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FOR IMMEDIATE RELEASE

C-SPAN LAUNCHES "NEW FACES OF WASHINGTON" CAMPAIGN
Network Continues Election Momentum with New Programming

Washington, DC, November 23 ---- On the heels of an intense election season, C-SPAN, cable's public affairs expert, launches new programming and promotions designed to give viewers a personal introduction to the political winners moving into Washington.

"New Faces of Washington" officially launches in January with a special ninety-minute program airing every Sunday throughout the month beginning at 1:00 PM (ET) / 10:00 AM PT . "New Faces" will focus on the people and procedures of the 103rd Congress, giving viewers a chance to meet and talk to the newest members through C-SPAN's Live Viewer Call-Ins.

The program will also include one-on-one interviews and roundtables to answer questions about:

- * how Congressional offices are selected and set up;
- * how staffs are selected;
- * how members are assigned to committees, and what takes place during freshman orientation sessions.

C-SPAN's signature video verite style will take viewers behind the scenes on Capitol Hill -- into the halls and back rooms of Congress --to let viewers watch for themselves as the more than 100 new members of Congress settle in. When the legislative session formally convenes on January 5, C-SPAN will be the only network to provide live, uninterrupted coverage of the swearing-in ceremony as well as complete gavel-to-gavel coverage of the regular House and Senate sessions.

C-SPAN's "Road to The White House" airing every Friday at 5:00 PM (ET) and Sundays at 9:30 PM (ET) will continue in its regular ninety minute time slot through the January 20 presidential inauguration. Now addressing the presidential transition, the program includes weekly press conferences from Little Rock, interviews and Call-Ins with administration members as they are announced, and video verite of the President-Elect as he prepares for his term.

C-SPAN is currently available in 58.3 million homes across the country and around the world via satellite. C-SPAN is privately funded to serve the public by America's cable television companies.

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 Page Count: 1 (no cover sheet)

SUMMARY:

Sent 10, Errors 0, Cancelled 0
 Total 10

DETAIL:

List ID: #CABLE

LQN	REF	PHONE	STAT	DATE	TIME	RT	DUR	CUM	SPEED
00001	BROADCASTING	2123409869	SENT	11/23	14:42	4	57	57	9600
00002	CABLE WORLD	3038370915	SENT	11/23	14:22	1	52	52	9600
00003	CABLEFAX	2022230980	SENT	11/23	14:22	1	51	51	9600
00004	CABLEVISION	2128878585	SENT	11/23	14:24	2	56	56	9600
00005	COMMUNICATIONS	2022933435	SENT	11/23	14:22	1	56	56	9600
00006	ELECTRONIC MEDI	312-649-5465	SENT	11/23	14:22	1	56	56	9600
00007	MULTICHANNEL 2	212-887-8585	SENT	11/23	14:22	1	56	56	9600
00008	MULTICHANNEL NE	2128878384	SENT	11/23	14:42	4	56	56	9600
00009	TV GUIDE	2124849910	SENT	11/23	14:22	1	52	52	9600
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TO: Penelope Patzaris - TV Guide

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**C-SPAN ROLLS "NEW FACES OF WASHINGTON" PROMOTION OUT
TO AFFILIATES**

Anaheim, CA, December 1, 1992 -- In conjunction with the live Viewer Call-Ins, one-on-one interviews, video verite and special Sunday programs that make up C-SPAN's "New Faces Of Washington" coverage, the network will roll out a comprehensive nationwide affiliate promotion available to systems today.

The "New Faces Of Washington" promotional kit was developed specifically to help operators spotlight the value of cable-unique programming while building relationships with local government officials, teachers, members of the media and key community groups.

Additional "New Faces" promotion kits will be available tomorrow at the C-SPAN Western Show booth #1384. The kit includes:

- * posters
- * ad slicks
- * press releases
- * radio spots
- * cross-channel promos
- * sample intro letters to teachers and government officials
- * a special lesson plan for high school teachers

"We designed this promotion as a ready-to-mix 'recipe' to help systems reinforce their public service roles in the community and to broaden viewership as the new Congress and administration move in," said Nicole Vanasse, C-SPAN's Communications Resources Director.

"New Faces Of Washington" is C-SPAN's continuing coverage of the presidential transition and the 103rd Congress, including "Road To The White House," live Viewer Call-Ins and special programming every Sunday throughout January.

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A Dynamic Partnership:

How Times Mirror Cable Television, C-SPAN, Community Leaders and Educators Worked to Give Students a "Road to the White House"

By Clare Nielsen Perry

"This contest is a four-way partnership between cable operators, cable programmers, community leaders and the educational community. When we all four work together, we form a dynamic partnership--and provide a valuable learning experience for our community's students."

