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JANUARY '91 IS "EDUCATION MONTH" AT C-SPAN

-- If You Can't Bring Students to Washington,
Bring Washington to Students --

Washington D.C., November 19, 1990 -- This coming January has been designated "Education Month" at C-SPAN, the Cable Satellite Public Affairs Network, it was announced today by Linda Heller, C-SPAN's Director of Educational Services.

Cable systems, educators, students and C-SPAN employees will all participate in the energetic project to increase awareness of the "C-SPAN in the Classroom" service and underscore the value of cable in the education system.

Throughout the month C-SPAN will initiate:

- o cable system visits
- o classroom visits
- o outreach to local papers and community leaders
- o industry and consumer advertising campaigns
- o educator seminars at C-SPAN in Washington, D.C.
- o network-wide employee education workshops using specially designed print and video materials.
- o on-air education programming and promotion

Starting January 15, 35 C-SPAN employees from every area of the company will travel to cities and towns across the country visiting local middle schools, high schools and cable systems. In the classrooms, the C-SPANers will teach a class using C-SPAN programming and education materials, to spark enthusiasm in students and teachers alike.

"Our commitment to education is an integral part of the network's mission," said Linda Heller. "'Education Month' will bring the strength of that commitment directly to some very important people: the students, the teachers, the cable operators, the viewers and our own employees."

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"C-SPAN in the Classroom," begun in 1987, is a free membership organization for teachers now totalling 7500 members from all 50 states, the District of Columbia, the Virgin Islands and Puerto Rico. Membership has more than doubled every year since its inception. Unlike other networks, all of C-SPAN's programming is made available for classroom use and "C-SPAN in the Classroom" provides correlating materials and support through an "Educator's Hotline." C-SPAN is on the executive board of Cable in the Classroom, and through "Education Month," strives to enhance the cable industry's relationship with the education community.

C-SPAN is now available in 51.7 million households nationwide and around the world via satellite. The network is privately funded and is a public service of the cable television industry.

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