



October 18, 1990

Ms. Betty Heidelberg
THE NEWS JOURNAL
P.O. Box 15505
Wilmington, DE 19850

Ms. Heidelberg,

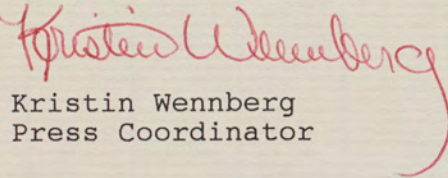
The following is the Op-Ed piece we have written in response to Jane Brady's use of C-SPAN footage in her campaign video.

Because some Delaware voters will begin receiving the tape in their mailboxes this weekend, we would like the piece to run in the Sunday, October 21, issue if that is at all possible.

I will call you this morning to make sure you have received everything you need and to discuss when the piece might run.

Thank you for your interest and attention to this matter. I look forward to speaking with you today.

Best Regards,



Kristin Wennberg
Press Coordinator

Over the ten years of its existence, our public affairs network C-SPAN has been criticized (and praised) for many things, but it has never been accused of compromising its integrity. Until now, that is, and by a Delaware voter.

Last week we received a letter from a Wilmington woman who is upset that the Jane Brady senatorial campaign is planning to send to 40,000 Delaware households a videotape critical of Sen. Joseph Biden that contains portions of C-SPAN programs. She writes:

"As a frequent viewer of C-SPAN, I am appalled that you will allow the use of your film footage of Senator Joseph Biden in an attack video...You are definitely compromising your...integrity by not dealing head-on with this issue."

That struck a nerve. Serious damage was done to C-SPAN's reputation for political evenhandedness the moment this viewer (and certainly many others) concluded that C-SPAN was somehow associated with this candidate. As a frequent viewer she knows that C-SPAN has a well-deserved reputation among its audience for the balanced presentation of public affairs, and she is right to be appalled if it looked as if C-SPAN had broken its pledge to her.

The fact is that C-SPAN tried to prevent the use of its video in the Brady videotape and we may yet succeed on the basis of our exclusive copyright. In the meantime, however, we did get the campaign to agree to print a disclaimer on the tape box making it clear that C-SPAN had nothing to do with the campaign,

and at this writing that is where the matter stands.

If the Wilmington woman is appalled by this turn of events, then C-SPAN is outraged!

We are outraged that our good name might be sullied in this way by candidates of any political party and their consultants who take a shortcut in producing their partisan tv spots (or videotapes) by simply appropriating our product without any regard for our nonpartisan policies, our non-profit status, or our reputation for political fair play.

To be fair, most candidates probably don't see it that way. If they think about it at all, they might think C-SPAN is just too sensitive. If we are, it is because so much is at stake for us and our audience. Apparently the politicians do not understand that when they use our programs to further their partisan, and ususally short-term purposes, they are also undermining the long-term commitment we made to our viewers to merely observe the process of politics and public affairs rather than to become part of it.

No matter how many disclaimers they put on their spots or tapes, and no matter how intricate their legal arguments may be, when C-SPAN video appears as part of a partisan pitch, C-SPAN loses, and it loses big.

It is said that a person's reputation is his most dearly held possession. And so it is with us.

Let this statement serve as notice to our viewers (and particularly to our Wilmington correspondent), to candidates present and future, and to all others, that whenever we find that

our public service work product is being used in any form for partisan purposes, C-SPAN will not sit by the wayside. We will aggressively pursue every means available to us, including the appropriate legal action, to maintain not only the reality, but also the perception of our editorial neutrality.

Bruce D. Collins is the Vice President and General Counsel of C-SPAN, the Cable Satellite Public Affairs Network.

