

News Release

C-SPAN

Tenth Anniversary

1979-1989

Contact: Gene Grabowski
Kristin Wennberg
202-737-3220

HOLD FOR RELEASE: July 17, 1989

ALL C-SPAN MANAGERS VISITING CABLE SYSTEMS AROUND THE COUNTRY

Unprecedented Effort to Learn More About the Industry

WASHINGTON -- C-SPAN's top 34 managers have fanned out across the country with cable TV operators this week to make door-to-door sales calls, handle customer complaints, install cable and observe local marketing strategies.

The network's managers are each visiting separate cable systems for two days in communities as varied as Aurora, Illinois and San Diego, California (See attached sheet).

C-SPAN President Brian Lamb said he conceived the idea for the visits from his own frequent travels to cable systems.

"I've been involved in this business for 15 years and if I'm still learning from it, then other people at C-SPAN will probably benefit from it as well," Lamb said. "These visits will improve our product and help C-SPAN do a better job of serving viewers."

Lamb, who founded C-SPAN in 1979, said he expects managers "to climb poles and deal with customers right alongside operators so we know exactly what the business is like."

To some extent, C-SPAN's managers have been assigned to visit cable systems based on their jobs at the public affairs network. For example, Lamb said nighttime control room chiefs and network programmers would be sent to states in the Pacific, Mountain and Central time zones to see how C-SPAN's Eastern schedule affects viewers there.

C-SPAN's five vice presidents, as well as line supervisors, managers and directors from all departments, will report back to the company on what they've found in group meetings. C-SPAN will release results of those sessions in two weeks.

The visits are linked with C-SPAN's 10th Anniversary "Invitational" program in which cable operators are visiting the network's Washington office to learn about C-SPAN and C-SPAN II.

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A C-SPAN manager plans to visit your local cable system as part of C-SPAN's 10th anniversary activities. The purpose of the two-day visits is to better understand the needs of the operator and the cable customer in the 1990s.

While some of the 34 visits have been completed, others will take place this week. Please check with your local system to find out the status of the visit, or to get an account of the visit.

The attached sheet identifies the cable systems and visiting C-SPAN manager. We've also provided the telephone numbers of the local affiliate.

As the enclosed news release shows, our managers will be making door-to-door service calls, installing cable and handling customer calls as part of their visits.

If you have any questions regarding the visit, or would like more information about C-SPAN, please call me at (202) 737-3220.

Sincerely,

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Press Information Assistant



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AR	LITTLE ROCK	STORER/COMCAST	BRIAN ROBERTS	MIKE WILSON	47000	PAT WATSON	RK	501/376-5700	
AZ	PHOENIX	TIMES MIRROR	LARRY WANGBERG	BOB DAVIS	150000	EILEEN QUINN	BPL	602/866-0072	
CA	PASADENA	CHOICE	NONE	CRAIG WATSON	36000	SUSAN BUNDOCK	LK/BPL	818/303-4637	
CA	SAN DIEGO	SOUTHWESTERN/ATC	JIMMY DOOLITTLE	ANN BURR	83000	REGINA ANDERSON	KH	619/578-2300	
CA	SAN JOSE	HERITAGE	DAVE OMAN	BRIAN GRUBER	138000	KEVIN WASHBURN	RK	408/998-7333	
✓FL	JACKSONVILLE	CONTINENTAL	AMOS HOSTETTER	JEFF DELORME	152000	MIKE MICHAELSON	BPL	904/731-8810	
✓FL	ST PETERSBURG	PARAGON	JIMMY DOOLITTLE	DAVID DEA	71300	BETH GLATT	LK	813/579-8600	
✓GA	ATLANTA	PRIME	JERRY LINDAUER	A. BARNES/B. PROUD	150000	VERNON HERALD	MM	404/874-8000	
✓IA	DES MOINES	HERITAGE	DAVE OMAN	TED STUART	72000	MARK FARKAS	SS	515/246-2276	
✓IL	AURORA	CENTEL	DAVE BOHMER	TOM ADAIR	23000	KIM FERRARA	RK	312/897-0440	
IL	CHICAGO	GROUP W	NONE	VINNIE DOLAN	85000	ERIC ROSENBERG	KH	312/794-2035	
IL	QUINT CITITES	COX	BARRY ELSON	KAY GALLIGAN	52000	RICHARD FLEESON	BPL	309/797-2500	
IN	CRAWFORDSVILLE	CARDINAL	NONE	MYRON PATTISON	6200	BRIAN LOCKMAN	BPL	317/362-6161	
IN	EVANSVILLE	UA CABLESYSTEMS	MARVIN JONES	BOB OSSENBERG	45000	BRUCE COLLINS	BPL	812/428-2461	
MD	BALTIMORE	UNITED	GENE SCHNEIDER	SAM STREET	29000	LISA KERR	KH	301/338-2777	
NC	RALIEGH	ATC	JIMMY DOOLITTLE	TERRELL MAYTON	60000	MARK WEST	RK	919/821-7925	
NE	OMAHA	COX	BARRY ELSON	RICHARD HOOK	71000	DAVE ROYCRAFT	KH	402/330-2314	
NJ	EAST ORANGE	MACLEAN HUNTER	PHIL PATTERSON	GREG VANDERVORT	207000	SUSAN SWAIN	BPL	201/672-3033	
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NY	ROCHESTER	ATC	JIMMY DOOLITTLE	FRANK CHIAND	165000	JEFF VLASKAMP	RK	716/987-6300	
NY	SYRACUSE SUBS	NEWCHANNELS	BOB MIRON	MARK GANLY	68000	LINDA HELLER	BPL	315/437-1401	
OH	AKRON	WARNER	JIM GRAY	STEVE FRYE	79000	PAUL HANULYA	KH	216/633-9203	
OR	PORTLAND	TCI	JOHN SIE	JANE ADAMS	43000	CONNIE DOEBELE	LK	503/243-7426	
PA	HARRISBURG	SAMMONS	JIM WHITSON	H.E. LOCKARD	85000	JIM CLARK	BPL	717/540-8900	
PA	PHILADELPHIA	COMCAST	BRIAN ROBERTS	JOE HIPPLE	70000	KATE HAMPFORD	BPL	215/961-3800	
TX	FORT WORTH	SAMMONS	JIM WHITSON		66000	CRAIG ARNOLD	BPL	817/737-4731	
UT	SALT LAKE CITY	TCI	JOHN SIE	MINDY JEFFRIES	59000	BARRY KATZ	LK	801/485-0500	
VA	FAIRFAX	MEDIA GENERAL	NONE	TOM WALDROP	161000	PAM FLEMING	KH	703/378-8400	
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WI	MADISON	TCI	JOHN SIE	TOM NOVOTNY	68000	GARY ELLENWOOD	LK	608/274-3822	
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C-SPAN

