

NEWS FROM:

# C-SPAN AMERICA'S NETWORK

---

Suite 155 • 400 N. Capitol Street, N.W., Washington, D.C. 20001

---

Release:

Immediate  
October 26, 1988

Contact:

Nan Gibson  
(202) 737-3220

## 15 HOURS OF LIVE ELECTION NIGHT COVERAGE ON C-SPAN Reaction to U.S. Election Expected from International Callers

WASHINGTON, D.C. -- As the polls close nationwide on November 8, C-SPAN will begin a 15-hour overview of the presidential and congressional election results. Voter reaction during live viewer call-ins will be the centerpiece of C-SPAN's planned coverage. In addition, 14 million Eastern and Western European households will be part of C-SPAN's Election Night viewing audience, through a special live telecast by Britain's Sky Channel.

C-SPAN begins Election Night programming at 6:30 pm ET, with a live call-in featuring Republican political consultant Eddie Mahe and Democratic consultant Ray Strother. Viewer call-ins with political pollsters and analysts continue from 8:00 pm until 8:00 am ET the following morning. Political journalists will discuss election returns and take viewer calls from 8:00 am to 10:00 am ET on Wednesday, November 9th.

Presidential campaign announcements will be carried live from Bush Election Night headquarters in Houston, Texas, and Dukakis headquarters in Boston, Massachusetts. C-SPAN cameras will also be live from sites in Washington, D.C., and California.

"C-SPAN's expert commentators on Election Night will be *the voters*. We'll have our phone lines open all night for viewers to respond to election results," says C-SPAN Chairman Brian Lamb. "The addition of our international audience adds the extra dimension of providing instant worldwide reaction to the U.S. presidential election," adds Mr. Lamb.

C-SPAN's Election Night coverage will be made available in twenty-two European countries via the Sky Channel, a London-based satellite program service. Sky Channel's live telecasts will air overseas between 7:00 pm ET/12 midnight London Time and 3:00 am ET/8:00 am LT.

C-SPAN is currently available in 41 million households via 3,000 cable system affiliates nationwide. Contact your local cable operator for the C-SPAN channel number in your area.

###

CABLE SATELLITE PUBLIC AFFAIRS NETWORK





## "ELECTION '88" AT A GLANCE

*316 total hours of presidential campaign programming since January 1987.  
Two hundred and sixteen hours of election coverage to date in 1988.*

### **"ROAD TO THE WHITE HOUSE" -- 100 hours**

Premiered January 1987. C-SPAN's weekly campaign series aired 100 hours of campaign programming from the early primary and caucus states. (*series concludes November '88*)

### **CANDIDATE DEBATES -- 31 forums**

Televised the first debate of the '88 race in May 1987. Since then, C-SPAN has aired 31 candidate forums in their entirety.

### **CANDIDATE CALL-INS AND INTERVIEWS**

Eight of the major-party presidential hopefuls appeared on C-SPAN call-ins. *\*In addition, C-SPAN invited the more than 200 FEC registered candidates to be interviewed about their campaigns. Seven of the lesser-known candidates responded to C-SPAN's invitation to appear on "Road to the White House."*

### **IOWA CAUCUSES -- 4 unedited caucuses**

46 hours of Iowa programming included unprecedented telecasts of four unedited precinct caucuses. *\*An entrance poll conducted February 8 found that 36 percent of Iowa caucus goers with cable TV said that C-SPAN "had an impact" on their choice of candidate support.*

### **NEW HAMPSHIRE PRIMARY -- 30 hours**

30 hours of New Hampshire's first-in-the-nation primary included coverage of candidate stump speeches and state party sponsored events.

### **"SUPER TUESDAY" -- 24 cities**

40 hours of Super Tuesday telecasts from 24 locations in the South. *\*Exclusive live coverage of the Democratic Leadership Council's Democratic Candidates Debate.*

### **POST-SUPER TUESDAY -- Illinois, Colorado, Wisconsin, New York**

55 hours of coverage of the primary and caucus contests that trimmed the field of presidential hopefuls.

### **C-SPAN AUDIENCE**

C-SPAN is currently available in 37 million households (42% of all U.S. television households), via 2,850 cable system affiliates nationwide.

### **PRESS CONTACTS**

Nan Gibson / Rosemarie Colao

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



NEWS FROM:

# C-SPAN AMERICA'S NETWORK

Suite 155 • 400 N. Capitol Street, N.W., Washington, D.C. 20001

IMMEDIATE  
Release: August 2, 1988

Contact: Rosemarie Colao  
(202) 737-3220  
(504) 762-4758

C-SPAN LIVE AT THE REPUBLICAN NATIONAL CONVENTION  
-- Over 120 Hours Of Original Programming From New Orleans --

WASHINGTON, D.C. -- This month, C-SPAN will provide U.S. and European cable viewers with television's only live, gavel-to-gavel coverage of the Republican National Convention from New Orleans. C-SPAN's audience will see 100 percent of the official convention proceedings and a full week of pre-convention programming. C-SPAN program director Terry Murphy says that, "C-SPAN continues to be an alternative for cable viewers who want to watch all the action as it happens without someone else's interpretation."

August 7-14 -- C-SPAN's Republican Convention preview

Over 60 hours of first-run programming from New Orleans, providing viewers with the Republican Platform Committee meetings, a look at the host city, and set-up for the Convention.

- Live viewer call-in programs Monday, August 8 - Friday, August 12 at 6:30pm ET with party leaders and city officials from C-SPAN's studio at the Observation Deck of the New Orleans World Trade Center.
- Platform committee meetings Monday, August 8 - Thursday, August 11 at 8:00pm ET, televised in their entirety for prime-time viewing.

\*\* "The Republican Conventions: A Look Back"  
Airs Friday and Saturday, August 12 and 13 at 8:00pm ET, and Sunday, August 14 at 9:30pm ET. This C-SPAN/NBC cooperative will provide 10 hours of Republican National Convention footage from 1948-1984.

(MORE -- OVER)



### August 15-18 -- C-SPAN's Republican Convention Coverage

Beginning Monday, August 15, C-SPAN cameras will provide the only live, gavel-to-gavel telecasts of all convention proceedings-- including Monday and Tuesday morning sessions -- from the Louisiana Superdome.

- Monday, August 15 and Tuesday, August 16 at 11:00am ET -- live, uninterrupted coverage of the Republican National Convention morning sessions.
- Monday, August 15 - Thursday, August 18 at 8:00pm ET -- live, gavel-to-gavel telecasts of the Republican National Convention.
- Live viewer call-in programs air at 9:00am ET, 5:30pm ET, 6:30pm ET, and immediately following each evening's Convention session. Guests include political journalists, Convention delegates, and party officials.
- Convention sessions re-air nightly beginning at 1:00am ET, and the following day at 10:00am ET.

### August 20-21 -- Weekend Wrap-Up

- Convention highlights:
  - Saturday, August 20 at 9:30am ET -- Monday's opening session
  - Saturday, August 20 at 3:00pm ET -- Tuesday's keynote address
  - Sunday, August 21 at noon ET -- Presidential and Vice Presidential acceptance speeches

C-SPAN, a round-the-clock public affairs network, first provided gavel-to-gavel coverage of the political party conventions in 1984. Since then, C-SPAN's nationwide audience has grown from 16 million households to more than 39 million cable television and satellite TV households. In addition, C-SPAN's live coverage of both 1988 National Party Conventions has been made available to 13 million cable homes served by the Sky Channel in 20 European countries.

C-SPAN is a public service of the cable television industry.



NEWS FROM:

# C-SPAN AMERICA'S NETWORK

---

Suite 155 • 400 N. Capitol Street, N.W., Washington, D.C. 20001

---

Release: IMMEDIATE  
July 1, 1988

Contact: Nan Gibson  
(202) 737-3220

## C-SPAN AT THE DEMOCRATIC NATIONAL CONVENTION:

Live telecasts, without interruptions or commentary

WASHINGTON, D.C. -- C-SPAN plans live, gavel-to-gavel coverage of the 1988 Democratic National Convention from Atlanta, Georgia July 18-21, preceded by a full week of in-depth, pre-convention programming. C-SPAN telecasts will provide the only opportunity for American television viewers to follow the convention as it happens -- without interruption or commentary.

"There's an important distinction to be made about C-SPAN's convention coverage," explains C-SPAN CEO Brian Lamb. "When others advertise that they are going to have the conventions 'gavel-to-gavel,' what they mean is that they'll be talking about politics gavel-to-gavel during those four days. It doesn't mean they are going to show the conventions in their entirety."

C-SPAN will have five cameras in the Omni convention center to televise the official sessions. The newsroom of the Atlanta Journal and Constitution will house C-SPAN's remote studio. A staff of fifty will produce nearly sixty hours of live convention telecasts and other related programming.

(more)

CABLE SATELLITE PUBLIC AFFAIRS NETWORK



ADD ONE

Among the highlights of C-SPAN's Democratic Convention coverage are:

- A week-long convention preview, live from Atlanta, July 11-17, including:

- \* Live viewer call-ins with convention planners and political journalists (July 11-15, 6:30 pm ET)

- \* A daily array of news conferences, media planning sessions, and other conventions preparations.

(July 11-15, 8:00 pm ET)

And, during convention week:

- Uninterrupted live telecasts of each day's convention session (July 18-21, 8:00 pm ET)
- Live roundtable discussions with political journalists (July 18-21, 8:00 am ET)
- Live hour-long viewer call-ins with convention delegates (July 18-21, 5:30 pm ET)
- Live pre-convention interviews with party leaders, campaign officials (July 18-21, 6:30 pm ET)
- Overnight replays of each day's convention session

C-SPAN, a round-the-clock public affairs network, first provided its unique gavel-to-gavel coverage of the political party conventions in 1984. Since then, C-SPAN's nationwide audience has grown from 16 million households to more than 38 million cable television and satellite TV households.

C-SPAN is a public service of the cable television industry.

# # #



# ELECTION 88

**C-SPAN COVERS THE '88 PRESIDENTIAL CAMPAIGN  
LIKE NO OTHER TELEVISION NETWORK...**

## IOWA CAUCUSES

### **FEBRUARY 8 -- CAUCUS NIGHT**

C-SPAN coverage begins at 8:00pm ET and includes *four Iowa precinct caucuses* in their entirety

- LIVE Democratic caucus from Des Moines
- Tape-delayed Republican and Democratic rural caucuses
- Tape-delayed Republican caucus from Cedar Rapids  
[ Cedar Rapids caucus LIVE on C-SPAN II at 8:00pm ET]

### **FEBRUARY 1-7 -- IOWA CAUCUS PREVIEW**

Pre-caucus programming from 6:30-11:30pm ET each evening leading up to caucus night

- Nightly coverage begins with a live viewer call-in program originating from Des Moines, followed by daily candidate campaign appearances, "man-on-the-street" interviews, call-ins, and more -- all in their entirety.

### **FEBRUARY 9 -- "ELECTION '88" CALL-IN**

LIVE viewer call-in program at 8:00am ET discussing Iowa caucus results.