OP.ED

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

TELECOPIER TRANSMISSION

TO:

*Bet' call Betty
Heidelberg
first thing this
morning!* */John Taylor*
Journal -

FROM:

Krist

RE:

Urgent *re: charges on
cp-ed*

DATE:

10-18-90 *10-19-90*

NUMBER OF PAGES:
(Including Cover)

5

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

NOTE:

C-SPAN Editorial

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

TELECOPIER TRANSMISSION

TO: Betty Heidelberg / John Taylor
- The News Journal -

FROM: Kristin Wennberg

RE: Urgent News Release

DATE: ~~10.18.90~~ 10.19.90

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C-SPAN Editorial

Fax: 302.324.2899

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C. J. W. E. 10/10/97

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KRISTEN

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IN DEFENSE OF ITS INTEGRITY: C-SPAN

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The fact is that C-SPAN tried to prevent the use of its video in the Brady videotape and we ^{may get} would have succeeded ^{on the basis of} but for ^{of our own} some narrow legal reasoning. ^{in the meantime,} We did, however, get the campaign ^{we did} to print a disclaimer on the tape box making it clear that C-SPAN ^{and at this writing that is where the matter stands.} had nothing to do with the campaign, but that was the best we could do.

10 in Wilmington

Tom Padden
Wilmington
Source

X

5510

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partisan purposes, C-SPAN will not sit by the wayside. We will aggressively pursue every means available to us, including the appropriate legal action, to maintain not only the reality, but also the perception of our editorial neutrality.

Bruce D. Collins is the Vice President and General Counsel of C-SPAN, the Cable Satellite Public Affairs Network.

SHALES Z

News Release



Cable-Satellite Public Affairs Network

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

Release: October 10, 1990

Contacts: Bruce Collins
Kristin Wennberg

C-SPAN RESPONSE TO DELAWARE SENATE CANDIDATE

JANE BRADY'S CAMPAIGN VIDEO

Washington, D.C., October 10, 1990 -- C-SPAN has issued the following letter to the Jane Brady for U.S. Senate Campaign Committee in response to the campaign's use of C-SPAN footage in a video to be sent to 40,000 Delaware voters.

The 10-minute video contains portions of a recent C-SPAN interview with Ms. Brady's opponent, incumbent Senator Joseph Biden (D). The interview aired August 19, 1990 during the network's weekly "Election '90" program.

This is the first time in C-SPAN's 11 years existence that its video product has been formally and broadly distributed by a partisan campaign.

In the letter, C-SPAN General Counsel Bruce Collins told the campaign that the network "believes that your committee's use of a portion of a C-SPAN program in an avowedly partisan videotape that will be widely distributed is a significant threat to C-SPAN's reputation for political fair play."

The network has sought, and has received, assurances from the Jane Brady for U.S. Senate campaign that all videotapes mailed will contain a notice dis-associating C-SPAN from the tape's political message and the campaign.

C-SPAN hopes to make clear to Delaware voters and to the public at large that the network does not endorse any candidate and that use of C-SPAN footage does not in any way suggest that fact.

###

SHALES 3



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

BRUCE D. COLLINS
Vice President and
General Counsel

October 10, 1990

Mr. Don Devine,
Campaign Manager
Jane Brady for U.S. Senate
2 Mill Road
Wilmington, DE

Re: Political Use of C-SPAN Video

Dear Mr. Devine:

As we discussed by phone this morning, C-SPAN is very concerned that the Jane Brady for U.S. Senate Committee is planning to use a portion of a C-SPAN program in a ten-minute videotape to be distributed to at least 40,000 households throughout Delaware.

Over the last decade C-SPAN has earned a reputation for its non-partisan coverage of public affairs, including political campaigns. C-SPAN believes that your committee's use of a portion of a C-SPAN program in an avowedly partisan videotape that will be widely distributed is a significant threat to C-SPAN's reputation for political fair play.

Accordingly, this letter serves as a record of the agreement we reached this morning that at the very least you will include the following notice on the box of every videotape containing the C-SPAN program that the committee distributes on behalf of its candidate:

NOTICE: NEITHER C-SPAN NOR ANY OTHER TELEVISION NETWORK (ABC, CBS, NBC) HAS ANY ASSOCIATION WITH THIS CAMPAIGN, AND THE USE OF C-SPAN (OR ANY OTHER NETWORK) VIDEO IN THIS VIDEOTAPE IS NOT AN ENDORSEMENT OF THIS CAMPAIGN BY ANY OF THESE ORGANIZATIONS.

