

NEWS FROM:

C-SPAN AMERICA'S NETWORK

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

Release: FOR IMMEDIATE RELEASE
May 20, 1985

Contact: Susan Swain
(202) 737-3220

C-SPAN APPOINTS KERSHNER & KEYNON

WASHINGTON, D.C. -- C-SPAN, America's Network, has announced the selection of Kershner & Keynon, Arlington, Virginia, as its advertising agency.

Brian Gruber, Director of Marketing at the public affairs cable network, said, "Kershner & Keynon has already produced several print ads and video promos for us on a project basis. We believe their experience with C-SPAN and with the communications industry in general will make them a valuable addition to our expanded marketing efforts."

The agency will work on a number of assignments for C-SPAN, including a trade advertising campaign, print ads for affiliated cable systems, video promotion spots and a variety of other marketing and promotional materials.

The Washington-based C-SPAN offers its 21 million subscribers a wide range of public affairs programming, including live coverage of the House of Representatives, call-in programs featuring newsmakers and journalists, live coverage of Senate and House hearings, telecasts of major speeches from the National Press Club and special programming events from around the nation.

C-SPAN, which is a cooperative of the cable television industry, recently celebrated its sixth anniversary.

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CABLE SATELLITE PUBLIC AFFAIRS NETWORK

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