

RCA Contact:

Fred Horowitz
mgr. cable services
(212) 536-1423

C-SPAN

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

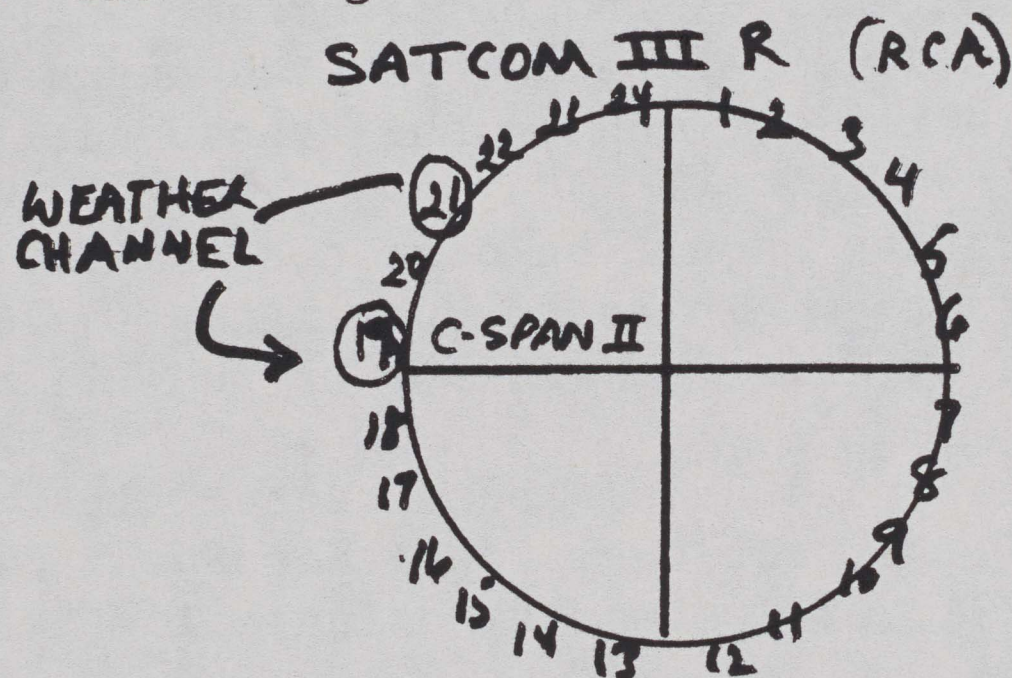
QVC, Inc.

David Baxter, Pres
(215) 878-8550

Andy Hospided
Pres.
RCA - Americom
Princeton, NJ

FACT SHEET

1. C-SPAN II has been available to cable systems on the RCA Satcom III-R satellite, transponder 19.
2. On Sunday morning, transponder 21 on the same satellite (carrying The Weather Channel) malfunctioned. As a result, The Weather Channel was moved to C-SPAN II's transponder. C-SPAN II was moved off because its lease on the transponder was preemptible. That means if a so-called "protected" transponder, such as that of The Weather Channel, fails, then C-SPAN II's programming is preempted in favor of the programming on the protected transponder.
3. Satcom III-R, also known as F3, has 24 transponders, arranged in quadrants. The arrangement can be conceptualized as follows:



4. Many other cable services are on Satcom III-R which means that most cable systems already have a satellite dish aimed at it. Thus, the best situation for C-SPAN II would be to find another transponder on the same satellite.
5. Current options:

- a.) Use a transponder on III-R currently used by CNN. CNN currently uses T14 on III-R only occasionally to shuttle feeds to Atlanta. There is a possibility that CNN would be able to move that traffic to another satellite and then lease the transponder to C-SPAN. This option would not require cable operators to redirect their dishes. It would require them only to retune their receivers to receive Senate TV on C-SPAN II.
- b.) Use a transponder on another satellite, Satcom IV, on a part-time basis. Satcom IV, transponder 9 is currently used by a sports programming service out of Chicago during the evenings. That means it is available to C-SPAN

2,000 dishes
100% at
83° arc
F-4
can't
reach
HA & AK

during the daytime only, probably until 7 PM ET, Monday - Friday. C-SPAN II already has the right and ability to use this option. The disadvantage is that using this satellite will require merely all of our 305 C-SPAN II affiliates to either redirect their dishes, or buy another one to look at Satcom IV. Also, because we would then have to be a part-time service, they would have to use extra equipment to turn off their reception from the satellite when the sports programming began.

