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C-SPAN LOOKS AT BRITISH GENERAL ELECTION WITH WEEK-LONG
"ROAD TO DOWNING STREET" SPECIAL

-Daily UK Newscasts, Candidate Interviews and Call-Ins from London-

Washington D.C., April 2, 1992 -- C-SPAN, the Cable Satellite Public Affairs Network known for its long-form video verite programming of politics and public affairs, will be on location from London, England next week with in-depth coverage of the British general election.

The voting takes place on Thursday, April 9, and is being touted as the tightest British election in a generation. Strong parallels are being drawn both here and in the UK between the judgment faced by Prime Minister John Major next week and that to be faced by President George Bush in November.

The week kicks off Sunday, April 5, from 9:00-9:30 PM (ET) with a special preview program on how the British election process works. Then, on Monday, Tuesday and Wednesday nights, C-SPAN will air the Skynews UK evening newscast at 8:00 PM (ET). The half-hour newscast will give American viewers a bird's eye British perspective on election news and events.

Also in prime-time, following the Skynews newscasts, C-SPAN will air interviews with party candidates and roundtable discussions. Issues such as campaign finance reform, health care and economic recession in Britain will be some of the topics discussed. On election night, a 3 1/2 hour simulcast of BBC election coverage will begin at 7:00 PM (ET), live from London.

Live hour-long morning Call-In programs from London will take place at 8:00 AM (ET) on Wednesday and Thursday. Guests and topics for all programming will be part of C-SPAN's regular daily schedule information.

C-SPAN's special programming of the British election is part of the network's continual coverage of the British government. Starting in November, 1989, C-SPAN began regular weekly coverage of the Prime Minister's "Question Time" which airs every Sunday evening from 9:00-9:30 PM (ET). The Queen's address to the State Opening of Parliament, live proceedings from the House of Commons and the House of Lords, and live Call-Ins and interviews with Members of Parliament are among the British programs offered by C-SPAN.

C-SPAN is now available in 56 million households nationwide and around the world via satellite. C-SPAN is privately funded to serve the public by America's cable television companies.

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FACSIMILE TRANSMITTAL SHEET

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W. Paul.



THE INDEPENDENT

40 CITY ROAD, LONDON EC1Y 2DB

A television soundbite you can chew on all day

WASHINGTON — Want to put your feet up after a tiring day and gain some intellectual nourishment in the process? American television has the answer: a dose of C-Span.

Unfortunately, it is most addictive. A couple of weeks ago I found myself at home, staring vacantly at a screen showing a quorum count that had temporarily interrupted a meandering Senate debate on bank finance. A Vivaldi concerto had replaced the normal sound-feed. It was heaven. At that moment I realised I was hooked.

If you think I am suffering from incipient insanity, then I can only plead there are thousands here, maybe millions, like me. Perhaps it's revulsion at the other channels, more probably it's the election campaign, which C-Span covers like no other. A channel whose intimidating full title is the Cable-Satellite Public Affairs Network suddenly seems the best thing American television has to offer. In fact, it's "anti-television": if you choose to watch a public event, you can watch it all.

C-Span has no ads, and fights no ratings wars. To find out what's on, you have to ring up. It boasts no overweening anchorman celebrities. Its biggest name (though he would be horrified at the description) is its founder and chief executive. Brian Lamb, whose screen persona is as gently comforting as an upmarket undertaker. When he conducts interviews, he's actually friendly — and accordingly, tends to elicit interesting answers.

Most important, though, the pressure is off the viewer. An

OUT OF THE WEST
Rupert Cornwell



event may be live, or may have happened six hours ago, two days ago, or even — in the case of a question-time from the Australian parliament I found myself glued to the other day — back on February 25. But who cares? At last you've escaped the manic, hold-the-front-page format of CNN, and the canned "infotainment" of ABC and its kin. In this election year, those virtues are beyond price.

Calculations show the average candidate's soundbite on the evening news shows dropped from 42.3 seconds in 1968 to 8.9 seconds when George Bush and Michael Dukakis slugged it out in 1988. And, as Roger Ailes, Mr Bush's media director last time around, presciently observed: "If you didn't like 1988, you're going to hate 1992."