## NEW HAMPSHIRE PRIMARY

### **FEBRUARY 10-15 -- C-SPAN PROGRAMMING FROM NEW HAMPSHIRE**

C-SPAN's weeklong preview of the New Hampshire primary begins February 10 at 6:30pm ET

**Coverage includes:**

- LIVE viewer call-in programs with candidates, state party officials, and journalists at 6:30pm ET
- Live and taped telecasts of candidate activities, and other timely campaign events at 8:00pm ET

### **FEBRUARY 17 -- "ELECTION '88" CALL-IN**

LIVE viewer call-in program at 8:00am ET examining the results of the New Hampshire primary.

## WHO CAN WATCH

- C-SPAN is currently available in 36 million households via 2,800 cable systems ( 37% of all television households).
- A recent nationwide survey found that 10.9 million U.S. households (potentially 27.3 million individuals) currently watch C-SPAN.
- Since the 1984 election, the number of households across the country which regularly tune-in to C-SPAN has increased 43%.
- By the time of the national conventions, C-SPAN will be available in 40% of all U.S. television households.
- In a 1984 post-election survey, 93% of C-SPAN viewers said they voted in the 1984 election, as compared to 53% of the electorate.

**C-SPAN AMERICA'S  
NETWORK**



... BY EMPHASIZING THE VOTERS, THE ISSUES, THE  
MEDIA AND THE CANDIDATES

**"SUPER TUESDAY"**

**FEBRUARY 29 -- DEMOCRATIC LEADERSHIP COUNCIL DEBATE**

LIVE telecast of this presidential candidates debate from Williamsburg, Virginia at 6:00pm ET.

**MARCH 1-7 -- "SUPER TUESDAY" PREVIEW**

Nightly coverage begins at 6:30pm ET with a live viewer call-in program, anchored from Washington, D.C., with guests throughout the South.

● C-SPAN crews stationed in Dallas, Texas and Atlanta, Georgia tracking candidate campaign activities to air each evening at 8:00pm ET.

**MARCH 9 -- "ELECTION '88" CALL-IN**

LIVE viewer call-in program at 8:00am ET discussing the results from March 8 primaries and caucuses.

**CONVENTION COVERAGE**

**Democratic National Convention** - Live, gavel-to-gavel coverage of the party presidential nominating convention from Atlanta, Georgia July 18-24. Convention programming begins one week prior to the event and includes platform committee meetings.

**Republican National Convention** - Live, gavel-to-gavel coverage of the party presidential nominating convention from New Orleans, Louisiana August 15-18. Convention programming begins one week prior to the event and includes platform committee meetings.

**GENERAL ELECTION CAMPAIGN COVERAGE**

C-SPAN crews will be trailing the presidential candidates and taking the pulse of the electorate through Election Day. Live and taped coverage from around the nation of key Senate, House and gubernatorial races will also be featured throughout the fall.

**ELECTION NIGHT**

Live coverage from C-SPAN's Washington, D.C. studios on November 8. Live remotes from Democratic and Republican National Headquarters and several other cities. Journalists and viewers report on election returns in their states during live call-ins.

**WEEKLY SERIES ON THE '88 CAMPAIGNS**

**Election '88: "Road to the White House"** continues with candidate campaign events through Election Day. Fridays at 5:00pm ET. Re-airs Sundays at 9:30pm ET.

**Election '88: Candidate Debates** air Sundays at 12:00 noon ET, each week that presidential debates are held. Debates will be televised in their entirety.

**Election '88: Call-Ins** air every Friday at 6:30pm ET. The first program of each month will feature a political consultant(s).

**C-SPAN PRESS CONTACTS**

Nan Gibson

Rosemarie Colao

444 North Capitol Street, N.W. Suite 412

Washington, D.C. 20001

(202)737-3220





---

## FACT SHEET

1979-1989

Corporate Headquarters	Suite 412 444 North Capitol Street, NW Washington, D.C. 20001 (202) 737-3220
Funding	Private, non-profit cooperative of the cable television industry.
Chairman and CEO	Brian P. Lamb
Programming Executives	Susan Swain, Vice President Terry Murphy, Dir. of Programming
Press Contacts	Gene Grabowski, Press Manager
TV Listings	Peter Kiley, Listings Coordinator
Full-time Employees	155

### *The C-SPAN Networks*

In 1979, C-SPAN was created by the cable television industry to provide live gavel-to-gavel coverage of the U.S. House of Representatives. Today, in addition to the live House proceedings, C-SPAN offers a front row seat to other public affairs events from the nation's capital and across the country. On any given day C-SPAN crews cover between five and fifteen events. Each event is aired without commentary or analysis.

The cable industry created C-SPAN II in 1986 to cablecast the live sessions of the U.S. Senate, in their entirety. C-SPAN II's round-the-clock programming complements the original C-SPAN network by offering more viewing alternatives to cable TV audiences interested in public affairs programming.

	<u>C-SPAN</u>	<u>C-SPAN II</u>
Launch Date	March 19, 1979 (3.5 million households at launch)	June 2, 1986 (7.5 million households at launch)
Households (as of 5/89)	43.5 million 50% U.S. TV HH	17.5 million 20% U.S. TV HH
Affiliates	3,243 CATV Systems	632 CATV Systems
Satellite	Galaxy III, TR 24	Galaxy III, TR 14
Transmission Hours	24 hours a day	24 hours a day





---

## REGULARLY SCHEDULED PROGRAMMING

U.S. House of Representatives	Live, daily (when Congress is in session)
Event of the Day	Weeknights at 8:00 pm ET-- Relevant public policy programming--in its entirety and without commentary.
Congressional Hearings	Daily (when Congress is in session) House and Senate hearings-- in their entirety-- present a close-up view of the political system.
National Press Club	Saturdays at 6:00 pm ET (60 minutes) Newsmakers address the Washington press corps.
Viewer Call-In Programs	Live, weekdays at 8:00 am & 6:30 pm ET (90 minutes each) Viewers question elected legislators, policymakers, and journalists about issues of the day.
"Communications Today"	Saturdays at 11:00 am ET Focus on media trends, technology, and communications law.
"America & the Courts"	Saturdays at 7:00pm ET Interviews, discussions, and speeches on the federal judiciary.
"Booknotes"	Sundays at 8:00pm ET (60 minutes) Interviews with authors of public policy, political and historical books.

---

## SPECIAL SERIES

"Supreme Court Review"	The weeks when the Court hears oral arguments, "America and the Courts" airs interviews examining current activities at the Supreme Court.
"American Profile"	Airs on national holidays. (60 minutes) In-depth interviews with public officials, opinion and business leaders who help shape the nation.
"A Day In The Life"	An occasional series. Behind-the-scenes looks at magazines, newspapers and government operations.



**FACT SHEET**

<b>Corporate Headquarters</b>	Suite 412 444 North Capitol Street, NW Washington, D.C. 20001 (202) 737-3220
<b>Funding</b>	Private, non-profit cooperative of the cable television industry.
<b>Chairman and CEO</b>	Brian P. Lamb
<b>Programming Executives</b>	Susan Swain, Vice President Terry Murphy, Dir. of Programming
<b>Press Contacts</b>	Gene Grabowski, Press Manager Nan Gibson, Press Coordinator
<b>TV Listings</b>	Peter Kiley, Listings Coordinator
<b>Full-time Employees</b>	155

*The C-SPAN Networks*

In 1979, C-SPAN was created by the cable television industry to provide live gavel-to-gavel coverage of the U.S. House of Representatives. Today, in addition to the live House proceedings, C-SPAN offers a front row seat to other public affairs events from the nation's capital and across the country. On any given day C-SPAN crews cover between five and fifteen events. Each event is aired without commentary or analysis.

The cable industry created C-SPAN II in 1986 to cablecast the live sessions of the U.S. Senate, in their entirety. C-SPAN II's round-the-clock programming complements the original C-SPAN network by offering more viewing alternatives to cable TV audiences interested in public affairs programming.

	<u>C-SPAN</u>	<u>C-SPAN II</u>
<b>Launch Date</b>	March 19, 1979 (3.5 million households at launch)	June 2, 1986 (7.5 million households at launch)
<b>Households</b> (as of 3/89)	42.5 million 48% U.S. TV HH	16.7 million 19% U.S. TV HH
<b>Affiliates</b>	3,175 CATV Systems	581 CATV Systems
<b>Satellite</b>	Galaxy III, TR 24	Galaxy III, TR 14
<b>Transmission Hours</b>	24 hours a day	24 hours a day



## National surveys show growing, active audience\*

### AUDIENCE

#### POTENTIAL AUDIENCE

C-SPAN homes 42.5 million via 3,175 cable systems  
C-SPAN II homes 16.7 million via 581 cable systems

#### GROWTH IN VIEWERSHIP

The C-SPAN audience has grown 184% since 1984:

1988 21.6 million households watch C-SPAN  
1984 7.6 million households watch C-SPAN

#### VOTING HABITS

C-SPAN viewers have consistently higher voting patterns than the nation at large:

	C-SPAN viewers	Nation at large
1988 presidential elections	92% voted	49% voted
1986 congressional elections	69% voted	37% voted
1984 presidential elections	93% voted	53% voted

#### OPINIONS AND ATTITUDES

More than one quarter (26%) of C-SPAN viewers said the network's election programming *had an impact on their choice of a candidate* to support in the 1988 presidential election.

#### POLITICAL AFFILIATION

C-SPAN viewers represent a cross section of the political spectrum:

32% Democratic  
33% Republican  
33% Independent  
2% Other

#### NEWS CONSUMPTION

C-SPAN viewers are more interested than the general public in following news events:

	C-SPAN viewers	Nation at large
read daily newspaper	63%	48%
watch TV news everyday	70%	52%

#### C-SPAN VIEWING HABITS

	Average viewing hours
C-SPAN	9.9 hrs. per month
C-SPAN II	7.7 hrs. per month

\*Data from University of Maryland Survey Research Center - 1984, 1987 and 1988 national surveys.





---

## REGULARLY SCHEDULED PROGRAMMING

U.S. House of Representatives	Live, daily (when Congress is in session)
Event of the Day	Weeknights at 8:00 pm ET-- Relevant public policy programming--in its entirety and without commentary.
Congressional Hearings	Daily (when Congress is in session) House and Senate hearings-- in their entirety-- present a close-up view of the political system.
National Press Club	Saturdays at 6:00 pm ET (60 minutes) Newsmakers address the Washington press corps.
Viewer Call-In Programs	Live, weekdays at 8:00 am & 6:30 pm ET (90 minutes each) Viewers question elected legislators, policymakers, and journalists about issues of the day.
"Process and Policy"	Live, Sundays at 8:00 pm ET (90 minutes) Analysts discuss the fine points of national issues.
"Communications Today"	Saturdays at 11:00 am ET Focus on media trends, technology, and communications law.
"America & the Courts"	An occasional series on the federal judiciary.

---

## SPECIAL SERIES

"Supreme Court Review"	Saturdays at 7:00 pm (the weeks when the Court hears oral arguments) Interviews examining current activities at the Supreme Court.
"American Profile"	Airs on national holidays. (60 minutes) In-depth interviews with public officials, opinion and business leaders who help shape the nation.
"A Day In The Life"	An occasional series. Behind-the-scenes looks at magazines, newspapers and government operations.



