

NEWS FROM:

# C-SPAN AMERICA'S NETWORK

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

Contact: Liz Bauer

Effective: September 16, 1985

(202) 737-3220

-- PRESS ADVISORY --

WASHINGTON, D.C.-- On September 16th, C-SPAN initiated changes in our programming schedule, morning call-in format, and the cable network's on-air look (see attached article.) C-SPAN wanted to alert you to these changes in our round-the-clock program schedule.

Below is C-SPAN's new generic programming schedule, effective September 16th:

## MONDAY - TUESDAY

8:30 am - (live) MORNING HEADLINES (viewer call-in)  
10:00 am - (live) CONGRESSIONAL HEARING  
12:00 pm - (live) U.S. HOUSE OF REPRESENTATIVES (floor debate)  
6:00 pm - (live) VIEWER CALL-IN  
7:00 pm - National Press Club (speech or other public policy address)  
8:00 pm - Congressional Hearing  
9:30 pm - (live) VIEWER CALL-IN  
10:30 pm - Today in Washington: (Today's top House debates, Hearings or press conferences)

## WEDNESDAY - THURSDAY

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## FRIDAY

8:30 am - (live) WEEK IN PERSPECTIVE (journalist roundtable)  
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(more)

CABLE SATELLITE PUBLIC AFFAIRS NETWORK



SATURDAY

9:00 am - (reair) Viewer call-in  
10:00 am - Congressional Hearing (policy address or press conferences)  
6:00 pm - (reair) Viewer call-in  
7:00 pm - Focus on Foreign Policy  
8:00 pm - Washington Seminar (public policy conference)  
9:00 pm - (reair) Week in Perspective (journalist roundtable)  
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SUNDAY

9:00 am - (reair) Viewer call-in  
10:00 am - Congressional Hearing  
12:00 pm - (reair) National Press Club (speech or other public policy address)  
1:00 pm - The Week's Headlines (highlights of "Morning Headlines")  
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C-SPAN  
Changes in Schedule

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C-SPAN  
UPDATE

VOLUME 3, NUMBER 37  
SEPTEMBER 23, 1985

by MARK WEST

**N**EW CALL-IN HOURS, some changes in the "Morning Headlines" call-in format, and new typefaces make up C-SPAN's "new look," which the network inaugurated at 8:30 am edt Monday, September 16. Some of the differences are subtle. Some are not. But all of the changes are designed to alleviate problems associated with a national 24-hour-a-day public affairs network that anchors its schedule to the U.S. House of Representatives.

## New Call-in Times

The most significant change is in the hours of the *live* call-in programs. The 9:00 am edt "Morning Headlines" program now begins at 8:30 am and runs for 90 minutes. The 5:00 pm edt program has been pushed back one hour to 6:00 pm, and the 9:00 pm edt program has been pushed back a half hour, to 9:30 pm.

According to Carrie Collins, C-SPAN's director of programming, the new "Morning Headlines" format combines two types of programs in one time period.

"People who want to talk about what's on the front pages of their newspapers and find out how the major papers covered the stories can tune in at 9:30. People who want to hear about one or two issues can tune in at 8:30," Collins said.

Collins thinks that the time changes for the two evening programs will allow more viewers in different time zones to participate; they may also reduce the number of programs that have to be canceled because of late-running House sessions.

"We will hit better time slots all across the country," Collins said.

The change in the 5:00 pm edt call-in is designed to accommodate the unpredictable length of House sessions. Often, House business or special orders sessions run past 5:00 pm edt. Too often in the past, when the call-in was scheduled at 5:00, it had to be canceled. Though there is no guarantee that the House will adjourn by 6:00 pm, the call-in will go on nevertheless, albeit a little later. If the guest can't wait for the House session to end, C-SPAN will open the phones and let the viewers talk about the day's House business.

"We are now much more flexible," said Bruce Collins, C-SPAN vice president of network development. "In the old days, if the House ran past 5:00, we just canceled the show. Now, the viewer knows there will be a show."