I haven't taken a stop-watch to it, but my guess is that this year the screen appearances of Messrs Clinton, Bush, Buchanan and Brown rarely exceed five seconds. Abraham Lincoln was lucky indeed. If the networks had been around in November 1863, the Gettysburg Address would have been written off as a photop and "Government of the people, by the people, for the people" instantly dismissed by a pundit as a campaign bribe.

Not so C-Span. It would have shown without comment Gettysburg cemetery before, during and after Lincoln spoke. And viewers are not only left to make up their own minds. They can sound off too. Every day the channel runs three hours of phone-in programmes. As one C-Span employee told me: "We are the twentieth-century equivalent of town-hall politics" — an electronic throwback to the old days when voters met public officials and candidates face to face. No soundbites here, but the whole cake: sometimes so stodgy as to induce narcolepsy, but sometimes riveting.

Take for example the 90-minute "Road to the White House" feature, *cinéma-vérité* extracts from life on the campaign trail, which runs every Friday and Sunday. There you see the bare bones of politics: a candidate's huddled confabulations with aides, a speech or some other event in its entirety, and the reaction of the audience.

Days before the crucial New Hampshire primary, Bill Clinton was explaining how he hadn't dodged the Vietnam draft. The networks ran his pithiest comments. But only C-Span stayed on to show the infinitely more revealing aftermath, as his ad-

viser, James Carville, sought to impose the desired spin on a group of reporters.

That moment and countless like it surely add up to the greatest media bargains anywhere. C-Span is paid for by the other cable companies. It comes in the 50-channel "basic" cable package for which I pay \$22 (£13) a month. Its annual budget is \$18m, a cost of around 3 cents a month for each of the 56 million households with cable television.

For that you get not only 1,000 hours of the 1992 campaign, but gavel-to-gavel coverage of the Senate and House of Representatives — not to mention brawling in the Canberra parliament, Prime Minister's Question Time from Westminster, plus the Russian television news every weekday night. No wonder avowed fans include anyone from Ronald Reagan and George Bush to Frank Zappa and Sonny Bond.

Thus has humble C-Span become a factor in the electoral process. The people who watch it tend to be affluent, educated and politically aware. Their judgement, shaped by this audio-visual newspaper of record, probably helped make Mr Clinton the early Democratic front-runner.

Incidentally, too, the regular sight of Margaret Thatcher and John Major in the Commons bearpit has many people here wondering aloud, why can't Mr Bush do the same on Capitol Hill? I'd pass up Vivaldi for that. Meanwhile, I've just heard Mr Lamb is in London this week to give the British general election the C-Span treatment. "The road to Downing Street" it will be called. I shall not miss a moment.

in Britain, as in America, Economy Will Probably Decide Election

British Election Could Foretell American Results

By GILBERT A. LEWTHWAITE

Next Thursday is a signal date for American politics this year. Not because of anything that will happen here, but because of an election across the Atlantic.

The British will vote that day for a new government in a ballot that could do for U.S. political pundits what old bones supposedly do for African witch doctors — foretell the future.

The signs, ominous or not, will be there for all to see. The political parallels that straddle the Atlantic this election year are so striking that it would be folly to ignore them.

Just consider:

□ In both countries conservative parties have been in leadership control for more than a decade, and the central question is "Is it time for a change?"

□ In both countries a charismatic ideology has been replaced by a comparatively gray administrator more practiced in the pursuit of power than projecting a political vision;

□ In both countries the new leaders have softened the rhetoric, embracing a "kinder, gentler America" here and "caring Conservatism" there;

□ In both countries the opposition parties have sought new centrist, pro-business definitions to reverse their electoral declines.

□ In both countries the voters are recession-convulsed, even more so in Britain than here.

□ In both countries there has been sexual scandal, here involving Democrat Bill Clinton, there involving Liberal-Democrat leader Paddy Ashdown, who admitted to a dalliance some years ago with his then-secretary.

These are extraordinary confluences. One more: This is the first time since 1964 that the two countries have had their major national elections in the same year.