## *C-SPAN Marks 10th Anniversary*

### MILESTONES

- March 19, 1979 C-SPAN begins cablecasting the U.S. House of Representatives *live* to 3.5 million households.
- October 7, 1980 C-SPAN adds **live viewer call-ins** to program schedule, providing viewers with direct access to public policy makers.
- January 6, 1981 C-SPAN adds gavel-to-gavel coverage of **congressional hearings** to program schedule.
- April 1, 1981 C-SPAN telecasts daily, eight hours a day.
- February 1, 1982 C-SPAN daily programming expands to 16 hours.
- September 13, 1982 C-SPAN begins **24-hour-a-day** programming.
- July 1, 1983 C-SPAN begins occasional coverage of the Canadian House of Commons.
- February 20, 1984 C-SPAN televises an Iowa caucus live and uninterrupted for the first time.
- May 10, 1984 House cameras begin "panning" entire chamber during Special Orders.
- August/July, 1984 C-SPAN airs live, uninterrupted coverage of the Democratic and Republican National Conventions for the first time.
- June 2, 1986 C-SPAN II airs live proceedings of the U.S. Senate during television test period.
- July 29, 1986 Senate votes in favor of permanent televised coverage of its proceedings.
- January 5, 1987 C-SPAN II begins 24-hour cablecasting.
- November 9, 1988 USIA transmits C-SPAN to 90 countries via WORLDNET, the first global satellite television network.
- November 22, 1988 C-SPAN inaugurates **international telecasts** with Queen Elizabeth II's speech to the state opening of Parliament.
- April 3, 1989 C-SPAN marks 10th Anniversary





---

## REGULARLY SCHEDULED PROGRAMMING

U.S. House of Representatives	Live, daily (when Congress is in session)
Event of the Day	Weeknights at 8:00 pm ET-- Relevant public policy programming--in its entirety and without commentary.
Congressional Hearings	Daily (when Congress is in session) House and Senate hearings-- in their entirety-- present a close-up view of the political system.
National Press Club	Saturdays at 6:00 pm ET (60 minutes) Newsmakers address the Washington press corps.
Viewer Call-In Programs	Live, weekdays at 8:00 am & 6:30 pm ET (90 minutes each) Viewers question elected legislators, policymakers, and journalists about issues of the day.
"Communications Today"	Saturdays at 11:00 am ET Focus on media trends, technology, and communications law.
"America & the Courts"	Saturdays at 7:00pm ET Interviews, discussions, and speeches on the federal judiciary.
"Booknotes"	Sundays at 8:00pm ET (60 minutes) Interviews with authors of public policy, political and historical books.

---

## SPECIAL SERIES

"Supreme Court Review"	The weeks when the Court hears oral arguments, "America and the Courts" airs interviews examining current activities at the Supreme Court.
"American Profile"	Airs on national holidays. (60 minutes) In-depth interviews with public officials, opinion and business leaders who help shape the nation.
"A Day In The Life"	An occasional series. Behind-the-scenes looks at magazines, newspapers and government operations.





## "ELECTION '88" AT A GLANCE

*316 total hours of presidential campaign programming since January 1987.  
Two hundred and sixteen hours of election coverage to date in 1988.*

### "ROAD TO THE WHITE HOUSE" -- 100 hours

Premiered January 1987. C-SPAN's weekly campaign series aired 100 hours of campaign programming from the early primary and caucus states. (*series concludes November '88*)

### CANDIDATE DEBATES -- 31 forums

Televised the first debate of the '88 race in May 1987. Since then, C-SPAN has aired 31 candidate forums in their entirety.

### CANDIDATE CALL-INS AND INTERVIEWS

Eight of the major-party presidential hopefuls appeared on C-SPAN call-ins. *\*In addition, C-SPAN invited the more than 200 FEC registered candidates to be interviewed about their campaigns. Seven of the lesser-known candidates responded to C-SPAN's invitation to appear on "Road to the White House."*

### IOWA CAUCUSES -- 4 unedited caucuses

46 hours of Iowa programming included unprecedented telecasts of four unedited precinct caucuses. *\*An entrance poll conducted February 8 found that 36 percent of Iowa caucus goers with cable TV said that C-SPAN "had an impact" on their choice of candidate support.*

### NEW HAMPSHIRE PRIMARY -- 30 hours

30 hours of New Hampshire's first-in-the-nation primary included coverage of candidate stump speeches and state party sponsored events.

### "SUPER TUESDAY" -- 24 cities

40 hours of Super Tuesday telecasts from 24 locations in the South. *\*Exclusive live coverage of the Democratic Leadership Council's Democratic Candidates Debate.*

### POST-SUPER TUESDAY -- Illinois, Colorado, Wisconsin, New York

55 hours of coverage of the primary and caucus contests that trimmed the field of presidential hopefuls.

### C-SPAN AUDIENCE

C-SPAN is currently available in 37 million households (42% of all U.S. television households), via 2,850 cable system affiliates nationwide.

### PRESS CONTACTS

Nan Gibson / Rosemarie Colao



NEWS FROM:

# C-SPAN AMERICA'S NETWORK

Suite 155 • 400 N. Capitol Street, N.W., Washington, D.C. 20001

Release: IMMEDIATE  
October 10, 1988

Contact: Peter Kiley  
(202) 737-3220

## C-SPAN TELEVISES FINAL PRESIDENTIAL DEBATE LIVE Debate Reairs Throughout the Night

WASHINGTON, D.C. -- C-SPAN will televise *live* from Los Angeles the final presidential debate between Democratic nominee Michael Dukakis and Republican nominee George Bush on Thursday, October 13 at 9:00 pm Eastern Time.

C-SPAN will reair the debate throughout the night so that viewers in all time zones have the opportunity to see it during prime time hours.

C-SPAN's program schedule for the presidential debate is as follows:

### Thursday, October 13

8:00 pm ET	Live	C-SPAN Debate Preview Live viewer call-ins and taped interviews with debate planners and organizers.
9:00 pm ET	Live	<b>Presidential Debate</b> Democratic nominee Michael Dukakis and Republican nominee George Bush debate at UCLA's Pauley Pavillion in Los Angeles, California.
10:30 pm ET	Live	C-SPAN "Open Phones" Viewer Call-In

### Friday, October 14

12 mid ET	Reair	<b>Presidential Debate</b>
1:30 am ET	Live	C-SPAN "Open Phones" Viewer Call-In
2:00 am ET	Reair	<b>Presidential Debate</b>
3:30 am ET	Live	C-SPAN "Open Phones" Viewer Call-In
4:00 am ET	Reair	<b>Presidential Debate</b>
5:30 am ET	Tape	To be announced.
6:00 am ET	Reair	<b>Presidential Debate</b>

C-SPAN is currently available in 39 million households, via 3,000 cable system affiliates nationwide. For the C-SPAN channel number in your area, contact your local cable operator.

C-SPAN is a public service of the cable television industry.

###

CABLE SATELLITE PUBLIC AFFAIRS NETWORK



NEWS FROM:

# C-SPAN AMERICA'S NETWORK

Suite 155 • 400 N. Capitol Street, N.W., Washington, D.C. 20001

Release: IMMEDIATE  
September 21, 1988

Contact: Nan Gibson  
Rosemarie Colao  
(202) 737-3220

## C-SPAN TO TELEVISE PRESIDENTIAL DEBATES LIVE Viewer Response Highlights Sept. 25 Presidential Debate

Washington, D.C. -- C-SPAN's live coverage of the September 25th presidential debate, from Wakeforest University in Winston-Salem, N.C., includes a special focus on viewer response. Immediately following the live debate, C-SPAN will open the phone lines to take viewer comments for 90-minutes.

"Our objective is to give the public the chance to react directly to the debate, right after it happens," said C-SPAN Chief Executive Officer Brian Lamb. A live "open phones" segment also follows C-SPAN's 11:00 pm ET and 1:30 am ET reairs of the debate.

C-SPAN's Wakeforest presidential debate coverage is as follows:

### SUNDAY, SEPTEMBER 25

12 noon ET (60 mins.)	TAPED	<b>PRESIDENTIAL DEBATE PREVIEW</b> Interviews with debate planners and organizers from Winston-Salem, NC
7:00 pm ET	LIVE	<b>C-SPAN "OPEN PHONES"</b>
8:00 pm ET	LIVE	<b>PRESIDENTIAL DEBATE</b> Republican nominee George Bush and Democratic nominee Michael Dukakis debate at Wakeforest University
9:30 pm ET	LIVE	<b>C-SPAN "OPEN PHONES"</b>
11:00 pm ET	REAIR	<b>PRESIDENTIAL DEBATE</b>

### MONDAY, SEPTEMBER 26

12:30 am ET	LIVE	<b>C-SPAN "OPEN PHONES"</b>
1:00 am ET	REAIR	<b>PRESIDENTIAL DEBATE</b>
2:30 am ET	LIVE	<b>C-SPAN "OPEN PHONES"</b>
3:00 am ET	REAIR	<b>PRESIDENTIAL DEBATE</b>
4:30 am ET		To be announced.
5:00 am ET (90 mins.)	REAIR	<b>PRESIDENTIAL DEBATE</b>

C-SPAN plans coverage of the second presidential debate and the vice presidential debate. Key elements will again include immediate viewer response, debate reairs, and a preview of host city preparations.

C-SPAN is currently available in 39 million households, via 3,000 cable system affiliates nationwide. For the C-SPAN channel number in your area, contact your local cable operator.

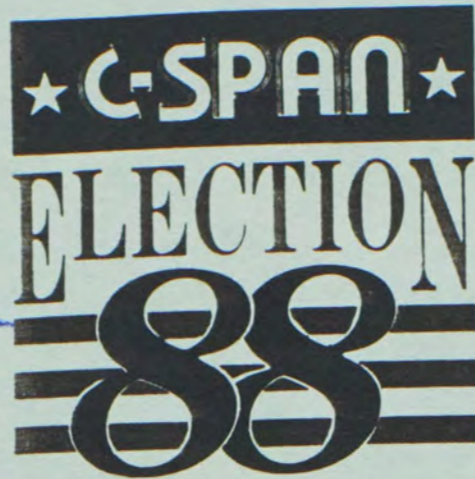
C-SPAN is a public service of the cable television industry.

###



\*\*\*IMMEDIATE RELEASE\*\*\*

July 21, 1988



CONTACT: Nan Gibson  
(404) 880-7277  
Kathy Murphy  
(202) 737-3220

C-SPAN'S EUROPEAN TELECASTS OF DEMOCRATIC CONVENTION A SUCCESS

Cable Network's Call-in Programs Air Comments from 10 Nations

WASHINGTON, D.C.-- C-SPAN's live European telecasts of the Democratic convention and the international call-in programs accompanying it have been "historic" and an "unqualified success," according to the network's CEO Brian Lamb.

During call-in programs the first 3 nights of the convention, C-SPAN aired the comments of 71 callers from 10 countries -- England, Netherlands, Ireland, Norway, Finland, Sweden, Denmark, Israel, West Germany, and Greece-- despite a time difference that put the European telecasts of the convention in the early hours of the morning.

Many of the calls came from the Netherlands, where more than 90 percent of all homes have cable television. Callers had questions about the political process, such as the Dutch caller who asked how recent immigration has affected U.S. politics.

European audiences could see C-SPAN's convention telecasts via the Sky Channel, a London-based basic cable service carried by satellite to 13 million homes (potentially 31.5 million homes) in 20 eastern and western European countries.