There are two reasons for the change of the 9:00 pm edt program. The first is logistic. Because the 5:00 pm program was pushed back, the 9:00 pm program also needed to be pushed back to leave enough time between the two programs to allow for programming of hearings or other events.

The second and, to C-SPAN's West Coast viewers, more important reason is that the new time will make it more convenient for those viewers to watch the evening programs and to participate in the call-in. For many West Coast viewers the

## A 'SUPER' NEW LOOK



**Before:** The "C-SPAN LIVE" appeared in the upper-left-hand corner. Because of the size of the type and its placement, the "super" often ran across the speaker's face (in this case, Joan Mondale).



**After:** The network's logo now appears, in a smaller type size and less obtrusively, in the lower-left-hand corner. The guest above is Patricia O'Brien, national correspondent for Knight-Ridder.

5:00 pm program fell during their work day (2:00 pm pdt), and the 9:00 pm call-in fell during their evening news programs (6:00 pm pdt). Several moderators had noticed that the West Coast telephone lines did not begin to light up until after 9:30 pm (6:30 pm pdt). With the late evening program beginning at 6:30 pm on the West Coast, the viewers there will be better able to participate.

## New Morning Call-in Format

Along with an extra half hour added to the "Morning Headlines" program there is also a change in the format. The morning's guest will arrive at 8:30 am edt and, for the first 15 minutes, the moderator and guest will discuss the story or issue that the journalist has been following that week. Then the moderator will open the phones, and the callers will be able to discuss their views on that issue.

Beginning at 9:30 am edt, two C-SPAN moderators will discuss the day's headlines and open the phones for callers to share stories from their newspapers.

In a further departure from the regular call-in format, the Friday morning program has become a journalists' roundtable. At 8:30 am edt on Fridays, three journalists will participate in a discussion of the week's events.

## New Graphics

Some viewers may notice a change in the typefaces of the C-SPAN "supers" and "crawls" and in the credits at the end of programs. (Supers are words superimposed on the screen, such as the guest's name or "C-SPAN LIVE," and crawls are the information that occasionally runs along the bottom of the screen.) The C-SPAN LIVE super that used to appear in the upper-left-hand corner of the television screen now appears in a smaller typesize in the lower-left-hand corner. That change should eliminate the problem of supers covering people's faces.

## Selection of Guests

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Also, in order to make the topics more timely, C-SPAN will wait to schedule a guest until as late as the day before the program.

"We used to schedule a week or so in advance," said Quinn, "but now we will be scheduling guests the day before or just two or three days in advance."

## Other Schedule Changes

- 10:30 pm edt Monday-Friday: The "Event of the Day" will air in its entirety, without interruption for a re-air of the 9:00 am edt call-in program at 1:00 am edt.

"Most major hearings run longer than three or four hours," said programming director Carrie Collins. "Under the old schedule, when the 'Event of the Day' had to end at 1:00 am, we often had to cut away from it abruptly, even if a very interesting topic was being discussed."

- On Saturdays and Sundays, large blocks of time will remain open in the afternoons to allow long events to run in their entirety.

- The foreign policy highlight of the week on Saturdays and the economics discussion highlight of the week on Sundays have been moved from 6:00 pm edt to 7:00 pm.

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- On Sundays at 1:00 pm edt, highlights of the four "Morning Headlines" call-ins will air. ■



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8:00 pm - Congressional Hearing  
9:30 pm - (live) VIEWER CALL-IN  
10:30 pm - Today in Washington: (Today's top House debates, Hearings or press conferences)



C-SPAN  
Changes in Schedule

ADD ONE

SATURDAY

9:00 am - (reair) Viewer call-in  
10:00 am - Congressional Hearing (policy address or press conferences)  
6:00 pm - (reair) Viewer call-in  
7:00 pm - Focus on Foreign Policy  
8:00 pm - Washington Seminar (public policy conference)  
9:00 pm - (reair) Week in Perspective (journalist roundtable)  
10:30 pm - (reair) U.S. House of Representatives (floor debate)