This notice will appear on the front of the box, and will be highlighted in such a way as to increase the likelihood that each recipient of the videotape will see it.

Let me emphasize that in making this agreement, C-SPAN is acting only on its own behalf, and not on behalf of any other

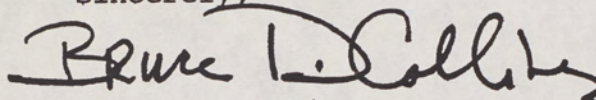
SHALES 4

Mr. Don Devine
October 10, 1990
Page Two

news organization. The references to other news organizations in the above notice is your suggestion, and did not originate with C-SPAN.

I appreciate your prompt response to this matter.

Sincerely,

A handwritten signature in dark ink, appearing to read "Bruce D. Collins". The signature is fluid and cursive, with a large, sweeping initial "B" and a long, horizontal flourish extending to the right.

Bruce D. Collins
Vice President & General Counsel

DEL. STATE NEWS 10.10.90

Senatorial candidate uses videotape to reach voters

By Thomas Peele
Staff writer

DOVER — Is it Jane, or is it Memorex?

Republican U.S. Senate candidate M. Jane Brady will visit 40,000 Delaware homes between now and next month's election, when she faces three-term Democrat Joseph R. Biden Jr.

But Ms. Brady will not visit each home in person. Rather, 40,000 registered voters will receive in the mail a videotape of Ms. Brady that paints Sen. Biden in a bad light.

It raises what she claims is the most important issue in the race: "The character of elected officials."

Ms. Brady said the tape will cost roughly \$80,000 to reproduce and mail. The Republican National Senatorial Committee "is paying a good portion of the cost. What the exact breakdown is I don't know," she said. It could be in the mail to selected registered Republicans and independents by next week, she said.

"I don't think addressing the character issue is negative in itself."

**— Jane Brady,
Republican candidate
for U.S. Senate**

A spokesman for Sen. Biden's campaign, Timothy Ryan, said in response, "She has taken negative campaigning to a new level. She has consistently failed to articulate her positions on the serious issues facing our country."

"Jane Brady is already breaking campaign promises," he said. "She promised not to run a negative campaign."

The tape begins with Ms. Brady presenting part of her platform to voters.

But it then uses news clips of the troubles Sen. Biden encountered in 1987 when he sought the 1988 Democratic presidential nomination. On the tape are reports that Sen.

Biden did not attribute quotes he used in speeches to British Labor Party Leader Neil Kinnock and the late U.S. Sen. Robert F. Kennedy.

And the tape again dredges up allegations that Sen. Biden committed plagiarism while in law school 25 years ago.

The video ends with President George Bush endorsing Ms. Brady.

Ms. Brady contends that the tape is not negative, a label Sen. Biden has placed on her campaign.

"I don't think addressing the character issue is negative in itself," she said.

The Republican said she did not intend to use the 1987 incidents until it was reported last week that Sen. Biden's campaign had misused a quote from the Delaware State News on a campaign flier.

"That's what made my decision, because it is a consistent pattern," she said of Sen. Biden's misquote problems.

Ms. Brady also said another reason for the tape is that she cannot afford television time.

STATES 6

THE NEWS JOURNAL
OCTOBER 10, 1990
B5

Brady: 40,000 videos critical of Biden

FROM PAGE B1
tended.

Brady had said she wouldn't discuss the character issue, a phase associated with Biden's past problems involving the misuse of other people's material, unless it became relevant.

"Biden made it relevant," Brady contended Tuesday, citing his statement on C-SPAN this summer about the plagiarism incident. "I can't believe he said that," she said. "It was like he was teasing me."

Brady said the final straw was last week's discovery that the Biden campaign incorrectly attributed favorable comments made by a Delaware State News columnist in campaign literature as representing the newspaper's views.

She contended a candidate's character is something voters are telling her is important to them. The video and its mailing are costing Brady's campaign \$75,000.

