

PRIVATELY FUNDED
TO SERVE THE PUBLIC
BY AMERICA'S CABLE
TELEVISION COMPANIES

C-SPAN

FOR IMMEDIATE RELEASE:

Contact: Rayne Pollack
(202) 626-4863
Monique Llanos
(202) 626-7975

C-SPAN CONGRATULATES CSR CONTEST WINNER
CHRISTY STOCKS OF SUNFLOWER CABLEVISION

Washington, D.C. , November 23, 1992 -- Christy Stocks of *Sunflower Cablevision* in Lawrence, Kansas was chosen as the winner of C-SPAN's, customer service representative (CSR) "Election '92" contest. Ms. Stocks won a VCR for her personal use. The contest was open to CSRs all over the country.

The purpose of the contest was to inform CSRs about the network, which is a public service of the cable industry. Each CSR participated in a training session on C-SPAN and our "Election '92" programming and were required to answer questions on the 1992 election.

C-SPAN received over 100 entries representing 17 cable systems. After entries were checked for accuracy, the ones with all right answers were compiled and the winner was selected.

C-SPAN is available in 58.3 million households nationwide and worldwide via satellite. C-SPAN is privately funded to serve the public by America's cable television companies.

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CSR COMPETITION

WIN A VIDEO CASSETTE RECORDER

Include C-SPAN in a CSR training program to inform them about these and more questions while entering your CSR's in a competition to win a video cassette recorder.

The CSR training package:

Comprehensive training package will inform your CSR's about the network that is a public service of the cable industry. Some of the basic components include:

- Presenter's guide for self instructed trainings
- Video workshop
- Election '92 Q&A master sheet (see enclosed sample)
- CSR guides

Schedule a training session well in advance and help your staff get to know your C-SPAN representative by including him/her in your system activity.

Reward your CSR's with C-SPAN premium items plus this one time chance to win a video cassette recorder.

To Qualify and Win:

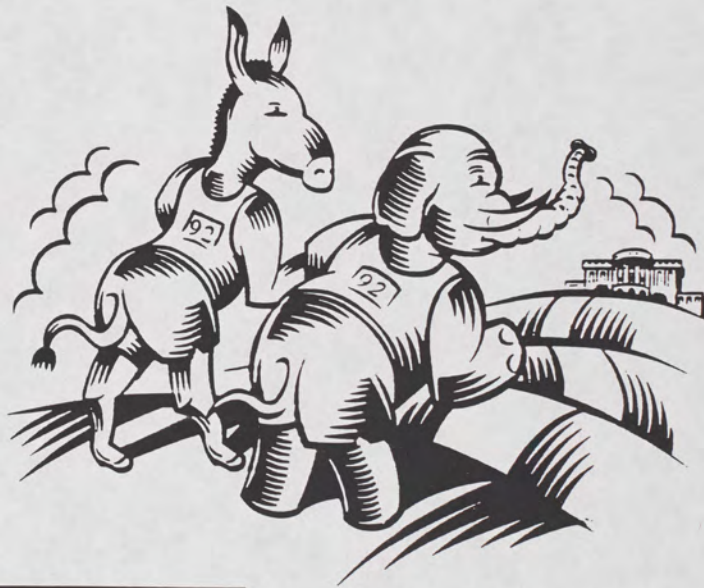
Hold a training session

Have CSR's complete quiz

Submit all C-SPAN Q&A sheets to:

C-SPAN Marketing Department
400 North Capitol Street, NW
Suite 650
Washington, DC 20001

Training sessions must be completed and all Election '92 Q&A sheets must have arrived by October 31, 1992. You will be notified of winners in November 1992.



Offer void where prohibited. Prize is not transferable. No substitutes. No cash in lieu of prize. Winner will be notified by mail. Any tax liability is the responsibility of the winner. Entries must be postmarked by October 31, 1992. Entrants agree to permit use of names or pictures in C-SPAN publicity. All entries become the property of the National Cable Satellite Corporation.

Marketing Representatives:

TBA
Northeast Region
TBA
Nancy Ewing
Great Lakes Region
626-4881

Andrea King
Midwest Region
(303)665-4163
Jennifer Reichenbach
Southeast Region
626-4857

Angie Palmer
Midsouth Region
626-4844
Maribel Maldonado
Midatlantic Region
626-4882
Willie Vereen
Western Region
626-4847

WINNING FORM

ELECTION '92 Q&A SHEET

1. What does the acronym C-SPAN stand for?
- A Congress Senate Public Affairs Network
 - B Congressional Satellite Public Affairs Network
 - C Cable Satellite Public Affairs Network
 - D Cable Scientific Political Awareness Network
2. C-SPAN program covering latest election events is
- A Race to the Nomination
 - B Road to the White House
 - C The Election Selection Show
 - D Inside Politics

3. Who owns C-SPAN and how is it funded?
- A The U.S. Government funds it with taxes.
 - B The NCTA supports it through advertising.
 - C The cable industry funds it with monthly fees.
 - D The public funds it with grants and donations.
4. Which state has the first presidential primary?
- A New Hampshire
 - B Iowa
 - C California
 - D New York

5. Name two Democratic and Republican candidates who have run for the presidential nomination.

Paul Tsongas & Bill Clinton / George Bush & Pat Buchanan

6. What is "Super Tuesday"?
- A Presidential primary voting taking place among several states on the second Tuesday in March.
 - B The day of the presidential election.
 - C The third Tuesday in June having the longest amount of daylight hours.
 - D A celebration by the winning party taking place on the first Tuesday after the presidential election.

7. What channel is C-SPAN carried on at your system? Cspan I = 25 / Cspan II = 26

8. How is C-SPAN's election coverage different from that of other networks?
- A Commercial free
 - B Uninterrupted
 - C No commentary or analysis
 - D All of the above

9. When is "Road to the White House" aired?

Fridays at 5:00 pm Eastern

10. Name two ways subscribers can find out about C-SPAN programming?

Call (202) 628-2205 / or televised schedule updates at 15 minutes before & after every hour

Name	<u>Christy Stocks</u>	Date of training	<u>—</u>
Cablesystem	<u>Sunflower Cablevision</u>	Address	<u>644 New Hampshire</u>
City	<u>Lawrence</u>	State	<u>Ks.</u>
		Zip	<u>66044</u>
Phone	<u>(913) 841-2100</u>	Fax	<u>(913) 841-0882</u>

MEMO

TO: Monique cc: Rayne
FROM: Joanne *ywl*
DATE: November 23, 1992
RE: Press release regarding CSR contest winner

Rayne asked me to provide you with some information you'll need in order to write a press release for the above event. Please let me know if you have any questions.

The "CSR Contest" was open to any customer service representative in the country. CSRs participated in a training session about C-SPAN and our Election '92 programming, and then answered the questions on the attached sheet.

We had over 100 entries representing 17 cable systems. Each was checked for accuracy, and the ones with all "right answers" were thrown into a hat and a winner chosen...and the winner is:

Christy Stocks
Sunflower Cablevision
Lawrence, Kansas

The prize to be awarded is a VCR for her personal use.

Daily
Lawrence Journal-World
(913) 843-1000 PA
(913) 843-4512 FX
P.O. Box 888 (OV) 609 N. Hampshire
Lawrence, KS 66044
News Editor: Carline Trowbridge

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