--Susan Ritchie, Times Mirror Cable Television

Lisa Baughman, Stacie Cores and Allison Given of Coshocton Middle School in Ohio also have a dynamic partnership: They are teammates in the "Road to the White House" contest sponsored by Times Mirror Cable Television's Dimension Cable operation and C-SPAN. This past fall, the three eighth-graders spent their spare moments watching the presidential candidates on C-SPAN, learning how to write speeches and practicing their presentation skills. Then they presented a mini-inaugural address to a group of Coshocton community leaders, parents and a panel of VIP judges, including U.S. Rep. Douglas Applegate.

Lisa, Stacie and Allison are three of almost 1400 middle and high school students and 132 teachers participating in the Dimension Cable/C-SPAN "Road to the White House" contest. All 68 schools in 13 states which are involved in Dimension Cable's "Dimension in Education" program, the system's educational outreach program, were eligible to participate.

So far, their efforts have paid off. They won their regional competition at the middle school level, and this month, a videotape of their performance -- along with 13 others at the middle school level -- will be evaluated for content and creativity by a national panel of educators. If they win, the three students and their teacher, as well as their counterparts at the high school

level, will win an all-expenses paid trip to Washington, D.C., for Inauguration Week.

The "Road to the White House" contest was built around C-SPAN's twice-weekly program of the same name. Participating students watched C-SPAN's chronicle of the campaign trail to learn about the candidates and the campaign process. Then, working in groups of up to three, they chose a candidate and designed a presentation for that candidate's inaugural address.

Community Benefits

"The contest was designed to help students develop critical viewing skills and the ability to make reasoned political decisions," explained Susan Ritchie, Community Relations Director for Times Mirror Cable Television. "C-SPAN's 'Road to the White House' program was critical in this regard. It's the only program that enables viewers to see the candidates up close and unedited -- students could watch the program and come to their own conclusions."

Joe Rooney, general manager of Dimension Cable's Washington, Penn., system, explained an additional benefit perceived by teachers: overcoming fear of speaking in public. "We held an awards dinner after the presentations, and the kids and teachers unwound ... the teachers talked about how public speaking is, for many people, a fear worse than death. They were proud of their students for getting over that public speaking hurdle."

Just as important, however, are the critical viewing skills students gained: "People often take an 'if it's on TV or in the newspapers, it must be true' outlook. Through this contest, we asked kids to really look at the presidential candidates and issues involved. They learned how a candidate's message presented on 'Road to the White House' might change depending on the audience he's addressing. They learn through this that they have to think for themselves."

Coshocton High School teacher Cathy Priest, who wrote the "Road to the White House"

teachers' guide, is convinced that the contest contributed to record-breaking participation in their school's mock election: "The kids will flat-out tell you that they would never have followed the candidates except for this contest." Even the students who didn't participate in the contest watched "Road to the White House," Mrs. Priest reported, "and many of them went home and told their parents about it."

Spotlight on Success

Dimension Cable Services is not new to the education arena. The system is a founding member of Cable in the Classroom, the cable industry's organization that provides educational services to 4,000 communities nationwide. Over 50 other cable systems are now members of Cable in the Classroom and have wired 47,000 schools for cable -- free of charge. According to Megan Hookey, associate director for Cable in the Classroom, "Dimension Cable is an especially active and creative member. Their 'Road to the White House' contest is a good example of that."

In communities in 13 states, the "Road to the White House" contest has spotlighted Dimension Cable Services' commitment to education. Take Springfield, Ill. -- the state's capital -- where a number of VIPs served on the judging panel, including mayor Ossie Langfelder and the director of the Illinois National Education Association. The efforts of General Manager Greg Capranica and his staff at Dimension Cable Services' Springfield office culminated in city council recognition of November 17, 1992, as "Dimension in Education" day, as well as a proclamation by the state senate honoring Dimension's contest and contribution to education.

The success of the contest can also be measured by the commitment of nationwide VIPs to the program. Five U.S. Representatives served on community judging panels for the contest: Rep. Ron Packard in Orange County, Calif.; Rep. Douglas Applegate in Coshocton, Ohio; Rep. John Myers in Lafayette, Ind.; Rep. Austin Murphy in Washington, Penn.; and Rep. Jack Reed in Providence, R.I.

A Lot of Hard Work

What does it take to put together a nationwide academic contest? A lot of hard work, said Susan Ritchie. "Don't underestimate the amount of planning it requires," she advised. And she should know, having completed two similar contests for Times Mirror Cable Television. "A contest like this takes incredible amounts of planning. You've got to think of every angle, every possibility."

In organizing the project, Ms. Ritchie drew on the support of key individuals at Times Mirror Cable Television, including Senior Vice President and Cable in the Classroom board member Trey Smith, as well as CEO and C-SPAN board member Larry Wangberg. But she is quick to point out the critical role played by people at local Dimension Cable systems. One such person is GM Joe Rooney, who contributed to the "Road to the White House" concept. Mr. Rooney recalled, "I was living in a hotel when I first became GM in Washington, Penn. Since that wasn't much fun, I spent some pretty long hours at the office. Susan Ritchie, who was in California and three hours behind us, used to catch me in the office late and we'd bounce ideas back and forth."