But Carol Brokaw, an attorney for ABC-TV, said "they don't have the right" to use the film clips without the network's permission because it is a copyright infringement.

Donald Devine, a Brady campaign consultant, said the national committee's lawyers believe the clips can be used, contending the campaign is a non-commercial purpose.

Bruce D. Collins, C-SPAN's vice president and general counsel, said C-SPAN carefully presents balanced programming and is concerned about its material being used for parti-

san political purposes.

C-SPAN also takes the position that it has the exclusive rights to the interview it did with Biden, he said.

Katherine McQuay, an NBC-TV spokeswoman, said that network is concerned and will investigate the situation.

Kathryn L. Barrett, a copyright attorney with Skadden Arps in New York, said the issue isn't what the film clips were used for in determining if copyrights are being violated. Rather, it depends on how much of networks' stories were used and whether the material was used as fair comment, such as a paraphrasing for information purposes. It isn't always an easy line to draw, she said.

THE NEWS JOURNAL
OCTOBER 10, 1990
B1

Brady to send out videos of Biden plagiarism woes

By NANCY KESLER
Dover Bureau chief

WILMINGTON -- Videotapes showing U.S. Sen. Joseph R. Biden Jr.'s plagiarism problems in his failed presidential bid should be mailed to about 40,000 Delaware homes next week as M. Jane Brady plays "the character card" in her campaign against Biden.

The senator's campaign staff contends Brady has broken her word she wouldn't engage in negative campaigning.

Questions also have been raised about whether the National Republican Senate Committee, which put together the 10-minute tape, is breaking the law by using clips from network news broadcasts without permission.

Brady played the tape for reporters Tuesday morning in Wilmington. It uses film clips from news broadcasts showing political leaders such as British Labor Party leader Neil Kinnock and the late Robert F. Kennedy juxtaposed with clips showing Biden using the same material as his own without attribution.

In the Kinnock example, Biden even introduces his remarks by saying it is something he had

been thinking about on his way to the Iowa debate despite the fact he had used the material on previous occasions with attribution.

The video also includes material about the plagiarism charges from Biden's law school days that helped drive him from the presidential campaign. In one 1987 clip, Biden admits having failed to attribute material in a class paper, but a C-SPAN clip from this summer shows him denying he ever plagiarized. It isn't clear whether Biden meant to convey to viewers that he never failed to attribute the paper properly or whether it happened, but was unintentional.

The film also shows an exchange Biden had with a man at a political function, claiming he graduated in the top half of his law class, when he graduated near the bottom.

"I don't believe that voters who see this again will be concerned because the record has been set straight that I repeatedly quoted Kinnock previously and never intended to appropriate his words without attribution," Biden con-

See BRADY — B5

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

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FROM: Kristin Wennberg 1626-7975

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News Director

FROM: Kristin Wennberg

RE: Urgent News Release

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WKEN-AM (Over)

Fax: Sharon Paradise, news dir.

-> 302.674.5407

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NOTE:

Tom-
Please call me if you have questions.
Thanks-
Kristin Wennberg

802-674-4752

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FROM: Kristin Wennberg

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WPVI-TV (Philly) ABC
Fax: 215-581-4530

Name: ~~Tanya~~ Husar

Jeff Grantale
ABC
887777

1-800-241-3895

Don Lavin
RTH
408-7720

✓
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636-3258

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FROM: Kristin Wennberg

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NOTE:

Tim -
Thought you might find this interesting.
The Delaware papers are really following
this story.
- Kristin

530/5502

Country

1912-1913

The following table shows the results of the

survey of the cotton crop in the United States

1912-1913

12

10-11-13

1912-1913

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

TELECOPIER TRANSMISSION

TO: Karen (Assn. Desk) WCAU-TV

FROM: Kristin Wennberg

RE: Urgent News Release

DATE: 10.10.90

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NOTE:

WCAU-TV (Philly) CBS

Fax: 215. 268. 5533

Name: Assn. Desk

Karen : + baum

✓
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400 N. Capitol St., N.W.
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TO: George Archibald - Washington Times

FROM: Kristin Wennberg

RE: Urgent News Release

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NOTE:

Please call if you have any questions.