- c.) Use another transponder on Satcom IV fulltime, but only until November 1.

Currently transponder 8 on Satcom IV is available. Beginning November 1, it will be used by a home shopping network. This option has all of the same disadvantages of (b) above. The only advantage is that it is available full time.

6. Until we hear from CNN (actually Turner Broadcasting System), C-SPAN II will be put on Satcom IV, T8 until further notice. This means Senate coverage will not be interrupted because we will once again have full-time service on the transponder.
7. All calls from cable operators should be directed to Kim (x487) in Marketing who will forward them either to Sue Aigner (x470), Molly Breeden (x479), Tracey Primrose (x475), or Joe Pfifer (x410).

Calls from viewers and the press should be directed first to Peter Kiley (x415) who will direct them to either Susan Swain (x462), Kathy Murphy (x439), or Rosemarie Moringiello (x457).

Calls from the Hill should be directed to Mike Michaelson (x423).

Technical calls should be directed to Engineering (x443) or (x450).

Board member calls should be directed to Connie Downs (x620).

8. If we stay on Satcom IV, T8 for a while, we will be certain to lose several affiliates of C-SPAN II until they can arrange to pick up our signal. Our programming on C-SPAN will not automatically carry more of the Senate proceedings. Instead, we will treat the Senate coverage as any other shoot, and air Senate debate on C-SPAN only when events warrant.

D R A F T

Dear :

With the unanimous approval of our Executive Committee, C-SPAN today signed lease agreements that will move C-SPAN II programming to Hughes' Galaxy 3 satellite. C-SPAN II begins transmission on Galaxy 3 transponder _____ on January 1, 1987.

This decision was reached after 10 weeks of exhaustive research into various satellite options available to us. Over the course of that period, proposals from six satellite companies were considered in detail by our nine-member Executive Committee. This group convened on behalf of C-SPAN's full 39-member Board of Directors, which collectively represents two-thirds of the nation's cable television operating companies.

In the end, the decision to move to this new cable bird was reached for a variety of reasons. We were offered an attractive financial package on a high-quality satellite with an extensive reach that provides a stable berth for C-SPAN II. Let us detail a few of those points:

- o stability -- G-3's estimated life spans eight additional years; C-SPAN's two transponders on it are protected. Our Executive Committee felt this arrangement would offer C-SPAN II a long-term home during its crucial early years. Our deal on Galaxy 3 also offers us a secure backup transponder, especially important since C-SPAN is being transmitted on a highly pre-emptible transponder on Galaxy 1 (#13).

- o quality -- Galaxy 3's strong signal and favorable positioning (93.5° in the arc) makes it an attractive cable bird. A 3.7 meter dish, for example, -- available for approximately \$2500 installed -- will pick up C-SPAN II's signal nationwide.

- o accessibility -- Galaxy 3 has a high look-angle and a footprint covering all 50 states. This achieves our objective of making Senate debates available to the entire country. By contrast, the Senate's temporary home on F-4, transponder 8, can not reach cable systems in all 50 states. Nor, for that matter, could our previous transponder on Satcom 3-R.

We hope you'll agree that the move to Galaxy 3 offers excellent opportunities for the continued growth of C-SPAN II, fulfilling the commitment our industry has given to televised coverage of the United States Senate.

Sincerely,

Paul A. FitzPatrick
President and Chief
Operating Officer

Brian P. Lamb
Chairman and Chief
Executive Officer

D R A F T P R E S S R E L E A S E

WASHINGTON, D.C., OCTOBER _____ -- The C-SPAN Cable network announced today that it has signed lease agreements which will provide a long-term home for its C-SPAN II channel on Hughes' Galaxy 3 satellite. Network officials immediately began the process of notifying affiliates that Galaxy 3's transponder _____ will begin transmitting the C-SPAN II signal on January 1, 1987.

The move to Galaxy 3 had the unanimous approval of the C-SPAN Executive Committee -- a nine-member panel of top cable executives. That panel acted on behalf of the network's 39-member Board of Directors, which collectively represents over two-thirds of the nation's cable television operating companies.

