

NEWS FROM:

# C-SPAN AMERICA'S NETWORK

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C-SPAN ANNOUNCES SPECIAL PROGRAMS FOR APRIL'S CABLE MONTH

Series, Spots to Heighten Understanding of Cable TV

WASHINGTON, D.C. -- C-SPAN has decided to mark the upcoming National Cable Month project by helping its viewers understand the multi-billion dollar cable television industry that delivers programming into their homes.

Four 90-minute programs, airing live each Monday night in April, will be devoted to people and issues that help shape the cable tv industry. C-SPAN also has plans to air a series of 30-second spots that answer basic questions about cable television.

In announcing its programming plans, C-SPAN joins most other cable program services and hundreds of system operators in marking the first-ever industry-wide Cable Month promotion. Efforts for National Cable Month are being coordinated by the Washington-based National Academy of Cable Programming and other industry groups.

"As the cooperative network of the cable industry," says Executive Producer Carrie Collins, "C-SPAN feels it has a special responsibility to tell cable subscribers something about the industry that created us." We hope these programs, with their call-in format, will be candid and informative for our viewers."

The month-long special series airs each Monday night in April, beginning at 7:00 pm ET. The 90-minute programs feature interviews with industry executives followed by phone-in segments open to C-SPAN viewers across the nation. Topics chosen for the April programs include: "Cable TV: Where Is It Going?" (April 6); "Basic Cable: Program Diversity" (April 13); Cable TV Corporate Roundtable (April 20); and "Cable Deregulation: Plus or Minus?" (April 27).

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CABLE SATELLITE PUBLIC AFFAIRS NETWORK

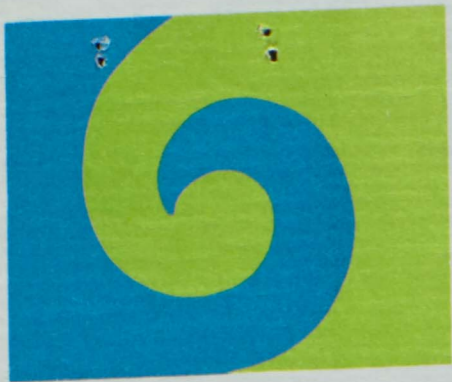
Also scheduled for April on C-SPAN are "Cable TV Facts," a series of ten 30-second spots that will air in breaks between C-SPAN's public affairs programming. The spots use a Question-and-Answer format to provide viewers with basic information about the history, growth, and scope of the cable television industry.

CABLE MONTH SERIES SCHEDULE

<u>DATE</u>	<u>TITLE</u>	<u>GUESTS</u>
April 6	"Cable TV: Where Is It Going?"	Trygve Myhren, CEO American Television & Communications Chairman, National Cable TV Assn.  James Cownie, President, Telecomm Grp. Heritage Communications
April 13	"Basic Cable: Program Diversity"	Robert Johnson, President Black Entertainment Television Ruth Otte, President The Discovery Channel Tim Robertson, President Christian Broadcasting Network (CBN) John Wynne, Chairman The Weather Channel
April 20	Cable TV Corporate Roundtable --live from Congress Hall in Philadelphia --	the 40 cable industry executives who serve on the C-SPAN Board discuss cable and the Constitution with Education Secretary William Bennett
April 27	"Cable Deregulation: Plus or Minus?"	Jack Valenti, President Motion Picture Assn. of America (MPAA) Steve Effros, President Community Antenna TV Assn. (CATA)

C-SPAN is currently available to 26.5 million U.S. cable households via  
2450 cable system affiliates.

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March 27, 1987

Contact: Diane Lane  
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FOR IMMEDIATE RELEASE

APRIL PROCLAIMED NATIONAL CABLE TELEVISION MONTH

Three Valley mayors joined with other city leaders across the country today in proclaiming April National Cable Television Month. Mayors Terry Goddard of Phoenix, Herb Drinkwater of Scottsdale and Ron Travers of Peoria each received an official proclamation of this event from the white gloved hands of Mickey Mouse, representing the Disney Channel.