- Kristin Wennberg

main
→ 636.3000

202.269.3419

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NOTE:

KYW-TV (HBC)

→ 215.238.4783

→ Bill Dean

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

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FROM: Kristin Wennberg

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400 N. Capitol St., N.W.
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TO: Nancy Kessler - Wilmington News

FROM: Kristin Wennberg

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NOTE:

302.728.2589

~~302~~

302.734.2587

✓
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Suite 650
Washington, D.C. 20001

TELECOPIER TRANSMISSION

TO: mike McCabe - Senator Biden's Office

FROM: Kristin Wennberg

RE: Urgent News Release

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302.573.6351

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400 N. Capitol St., N.W.
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Washington, D.C. 20001

TELECOPIER TRANSMISSION

TO: Maralee Schwartz - Washington Post

FROM: Kristin Wennberg

RE: Urgent News Release

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Carmody did

334.4480

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TELECOPIER TRANSMISSION

TO: Bob Minzesheimer - USA Today

FROM: Kristin Wennberg

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NOTE:

703.276.
5527

Delaware Press:

Houston Post
Liz Bennett
713.840.6910
→ Book page

→ Associated Press - 302.674.3037
Dover

302.739.2775
→ Theresa Humphrey - AP
→ last night

✓ Dover:

Delaware State News - 302.674.3600
302.674.4752

✓ Wilmington News Journal - 302.324.2500
(B.C. already talked to Nancy Kessler)

N/Radio:

✓ WKEN - Am (Dover) → 302.674.1234
News/Info (ABC affiliate) →

✓ WTDN - Am (Wilmington) → 302.656.9800
News/Info (CBS, TRBS, UPI) Dan McKenna

TV:

Philly market?

man Walicki
Fax: 302.655.1450

✓ KYW-TV 215.238.4700 (NBC)

✓ WCAU-TV 215.668.5510 (CBS)

✓ WPVI-TV 215.878.9700 (ABC)

WTXF-TV 215.925.2929 (FOX)

Others:

- Washington Post (Jack Carmody)
- Washington Times (John Elvin)
- USA Today (Peter Johnson) Bob Munzschauer
- Political Hotline (Donald Tighe)
- Roll Call

✓ ~~Travis~~ George Archibald - Times
✓ local stations here

Maralee Schwartz - Post
Daniel Brooker

DM 5/14/05
334-5587
334-4480

Delaware Senate
Candidate

October 10, 1990

Mr. Don Devine,
Campaign Manager
Jane Brady for U.S. Senate
2 Mill Road
Wilmington, DE

BY FAX: (302) 651-0270

Re: Political Use of C-SPAN Video

Dear Mr. Devine:

As we discussed by phone this morning, C-SPAN is very concerned that the Jane Brady for U.S. Senate Committee is planning to use a portion of a C-SPAN program in a ten-minute videotape to be distributed to at least 40,000 households throughout Delaware.

Over the last decade C-SPAN has earned a reputation for its non-partisan coverage of public affairs, including political campaigns. (C-SPAN believes that your committee's use of a portion of a C-SPAN program in an avowedly partisan videotape that will be widely distributed is a significant threat to C-SPAN's reputation for political fair play.)

Accordingly, this letter serves as a record of the agreement we reached this morning that at the very least you will include the following notice on the box of every videotape containing the C-SPAN program that the committee distributes on behalf of its candidate:

NOTICE: NEITHER C-SPAN NOR ANY OTHER TELEVISION NETWORK (ABC, CBS, NBC) HAS ANY ASSOCIATION WITH THIS CAMPAIGN, AND THE USE OF C-SPAN (OR ANY OTHER NETWORK) VIDEO IN THIS VIDEOTAPE IS NOT AN ENDORSEMENT OF THIS CAMPAIGN BY ANY OF THESE ORGANIZATIONS.