"For me," said Sammons Communications President James Whitson, who chairs the C-SPAN Executive Committee, "the primary concern was cost; cost to C-SPAN and the resulting costs to our affiliates. With Galaxy 3 we got the best combination of price and quality."

Former Executive Committee Chairman, John P. Frazee, president of the Centel Corporation, added, "Centel supports this move. It provides the network with the long-range stability that will allow C-SPAN II to grow."

It was this combination of economics and the satellite's quality that made the Galaxy 3 satellite attractive to the C-SPAN Board. Stability is

another important feature of the Galaxy 3 offer -- the satellite has eight additional years of viability and C-SPAN has leased two fully protected transponders on it. The second provides a back-up for C-SPAN's main channel of programming, which is currently transmitted on a highly preemptible transponder (#13) on Galaxy 1.

Daniels & Associates Chief Executive Officer, John Saeman , who has also served as Chairman of the NCTA, explains, "Our decision was really based on two considerations: cost and coverage. We were able to get two protected transponders at a great price and this bird has an excellent footprint over the entire United States."

John Sie, Vice President of TCI, the nation's largest cable MSO, agrees, "I'm very supportive of Galaxy 3. We were offered a bird with a good life span at the lowest possible price. It's provided a real window of opportunity for C-SPAN II."

Galaxy 3 is a new bird for the cable industry, but C-SPAN executives are confident it will prove a popular one. Low cost earth stations are readily available (\$2500 installed) and a full complement of cable programmers have already signed on to use Galaxy 3.

C-SPAN Executive Committee member Gene Schneider, Chairman of United Cable, currently carries C-SPAN on 100 percent of United's systems. He said, "We will definitely move to put new earth stations at all of our systems to be able to receive C-SPAN II from Galaxy 3. United carried the Senate from its first telecast and we don't want any gaps in that service to our customers."

Western Communications President Edward Allen, a former chairman of both C-SPAN and the NCTA, adds, "We are very fortunate that a satellite of the quality of G-3 was available to us at this critical time. Western will also put the necessary dishes in our systems to continue the carriage of C-

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With the assistance of RCA and the Philadelphia-based QVC, Inc., C-SPAN II found a temporary berth on Satcom IV, transponder 8 and the process

of securing a permanent satellite for the (fledging] C-SPAN II's Senate telecasts began.

Over the ensuing 10 weeks, C-SPAN's Executive Committee met twice in Denver (August 19 and September 30) and once in New York City (September 17) to consider proposals from six satellite companies before deciding on the Galaxy 3 package.

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another important feature of the Galaxy 3 offer -- the satellite has eight additional years of viability and C-SPAN has leased two ^{fully} protected transponders on it. The second provides a back-up for C-SPAN's main channel of programming, which is currently transmitted on a highly preemptible transponder (#13) on Galaxy 1.

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###

attach list of board members with titles

*Suggested Billboards for
C-SPAN II
Following Senate adjournment*

#1

*C-SPAN II
The United States Senate
has adjourned
new session begins
January 1987*

#2

*Beginning January 1987
C-SPAN II's
Coverage of the U.S. Senate
moves to
GALAXY 3, tr. _____*

#3

*C-SPAN II
will continue to provide
gavel-to-gavel coverage
of the
United States Senate
and other public affairs
programming*

#4

look for

C-SPAN II

on

Galaxy 3, tr. _____

beginning January 1, 1987

#5

C-SPAN II

is a public service

of your cable operator

and the

cable television industry

Swain



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

meeting 10/3 9:00 am
10/3 4:30 pm
daily meeting 4:30 pm

TO: PAUL FITZPATRICK
BRIAN LAMB
FROM: SATELLITE CONVERSION TASK FORCE (Swain, Hampford, Lockman)
DATE: OCTOBER 3, 1986

The following plan details our recommendation on how to handle the transmission transition of C-SPAN II. We have divided the plan into two parts: Our short-term goal of disseminating information to those folks who need to know before the public announcement in the trade press and the longer-term (October-December) plan for general information dissemination and promotion. This memo DOES NOT address the overall marketing plan for C-SPAN II.

SHORT-TERM

Goals: To notify those people who need to find out about our satellite move directly from us, rather than from the trade press. To release to the press the relevant details of our move.

Strategy: Use a combination of mailgrams, phone calls and regular mail to reach everyone by the end of next week. Release details to press next week for publishing the following week.

