

NEWS FROM:

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-- C-SPAN INCREASES MARKETING STAFF --

WASHINGTON, D.C.-- C-SPAN Marketing Director Brian Gruber has announced several additions to his staff. The additions, he says, are part of the stepped up marketing campaign approved by the network's Board of Directors last month.

The new personnel will allow C-SPAN to actively pursue new affiliates and provide a broader range of affiliate support. The marketing staff's goal is to sign on over 300 new cable systems (six million subs) by the year's end.

Mr. Gruber says the four new staff members include an assistant director of marketing, marketing coordinator, affiliate services coordinator, and the first of three regional sales representatives. They are:

- Catherine Fini, named Assistant Director of Marketing. She will coordinate research, special projects, and trade shows. Ms. Fini is a former consultant with the George Washington University Media Analysis Project and received her B.A. in Politics from American University.
- Greg Barker, who is C-SPAN's Marketing Coordinator, is responsible for the coordination of all new affiliate accounts and sales activities. Mr. Barker recently graduated with honors in Economics from George Washington University.
- Lisa Kerr, who will act as Affiliate Services Coordinator, recently received her B.A. degree in Telecommunications from Penn State University.
- Jane Schiffhauer, C-SPAN's Eastern Region Marketing Representative, was formerly an account executive for Falcon Communications in California. Ms. Schiffhauer earned her Bachelor of Science degree in TV/Radio Management and Marketing from Syracuse University.

Mr. Gruber also plans to add Western and Central region representatives in the next several months.

Currently, C-SPAN is seen in nearly 21 million American households via 2,000 cable system affiliates.

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