This notice will appear on the front of the box, and will be highlighted in such a way as to increase the likelihood that each recipient of the videotape will see it.

Let me emphasize that in making this agreement, C-SPAN is acting only on its own behalf, and not on behalf of any other news organization. The references to other news organizations in

the above notice is your suggestion, and did not originate with C-SPAN.

I appreciate your prompt response to this matter.

Sincerely,

Bruce D. Collins
Vice President & General Counsel



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

BRUCE D. COLLINS
Vice President and
General Counsel

October 10, 1990

Mr. Don Devine,
Campaign Manager
Jane Brady for U.S. Senate
2 Mill Road
Wilmington, DE

BY FAX: (302) 651-0270

Re: Political Use of C-SPAN Video

Dear Mr. Devine:

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Over the last decade C-SPAN has earned a reputation for its non-partisan coverage of public affairs, including political campaigns. C-SPAN believes that your committee's use of a portion of a C-SPAN program in an avowedly partisan videotape that will be widely distributed is a significant threat to C-SPAN's reputation for political fair play.

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This notice will appear on the front of the box, and will be highlighted in such a way as to increase the likelihood that each recipient of the videotape will see it.

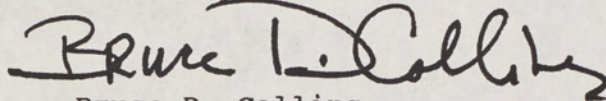
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Mr. Don Devine
October 10, 1990
Page Two

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Bruce D. Collins
Vice President & General Counsel

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

TELECOPIER TRANSMISSION

TO: Matt Stump - Broadcasting

FROM: Kristin Wennberg

RE: Urgent News Release

DATE: 10.12.90

NUMBER OF PAGES: 4
(Including Cover)

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

NOTE:

Matt -
Thought you might find this
interesting.
-KW

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

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Vice President and
General Counsel

October 10, 1990

Mr. Don Devine,
Campaign Manager
Jane Brady for U.S. Senate
2 Mill Road
Wilmington, DE

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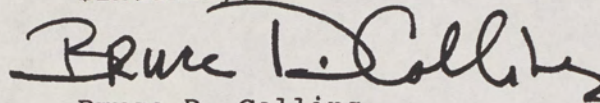
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Mr. Don Devine
October 10, 1990
Page Two

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Bruce D. Collins
Vice President & General Counsel

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3404-90

2705 Westlock Drive
Sherwood Park II
Wilmington, Delaware 19808
October 11, 1990

C. Span
400 N. Capitol NW
Suite 650
Washington, D.C. 20001

As a frequent viewer of C. Span I am appalled that you will allow the use of your film footage of Senator Joseph Biden in an attack video. If you have followed this campaign, you will note that Joe Brady's campaign is based solely on negatives. News organizations insist they are giving "balanced reporting." Allowing Brady to manipulate your tapes to her own advantage is unforgivable.

This incident makes a farce out of all the roundtable discussions your network has produced on improving our election process via accurate reporting on manipulation. You are merely fueling the process of negative campaigning by supplying the tapes. (By not insisting on your "copyright" protection, you are giving the material for negative campaigning).

I have enclosed an article from today's News Journal papers. As you can see, this campaign is making a mockery of the election process, with your blessing. If you truly believe that the "Roger Ailes" school of politics is detrimental to our election process, then why do you willingly supply his group with the "right" to use your material.

Fortunately, Jane Brady types do not succeed in Delaware. My problem with this situation is that you are starting a dangerous precedent which should be stopped before it gets out of hand.

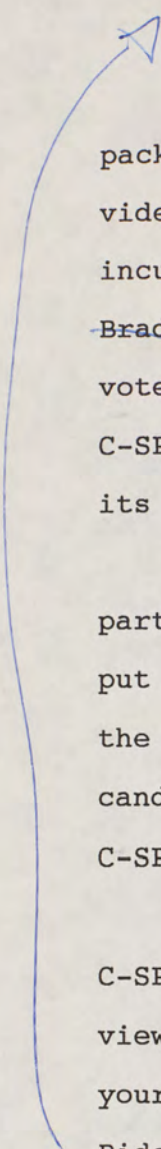
The disclaimer on the package is a joke, and does not address the basic issue. If you truly want to stop this sort of thing, insist Brady use an equal amount of "Fox Biden's finest moments of C-span coverage." I am sure there are many from the Senate Judiciary Committee meetings and also on the Senate floor, because I have watched them.