The point is that if British Prime Minister John Major is thrown out of Downing Street next week it will hardly augur well for President Bush's prospects of retaining the keys to 1600 Pennsylvania Avenue.

There is a long history of trans-Atlantic coincidental political development. The two countries have long demonstrated that, if

Gilbert Lewthwaite, a former White House and London correspondent for The Sun, has covered elections on both sides of the Atlantic.



they are not exactly lock-stepped, they loosely march in rhythm.

This has helped the "special relationship" endure over the years, occasionally reaching a peak of personal rapport that goes far beyond mutually advantageous diplomacy to the niceties of human closeness.

Sir Winston Churchill and President Franklin D. Roosevelt formed a World War II camaraderie that was based as much on personal symbiosis as conflict survival. The unlikely of the really special relationships was the affection that the young John F. Kennedy and the patrician Harold McMillan displayed for each other.

But the most intense of all was that of Ronald Reagan and Margaret Thatcher, personality opposites — she a detailist, he a dreamer — but political soul-mates. The British opposition even dubbed her the president's "poodle." In truth she was far from an obedient pet, sometimes becoming a bothersome and even bossy partner.

Both believed less government was good government. Both saw the Soviet empire as the embodiment of evil. Both believed in the primacy of military strength. Both were intense conservative ideologues.

He outlived his term limits. She outlived her welcome. Together they set the stage for this year's trans-Atlantic elections. The parallels should not be taken too far. The elections are different. The systems are different. The timing is different.

As *The Economist* of London recently noted: "The similarities are eye-catching, and increasing; the distinctions are still wide."

British voters face a more radical choice. The differences between Mr. Major's Conservative party and the Labor Party, albeit in full retreat from its true socialist roots, are much more profound than those between the Republicans and Democrats here. The Brits also have a third party, the Liberal Democrats, which may yet hold the balance of power.

The Brits are much more receptive to government services and the taxes it takes to finance them. They expect the government to provide for their general welfare, their education, their medical treatment. Self-sufficiency is more admired in the abstract than the practice.

A British election is mercifully short. Mr. Major decided on March 11 to seek his own mandate. He will know next week — after just 29 days — whether he has got it. Mr. Bush, who started running for re-election four years ago, must wait until November to know his political fate.

British voters will not elect a prime minister. They will vote for their local member of parliament. The party which wins most seats in the House of Commons forms the government, and the leader of that party becomes the prime minister. The result this time could be so close that neither of the

major parties commands a parliamentary majority. The political bargaining with the Liberal Democrats and other minority groups would then start with the prospect of government by coalition.

Issues tend to take precedence over personality in British elections. This explains why the polls currently give the opposition Labor Party a slight lead while showing that the Conservative prime minister is more popular than Labor's leader Neil Kinnock. Political pundits there have worried that the British election is becoming too Americanized or "presidential," with imagery overshadowing the issues, but it still has a long way to go to deserve real comparison.

The recession in Britain has been much deeper than here, and will certainly not abate before election day. Mr. Bush, whose term is a fixed four years, has time for the economy to recover. For Mr. Major the maximum term limit is five years, but under the British system he could choose any date within that period to call an election. By law he had to call an election before June. He chose April 9, as much to end the suspense as to ensure success.

When the votes are counted in Britain, and the next prime minister stands on the steps of 10 Downing Street to assure the nation that its leadership is in good hands, he may also be sending a clear message to the people and their politicians on this side

British Politicians Ride to 'Battle'

By RICHARD O'MARA

London.

The British are animated by martial things, the beat and blare of drums and brass, the clop, clop, clop of the marching Horse Guards, the sight of unfurled battle flags.

So it is not surprising their elections are conducted like wars without the blood; politicians, reporters and pundits alike are steeped in the language of siege. John Major, the prime minister, rides to his campaign rallies in a "battle bus."

Last week, having suffered reverses in the first engagements of the electoral campaign, the Conservative Party leaders turned to Margaret Thatcher, their erstwhile chief. They had been avoiding her for months. But John Major needed help.

