept of a service that could use the emerging satellite technology to cover public events without analysis. He won the support of 22 industry executives who put up an initial \$400,000.

(more)

NPF awards washington 4th ad x x x \$400,000.

The group went on to form C-Span's first board of directors and when the House first televised one of its sessions on March 19, 1979, C-Span was there to deliver it to a nationwide audience.

N. Christian Anderson grew up in eastern Oregon, first breaking into print as a high school sports stringer. He also edited his high school paper and worked part-time as a reporter at the Albany (Oregon) Democrat-Herald.

After graduating, Anderson worked at the Albany paper full-time and eventually became city editor. He was named managing editor of the Walla Walla Union-Bulletin two and a half year later and subsequently joined the Seattle Times, first as assistant to the executive editor and later as associate managing editor.

PRESS FOUNDATION AWARDS

WASHINGTON (AP) -- THE EDITOR OF THE GRANGE COUNTY REGISTER IN CALIFORNIA IS THE WINNER OF THE NATIONAL PRESS FOUNDATION'S "EDITOR OF THE YEAR" AWARD AND THE CHAIRMAN AND CHIEF EXECUTIVE OF C-SPAN WILL RECEIVE THE FOUNDATION'S EXCELLENCE IN BROADCASTING AWARD.

THE AWARDS, ANNOUNCED SUNDAY, WILL GO TO N. CHRISTIAN ANDERSON AT THE REGISTER AND TO BRIAN P. LAMB AT C-SPAN, THE PUBLIC AFFAIRS CABLE NETWORK.

THE FOUNDATION ALSO VOTED A SPECIAL CITATION FOR TERRY ANDERSON, CHIEF MIDDLE EAST CORRESPONDENT FOR THE ASSOCIATED PRESS, WHO HAS BEEN HELD HOSTAGE IN LEBANON SINCE MARCH 16, 1985. THE TWO ANDERSONS ARE UNRELATED.

CHRISTIAN ANDERSON WAS HONORED FOR HIS ROLE IN TRANSFORMING THE REGISTER FROM A "VOICE OF LIBERTARIAN PHILOSOPHY" INTO ONE OF THE NATION'S MOST RESPECTED NEWSPAPERS, THE FOUNDATION SAID.

ANDERSON JOINED THE REGISTER IN 1979. UNDER HIS LEADERSHIP, THE FOUNDATION SAID, THE NEWSPAPER IS NOW "NATIONALLY RECOGNIZED FOR ITS LAYOUT, PHOTOS AND GRAPHICS." THE REGISTER ALSO WON A PULITZER PRIZE FOR ITS PHOTO COVERAGE OF THE 1984 OLYMPICS.

THE FOUNDATION DESCRIBED C-SPAN AS "THE ANSWER TO SOUND-BITE JOURNALISM" BECAUSE OF ITS EXTENSIVE PUBLIC AFFAIRS BROADCASTING, INCLUDING COVERAGE OF THE HOUSE AND SENATE, CONGRESSIONAL HEARINGS, NEWS CONFERENCES AND POLITICAL CONVENTIONS.

LAMB HELPED THE CABLE TELEVISION INDUSTRY ORGANIZE C-SPAN, A NON-PROFIT COOPERATIVE, IN 1977.

THE FOUNDATION'S CITATION FOR TERRY ANDERSON SAID HE WAS BEING HONORED "FOR HIS COURAGE AND INSPIRATION TO JOURNALISTS AROUND THE WORLD."

CHRISTIAN ANDERSON AND LAMB WILL BE HONORED AT THE FOUNDATION'S ANNUAL AWARDS DINNER FEB. 22. ANDERSON'S PRIZE FOR THE GEORGE D. BEVERIDGE EDITOR OF THE YEAR AWARD INCLUDES \$5,000 CASH, AS DOES LAMB'S PRIZE FOR THE SOL TAISHOFF AWARD FOR EXCELLENCE IN BROADCAST JOURNALISM.

BEVERIDGE WAS A PULITZER PRIZE-WINNING REPORTER FOR THE NOW-DEFUNCT WASHINGTON STAR. TAISHOFF WAS FOUNDER AND LONGTIME EDITOR OF BROADCASTING MAGAZINE.

THE FOUNDATION, ORGANIZED IN 1975, IS AN INDEPENDENT NON-PROFIT FOUNDATION.

AP-WX-11-28-88 1257EST

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