Mr. Rooney, in turn, credits his staff for handling the behind-the-scenes work for the contest. "I can't emphasize how important it is to have an enthusiastic staff to implement a contest like this. My key role was to organize a VIP panel of judges and emcee the event, but my staff did the lion's share of the work in getting the event room readied, arranging for the photographer and videographer, and getting gifts for the judges, teachers and students."

After the concept for the contest was developed -- an election-related event culminating with Inauguration Week -- the next task was to structure the contest itself. "We knew we wanted to hold a contest in the middle and high schools, which covers a wide range of ages, from 12 to 17," said Susan Ritchie. The contest also had to fit into many different curriculum areas in several different states, so it needed to have broad appeal. "We chose the inauguration speech

because it met all of these broad requirements: it's based on the presidency, an event many teachers in government, American history and social studies were already planning to focus on. And the writing and speech presentation enabled teacher in other areas -- speech, English, journalism -- to get involved with the contest."

To ensure a successful contest in all system areas, Times Mirror Cable Television produced implementation guides for the Dimension systems, which included specific goals and objectives, event calendars, and instructions on everything from contest administration to event preparation. An additional teachers' guide provided learning objectives, key contest dates and tips for students on how to conduct research and write the inauguration speech.

Generating Excitement

One of the most important contest requirements, clearly stated in the system implementation guide, is to generate community excitement about the event. To meet this requirement, an exciting contest topic is crucial. "With a topic like the presidential race, the community is already interested," explained Ms. Ritchie.

Holding a public event can help generate excitement, as can the participation of VIPs. "If you culminate the contest with a public event, community leaders and parents can take part," Ms. Ritchie explained. And don't underestimate the power of a contest with parents, she advised: Their participation can create a lot of strong emotion and energy. She has received calls at the Times Mirror Cable Television office from parents who are thrilled about the contest--or upset that their child didn't win.

Teacher enthusiasm is equally important. "Without teachers you don't have students--and without students, you don't have much of an academic contest," quipped Ms. Ritchie. "So make sure you have teachers supporting the program, even if it's only a few. Even one teacher can

field enough students to make a dynamic event."

Times Mirror Cable Television relied on the expertise of teacher Cathy Priest to provide a teacher's perspective on the contest and on using cable in the classroom. For more than two years, Mrs. Priest has used cable programming in her classes, so she understands the benefits, as well as the challenges, involved. "Teachers are busy -- you have no idea how many contests come across my desk -- but teachers have to realize what a benefit it can be to students. Make sure the contest is easy to implement but interesting."

GM Joe Rooney also stressed the importance of working within the hierarchy of schools. "The schools are very structured and you need to work within their hierarchy. Make sure your program has the support of the principal and that the teachers have genuine interest."

A Lifetime Attraction

"GMs today wear many hats -- and the public affairs hat is getting bigger," said Mr. Rooney. "A program like this will take extra work and time. It's easy to say 'I'll do it next year.'" However, the contest can spotlight cable's commitment to education, through the educational programming it provides and its efforts to service the community.

In addition, for the 1400 participating students -- even those who didn't advance to the national competition -- the contest provided an exciting and educational way to experience the 1992 presidential campaign. As teacher Cathy Priest said, "Any time you get a student interested in current events and world affairs, you're doing a wonderful service for that student. Once they are initially attracted, it can turn into a lifetime attraction."

And for Lisa, Stacie and Allison, it could provide a chance to meet the new president--an event they'll likely never forget.

Sidebar:

Cable Competition: Tips for a Successful Academic Contest

Many cable operators have already undertaken projects like Dimension Cable's "Road to the White House" contest. But for those systems who are just beginning to think about organizing an academic contest, here are a few pointers:

*Find a cooperative programmer with whom to work. "C-SPAN brought stable programming," said Times Mirror Cable Television's Susan Ritchie, "and gave us the support and information we needed."

*Make sure the project crosses a range of ages, academic disciplines and geographies. The "Road to the White House" contest drew in teachers of English, journalism, government, American history, social studies, and language arts. And the presidential election topic was of interest to teachers in all states.

*Make the contest as "failproof" as possible. Think of every possible problem and solve it--before it happens.

*Get teachers to commit to the contest. Said Susan Ritchie, "this ensures that when event day arrives, you'll have some kids participating." Times Mirror Cable Television required teachers to submit every student's written script well ahead of the contest date.

*Culminate the contest with a public presentation. "This provides students with an experience they wouldn't otherwise have," Ms. Ritchie explained, "and provides an opportunity for community leaders and parents to take part."

*Organize an enthusiastic cable system team. Said GM Joe Rooney, "Any good GM would have to recognize the work done by marketing managers and secretaries: they did the lion's share of the behind-the-scenes work for the contest."