Stiffen the spines of this dispirited Tory army against Labor, she was asked, and she did. She breathed her fire over the assembled party workers. Wrote one reporter for *The Independent* who was there: "There was not a single sinew unstiffened by the time she finished. The troops had 'no surrender' ringing in their ears."

Of the resort to Mrs. Thatcher, thrown out of office by these same party leaders about 17 months ago because they thought she was unelectable, Joe Rogaly, of the *Financial Times*, wrote: "They have unleashed the Dogs of Yore."

□ It is probable this election will be won or lost on the basis of the economy. People are hurting. Tens of thousands have lost their

See ELECTION, 5F, Col. 3

Richard O'Mara is The Baltimore Sun's London correspondent.





ASSOCIATED PRESS

Glenda Jackson, left, a Labor candidate, and Glensy Kinnock, center, wife of the party leader, visit a job training center.

British Politicians March to 'Battle'

ELECTION, from 1F

homes to the banks as a consequence of rising interest rates and unemployment. Industrial production is down. Businesses are going under, by the thousands. Britain is in the longest recession since the 1930s.

This works against the Tories, in power since 1979. Efforts by Mr. Major to blame Britain's slump on some kind of global turnaround are accepted by some, but it is uncertain how many. Some detect a feeling across the land that 13 years might be just enough time for one party to govern. The Labor Party, led by the loquacious Welshman, Neil Kinnock, has been playing on this theme relentlessly: "It's time for a change. It's time for Labor."

The polls suggest it is having its effect; they have consistently favored Labor, if only slightly.

But Labor has its problems, too. A lot of people just don't trust the party, nor do they like Mr. Kinnock very much. Older voters remember Labor's last years in office, in the 1970s. Back then the country was held hostage by militant unions. They crippled industries and sent production levels tumbling.

Marxist-syndicalists, Trotskyists, various loons of the left achieved high levels of influence in and over the government. The class war was real then, and people were scared. Mrs. Thatcher swept to power on a wave of reaction. Now, it is possible that force is spent.

Whether sentiment is indeed shifting in the other direction is a question only the April 9 election will answer. But there is this to consider: Mr. Kinnock, who has purged extremists from the party and softened its image, may not be widely liked as John Major is, but in Britain, people tend not to vote for individuals to the same degree they do in the United States. They do not have the same weakness for charisma.

Also, if there are many who can recall Labor's years of aberrational politics, there are also many who can't because they were too young. About 3 million first-time voters are on the rolls this year, and they tend to go to Labor.

Right now things seem to be moving in Labor's direction, but that could change if the Tories can persuade the electorate that Labor's changes are superficial and Mr. Kinnock is not fit to run the country.

This they have been trying mightily to do. A televised dramatization by Labor last week which purported to show the difference in treatment given in the National Health Service to two little girls with the same ear affliction (the poor girl had to wait a pain 11 months for an operation: the

wealthier one had hers done quickly because her family paid) elicited furious personal attacks on Mr. Kinnock by the Tory leaders, and all the Tory national newspapers, which are about all the newspapers there are.

The deterioration of the health service is thought to be Labor's strongest argument against the Conservatives. The film and the response to it flooded the campaign with venom.

Some people here fear the long campaign might have dulled people's appetites for politics to the point that not only are they not listening to all that is being said and promised, but might even be too sated by it to bother to vote. The campaign began officially March 11, but had been going on unofficially since the late fall.

And there are complaints that the two parties have become too much alike. Tweedle-dum and Tweedle-dee are trotted out for comparison.

Among those receptive to this kind of thinking are those who believe the Tories under Mr. Major have muddled the clarity of Margaret Thatcher's vision and compromised her policies: they have abandoned her poll tax, surrendered the national sovereignty to Europe, slowed her drive to privatize or deregulate virtually every enterprise in the land. They have drifted leftward.

Labor under Mr. Kinnock is accused of deserting the party's primal purpose: to be the instrument of the working class, a weapon to win the amenities and benefits withheld from them for so long by the uncaring Tories. The cloth cap has been folded away; Mr. Kinnock sleeps with bankers and stock brokers. Labor has slouched to the right.