Tactics:	Target Group	Notification
	C-SPAN Board	Mailgram (see below for text) and follow-up letter
X	Top MSO CEOs	Mailgram and follow-up letter
X	C-SPAN II affiliates	Call from Mktg Reps and follow-up letter
Susan { →	NCTA Board	Letter (those not covered above)
	CATA Board	Letter
-	Mooney	Call from Fitz/Brian and follow-up letter
-	Effros	" " " "
X	Program service CEOs	" " " "
-	Senate leadership	Hand delivered letter
	Press	Press release (Wed or Thurs)

NOTIFICATION DEVICES:

Mailgram: 50 or more \$2.75 @ - up to 50 words including address and signature. Sending approx. 100 on Monday or Tuesday.

TEXT: With unanimous executive committee approval, C-SPAN is pleased to announce acquisition of two transponders on Galaxy 3 satellite. Twenty-four hour C-SPAN II programming begins January 1 on transponder ____.

Paul FitzPatrick
President

(approx. 33 words, room for 17 word address)

THE CABLE SATELLITE PUBLIC AFFAIRS NETWORK

93.5 W
1042 watt
transponder

lease
protected

Fitz :

Follow-up letter: Provides additional detail on reasons for choosing Galaxy 3 and a chance to promote the bird and C-SPAN II. Should work for all groups except Senate leadership. Mail Tuesday at latest.

Phone calls: C-SPAN II affiliates: Should be done in a day or two by Reps.

Fitz and Brian: Balance of calls made Monday and Tuesday.

LONGER TERM

Goal: Provide general information dissemination about and promotion of Galaxy 3 and C-SPAN II.

Strategy: Use a variety of pr and marketing techniques to make the most of several unique opportunities coming our way in the next few months.

Tactics:

Factsheet: Basic info on C-SPAN's move to Galaxy 3 including technical data, other programmers, reasons for moving and a little hype on C-SPAN II. Send to/use for:

- Western Show booth
- C-SPAN and C-SPAN II affiliates
- Top 100 MSO engineers
- Affiliate Update
- C-SPAN Update
- NCTA Techline
- CATA Newsletter
- Board meeting

Trade advertising coop - Develop coop of other G3 transponder holders (including Equatorial) to promote the bird and its programmers.

Promotional material coop - Develop package of info on G3 and its transponder holders from coop fund attached to above.

Trade advertising - Pursue aggressive trade advertising campaign for C-SPAN II, regardless of coop plans, especially during Western Show.

Western Show - Retrofit booth for display of both networks, distribute factsheets etc on benefits of move.

December Board meeting - Presentation of overall benefits of move and our program for promoting our decision.

Transmission transition show or "Where the Senate Will Go Show" - Half hour show running constantly on old transponder (for 1 week after Senate goes out) providing information on new home and promoting C-SPAN II and Galaxy 3.

* Cross-promotion on C-SPAN - 30" promo on where to find C-SPAN II.

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DRAFT MAILGRAM TEXTS

WITH UNANIMOUS EXECUTIVE COMMITTEE APPROVAL, C-SPAN
PROTECTED
ANNOUNCES LEASE OF 2[✓] TRANSPONDERS ON GALAXY III SATELLITE. C-SPAN II
TRANSMISSION BEGINS JANUARY 1 ON TRANSPONDER _____. DETAILS
FOLLOWING.

PAUL FITZPATRICK
PRESIDENT

30 WORDS

C-SPAN³ EXECUTIVE COMMITTEE HAS UNANIMOUSLY APPROVED LEASE OF
PROTECTED
TWO[✓] TRANSPONDERS ON GALAXY III SATELLITE AS NEW HOME FOR C-SPAN II.
TRANSMISSION BEGINS JANUARY 1. DETAILS FOLLOWING².

PAUL FITZPATRICK
PRESIDENT

30 WORDS

MEMBERS OF THE BOARD'S EXECUTIVE COMMITTEE

Edward M. Allen, President, Western Communications, Inc.
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John D. Evans, President, Hauser Communications
Paul A. FitzPatrick, President & Chief Operating Officer, C-SPAN
James L. Gray, President & COO, Warner Cable Communications, Inc.
Brian P. Lamb, Chairman & Chief Executive Officer, C-SPAN
John V. Saeman, Chief Executive Officer, Daniels & Associates, Inc.
Gene W. Schneider, Chairman & CEO, United Cable TV Corporation
James N. Whitson, President, Sammons Communications, Inc.