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SUNDAY

9:00 am - (reair) Viewer call-in  
10:00 am - Congressional Hearing  
12:00 pm - (reair) National Press Club (speech or other public policy address)  
1:00 pm - The Week's Headlines (highlights of "Morning Headlines")  
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###



# C-SPAN's New Look

C-SPAN II  
UPDATE

VOLUME 3, NUMBER 3  
SEPTEMBER 23, 1985

by MARK WEST

**N**EW CALL-IN HOURS, some changes in the "Morning Headlines" call-in format, and new typefaces make up C-SPAN's "new look," which the network inaugurated at 8:30 am edt Monday, September 16. Some of the differences are subtle. Some are not. But all of the changes are designed to alleviate problems associated with a national 24-hour-a-day public affairs network that anchors its schedule to the U.S. House of Representatives.

## New Call-in Times

The most significant change is in the hours of the *live* call-in programs. The 9:00 am edt "Morning Headlines" program now begins at 8:30 am and runs for 90 minutes. The 5:00 pm edt program has been pushed back one hour to 6:00 pm, and the 9:00 pm edt program has been pushed back a half hour, to 9:30 pm.

According to Carrie Collins, C-SPAN's director of programming, the new "Morning Headlines" format combines two types of programs in one time period.

"People who want to talk about what's on the front pages of their newspapers and find out how the major papers covered the stories can tune in at 9:30. People who want to hear about one or two issues can tune in at 8:30," Collins said.

Collins thinks that the time changes for the two evening programs will allow more viewers in different time zones to participate; they may also reduce the number of programs that have to be canceled because of late-running House sessions.

"We will hit better time slots all across the country," Collins said.

The change in the 5:00 pm edt call-in is designed to accommodate the unpredictable length of House sessions. Often, House business or special orders sessions run past 5:00 pm edt. Too often in the past, when the call-in was scheduled at 5:00, it had to be canceled. Though there is no guarantee that the House will adjourn by 6:00 pm, the call-in will go on nevertheless, albeit a little later. If the guest can't wait for the House session to end, C-SPAN will open the phones and let the viewers talk about the day's House business.

"We are now much more flexible," said Bruce Collins, C-SPAN vice president of network development. "In the old days, if the House ran past 5:00, we just canceled the show. Now, the viewer knows there will be a show."

There are two reasons for the change of the 9:00 pm edt program. The first is logistic. Because the 5:00 pm program was pushed back, the 9:00 pm program also needed to be pushed back to leave enough time between the two programs to allow for programming of hearings or other events.

The second and, to C-SPAN's West Coast viewers, more important reason is that the new time will make it more convenient for those viewers to watch the evening programs and to participate in the call-in. For many West Coast viewers the

## A 'SUPER' NEW LOOK



**Before:** The "C-SPAN LIVE" appeared in the upper-left-hand corner. Because of the size of the type and its placement, the "super" often ran across the speaker's face (in this case, Joan Mondale).



**After:** The network's logo now appears, in a smaller type size and less obtrusively, in the lower-left-hand corner. The guest above is Patricia O'Brien, national correspondent for Knight-Ridder.

5:00 pm program fell during their work day (2:00 pm pdt), and the 9:00 pm call-in fell during their evening news programs (6:00 pm pdt). Several moderators had noticed that the West Coast telephone lines did not begin to light up until after 9:30 pm (6:30 pm pdt). With the late evening program beginning at 6:30 pm on the West Coast, the viewers there will be better able to participate.

## New Morning Call-in Format

Along with an extra half hour added to the "Morning Headlines" program there is also a change in the format. The morning's guest will arrive at 8:30 am edt and, for the first 15 minutes, the moderator and guest will discuss the story or issue that the journalist has been following that week. Then the moderator will open the phones, and the callers will be able to discuss their views on that issue.

Beginning at 9:30 am edt, two C-SPAN moderators will discuss the day's headlines and open the phones for callers to share stories from their newspapers.

