

NEWS FROM:

C-SPAN AMERICA'S NETWORK

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C-SPAN ANNOUNCES PROMOTIONS AND NEW PERSONNEL

Cable Network Changes Focus of Marketing, Public Relations Efforts

WASHINGTON, D.C. -- C-SPAN President Paul FitzPatrick recently announced the promotions of two long-time employees and the hiring of a new affiliate marketing director. "These three new key positions are further indications of the growth of our company," Mr. FitzPatrick observed. "C-SPAN has committed itself to new efforts to reach out to our viewers as well as our affiliates requiring re-organization within our ranks."

COMMUNICATIONS AND MARKETING

C-SPAN has created a new vice presidency responsible for overall corporate communications naming former public relations director SUSAN SWAIN to fill it. Under the corporate communications umbrella are the departments responsible for C-SPAN's public image, including the C-SPAN Update, press relations, and a newly created viewer relations staff. Ms. Swain will continue her duties as chief network spokesperson and moderator of C-SPAN viewer call-in programs.

KATE HAMPFORD has been named to a redefined position as Director of Affiliate Marketing. Ms. Hampford, a former publisher of *Cable File* and Director of Marketing for the NABU Network, oversees a staff of seven and is responsible for increasing the subscriber base for both C-SPAN and C-SPAN II, and developing a new plan of service to existing C-SPAN affiliates.

FINANCE

JANA DABROWSKI has been promoted from Director of Finance to Controller, becoming responsible for the efficient flow of money to and from C-SPAN's ancillary sources. An eight-year C-SPAN veteran - one of three original employees - Ms. Dabrowski supervises the budget, financial, and cost accounting and data processing for the network. Ms. Dabrowski also serves as the Corporate Secretary for the C-SPAN Board of Directors.

C-SPAN's round-the-clock public affairs offerings are currently available in over 25 million households, via some 2,300 affiliated cable systems.

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