C-SPAN and Sky Channel teamed up to offer nearly 18 hours of live Democratic convention telecasts. Each night, the European coverage opened with an hour-long call-in program. C-SPAN hosts occasionally voiced over the European feed to add some perspective of the event for overseas viewers.

Similar coverage is planned for the Republican convention, August 15 - 18.

Officials of the Sky Channel say that long-form coverage of the U.S. political conventions is unprecedented in Europe and explained that they were offering the convention telecasts because of high European interest in U.S. affairs.

Sky Channel viewers could tune in four hours of C-SPAN's live convention coverage from 7:00 pm until 11:00 pm ET (midnight to 4:00 am, London time). For Thursday's final session, coverage was extended until 1:00 am ET.

###



**NEWS FROM:**

# **C-SPAN AMERICA'S NETWORK**

---

Suite 155 • 400 N. Capitol Street, N.W., Washington, D.C. 20001

---

Release:

Immediate  
November 28, 1988

Contact:

Gene Grabowski  
Nan Gibson  
(202) 737-3220

## **C-SPAN'S BRIAN LAMB AWARDED TAISHOFF HONOR**

**National Press Foundation's Annual Awards Dinner Held Feb. 22**

Washington, D.C. -- Brian P. Lamb, chairman and chief executive officer of C-SPAN, has earned the National Press Foundation's 1988 Sol Taishoff Award for Excellence in Broadcast Journalism "for his vision and dedication in building the cable TV system into America's Town Hall."

Mr. Lamb, who helped create the non-profit public affairs network in 1977, is the sixth annual recipient of the award, named for the late founder and long-time editor of *Broadcasting* magazine.

"It's quite an honor for our organization to be recognized for its public service, but it's also important to note that the cable TV industry's continued support has been a key to our success," Mr. Lamb said. "This award belongs to the staff at C-SPAN and to our industry leaders."

Mr. Lamb started C-SPAN with the backing of 22 cable TV executives who put up \$400,000. On March 19, 1979, the network began providing live, unedited television coverage of the U.S. House of Representatives and added live Senate coverage in 1986.

C-SPAN also covers congressional hearings, seminars, news conferences and National Press Club luncheons. A unique feature of the network is its regular call-in programs which enable viewers to question lawmakers, public policy experts and journalists directly, free of editorial comment.

"The idea is to allow the public direct access to elected officials and government proceedings without interruption," Mr. Lamb said. "That way, people can see what's happening in politics and government without being told what to think about it."

-more-

CABLE SATELLITE PUBLIC AFFAIRS NETWORK



ADD ONE

Ray Scherer, who headed the NPF committee that recommended Mr. Lamb for the Taishoff award, called C-SPAN "the answer to sound-bite journalism."

In its statement accompanying the award, the committee credited C-SPAN for its election-year coverage.

"C-SPAN covered both national conventions unedited from start to finish without interruption for comment or distracting commercials," the committee said. "It provided behind-the-scenes insights into the Iowa and New Hampshire primaries and then across the nation."

The award will be presented at the press foundation's annual black-tie awards dinner on Feb. 22 at the Sheraton Washington Hotel.

Previous winners of the Sol Taishoff Award are Ted Koppel, ABC News; John Chancellor, NBC News; Don Hewitt, CBS News; Robert MacNeil and Jim Lehrer, PBS; and Ted Turner, CNN.

C-SPAN, the Cable-Satellite Public Affairs Network, is available to 41.5 million U.S. homes via 3,000 cable systems nationwide and around the world via satellite. It is a public service of the cable TV industry.



**NEWS FROM:**

# **C-SPAN AMERICA'S NETWORK**

---

Suite 155 • 400 N. Capitol Street, N.W., Washington, D.C. 20001

---

Release: Immediate  
November 17, 1988

Contact: Gene Grabowski  
Nan Gibson  
(202) 737-3220

## **C-SPAN LIVE FROM LONDON FOR FIRST TELECASTS ORIGINATING OVERSEAS Queen Elizabeth's Address to Parliament, Live Viewer Call-ins Featured**

WASHINGTON, D.C. -- C-SPAN televises Queen Elizabeth II's speech to the state opening of Parliament and takes its live viewer call-ins on location to London this month as the network produces its first overseas programs.

On Tuesday, Nov. 22 at 5:30 am ET, C-SPAN provides live coverage of Queen Elizabeth II's annual address to both houses of Parliament, marking the beginning of the new parliamentary year in the United Kingdom. Coverage will include all of the ceremonial events surrounding the speech, followed by a live international viewer call-in at approximately 6:45 am ET. The Queen's speech reairs at 9:00 pm ET, followed by a live call-in show.

**The event marks the first live, uninterrupted telecast to the United States of the state opening of Great Britain's Parliament.**

C-SPAN's morning live viewer call-ins will originate from London Wednesday, Nov. 30 through Saturday, Dec. 3, and Monday, Dec. 5 from 8:00 until 10:00 am ET each day. Westminster Central Hall, an Edwardian-era structure near Parliament, will be C-SPAN's headquarters in London for the five days of viewer call-ins. Each day's programs reair at 10:00 pm ET.

British politicians and journalists will discuss the inner workings of Parliament and take viewer questions and comments. In addition, C-SPAN plans to air a roundtable discussion with three members of Parliament on the proposed television coverage of the Commons' floor proceedings.

"C-SPAN viewers will be the first American audience to see a *live* telecast of the opening of British Parliament," said C-SPAN Chief Executive Officer Brian Lamb. "This is just a natural extension of showing our viewers how government works, not only in the United States, but around the world."

C-SPAN is now available in 41.5 million households through 3,000 cable system affiliates nationwide. Contact your local cable operator for the C-SPAN channel number in your area.

C-SPAN is a public service of the cable television industry.

**CABLE SATELLITE PUBLIC AFFAIRS NETWORK**  
(see program schedule, page 2)



## C-SPAN's London Program Schedule --

TUESDAY, NOVEMBER 22

5:30 am ET LIVE C-SPAN VIEWER CALL-IN  
Matt Ridley, Washington Bur. Chief, The Economist Magazine

5:45 am ET LIVE STATE OPENING OF PARLIAMENT  
Queen Elizabeth II addresses joint assembly of Parliament

8:00 am ET LIVE C-SPAN VIEWER CALL-IN  
(45 mins.) Robert E. Hunter, Director, European Studies, Center for  
Strategic Information and Studies

9:00 pm ET REAIR STATE OPENING OF PARLIAMENT  
Queen Elizabeth II addresses joint assembly of Parliament

10:15 pm ET LIVE C-SPAN VIEWER CALL-IN  
Paolo Stoppa-Liebl, Atlantic Council

WEDNESDAY, NOVEMBER 30

8:00 am ET LIVE C-SPAN VIEWER CALL-IN  
Jonathan Miller, Media Editor, Sunday London Times

9:00 am ET LIVE C-SPAN VIEWER CALL-IN  
Bryan Gould, MP, Labor Party

*Programs reair beginning at 10:00 pm ET.*

THURSDAY, DECEMBER 1

8:00 am ET LIVE C-SPAN VIEWER CALL-IN  
Andrew Roth, Parliamentary Profiles

9:00am ET LIVE C-SPAN VIEWER CALL-IN  
Guest to be announced.

*Programs reair beginning at 10:00 pm ET.*

FRIDAY, DECEMBER 2

8:00 am ET LIVE C-SPAN VIEWER CALL-IN  
Karen DeYoung, The Washington Post  
Kathryn Christensen, The Wall Street Journal

9:00 am ET LIVE C-SPAN VIEWER CALL-IN  
Guest to be announced.

*Program reair beginning at 10:00 pm ET.*

SATURDAY, DECEMBER 3

8:00 am ET LIVE C-SPAN VIEWER CALL-IN  
Joe Rogaly, Political Columnist, Financial Times

9:00 am ET LIVE C-SPAN VIEWER CALL-IN  
Guest to be announced.

*Program reair beginning at 9:00 pm ET.*

MONDAY, DECEMBER 5

8:00 am ET LIVE C-SPAN VIEWER CALL-IN  
Guest to be announced.

9:00 am ET LIVE C-SPAN VIEWER CALL-IN  
Guest to be announced.

*Programs reair beginning at 10:00 pm ET.*



## C-SPAN's London Program Schedule --

TUESDAY, NOVEMBER 22

5:30 am ET LIVE C-SPAN VIEWER CALL-IN  
Matt Ridley, Washington Bur. Chief, The Economist Magazine

5:45 am ET LIVE STATE OPENING OF PARLIAMENT  
Queen Elizabeth II addresses joint assembly of Parliament

8:00 am ET LIVE C-SPAN VIEWER CALL-IN  
(45 mins.) Robert E. Hunter, Director, European Studies, Center for  
Strategic Information and Studies

9:00 pm ET REAIR STATE OPENING OF PARLIAMENT  
Queen Elizabeth II addresses joint assembly of Parliament

10:15 pm ET LIVE C-SPAN VIEWER CALL-IN  
Paolo Stoppa-Liebl, Atlantic Council

WEDNESDAY, NOVEMBER 30

8:00 am ET LIVE C-SPAN VIEWER CALL-IN  
Jonathan Miller, Media Editor, Sunday London Times

9:00 am ET LIVE C-SPAN VIEWER CALL-IN  
Bryan Gould, MP, Labor Party

*Programs reair beginning at 10:00 pm ET.*

THURSDAY, DECEMBER 1

8:00 am ET LIVE C-SPAN VIEWER CALL-IN  
Andrew Roth, Parliamentary Profiles

9:00am ET LIVE C-SPAN VIEWER CALL-IN  
Guest to be announced.

*Programs reair beginning at 10:00 pm ET.*

FRIDAY, DECEMBER 2

8:00 am ET LIVE C-SPAN VIEWER CALL-IN  
Karen DeYoung, The Washington Post  
Kathryn Christensen, The Wall Street Journal

9:00 am ET LIVE C-SPAN VIEWER CALL-IN  
Guest to be announced.

*Program reair beginning at 10:00 pm ET.*

SATURDAY, DECEMBER 3

8:00 am ET LIVE C-SPAN VIEWER CALL-IN  
Joe Rogaly, Political Columnist, Financial Times

9:00 am ET LIVE C-SPAN VIEWER CALL-IN  
Guest to be announced.

*Program reair beginning at 9:00 pm ET.*

MONDAY, DECEMBER 5

8:00 am ET LIVE C-SPAN VIEWER CALL-IN  
Guest to be announced.

9:00 am ET LIVE C-SPAN VIEWER CALL-IN  
Guest to be announced.

*Programs reair beginning at 10:00 pm ET.*



NEWS FROM:

# C-SPAN AMERICA'S NETWORK

Suite 155 • 400 N. Capitol Street, N.W., Washington, D.C. 20001

Release: IMMEDIATE  
June 16, 1988

Contact: Kathy Murphy  
(202) 737-3220

WASHINGTON, D.C. This summer, more than 38 million U.S. households will be able to tune-in to C-SPAN's live, uninterrupted coverage of the Democratic and Republican national conventions. And, as they have in the past, political observers will speculate about who will actually watch C-SPAN and what affect the long-form telecasts will have on their participation in the political process.

Now, a new book, America's Town Hall (Acropolis Books, July 4, 1988, \$19.95) answers their questions about C-SPAN's audience. Through updated research on the C-SPAN audience and lively profiles of 104 individual viewers, America's Town Hall, paints a portrait of a nationwide audience that uses what they learn from C-SPAN programming to participate, influence, and vote.