OTHER MEMBERS OF THE C-SPAN BOARD OF DIRECTORS

Kenneth L. Bagwell, President, Storer Cable
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David A. Bohmer, Vice President of Operations, Centel Cable Television
Harvey T. Boyd, Vice President, Post Newsweek Cable
Mike Callaghan, Vice President of Cable, Scripps Howard
Douglas H. Dittrick, President, Douglas Communications Corp. II
Steven B. Dodge, Chairman & CEO, American Cablesystems
Frank M. Drendel, Vice Chairman, M/A-COM Incorporated
Barry R. Elson, Senior VP of Operations, Cox Cable Communications, Inc.
John P. Frazee, Jr., President & COO, Centel Corporation
Michael J. Fuchs, Chairman & CEO, Home Box Office
John W. Goddard, President, Viacom Cable
Robert Hosfeldt, President, Gill Cable TV
Amos B. Hostetter, Jr., Chairman & CEO, Continental Cablevision, Inc.
Glenn R. Jones, Chairman & Chief Executive Officer, Jones Intercable
Marvin L. Jones, President & CEO, United Artists Cablesystems Corporation
Jerry D. Lindauer, Senior Vice President, Prime Cable
Sheila Mahony, VP, Government Relations/Public Affairs, Cablevision Systems
Robert Miron, Executive Vice President, NewChannels Corporation
David Oman, VP of Development/Telecommunications, Heritage Communications
Philip R. Patterson, President, Suburban Cablevision
Norval D. Reece, Vice President of Corporate Affairs, Group W Cable
Robert M. Rosencrans, President, Columbia International, Inc.
Carl Schmauder, General Manager, Lincoln Television Systems
Robert L. Schmidt, Cable Television Consultant
John J. Sie, Senior Vice President, Tele-Communications Inc.
Robert Titsch, President, Titsch Publishing, Inc.
Donald E. Tykeson, Managing Partner, Tykeson Associates Enterprises
Larry W. Wangberg, President & CEO, Times Mirror Cable Television
Thomas E. Wheeler, President, Numedia Corporation



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With the unanimous approval of our Executive Committee, C-SPAN today signed lease agreements that will move C-SPAN II programming to Hughes' Galaxy 3 satellite. C-SPAN II begins transmission on Galaxy 3 transponder _____ on January 1, 1987.

This decision was reached after 10 weeks of exhaustive research into various satellite options available to us. Over the course of that period, proposals from six satellite companies were considered in detail by our nine-member Executive Committee. This group convened on behalf of C-SPAN's full 39-member Board of Directors, which collectively represents two-thirds of the nation's cable television operating companies.

In the end, the decision to move to this new cable bird was reached for a variety of reasons. We were offered an attractive financial package on a high-quality satellite with an extensive reach that provides a stable berth for C-SPAN II. Let us ~~detail~~^{explain} a few of those points:

o stability -- G-3's estimated life spans eight additional years; C-SPAN's two transponders on it are protected. Our Executive Committee felt this arrangement would offer C-SPAN II a long-term home during its crucial early years. Our deal on Galaxy 3 also offers us a secure backup transponder, especially important since C-SPAN is being transmitted on a highly pre-emptible transponder on Galaxy 3 (#13) ~~X~~

o quality -- Galaxy 3's strong signal and favorable positioning (93.5° in the arc) makes it an attractive cable bird. A 3.7 meter dish -- available for approximately \$2500 installed -- will pick up C-SPAN II's signal nationwide.

o accessibility -- Galaxy 3 has a high look-angle and a footprint covering all 50 states. This achieves our objective of making Senate debates available to the entire country. By contrast, the Senate's temporary home on F-4, transponder 8, could not reach cable systems in Alaska or Hawaii.

We hope you'll agree that the move to Galaxy 3 offers excellent opportunities for the continued growth of C-SPAN II, ~~fulfilling~~ the commitment our industry has given to televised coverage of the United States Senate.

*which
will
help*

Sincerely,

Paul A. FitzPatrick
President and Chief
Operating Officer

Brian P. Lamb
Chairman and Chief
Executive Officer

10/21

Susan,

Here are the
letter and news release
after Paul is edited/
corrected. Let me
know when it's ready
to go.

Connie