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Washington, D.C. 20001
202/737-3220

TELECOPIER TRANSMISSION

TO: Judy Stark - St. Petersburg Times

FROM: Kristin Wannberg

RE: C-SPAN manager's visit to Paragon cable

DATE: 7/27/89

NUMBER OF PAGES (including cover): 4

If you have any questions, or do not receive all pages, please
call 202/737-3220. Telecopier: 202/737-3323

NOTES/COMMENTS:

Judy,

Hope you can use the information.

- Kristin

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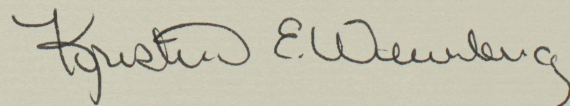
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904-359-4487
78

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Suite 412
444 North Capitol Street, N.W.
Washington, D.C. 20001
202/737-3220

TELECOPIER TRANSMISSION

TO: Nancy McAlister - Times-Union

FROM: Kristin Wannberg

RE: C-SPAN manager's visit to Continental Cable

DATE: 7/27/89

NUMBER OF PAGES (including cover): 4

If you have any questions, or do not receive all pages, please
call 202/737-3220. Telecopier: 202/737-3323

NOTES/COMMENTS:

Nancy-

Just in case you didn't get the letter I referred to ~~the~~
during our phone conversation, here is a copy. I hope it
helps you prepare for your meeting tomorrow w/ the executives
from Continental. Cheers - Kristin

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For the first time in the history of cable television, C-SPAN -- the network devoted to gavel-to-gavel coverage of Congress and public affairs -- is sending its managers across the country to learn more about its local cable affiliates.

A C-SPAN manager plans to visit your local cable system as part of C-SPAN's 10th anniversary activities. The purpose of the two-day visits is to better understand the needs of the operator and the cable customer in the 1990s.

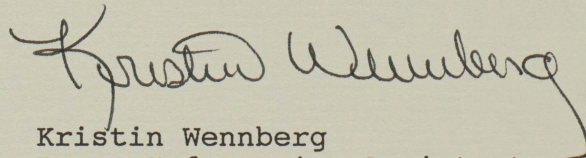
While some of the 34 visits have been completed, others will take place this week. Please check with your local system to find out the status of the visit, or to get an account of the visit.

The attached sheet identifies the cable systems and visiting C-SPAN manager. We've also provided the telephone numbers of the local affiliate.

As the enclosed news release shows, our managers will be making door-to-door service calls, installing cable and handling customer calls as part of their visits.

If you have any questions regarding the visit, or would like more information about C-SPAN, please call me at (202) 737-3220.