America's Town Hall reveals a C-SPAN audience that:

- is nearly twice as likely to vote as the public at large -- 93% of C-SPAN viewers voted in 1984, while the national turnout was just 53% of eligible voters. In 1986, 69% of C-SPAN viewers voted compared to a 37% national participation.
- is influenced by what they see: 40% of the C-SPAN audience says they have changed their minds about an issue based on C-SPAN programming.
- carefully tracks national issues: 72% of C-SPAN viewers watched both the Iran-contra hearings and the Judge Robert Bork confirmation hearings. In addition, 76% of C-SPAN viewers read a newspaper everyday, compared to 44% of the nation-at-large.
- represents a broad political cross section: 38% of C-SPAN viewers are Democrats, 32% are Republicans, 24% are Independents, and 5% belong to other parties.

Researched and written by C-SPAN CEO Brian Lamb and the network's staff, America's Town Hall personalizes this story of satellite technology and public affairs television with tales of C-SPAN viewers. Each story in America's Town Hall represents a cross section of the C-SPAN audience --

-- MORE --

CABLE SATELLITE PUBLIC AFFAIRS NETWORK



public officials, celebrities, journalists, educators, and everyday Americans who have been attracted to the network because of its "you are there" style of television and the access it provides to the political process.

Inside America's Town Hall are stories about people who bring public policy into their homes, offices, and classrooms via C-SPAN and who are actively involved in the political process on a local, state, or national level:

- Richard Armev was inspired to run for Congress after following the House of Representatives on C-SPAN.
- William "Bud" Harris formed an ad hoc viewers' group to encourage cable systems to add C-SPAN to their program offerings.
- Mike Peters, a nationally-syndicated political cartoonist, uses C-SPAN for views of national newsmakers that help shape his cartoons.
- Frank Zappa says he enjoys the "anthropological implications" of C-SPAN's public affairs programming.

The New York Times writer John Corry recently referred to C-SPAN as "Electronic Sunshine," saying C-SPAN "opens the governmental process to public scrutiny." America's Town Hall demonstrates how American television viewers are using this unparalleled access to national public policy issues on C-SPAN.

In 1979, C-SPAN was created by the cable television industry to provide cable subscribers live coverage of the U.S. House of Representatives. Today, C-SPAN's programming also includes congressional hearings, election coverage, National Press Club speeches, public policy conferences, and special programs on the federal judiciary. A second round-the-clock C-SPAN network, C-SPAN II, began in 1986 to cablecast the live daily proceedings of the U.S. Senate. Together, the C-SPAN networks offer unique public affairs programming to over 100 million people nationwide.

Currently, C-SPAN is available in 38 million households via 3,000 cable systems, while 14.2 million homes receive C-SPAN II via 550 cable systems.

# # #



public officials, celebrities, journalists, educators, and everyday Americans who have been attracted to the network because of its "you are there" style of television and the access it provides to the political process.

Inside America's Town Hall are stories about people who bring public policy into their homes, offices, and classrooms via C-SPAN and who are actively involved in the political process on a local, state, or national level:

- Richard Armev was inspired to run for Congress after following the House of Representatives on C-SPAN.
- William "Bud" Harris formed an ad hoc viewers' group to encourage cable systems to add C-SPAN to their program offerings.
- Mike Peters, a nationally-syndicated political cartoonist, uses C-SPAN for views of national newsmakers that help shape his cartoons.
- Frank Zappa says he enjoys the "anthropological implications" of C-SPAN's public affairs programming.

The New York Times writer John Corry recently referred to C-SPAN as "Electronic Sunshine," saying C-SPAN "opens the governmental process to public scrutiny." America's Town Hall demonstrates how American television viewers are using this unparalleled access to national public policy issues on C-SPAN.

In 1979, C-SPAN was created by the cable television industry to provide cable subscribers live coverage of the U.S. House of Representatives. Today, C-SPAN's programming also includes congressional hearings, election coverage, National Press Club speeches, public policy conferences, and special programs on the federal judiciary. A second round-the-clock C-SPAN network, C-SPAN II, began in 1986 to cablecast the live daily proceedings of the U.S. Senate. Together, the C-SPAN networks offer unique public affairs programming to over 100 million people nationwide.

Currently, C-SPAN is available in 38 million households via 3,000 cable systems, while 14.2 million homes receive C-SPAN II via 550 cable systems.



**NEWS FROM:**

# **C-SPAN AMERICA'S NETWORK**

Suite 155 • 400 N. Capitol Street, N.W., Washington, D.C. 20001

Release: IMMEDIATE  
September 21, 1988

Contact: Nan Gibson  
Rosemarie Colao  
(202) 737-3220

## **C-SPAN TO TELEVISE PRESIDENTIAL DEBATES LIVE Viewer Response Highlights Sept. 25 Presidential Debate**

Washington, D.C. -- C-SPAN's live coverage of the September 25th presidential debate, from Wakeforest University in Winston-Salem, N.C., includes a special focus on viewer response. Immediately following the live debate, C-SPAN will open the phone lines to take viewer comments for 90-minutes.

"Our objective is to give the public the chance to react directly to the debate, right after it happens," said C-SPAN Chief Executive Officer Brian Lamb. A live "open phones" segment also follows C-SPAN's 11:00 pm ET and 1:30 am ET reairs of the debate.

C-SPAN's Wakeforest presidential debate coverage is as follows:

### SUNDAY, SEPTEMBER 25

12 noon ET (60 mins.)	TAPED	<b>PRESIDENTIAL DEBATE PREVIEW</b> Interviews with debate planners and organizers from Winston-Salem, NC
7:00 pm ET	LIVE	<b>C-SPAN "OPEN PHONES"</b>
8:00 pm ET	LIVE	<b>PRESIDENTIAL DEBATE</b> Republican nominee George Bush and Democratic nominee Michael Dukakis debate at Wakeforest University
9:30 pm ET	LIVE	<b>C-SPAN "OPEN PHONES"</b>
11:00 pm ET	REAIR	<b>PRESIDENTIAL DEBATE</b>

### MONDAY, SEPTEMBER 26

12:30 am ET	LIVE	<b>C-SPAN "OPEN PHONES"</b>
1:00 am ET	REAIR	<b>PRESIDENTIAL DEBATE</b>
2:30 am ET	LIVE	<b>C-SPAN "OPEN PHONES"</b>
3:00 am ET	REAIR	<b>PRESIDENTIAL DEBATE</b>
4:30 am ET		To be announced.
5:00 am ET (90 mins.)	REAIR	<b>PRESIDENTIAL DEBATE</b>

C-SPAN plans coverage of the second presidential debate and the vice presidential debate. Key elements will again include immediate viewer response, debate reairs, and a preview of host city preparations.

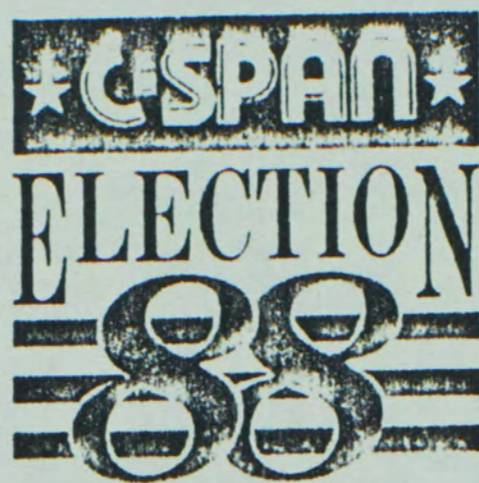
C-SPAN is currently available in 39 million households, via 3,000 cable system affiliates nationwide. For the C-SPAN channel number in your area, contact your local cable operator.

C-SPAN is a public service of the cable television industry.

###



IMMEDIATE RELEASE  
July 16, 1988



Contact: Nan Gibson  
880-7277

# Democratic Convention Available Worldwide Via C-SPAN

*Satellite Transmission to Cover 5 Continents*

ATLANTA, GA -- C-SPAN announced today that special arrangements will enable its live, gavel-to-gavel telecasts of the 1988 Democratic National Convention to be seen by television audiences around the world:

- In the 20 countries (31.5 million viewers) throughout eastern and western Europe served by the Sky Channel
- Across Central and South America via Pan American Satellite
- And, in U.S. embassies in Africa, Asia, and the Middle East through WORLDNET

C-SPAN's international coverage provides an unprecedented opportunity for international audiences to view unedited, live telecasts of U.S. party politics. It ensures that Americans working and travelling abroad won't have to miss the two major political events of the summer. The commentary-free telecasts will also allow overseas viewers an unfiltered view of the U.S. democratic system.

"We see this international transmission of the conventions as a natural extension of our public service mission," says C-SPAN CEO Brian Lamb. "C-SPAN is pleased to give people around the globe a chance to experience the U.S. political system

(- more/over -)

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



first-hand and to then decide for themselves about what they've seen."

In addition, C-SPAN's convention program schedule includes nightly, live viewer call-in shows that will allow international viewers the opportunity to phone-in questions and observations about the convention. A separate phone line will be dedicated to C-SPAN's international audience.

"European news coverage of the conventions is all highly selective and edited to meet the cultural and political needs of each country," says Sky Channel director of development Malcolm Tallantire. "What is very exciting is that we're actually giving people really what's happening. Maybe this will help as a catalyst to unleashing the more democratic approach to the parliaments of Europe," adds Mr. Tallantire.

C-SPAN's 24-hour public affairs programming is regularly available in 38 million cable and satellite dish households throughout the United States, Puerto Rico, the Virgin Islands, and Guam.

# # #



NEWS FROM:

# C-SPAN AMERICA'S NETWORK

Suite 155 • 400 N. Capitol Street, N.W., Washington, D.C. 20001

Release:

\*\*\*\*\*

Contact: Nan Gibson  
(202) 737-3220

MONDAY, A.M. / JULY 11

NBC, C-SPAN COOPERATE TO PROVIDE

VIDEO RETROSPECTIVE OF POLITICAL CONVENTIONS FOR CABLE

Washington, D.C., July 7--Officials of NBC and C-SPAN today announced an unprecedented cooperative arrangement that will give America's cable television viewers a unique opportunity to review highlights from televised political conventions of the past forty years.

Using edited footage largely from the NBC News archives, 20 hours of past convention coverage (ten hours per party), will air on C-SPAN during the three evenings prior to the start of this year's Democratic and Republican conventions. Coverage of the first televised conventions in 1948 and every convention through 1980, will be drawn from the NBC News archives. Coverage of the 1984 conventions will come from C-SPAN's archives.

"We are happy to be working with NBC on this historic project," said C-SPAN CEO Brian Lamb. "This footage--which represents an important piece of our country's political history--will be a bonanza for students, journalists, historians, and political buffs."

NBC President and CEO Bob Wright said, "This step underscores NBC's intention to work closely with the cable industry and to use NBC's experience and resources for the benefit of cable viewers. We're delighted to be working with C-SPAN to bring cable subscribers some in-depth historical perspective to the coverage of this year's political conventions."

NBC is going forward with plans to provide a consumer-oriented business and financial news service to cable operators which will utilize NBC's worldwide news gathering capabilities. The service is scheduled to be launched in early 1989.