The month of April will be marked by special programs and events exemplifying the wide variety of education, information and entertainment programs offered by cable.

States Susan Bitter Smith, executive director of the Arizona Cable Television Association, "The purpose behind National Cable Month is to draw attention to the positive programming cable television offers."

The Phoenix metropolitan area is served by three cable systems - Dimension, United and Republic. There are over 200,000 subscribers in the Valley who will be able to tune in to a number of programs made available through the joint efforts of cable systems and networks in honor of National Cable Television Month.

HBO, a premium channel, is offering its highly acclaimed documentary HOW TO RAISE A STREET SMART CHILD through the public access channels at no charge to viewers. This program, hosted by

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Daniel J. Travanti of "Hill Street Blues" shows parents how they can protect their child from the potential danger of child abuse and kidnapping.

Airing on the Learning Channel will be locally produced SEED TO SEMICONDUCTOR, sponsored by Motorola, an international firm with headquarters in Phoenix. Hosted by Phoenix radio and television personality Bill Heywood, it is a technological journey into the creation and development of the microchip, a device now part of our daily lives. This program recently received two awards from the New York International Film Festival - Best TV Program in Science and Technology and Best Editing for a TV Program. It was also honored with the Chicago International Film Festival Silver Award. In addition, Bill Heywood received the Association of Communicators Special Achievement CINDY Award as Best Host. The videotape of this program is being offered by Motorola and the cable companies to local high schools.

C-SPAN will also be celebrating National Cable Month with four live 90-minute programs which present an in-depth study of the cable industry. The programs will air each Monday night in April and will examine cable's future, programming, cable business and deregulation. The series is hosted by C-SPAN's Brian Lamb.

For dates, times and additional information, viewers should consult their cable guide listings or their local newspapers.

SPECIAL PROGRAMS FOR NATIONAL CABLE TELEVISION MONTH

HOW TO RAISE A STREET SMART CHILD

This acclaimed documentary, hosted by Daniel J. Travanti of "Hill Street Blues," shows parents how they can protect their child from the potential danger of child abuse and kidnapping.

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Dimension Cable, Channel 32	DATE	TIME
	4/3	5 p.m.
	4/25	2 p.m.
	4/26	3 p.m.

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United Cable, Channel 32 (same as Dimension above)

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Republic Cable, Channel 6 (available in Glendale only)  
(same as Dimension above)

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SEED TO SEMICONDUCTOR

Produced in the Phoenix area and hosted by Phoenix radio and TV personality Bill Heywood, this technological journal examines the creation and development of the microchip. It studies the present and the future uses of this tiny device which can become an important part of our homes and our businesses.

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Dimension Cable, Channel 32	DATE	TIME
	4/1	9:30 a.m.
	4/2	12:30 p.m.
	4/2	8:30 p.m.
	4/5	12:30 p.m.
	4/6	9:00 p.m.

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United Cable, Channel 47	DATE	TIME
	4/1	9:30 a.m.
	4/2	12:30 p.m.
	4/2	7:30 p.m.
	4/4	12:30 p.m.
	4/5	9:00 p.m.

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Republic Cable, Channel 48	DATE	TIME
	(same as United Cable above)	

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NATIONAL CABLE MONTH ON C-SPAN

Four 90-minute programs which air live every Monday night in April are devoted to the people and to the issues that help shape the cable TV industry. Hosted by C-SPAN's Brian Lamb, the programs include in-depth looks at cable's future, programming, cable business and deregulation.

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Dimension Cable, Channel 36	DATE	TIME
	4/6	4:00 p.m.
	4/13	4:00 p.m.
	4/20	4:00 p.m.
	4/27	4:00 p.m.

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United Cable, Channel 52	DATE	TIME
	4/6	4:00 p.m.
	4/13	4:00 p.m.
	4/20	4:00 p.m.
	4/27	4:00 p.m.

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Republic Cable, Channel 44 (Glendale only)	DATE	TIME
	4/6	4:00 p.m.
	4/13	4:00 p.m.
	4/20	4:00 p.m.
	4/27	4:00 p.m.

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