These opinions are held by the true believers in both parties, the disillusioned who misinterpret strategic alterations in policy as changes of basic doctrine.

Labor and the Tories still do stand for dramatically different moralities: they have mutually exclusive visions of how society ought to be organized and how to glean the most creative response from people. Labor is persuaded Britons want their government to invest in public services. The Tories are certain all people want is more money in their pockets through tax cuts.

This is not surprising; it would be surprising if they thought otherwise. Labor has always favored policies that redistribute wealth. With the same faithfulness the Tories favor those that encourage wealth's creation. It is evident in the speeches by the leaders of the two main parties and in their manifestoes.

The Conservatives celebrate the individual. The common good is the fruit of competi-

tion among individuals, they say. The word freedom is always on their lips — freedom from the tax man, freedom from the bureaucrats who would regulate and interfere with their economic action.

Labor celebrates the communal values. It recognizes the rewards of cooperation, which they are certain are more permanent than those of competition. Individualism is sterile, and its concomitant is personal greed. One man giving the other a leg up is the *tableau vivant* they favor, not one man stepping on another to gain purchase.

At the outset of the official campaign the Tories began promising a tax cut for lower income people and no increase on their usual constituents in the middle and wealthier levels. For the rich there were to be capital gains cuts. Tories are banking that people will take the money they save from lighter taxation and invest in the country, if only by being good consumers and buying things.

The Tory line on defense, always a strong card for them, is that Britain needs a fourth Trident nuclear submarine to feel secure in the world.

Mr. Major strikes the Tory theme that people take care of themselves better than the government can.

Labor has promised to put more money into the National Health Service, about \$1.8 billion. A Labor government would extend greater government control over a few key industries, such as electricity and water distribution.

Its manifesto promises an investment of \$1 billion in education and training over the first two years.

Taxes would be cut for low income people, more money would be put into child care. Labor would also begin a program of house building and renovation, for buyers and renters.

Most radically, Labor would begin the disestablishment of the House of Lords, replacing it with an elected upper chamber.

Most of the money to pay for Labor's program would come from increasing taxes on the highest earners, people making about \$68,000 a year or more.

There is a third party, the Liberal Democrats, led by Paddy Ashdown.

The media here, newspapers and television, are assiduous in giving the Liberal Democrats almost as much ink and time as the other two. Mr. Ashdown's is a liberally-oriented party with very few seats in the House of Commons. In ideology it is closer to the Labor Party than to the Tories, and in the event neither of the two gain the majority of 326 seats on April 9, Mr. Ashdown and his votes may determine through a coalition who would go to 10 Downing Street.

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TO: JOHN CARMAN

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NOTE: Please note:

- 1 - British election programming. Weekly C-SPAN style.
- 2 - Importance of coverage since British election results may foretell US election.
- 3 - How The Brits see C-SPAN

4 - NY Primary Coverage

VDZ

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NOTE: In addition to
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please note story by
henthwaite arguing how
British election could
foretell U.S. results.