Larry Grossman, President of NBC News said, "C-SPAN's effort will enable cable viewers to recapture an important part of American political history. NBC News is delighted to cooperate in this effort."

(more)

CABLE SATELLITE PUBLIC AFFAIRS NETWORK



C-SPAN plans to devote one hour of air time to each Democratic and Republican convention from the past 40 years. The retrospective, produced for C-SPAN by Carrie Collins, will air as follows:

"The Democratic Conventions: A Look Back"

Friday, July 15	8:00 pm ET	'48, '52, and '56 conventions
Saturday, July 16	8:00 pm ET	'60, '64, and '68
Sunday, July 17	9:30 pm ET	'72, '76, '80, and '84

"The Republican Conventions: A Look Back" will air August 13 through 15. (Times will be announced at a later date.)

The telecasts will include candidates' acceptance speeches and other footage which captures the most memorable moments from conventions. Programs will also include short interviews with political experts who will provide background and historical context.

NBC News will receive on-air credit for its footage.

C-SPAN is available to 38 million cable and satellite homes across the nation.

###



**"America and the Courts" Becomes Weekly Series**  
**C-SPAN Previews '88-'89 Supreme Court Term**

C-SPAN's "America and the Courts" program--focusing on the federal judiciary--expands to a weekly series as the 1988-89 Supreme Court term begins. Beginning October 8th, "America and the Courts" will air each Saturday evening at 7:00 pm ET.

Weeks that the Supreme Court hears oral arguments, "America and the Courts" will offer a retrospective on key cases called "Supreme Court Review."

The first Monday in October marks the traditional start of the Supreme Court term. C-SPAN takes an in-depth look at the high court docket during "Supreme Court Preview" on Monday, October 3rd, from 3:30pm-8:00pm ET.

**Monday, Oct. 3rd**

**3:30pm ET**

**Supreme Court Preview**

**Georgetown Law Center**-Professors and members of the media discuss the upcoming Supreme Court term.

**Supreme Court Advisory Group**-Former clerks to each justice examine the process justices go through preparing for the term.

**Viewer Call-In**

**6:30pm ET**      **LIVE**  
From Los Angeles

**Alan Dershowitz**, Harvard Law Professor and author of Taking Liberties

**7:15pm ET**      **LIVE**  
From Chicago

**Michael McConnell**, University of Chicago Law Professor

**Contacts: Nan Gibson/Rosemarie Colao**  
**(202) 737-3220**



## "Supreme Court Review" on C-SPAN

Throughout the Supreme Court's 1988-89 term, C-SPAN will air "Supreme Court Review"—an interview program examining the previous week's events at the court. "Supreme Court Review" airs on the dates circled below.

October	1988	November	1988	December	1988															
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
						1			1	2	3	4	⑤			1	2	③		
2	3	4	5	6	7	⑧	6	7	8	9	10	11	⑫	4	5	6	7	8	9	⑩
9	10	11	12	13	14	⑮	13	14	15	16	17	18	19	11	12	13	14	15	16	17
16	17	18	19	20	21	22	20	21	22	23	24	25	26	18	19	20	21	22	23	24
23	24	25	26	27	28	29	27	28	29	30	25	26	27	28	29	30	31			
30	31																			

January	1989	February	1989	March	1989	April	1989																				
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S							
1	2	3	4	5	6	7			1	2	3	4			1	2	3	④							①		
8	9	10	11	12	13	⑭	5	6	7	8	9	10	11	5	6	7	8	9	10	11	2	3	4	5	6	7	8
15	16	17	18	19	20	⑰	12	13	14	15	16	17	18	12	13	14	15	16	17	18	9	10	11	12	13	14	15
22	23	24	25	26	27	28	19	20	21	22	23	24	⑳	19	20	21	22	23	24	㉕	16	17	18	19	20	21	㉒
29	30	31	26	27	28								26	27	28	29	30	31	23	24	25	26	27	28	㉙		
																			30								

"Supreme Court Review" Saturdays at 7:00 pm ET.



**"America and the Courts" Becomes Weekly Series**  
C-SPAN Previews '88-'89 Supreme Court Term

C-SPAN's "America and the Courts" program--focusing on the federal judiciary--expands to a weekly series as the 1988-89 Supreme Court term begins. Beginning October 8th, "America and the Courts" will air each Saturday evening at 7:00 pm ET.

Weeks that the Supreme Court hears oral arguments, "America and the Courts" will offer a retrospective on key cases called "Supreme Court Review."

The first Monday in October marks the traditional start of the Supreme Court term. C-SPAN takes an in-depth look at the high court docket during "Supreme Court Preview" on Monday, October 3rd, from 3:30pm-8:00pm ET.

**Monday, Oct. 3rd**

3:30pm ET

**Supreme Court Preview**

Georgetown Law Center-Professors and members of the media discuss the upcoming Supreme Court term.

Supreme Court Advisory Group-Former clerks to each justice examine the process justices go through preparing for the term.

**Viewer Call-In**

6:30pm ET      LIVE  
From Los Angeles

Alan Dershowitz, Harvard Law Professor and author of Taking Liberties

7:15pm ET      LIVE  
From Chicago

Michael McConnell, University of Chicago Law Professor

Contacts: Nan Gibson/Rosemarie Colao  
(202) 737-3220



## "Supreme Court Review" on C-SPAN

Throughout the Supreme Court's 1988-89 term, C-SPAN will air **"Supreme Court Review"**—an interview program examining the previous week's events at the court. **"Supreme Court Review"** airs on the dates circled below.

October 1988							November 1988							December 1988						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
						1			1	2	3	4	⑤					1	2	③
2	3	4	5	6	7	⑧	6	7	8	9	10	11	⑫	4	5	6	7	8	9	⑩
9	10	11	12	13	14	⑮	13	14	15	16	17	18	19	11	12	13	14	15	16	17
16	17	18	19	20	21	22	20	21	22	23	24	25	26	18	19	20	21	22	23	24
23	24	25	26	27	28	29	27	28	29	30	25	26	27	28	29	30	31			
30	31																			

January 1989							February 1989							March 1989							April 1989								
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S		
1	2	3	4	5	6	7					1	2	3	4					1	2	3	④							①
8	9	10	11	12	13	⑭	5	6	7	8	9	10	11	5	6	7	8	9	10	11	2	3	4	5	6	7	8		
15	16	17	18	19	20	⑰	12	13	14	15	16	17	18	12	13	14	15	16	17	18	9	10	11	12	13	14	15		
22	23	24	25	26	27	28	19	20	21	22	23	24	⑳	19	20	21	22	23	24	㉕	16	17	18	19	20	21	㉒		
29	30	31	26	27	28	26	27	28	29	30	31	23	24	25	26	27	28	㉙											
																				30									

**"Supreme Court Review" Saturdays at 7:00 pm ET.**



NEWS FROM:

# C-SPAN AMERICA'S NETWORK

---

Suite 155 • 400 N. Capitol Street, N.W., Washington, D.C. 20001

---

Release: HOLD UNTIL A.M. PAPERS  
1-18-88

Contact: Susan Swain, C-SPAN  
(202) 737-3220

## MORE HOUSEHOLDS WATCHING C-SPAN

### Major Survey Cites 43 Percent Rise in Viewership Since '84

WASHINGTON, D.C., January 12-- The C-SPAN audience is growing in size. According to the first comprehensive survey of the C-SPAN audience in three years, the number of U.S. households watching the public affairs cable channel has risen by 43 percent.

A nationwide survey conducted by the University of Maryland Survey Research Center found 10.9 million U.S. households (potentially 27.3 million individuals) currently watching C-SPAN. In 1984, a national survey conducted by the Washington, D.C.-based Media Analysis Project reported 7.6 million households watching C-SPAN.

In addition, the survey determined that:

- one third (33 percent) of all cable households where C-SPAN is available watch the network
- one quarter (25 percent) of all cable television households watch C-SPAN

Maura Clancey, C-SPAN's Director of Research, has released the first of three reports from this nationwide telephone survey. A random sample of 3,944 households was interviewed during the



final quarter of 1987 by a research team led by Dr. John P. Robinson, director of the Maryland Center. Two further reports concerning C-SPAN viewer demographics and political behavior are still being tabulated and will be released later this year.

C-SPAN CEO Brian Lamb says that the Maryland survey was designed to address the most frequently-asked questions about the C-SPAN audience but does not report the audience size for particular C-SPAN programs. He explains that in its role as the cable industry's public service, C-SPAN has no interest in measuring "eyeballs for advertisers" and that C-SPAN programming decisions are not based upon the audience size an event will generate. He says, however, that the impending elections do focus attention on cable television's "political channel," making an up-to-date audience profile especially relevant.

The Maryland survey reveals some interesting statistics about the viewing habits of the C-SPAN audience. For example:

- C-SPAN viewers spend an average of 9.5 hours per month watching the network
- in homes with C-SPAN II available, viewers spend an average of 6.5 hours per month watching C-SPAN II, which televises the U.S. Senate and other public affairs programming
- 64 percent of the C-SPAN audience reports watching both C-SPAN and C-SPAN II
- 12 percent of the C-SPAN audience--1.3 million households (potentially 3.25 million individuals)--spends 20 or more hours per month watching the public affairs network
- 69 percent of the C-SPAN viewers report tuning in "regularly" for Congressional committee hearings, making them C-SPAN's most-watched offering
- 28 percent of C-SPAN's viewers regularly watch (4 hours or more per month) Congressional floor debate (84 percent

(more)



of C-SPAN viewers report watching some Congressional floor debate during the course of a month)

Mr. Lamb reacted to the survey results by saying, "We are pleased to see that more people are finding C-SPAN and using it as the information resource the cable industry intends it to be."

This survey indicates that despite being available in less than 40 percent of all television households, C-SPAN's audience size is competitive with other public affairs television programs. Last year, for example, "MacNeil-Lehrer News Hour" was reported as having a 1.9 average minute rating, which translates into approximately 1.7 million households. In addition, "Meet the Press" (CBS), "Face the Nation" (NBC), and "This Week with David Brinkley" (ABC)--each available in all U.S. TV households--attract, on average, between 2 and 3.5 million viewing households.