In a further departure from the regular call-in format, the Friday morning program has become a journalists' roundtable. At 8:30 am edt on Fridays, three journalists will participate in a discussion of the week's events.

## New Graphics

Some viewers may notice a change in the typefaces of the C-SPAN "supers" and "crawls" and in the credits at the end of programs. (Supers are words superimposed on the screen, such as the guest's name or "C-SPAN LIVE," and crawls are the information that occasionally runs along the bottom of the screen.) The C-SPAN LIVE super that used to appear in the upper-left-hand corner of the television screen now appears in a smaller typesize in the lower-left-hand corner. That change should eliminate the problem of supers covering people's faces.

## Selection of Guests

There is also a change in the approach to scheduling guests.

According to call-in guest coordinator Eileen Quinn, journalists will be chosen who have a specific area of expertise or who have been following a specific issue in the news. Guests for the day's other programs will be chosen based on their involvement in a specific issue in the news that week. The topic for that program will be related to the guest's area of expertise.

Also, in order to make the topics more timely, C-SPAN will wait to schedule a guest until as late as the day before the program.

"We used to schedule a week or so in advance," said Quinn, "but now we will be scheduling guests the day before or just two or three days in advance."

## Other Schedule Changes

- 10:30 pm edt Monday-Friday: The "Event of the Day" will air in its entirety, without interruption for a re-air of the 9:00 am edt call-in program at 1:00 am edt.

"Most major hearings run longer than three or four hours," said programming director Carrie Collins. "Under the old schedule, when the 'Event of the Day' had to end at 1:00 am, we often had to cut away from it abruptly, even if a very interesting topic was being discussed."

- On Saturdays and Sundays, large blocks of time will remain open in the afternoons to allow long events to run in their entirety.

- The foreign policy highlight of the week on Saturdays and the economics discussion highlight of the week on Sundays have been moved from 6:00 pm edt to 7:00 pm.

Both the Saturday economics discussion of the week and the Sunday foreign policy discussion of the week at 10:00 pm edt have been canceled.

- Friday's "Journalists' Roundtable" will re-air Saturdays at 9:00 pm edt.

- U.S. House of Representatives highlights of the week begin at 10:30 pm edt on Saturdays and run in their entirety.

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NEWS FROM:

# C-SPAN AMERICA'S NETWORK

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

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Contact: Liz Bauer

Effective: September 16, 1985

(202) 737-3220

-- PRESS ADVISORY --

WASHINGTON, D.C.-- On September 16th, C-SPAN initiated changes in our programming schedule, morning call-in format, and the cable network's on-air look (see attached article.) C-SPAN wanted to alert you to these changes in our round-the-clock program schedule.

Below is C-SPAN's new generic programming schedule, effective September 16th:

## MONDAY - TUESDAY

8:30 am - (live) MORNING HEADLINES (viewer call-in)  
10:00 am - (live) CONGRESSIONAL HEARING  
12:00 pm - (live) U.S. HOUSE OF REPRESENTATIVES (floor debate)  
6:00 pm - (live) VIEWER CALL-IN  
7:00 pm - National Press Club (speech or other public policy address)  
8:00 pm - Congressional Hearing  
9:30 pm - (live) VIEWER CALL-IN  
10:30 pm - Today in Washington: (Today's top House debates, Hearings or press conferences)

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## WEDNESDAY - THURSDAY

8:30 am - (live) MORNING HEADLINES (viewer call-in)  
10:00 am - (live) U.S. HOUSE OF REPRESENTATIVES (floor debate)  
6:00 pm - (live) VIEWER CALL-IN  
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## FRIDAY

8:30 am - (live) WEEK IN PERSPECTIVE (journalist roundtable)  
10:00 am - (live) U.S. HOUSE OF REPRESENTATIVES (floor debate)  
6:00 pm - (live) VIEWER CALL-IN  
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(more)

CABLE SATELLITE PUBLIC AFFAIRS NETWORK



C-SPAN  
Changes in Schedule

ADD ONE

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