(You are definitely compromising your station's integrity by not dealing head-on with this issue.)

Sincerely,

Kathryn D. Noonan

302-994-6695



40,000 Delaware voters will soon be getting a curious package from the Jane Brady for U.S. Senate campaign. A videotape containing television clips of Ms. Brady's opponent, incumbent Senator Joseph Biden, ~~as well as a statement by Ms. Brady~~ is being mailed to registered Republican and independent voters this week. Among the clips is a portion of an interview C-SPAN cable network conducted by Senator Biden last August for its "Election '90" program.

When C-SPAN officials found out about their unwitting participation in the tape, they demanded that the Brady campaign put a disclaimer on all boxes containing the tape that cleared the news organization of any involvement with the tape or the candidate. Thus, any voter receiving the tape can note that C-SPAN footage does not indicate any political endorsement.

But this disclaimer unfortunately does not restore C-SPAN's hard-earned reputation for fairplay with some Delaware viewers. "As a frequent viewer of C-SPAN, I am appalled that your will allow the use of your film footage of Senator Joseph Biden in an attach video," writes one Wilmington viewer. "The disclaimer on the package is a joke. You are definitely compromising your station's integrity ~~by not dealing head-on with this issue.~~"

Thus, the issue does not end there. Letting the tape-receiving Delaware citizens know our position only solves part of the problem. Letting all citizens who rely of C-SPAN's unedited and unbiased coverage of politis

C-SPAN is a cooperative of the cable television industry founded on the principles that it would serve as the nation's only outlet for unedited, gavel-to-gavel coverage of politics and public affairs. C-SPAN is the only place citizens can turn to for complete coverage of Congress, the place to call if they want to talk to politicians and newsmakers, the network to watch for comprehensive coverage of the election process. Because C-SPAN's coverage is so comprehensive, it is a reliable resource for those who want the complete story.

It was not created, however, to provide free video for political campaigns.

In its 11 years, C-SPAN has striven for, and earned, a reputation for evenhandedness. This political use of C-SPAN material by Ms. Brady's campaign undermines that reputation.

C-SPAN is the only place to turn to if one wants to hear a complete speech, not just the 10-second soundbites on the evening news.

C-SPAN is proud of its reputation for political fairplay and deplores the use of its product in such a politically partisan manner.

Let us make clear that C-SPAN has no stake in either candidate. Our programming mandate charges us to cover all sides of an issue or campaign as evenly and as thoroughly as possible, present it to our viewers, and let them decide.

Release: October 12, 1990

Contacts: Bruce Collins
Kristin Wennberg

C-SPAN DEPLORES DELAWARE SENATE CANDIDATE JANE BRADY'S

USE OF C-SPAN CLIPS IN CAMPAIGN VIDEO

Washington, D.C., October 10, 1990 -- Upon learning that the Jane Brady campaign intends to use portions of C-SPAN programming in a partisan videotape, C-SPAN criticized the action as inconsistent with C-SPAN's founding principles. "C-SPAN was not created to provide free video for political campaigns," said C-SPAN General Counsel Bruce Collins. "We are very jealous of our hard-earned reputation for even handedness, and this political use of C-SPAN undermines our reputation. We do not like it."

The 10-minute video contains portions of a recent C-SPAN interview with Ms. Brady's opponent, incumbent Senator Joseph Biden (D). The interview aired August 19, 1990 during the network's weekly "Election '90" program.

This is the first time in C-SPAN's 11 year existence that its video product has been formally and broadly distributed by a partisan campaign.

Mr. Collins sent a letter to Don Devine, Jane Brady's campaign manager, stating that the network "believes that your committee's use of a portion of a C-SPAN program in an avowedly partisan videotape that will be widely distributed is a significant threat to C-SPAN's reputation for political fair play."