The Maryland survey also explored C-SPAN viewers' interest in two of 1987's major news events--the Iran Contra Investigation hearings and the confirmation hearings of Supreme Court appointee Robert Bork. As an alternative to live daytime coverage provided by other television organizations, each session of these two hearings was televised "gavel-to-gavel" by C-SPAN during prime-time hours. The researchers found that:

- 93 percent of C-SPAN viewers watched either the Iran-Contra or Bork hearings on C-SPAN (72 percent of C-SPAN viewers watched both hearings on C-SPAN)
- the average number of hours spent watching the Iran hearings on C-SPAN was 12.0
- the average viewing hours for the Bork hearings was 6.9
- 64 percent of the C-SPAN audience found the delayed evening telecasts helpful (24 percent preferred live

(more)



coverage of these events)

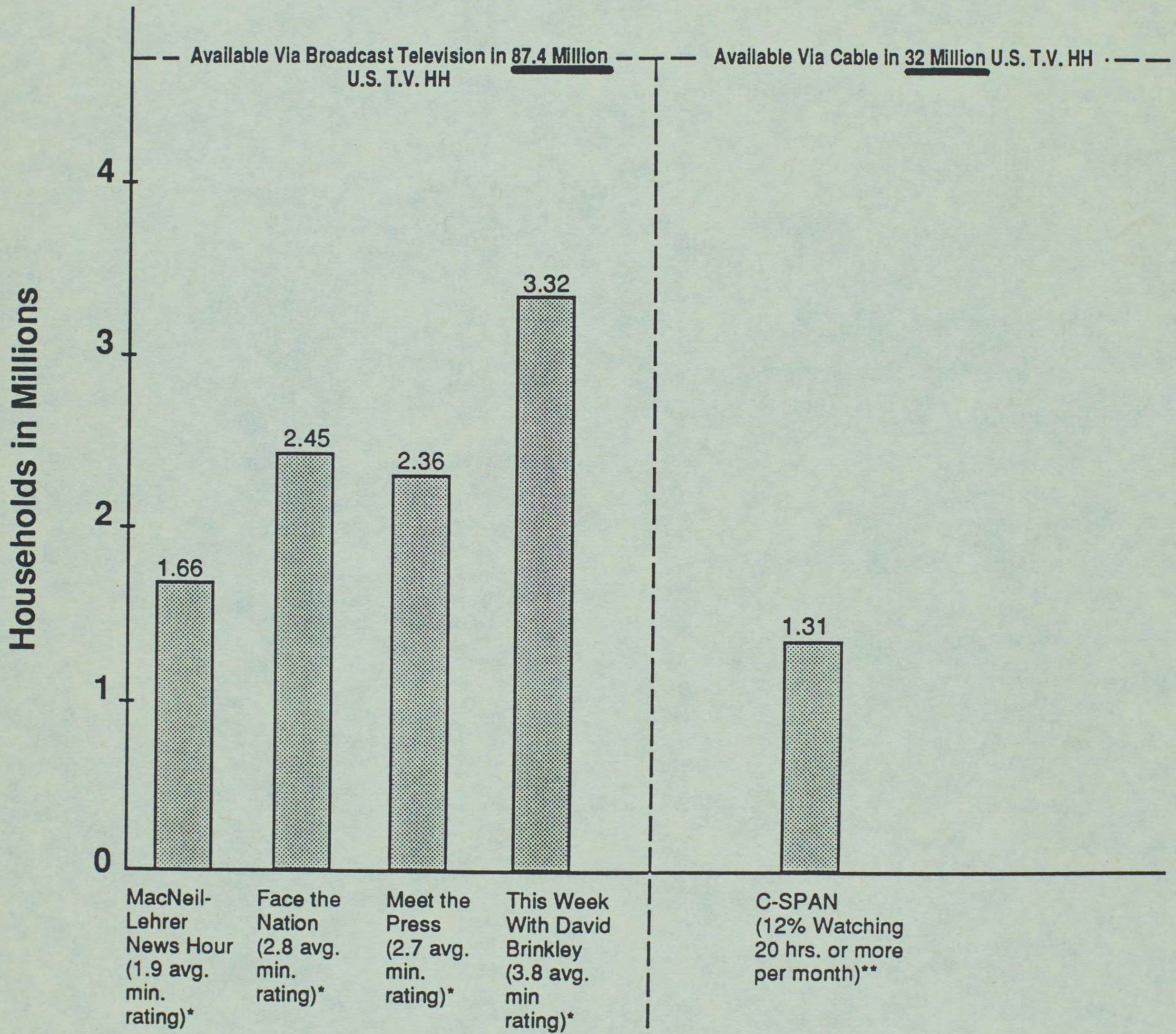
Said Mr. Lamb, "We intentionally delayed our daily telecasts of these two newsmaking hearings as a special service to the working public. By these numbers, it's obvious that our audience took advantage of that service."

Finally, in what will be good news for the cable television industry which underwrites the non-profit public affairs network, 92 percent of the C-SPAN viewers told Maryland researchers that cable television was "a good value for their money." By contrast, 81 percent of the respondents who have cable television but do not watch C-SPAN called cable television a good value. Of those who do not watch C-SPAN, 26 percent cited "no interest in politics" as the reason they turn their channel selectors elsewhere.

###



# Public Affairs Television Viewing By Households 1986-1987 Television Season

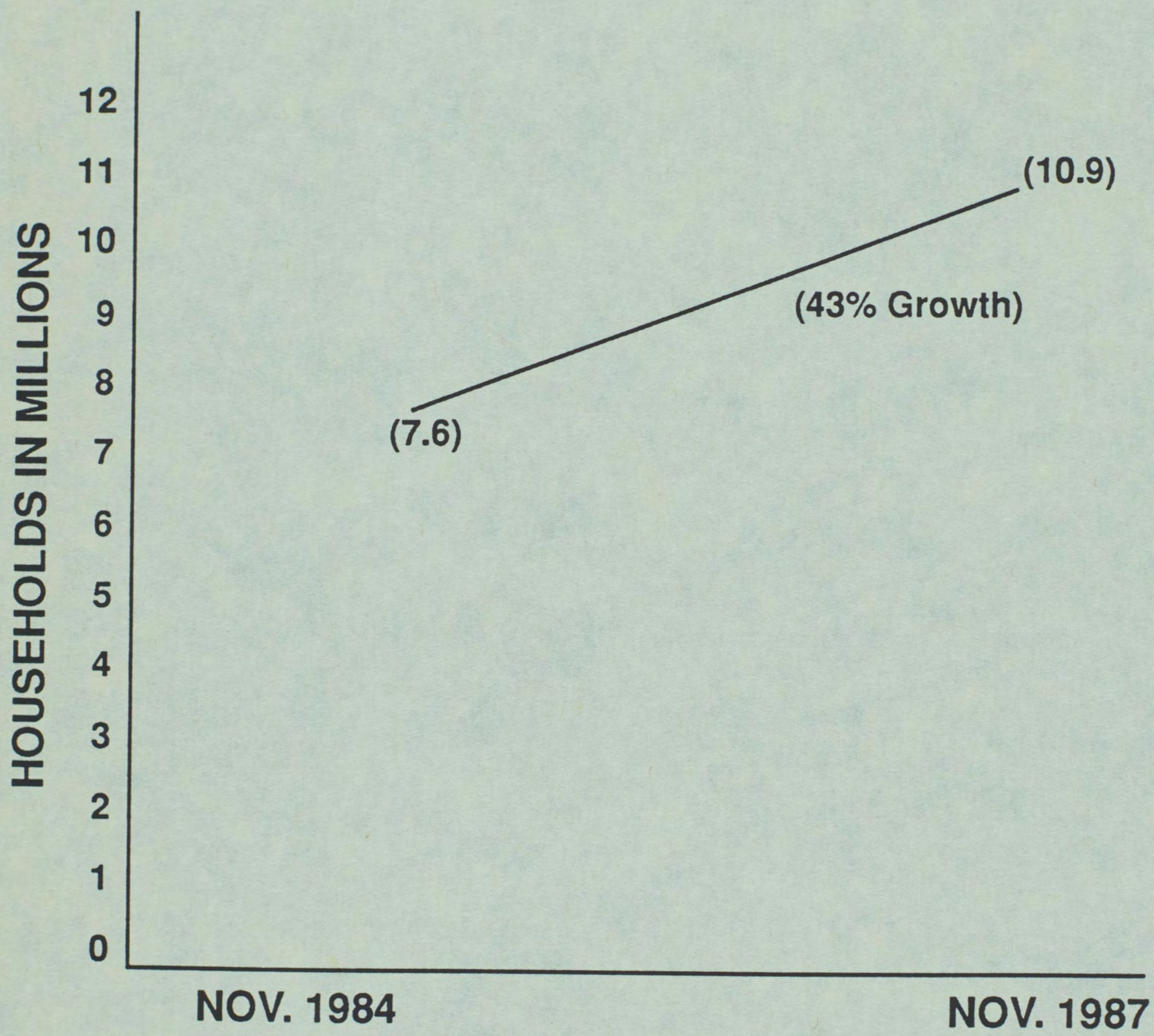


\*Source: Nielsen Television Index

\*\*Source: University of Maryland 1/88



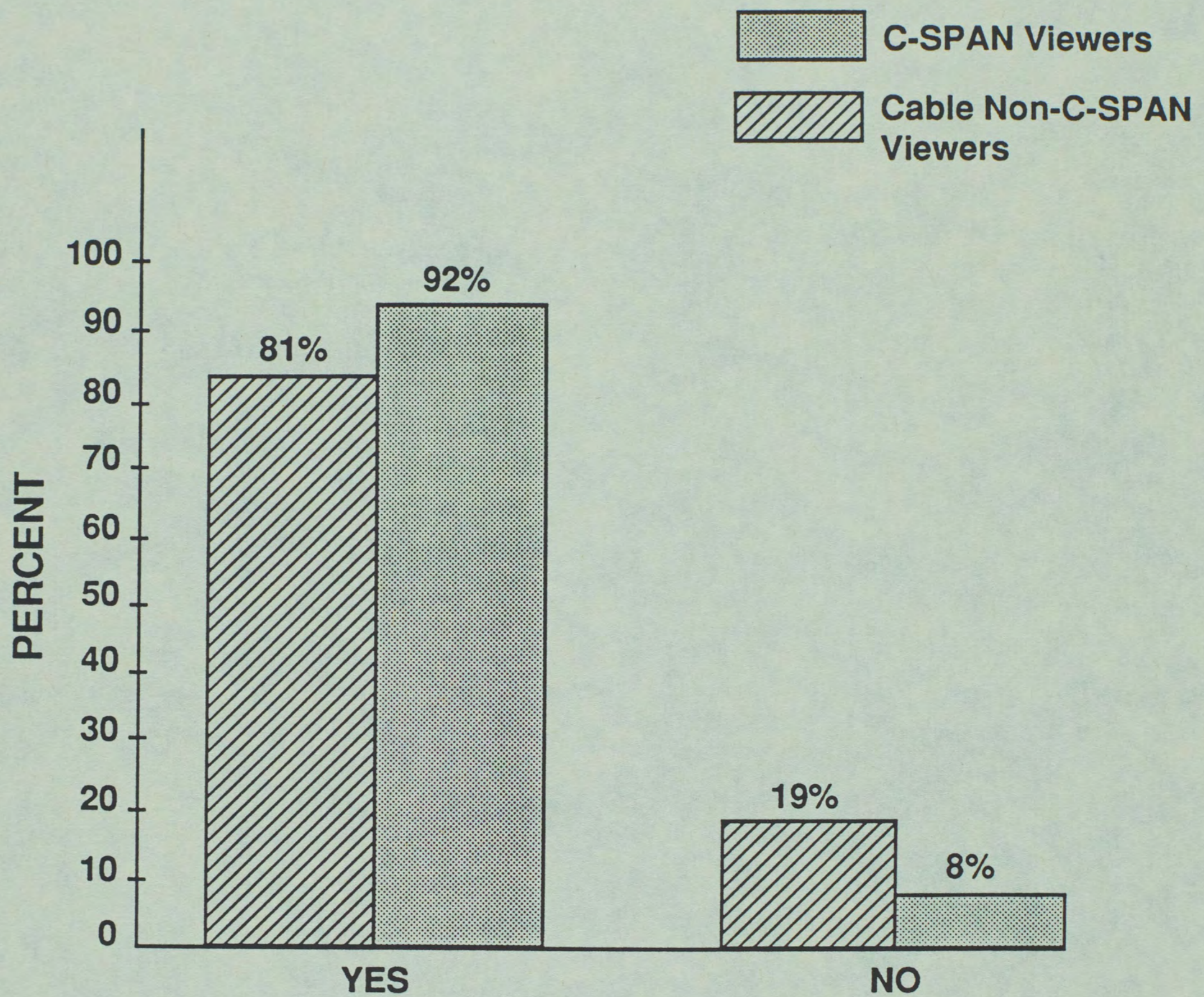
## Growth in C-SPAN Viewing Households: 1984 to 1987



NOTE: 10.9 million households translates into a potential of 27.3 million C-SPAN viewers.