Sincerely,



Kristin Wennberg
Press Information Assistant

ST	CITY	MSO	BOARD MEMBER	GENERAL MANAGER	SUBS	C-SPAN GUEST	CONTACT	PHONE
1	AR	LITTLE ROCK	STORER/COMCAST	BRIAN ROBERTS	MIKE WILSON	47000	PAT WATSON	RK 501/376-5700
2	AZ	PHOENIX	TIMES MIRROR	LARRY WANGBERG	BOB DAVIS	150000	EILEEN GUINN	BPL 602/866-0072
3	CA	PASADENA	CHOICE	NONE	CRAIG WATSON	36000	SUSAN BUNDOCK	LK/BPL 818/303-4637
4	CA	SAN DIEGO	SOUTHWESTERN/ATC	JIMMY DOOLITTLE	ANN BURR	83000	REGINA ANDERSON	KH 619/578-2300
5	CA	SAN JOSE	HERITAGE	DAVE OMAN	BRIAN GRUBER	138000	KEVIN WASHBURN	RK 408/998-7333
6	FL	JACKSONVILLE	CONTINENTAL	AMOS HOSTETTER	JEFF DELORME	152000	MIKE MICHAELSON	BPL 904/731-8810
7	FL	ST PETERSEURG	PARAGON	JIMMY DOOLITTLE	DAVID DEA	71300	BETH GLATT	LK 813/579-8600
8	GA	ATLANTA	PRIME	JERRY LINDAUER	A. BARNES/B. PROUD	150000	VERNON HERALD	MM 404/874-8000
9	IA	DES MOINES	HERITAGE	DAVE OMAN	TED STUART	72000	MARK FARKAS	SS 515/246-2276
10	IL	AURORA	CENDEL	DAVE BOHMER	TOM ADAIR	23000	KIM FERRARA	RK 312/897-0440
11	IL	CHICAGO	GROUP W	NONE	VINNIE DOLAN	85000	ERIC ROSENBERG	KH 312/794-2035
12	IL	QUINT CITITES	COX	BARRY ELSON	KAY GALLIGAN	52000	RICHARD FLEESON	BPL 309/797-2580
13	IN	CRAWFORDSVILLE	CARDINAL	NONE	MYRON PATTISON	6200	BRIAN LOCKMAN	BPL 317/362-6161
14	IN	EVANSVILLE	UA CABLESYSTEMS	MARVIN JONES	BOB OSSENBERG	45000	BRUCE COLLINS	BPL 812/428-2461
15	MD	BALTIMORE	UNITED	GENE SCHNEIDER	SAM STREET	29000	LISA KERR	KH 301/338-2777
16	NC	RALIEGH	ATC	JIMMY DOOLITTLE	TERRELL MAYTON	60000	MARK WEST	RK 919/821-7925
17	NE	OMAHA	COX	BARRY ELSON	RICHARD HOOK	71000	DAVE ROYCRAFT	KH 402/330-2314
18	NJ	EAST ORANGE	MACLEAN HUNTER	PHIL PATTERSON	GREG VANDERVORT	207000	SUSAN SWAIN	BPL 201/672-3033
19	NY	ALBANY	ATC	JIMMY DOOLITTLE	TONY ESPOSITO	60000	GENE GRABOWSKI	RK 518/869-9583
20	NY	ROCHESTER	ATC	JIMMY DOOLITTLE	FRANK CHIANO	165000	JEFF VLASKAMP	RK 716/987-6300
21	NY	SYRACUSE SUBS	NEWCHANNELS	BOB MIRON	MARK GANLY	68000	LINDA HELLER	BPL 315/437-1401
22	OH	AKRON	WARNER	JIM GRAY	STEVE FRYE	79000	PAUL HANULYA	KH 216/633-9203
23	OR	PORTLAND	TCI	JOHN SIE	JANE ADAMS	43000	CONNIE DOEBELE	LK 503/243-7426
24	PA	HARRISBURG	SAMMONS	JIM WHITSON	H. E. LOCKARD	85000	JIM CLARK	BPL 717/540-8900
25	PA	PHILADELPHIA	COMCAST	BRIAN ROBERTS	JOE HIPPLE	70000	KATE HAMPFORD	BPL 215/961-3800
26	TX	FORT WORTH	SAMMONS	JIM WHITSON		66000	CRAIG ARNOLD	BPL 817/737-4731
27	UT	SALT LAKE CITY	TCI	JOHN SIE	MINDY JEFFRIES	59000	BARRY KATZ	LK 801/485-0500
28	VA	FAIRFAX	MEDIA GENERAL	NONE	TOM WALDROP	161000	PAM FLEMING	KH 703/378-8400
29	VA	NORFOLK	COX	BARRY ELSON	FRANK BOWERS	162000	JAY BERK	BPL 804/497-1071
30	VA	RICHMOND	CONTINENTAL	AMOS HOSTETTER	DAVID LEE	38000	ROB KENNEDY	KH 804/355-2124
31	WA	VANCOUVER	COLUMBIA INT	BOB ROSENCRANS	CAL BROUSSARD	35000	TERRY MURPHY	BPL 206/892-6303
32	WI	GREEN BAY	ATC	JIMMY DOOLITTLE	KENT RICE	22000	KATHY MURPHY	RK 414/498-1261
33	WI	MADISON	TCI	JOHN SIE	TOM NOVOTNY	68000	GARY ELLENWOOD	LK 608/274-3822
34	WI	MILWAUKEE	WARNER	JIM GRAY	BRAD ANDERSON	88000	ROXANE KERR	SS 414/277-4023

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