The network has sought, and has received, assurances from the Jane Brady for U.S. Senate campaign that all videotapes mailed will contain a notice dis-associating C-SPAN from the tapes political message and the campaign.

C-SPAN hopes to make clear to Delaware voters and to the public at large that the network does not endorse any candidate and that use of C-SPAN footage does not in any way suggest that fact.

Op Ed Piece:

→ Wilmington News Journal

John Taylor - Editor

Betty Heideberg 302-324-2899

Fax: 302-324-5510

now
w/ money

letter to editor - 200 words

Op Ed - max 3 1/2 double spaced typed

→ Delaware State News

Post office
section

Letters to Editor:

The Sussex Countain (Georgetown/Millsboro)

Fax: 302-856-2801

Attn of: Paul Flood

Deadline: Monday - 4pm Wednesday paper

Mon - noon
Thurs - noon

→ The Lohale (Lewes/Rehoboth)

Patricia Hagermiller - 302-645-2265

Fax: 302-645-2267

Deadline - Monday - noon, Thursday - noon

Fax:
645-2267
Patricia

→ The Leader and State Register (Seaford/Laurel)

302.629.5505

Fax: 302.629.6700

Attn of: Tony Windsor

Deadline: W (Tuesday noon) F (Thursday morning)

→ The Chronicle (Milford)

→ The New Castle Eagle (New Castle)

302.322.3009

Fax: P.O. Box 95, 19720 (no fax)

Deadlines: Tuesday - noon (Thursday)

Attn to: Mimi Carpenter

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

TELECOPIER TRANSMISSION

TO: Abby Stoddard - The Review

FROM: Kristin Wennberg - 202.626.7975

RE: Urgent News Release

DATE: 10.17.90

NUMBER OF PAGES: 4
(Including Cover)

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

NOTE:

Abby - Please call if you have any questions.
I would also love if if you would fax me your
article tomorrow. You can send it to 202.

937.3323.

Thanks! - Kristin

Oregonian

503.229.4175

Politics:

Dr. Peter Farrell

302.451.1396

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

TELECOPIER TRANSMISSION

TO: Tony Winsor - Seaford Leader

FROM: Kristin Wennberg 202.626.7975

RE: Urgent News Release

DATE: 10.11.90

NUMBER OF PAGES: 4
(Including Cover)

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

NOTE:

Please call if you need anything else.
- Kristin Wennberg

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News Release



Cable-Satellite Public Affairs Network

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

Release: October 10, 1990

Contacts: Bruce Collins
Kristin Wennberg

DEPLORES

C-SPAN RESPONSE TO DELAWARE SENATE CANDIDATE

USE OF C-SPAN CLIPS IN JANE BRADY'S CAMPAIGN VIDEO

Upon learning that the Jane Brady campaign

Washington, D.C., October 10, 1990 -- C-SPAN has issued the following letter to the Jane Brady for U.S. Senate Campaign Committee in response to the campaign's use of C-SPAN footage in a video to be sent to 40,000 Delaware voters.

The 10-minute video contains portions of a recent C-SPAN interview with Ms. Brady's opponent, incumbent Senator Joseph Biden (D). The interview aired August 19, 1990 during the network's weekly "Election '90" program.

This is the first time in C-SPAN's 11 years existence that its video product has been formally and broadly distributed by a partisan campaign.

In the letter, C-SPAN General Counsel Bruce Collins told the campaign that the network "believes that your committee's use of a portion of a C-SPAN program in an avowedly partisan videotape that will be widely distributed is a significant threat to C-SPAN's reputation for political fair play."

The network has sought, and has received, assurances from the Jane Brady for U.S. Senate campaign that all copies mailed will contain a notice dis-associating the videotape's political message and the C-SPAN logo.

C-SPAN
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News Release



Cable-Satellite Public Affairs Network

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

Release: October 10, 1990

Contacts: Bruce Collins
Kristin Wennberg

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