# "Do You Consider Cable Television To Be A Good Value For Your Money?"



Source: University of Maryland  
National Survey  
1/88



Immediate Release  
November 4, 1988



Nan Gibson  
(202) 737-3220

## ELECTION NIGHT ON C-SPAN Election Returns, Political Analysis, & Viewer Reaction Into the Night

WASHINGTON, D.C. -- C-SPAN's "Election '88" programming culminates on November 8 with overnight coverage of presidential, congressional and gubernatorial election returns, political analysis, and viewer reaction.

*Live* election night programming, anchored from C-SPAN's Washington, D.C. studios, begins at 6:30 pm ET. Media consultants and political pollsters will be on hand throughout the night to analyze nationwide election returns and respond to viewer comments and questions. Presidential campaign announcements will be carried live from Dukakis headquarters in Boston and Bush headquarters in Houston. In addition, C-SPAN cameras will be live from Democratic National Committee headquarters and Republican National Committee election night headquarters in Washington, D.C. for congressional and gubernatorial election announcements.

At 3:00 am ET, C-SPAN begins a three-hour live simulcast of KABC radio in Los Angeles, California. C-SPAN takes a behind-the-scenes look at KABC's election night radio call-ins from the West Coast.

Political journalists discuss election results during a *live* viewer call-ins on Wednesday, November 9th, beginning at 8:00 am ET.

C-SPAN's Election Night Program Schedule is as follows:

### TUESDAY, NOVEMBER 8

6:30 pm ET	LIVE	<u>C-SPAN VIEWER CALL-IN</u> Eddie Mahe, Republican Political Consultant Ray Strother, Democratic Political Consultant
8:00 pm ET	LIVE	<u>C-SPAN VIEWER CALL-IN</u> Allan Lichtman, Professor of Political History, American University
8:30 pm ET	LIVE	<u>C-SPAN VIEWER CALL-IN</u> Bill Hamilton, President, Hamilton, Frederick & Schneiders Neil Newhouse, Vice President, The Wirthlin Group
10:30 pm ET	LIVE	<u>C-SPAN VIEWER CALL-IN</u> Stephen Hess, Senior Fellow, Brookings Institution Topic: Media coverage of election night events
11:30 pm ET	LIVE	<u>C-SPAN VIEWER CALL-IN</u> Stu Rothenberg, Editor, <i>The Political Report</i> Charles Cook, Editor, <i>The GRC Cook Political Report</i>



C-SPAN's Election Night Program Schedule continued --

ADD ONE

WEDNESDAY, NOVEMBER 9

1:30 am ET	LIVE	<u>C-SPAN VIEWER CALL-IN</u> Brad O'Leary, President, American Association of Political Consultants Michael Mellman, Partner, Mellman and Lazarus
3:00 am ET	LIVE	<u>KABC RADIO SIMULCAST from Los Angeles</u> Live radio call-ins from the West Coast.
8:00 am ET	LIVE	<u>C-SPAN VIEWER CALL-IN</u> Patrick Yack, Political Correspondent, <i>Atlanta Journal-Constitution</i> Richard Benedetto, Political Correspondent, <i>USA Today</i>
9:00 am ET (One Hour)	LIVE	<u>C-SPAN VIEWER CALL-IN</u> Phil Duncan, Political Correspondent, <i>Congressional Quarterly</i>

C-SPAN is currently available in 41 million households, via 3,000 cable system affiliates nationwide. Contact your local cable operator for the C-SPAN channel number in your area.

C-SPAN is a public service of the cable television industry.

###



NEWS FROM:

# C-SPAN AMERICA'S NETWORK

---

Suite 155 • 400 N. Capitol Street, N.W., Washington, D.C. 20001

---

Release:

Immediate  
October 26, 1988

Contact:

Nan Gibson  
(202) 737-3220

## 15 HOURS OF LIVE ELECTION NIGHT COVERAGE ON C-SPAN Reaction to U.S. Election Expected from International Callers

WASHINGTON, D.C. -- As the polls close nationwide on November 8, C-SPAN will begin a 15-hour overview of the presidential and congressional election results. Voter reaction during live viewer call-ins will be the centerpiece of C-SPAN's planned coverage. In addition, 14 million Eastern and Western European households will be part of C-SPAN's Election Night viewing audience, through a special live telecast by Britain's Sky Channel.

C-SPAN begins Election Night programming at 6:30 pm ET, with a live call-in featuring Republican political consultant Eddie Mahe and Democratic consultant Ray Strother. Viewer call-ins with political pollsters and analysts continue from 8:00 pm until 8:00 am ET the following morning. Political journalists will discuss election returns and take viewer calls from 8:00 am to 10:00 am ET on Wednesday, November 9th.

Presidential campaign announcements will be carried live from Bush Election Night headquarters in Houston, Texas, and Dukakis headquarters in Boston, Massachusetts. C-SPAN cameras will also be live from sites in Washington, D.C., and California.

"C-SPAN's expert commentators on Election Night will be *the voters*. We'll have our phone lines open all night for viewers to respond to election results," says C-SPAN Chairman Brian Lamb. "The addition of our international audience adds the extra dimension of providing instant worldwide reaction to the U.S. presidential election," adds Mr. Lamb.

C-SPAN's Election Night coverage will be made available in twenty-two European countries via the Sky Channel, a London-based satellite program service. Sky Channel's live telecasts will air overseas between 7:00 pm ET/12 midnight London Time and 3:00 am ET/8:00 am LT.

C-SPAN is currently available in 41 million households via 3,000 cable system affiliates nationwide. Contact your local cable operator for the C-SPAN channel number in your area.

###

CABLE SATELLITE PUBLIC AFFAIRS NETWORK





From Ottumwa, Iowa, to Nashua, New Hampshire, from Denton, Texas, and Decatur, Georgia, to Sonoma, California—all across the country—C-SPAN cameras take viewers along the "Road to the White House."

This "Road to the White House" poster is patterned after a typical "Mainstreet USA"—the home town of the American voter. Artist Enid Romanek's design captures the essence of C-SPAN's grassroots coverage of Election '88—coverage that not only follows the presidential candidates, but offers a unique look at the *people* who make the democratic process work—the voter. Through man-on-the-street interviews and the network's vastly popular viewer call-in programs, C-SPAN's campaign programming emphasizes the mood of the nation's electorate.

Since January 1987, when C-SPAN kicked off its 1988 election coverage with the weekly series "Road to the White House," the network has aired over 120 hours of candidate stump speeches, debates, rallies and forums. "Road to the White House" continues through Election Day and airs Fridays at 5 pm ET, re-airing Sundays at 9:30 pm ET.

In 1988, C-SPAN will offer over 1,000 hours of first-run election programming, including live, gavel-to-gavel coverage of the Democratic and Republican national nominating conventions this summer. Cable viewers can also count on C-SPAN for a look at key congressional and gubernatorial races.

Follow the 1988 elections—from Washington, D.C., and throughout the nation—on C-SPAN, *your campaign headquarters.*

Kathy Murphy, *Director of Press and Viewer Information*  
Nan Gibson & Rosemarie Colao, *Press Coordinators*  
Peter Kiley, *Listings Coordinator*

...and the entire C-SPAN staff



**NEWS FROM:**

# **C-SPAN AMERICA'S NETWORK**

---

Suite 155 • 400 N. Capitol Street, N.W., Washington, D.C. 20001

---

Release: IMMEDIATE  
January 29 , 1988

Contact: Rosemarie M. Colao  
(202) 737-3220

## **C-SPAN EXCLUSIVE**

### **C-SPAN TELEVISES FOUR IOWA CAUCUSES UNCUT & WITHOUT COMMENTARY Des Moines, Cedar Rapids Sites of Live Caucuses on C-SPAN**

WASHINGTON, D.C. —Unprecedented on *any* television network, C-SPAN plans complete coverage of four Iowa precinct caucuses on February 8th—simultaneous live urban caucuses and tape-delayed rural caucuses on the C-SPAN Networks.

In 1984, C-SPAN exposed the American public to a unique political theatre by televising the first live, unedited and comment-free Iowa precinct caucus to its national audience. C-SPAN's latest foray into "you are there" coverage of presidential politics will be to beam four Iowa caucuses into the living rooms of its growing viewership.

"The flexibility of C-SPAN's programming style gives us the opportunity to show viewers, first, what a caucus *is* and second, that different things happen at the various caucuses, depending upon where you live and what party you belong to," says C-SPAN political editor Carl Ruitan. "Unlike anybody else, we have the resources to show the electorate the 'Iowa caucus experience' in its entirety, this year from four different vantage points."

### **THE C-SPAN NETWORKS—FEBRUARY 8—IOWA CAUCUS NIGHT**

#### **AIR TIMES**

**LIVE**  
8:00 pm ET/7:00 pm CT

TAPED, immediately  
following live coverage

**C-SPAN**  
Galaxy III  
Transponder 24

DEMOCRATIC URBAN CAUCUS  
Des Moines, Iowa

REPUBLICAN RURAL CAUCUS  
Site to be announced.

**C-SPAN II**  
Galaxy III  
Transponder 14

REPUBLICAN URBAN CAUCUS  
Cedar Rapids, Iowa

DEMOCRATIC RURAL CAUCUS  
Site to be announced

- more -

CABLE SATELLITE PUBLIC AFFAIRS NETWORK



C-SPAN's nine camera, 28-person crew headquarters in Des Moines January 30th through caucus night. A weeklong preview of the Iowa caucuses starts February 1. Nightly programming begins at 6:30pm ET with a live viewer call-in program featuring candidates, state party officials, local leaders and journalists. At 8:00pm ET each evening, C-SPAN will air *live* and taped candidate appearances from around the state. Coverage will emphasize the *people* of the Hawkeye state, as well as the candidates, through candid interviews with Iowans.

Des Moines and Cedar Rapids have been selected as sites for the live telecasts of urban party caucuses. The specific precincts for the urban and rural caucus site selections are to be announced February 7th.

C-SPAN currently has a roving Ku-band truck in Iowa, allowing for instant live remotes of daily pre-caucus campaign activities. To date, C-SPAN has aired more than 50 hours of '88 campaign programming from the state of Iowa during its weekly "Road to the White House" series, which premiered in January 1987. Political editor Rutan estimates that the network will log-in an additional fifty hours of Iowa coverage before moving on to New Hampshire for the first-in-the-nation primary.

C-SPAN is now available in 33 million households, via 2700 cable system affiliates nationwide. A 1985 survey found that 93 percent of C-SPAN viewers *voted* in the 1984 presidential elections. A recent study of the C-SPAN audience shows a 43 percent growth in viewership since 1984—a potential of thirty million people who can watch the network's public affairs offerings.

###