~~transmission~~

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our British election

coverage given the resemblance
between the U.K + U.S.
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If you decide to use
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00002	ATLANTA CONSTIT	4045265509	SENT	04/02	12:57	1	204	204	9600
00003	BALTIMORE SUN	3017832519	SENT	04/02	12:57	1	204	204	9600
00004	BOSTON GLOBE	6179293192	SENT	04/02	13:38	4	209	209	9600
00005	BOSTON GLOBE 2	617-929-3256	SENT	04/02	12:59	1	202	202	9600
00006	BOSTON HERALD	6175421315	SENT	04/02	12:59	1	200	200	9600
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00008	CHICAGO TRIB 2	3122223143	SENT	04/02	13:16	2	200	200	9600
00009	CHICAGO TRIBUNE	3122223143	SENT	04/02	13:12	2	200	200	9600
00010	DALLAS MORNING	2149778321	SENT	04/02	12:59	1	201	201	9600
00011	DENVER POST	3038201369	SENT	04/02	12:58	1	275	275	7200
00012	DETROIT FREE PR	3132225981	SENT	04/02	13:23	3	204	204	9600
00013	HOUSTON CHRON 2	7132207410	SENT	04/02	13:15	2	202	202	9600
00014	HOUSTON CHRONIC	7132207410	SENT	04/02	12:56	1	202	202	9600
00015	HOUSTON POST	7138406722	SENT	04/02	13:14	2	198	308	9600
00016	LOS ANGELES DAI	818-713-0058	SENT	04/02	13:39	4	201	201	9600
00017	LOS ANGELES TIM	2132374712	SENT	04/02	12:58	1	204	204	9600
00018	MIAMI HERALD	900-988-4329	ICPT	04/02	13:49	5	0	0	0000
00019	NEW YORK DAILY	212-949-1234	SENT	04/02	12:58	1	199	199	9600
00020	NEW YORK POST	2128158676	SENT	04/02	12:57	1	199	199	9600
00021	NEW YORK TIMES	2128564161	SENT	04/02	12:56	1	202	202	9600
00022	NEWSDAY	2126960590	SENT	04/02	13:38	4	202	202	9600
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00024	POLITICAL HOTLI	703-237-5149	SENT	04/02	12:57	1	208	208	9600
00025	ROCKY MOUNTAIN	3038925123	SENT	04/02	13:15	2	205	205	9600
00026	SACRAMENTO BEE	916-321-1109	SENT	04/02	12:58	1	201	201	9600
00027	SAN DIEGO TRIBU	6192997520	SENT	04/02	12:57	1	199	199	9600
00028	SAN DIEGO UNION	6192932333	SENT	04/02	12:56	1	207	207	9600
00029	SAN FRANCISCO 2	4155128196	SENT	04/02	12:59	1	199	199	9600
00030	SAN FRANCISCO 3	4157772525	SENT	04/02	12:59	1	200	200	9600
00031	SAN FRANCISCO C	4157778864	NOAN	04/02	13:52	5	0	0	0000
00032	SEATTLE TIMES	2064642261	SENT	04/02	13:01	1	200	200	9600
00033	TRIBUNE MEDIA	518-793-2127	SENT	04/02	13:00	1	221	221	9600
00034	TV GUIDE	703-524-2758	SENT	04/02	12:58	1	220	220	9600
00035	USA TODAY	7035584687	SENT	04/02	12:59	1	204	204	9600
00036	USA TODAY 2	7035583937	SENT	04/02	12:58	1	200	200	9600
00037	WASHINGTON POST	2023345587	SENT	04/02	13:16	2	201	201	9600
00038	WASHINGTON TIM2	202-269-3419	SENT	04/02	12:57	1	198	198	9600
00039	WASHINGTON TIME	202-269-3419	SENT	04/02	13:16	2	199	199	9600

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FACSIMILE TRANSMITTAL SHEET

DATE: 4/2/92

✓ TO: CHRIS RAUSER

FROM: VIRGINIA DIEZ

(202) 737-3220, Ext. 4568

NUMBER OF PAGES: (3)
(including this page)

NOTE: Chris: ~~note~~ I have

underlined possible subseries
as possible listings. note:

MO-~~WE~~-WE - SKYNEWS LIVE

WE + TH - CALL-INS

TH - 3 1/2 SIMULCAST.

I appreciate your
consideration.

Virginia Diez

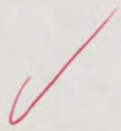
Please call 202-737-3220 if you experience any transmission problems. If you need to respond to this transmission, please fax to 202-737-3323.

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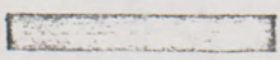
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**PRESS
INFORMATION**



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Washington, DC 20001
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FACSIMILE TRANSMITTAL SHEET

DATE: 4/2
TO: Scott Williams / AP
FROM: RAYNE POLLACK
(202) 626-4863
NUMBER OF PAGES: 3
(including this page)

NOTE: Here you go!
Any questions?
please call!
-Rayne
☺

Please call 202-737-3220 if you experience any transmission problems. If you need to respond to this transmission, please fax to 202-737-3323.

212-621-5448

514
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