

NEWS FROM:

C-SPAN AMERICA'S NETWORK

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C-SPAN SUBS HIT 23 MILLION MARK

Network Reports 15 Percent Growth During 1985

WASHINGTON, D.C. -- C-SPAN, the public affairs cable network, is reporting a 1985 subscriber growth rate of 15 percent -- moving from 20 to 23 million households. Marketing Director Brian Gruber adds that the network is carried by more than 2,000 cable systems nationwide.

C-SPAN President Paul FitzPatrick is pleased with the network's favorable statistics. "In a year that's been sometimes difficult for our industry, this is further proof that C-SPAN has come of age as a programming service," he said.

"Cable operators are realizing that C-SPAN is not just a 'public service'," he added. "Our unique public affairs programming is a real boost to their news and information line-ups."

Mr. FitzPatrick explained that several factors have contributed to making 1985 a successful year for C-SPAN, including a stepped-up marketing campaign, the efforts of the board, and increased program diversity.

He pointed to C-SPAN's "States of the Nation '85" project which he felt demonstrated to cable operators firsthand the positive effects of on-location C-SPAN telecasts.

"Just as importantly, this eleven-state tour brought many new faces before C-SPAN's nationwide audience," he observed.

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