

News Release



Cable-Satellite Public Affairs Network

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Washington, D.C. 20001
(202) 737-3220

Contact: Kristin Wennberg
(202) 626-7975

NATIONAL CABLE MONTH FEATURES C-SPAN ON SUNDAY, APRIL 29

Public Affairs Network's Sunday Night Line-Up Highlighted

Washington, D.C., April 17 -- Sunday, April 29, is C-SPAN's featured night in National Cable Month, the industry's annual month-long promotion of cable programming.

Beginning at 8:00pm ET, the network plans to air a special edition of its Sunday night line-up. C-SPAN will also take time throughout the evening to introduce new viewers to the network's unique public affairs format and to help them understand how to watch the network.

Each night during the month of April, National Cable Month spotlights a different cable network's programming to expose viewers to new services and programs they may not be aware of. C-SPAN's featured programs are:

*8:00pm ET, "Booknotes," C-SPAN's regularly scheduled interview program with authors of recent political and public policy books, will feature Robert Caro. He has written The Years of Lyndon Johnson: Means of Ascent, the second volume of a biography of Lyndon Johnson.

*9:00pm ET, C-SPAN will air "Question Time" from the British House of Commons. During these sessions from Britain's chief law-making body, members question Prime Minister Margaret Thatcher about government policies.

*9:30pm ET, C-SPAN will return to the LBJ theme with "In Search of LBJ." This seminar, sponsored by the National Press Foundation and moderated by John Chancellor of NBC News, is an oral history on the former president by the journalists who covered him.

*11pm ET, these three programs will re-air for prime-time viewing by audiences in the Mountain and Pacific time zones.

C-SPAN is now available in 49.7 million cable television households through 3800 cable system affiliates nationwide and around the world via satellite. The network is privately funded and is a public service of the cable television industry.

1990 NATIONAL CABLE MONTH CAMPAIGN SPOTLIGHTS NETWORKS

The 1990 National Cable Month campaign "TV YOU'VE GOTTA SEE!" calendar has been released by the Cable Academy. As with last year, the programming strategy will feature a different cable network's, or combination of network's, quality cable programs each night in April to expose viewers to cable programs and networks that they may not be aware of. This calendar lists the nights of all participating networks.

NATIONAL CABLE MONTH--APRIL 1990

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 Nickelodeon Nick at Nite/	2 Cable Educational Night The Learning Channel and Mind Extension University	3 Financial News Network	4 Cable Pay-per-view Night Viewer's Choice, Request TV, Cable Video Store	5 TBS SuperStation	6 Lifetime	7 Home Box Office
8 ESPN	9 Combo CNBC, Movietime, Comedy Channel and Eco/Galavision	10 Cable Shopping Night Home Shopping Network, QVC Network and J.C. Penney Shopping Channel	11 Cable Sports Night Prime Ticket, MSG, Sunshine, Sports- Channel America, SportsChannels Chicago/New York/ New England, HTS and HSE	12 Black Entertainment Television	13 Cinemax	14 The Family Channel
15 A&E Network	16 TNT	17 The Nashville Network	18 CNN and Headline News	19 Cable Religious Night EWTN, Inspirational Net., Trinity Broadcasting, ACTS, VISN and FamilyNet	20 The Discovery Channel	21 Showtime
22 The Weather Channel	23 MTV	24 USA Network	25 The Movie Channel	26 American Movie Classics and Bravo	27 VH-1	28 The Disney Channel
29 C-SPAN and C-SPAN II	30 Combo Travel Channel, Nostalgia Channel, Video Jukebox, Univision, Silent Network and HAI					

(303) 773-9716

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FROM: Kristin Wennberg

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