



FOR IMMEDIATE RELEASE:

Contact: Rayne Pollack  
(202) 626-4863  
Monique Llanos  
(202) 626-7975

**C-SPAN'S "AMERICAN PROFILES" FEATURES DC BASED ENTREPRENEURS**

Washington, D.C., April 14, 1992 -- C-SPAN's signature, "American Profiles" program features two Washington based entrepreneurs, Black Entertainment Television's (BET) President, Robert "Bob" Johnson and Founder of The Enterprise Foundation, James Rouse, on this week's two-hour program. **C-SPAN will air "American Profiles" on Friday, April 17, at 8:00 PM (ET)/5:00 PM (PT).** The two hour-long interviews air in alphabetical order.

Bob Johnson is the Founder and President of the nation's first and only black owned cable network, *Black Entertainment Television*. The network was founded on January 25, 1980 and is currently available in 27 million cable households in 2200 markets. Johnson also established Washington, D.C.'s first cable company, District Cablevision, Inc. on October 20, 1980. He previously served as Vice President of Government Relations for the National Cable Television Association (NCTA) and currently serves on the board of the Cable Television Advertising Bureau, and the Howard University Foundation.

James Rouse is an urban planner, developer and Founder of *The Enterprise Foundation*. The foundation, which celebrates its 10th Anniversary this year, is a non-profit foundation with the goal of creating affordable housing for low-income Americans. Mr. Rouse is also CEO of the Rouse Company, a real estate development company he founded in the 1960's, which helped to create the community of Columbia, Maryland. Other accomplishments include the revitalization of Baltimore's Harborplace, Boston's Faneuil Hall Marketplace and New York City's South Street Seaport.

C-SPAN is currently available in 56 million households nationwide and worldwide via satellite. C-SPAN is privately funded to serve the public by America's cable television companies.

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DC based

C-SPAN'S AMERICAN PROFILES FEATURES LOCAL ENTREPRENEURS

Washington based

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INFORMATION ON THE AMERICAN PROFILE INTERVIEW

WITH JAMES ROUSE (pron: ROWSE) FOUNDER, THE ENTERPRISE FOUNDATION

James Rouse is an urban planner and developer who pioneered the enclosed shopping mall in the 1950's and created the planned community of Columbia, Maryland in the 1960's through the Rouse Company., the real estate development company he founded. In the 1970's and early 80's, he revitalized Faneuil Hall Marketplace in Boston & the South Street Seaport in New York City and built Baltimore's Harborplace -- attracting people back to areas of major cities once thought to be dying.

After retiring in 1981 as the CEO of the ROUSE COMPANY he and his wife founded the Enterprise Foundation, a non-profit foundation with the goal of creating affordable housing for low-income Americans. This year the Enterprise Foundation celebrates its 10 year anniversary .

TAPE DATE: Friday April 10

AIR DATE: Friday April 17 8PM (Johnson, then ROUSE in alpha order)

PRODUCER: Kathleen Brown

HOST: Bruce Collins

*Top 20*

*Michelle Curtis  
337-5260*

1232 31st STREET, N.W.  
WASHINGTON, D.C. 20007  
FAX NO: (202) 342-7882

FACSIMILE TRANSMITTAL SHEET

TO: Monique Llanos  
FAX NO: 737-3323  
PAGES (INCL. THIS COVER): 5

FROM: Michelle Curtis  
BLACK ENTERTAINMENT TELEVISION  
(202) 337-5260

DATE: April 13, 1992

MESSAGE:

*+ Colin Powell  
Two prominent Blk Americans  
Blk hubs*

IF THERE IS A PROBLEM WITH TRANSMISSION, CALL (202) 337-5260

Robert L. Johnson  
Biographical Sketch

Robert L. Johnson is Founder and President of Black Entertainment Television (BET), the nation's first and only black owned cable network. Its existence marks the first time in history that Americans have access to quality programming that reflects the needs, interests and diverse lifestyles of black America. On January 25, 1980, BET premiered on Satcom I, transponder 9. Initially, BET aired every Friday from 11pm-2am. Today, BET has expanded to a 24 hour, seven-day-a-week operation. BET reaches more than 27 million cable households in 2200 markets.

Johnson's interest in the cable industry led him to establish District Cablevision, Inc., Washington, D.C.'s first cable company, on October 20, 1980. Four years later he won the right to enter into negotiations with the D.C. government to build the city's cable system. Johnson won the contract and began construction of the system on September 1, 1986.

From 1976 to 1979 Johnson served as Vice President of Government Relations for the National Cable Television Association (NCTA), a trade association representing over 1,500 cable television companies.

Prior to joining the NCTA, Johnson was press secretary for the Honorable Walter E. Fauntroy, Congressional Delegate from the District of Columbia. Johnson previously held positions at the Washington Urban League and the Corporation for Public Broadcasting.

Johnson is a graduate of the University of Illinois and holds a Masters in Public Affairs from the Woodrow Wilson School of Public and International Affairs at Princeton University.

Johnson serves on the following boards: Cable Television Advertising Bureau; Howard University Foundation; National Cable Television Association's Academy of Cable Programming; Entertainment Industries Council; The American Film Institute's National Center for Film & Video Preservation; Walter Kaitz Foundation; and, the Metropolitan Cable Club of Washington, D.C.



04/13/92 17:41  
MAY 9 '90 16:07

202 338 3982  
BLACK ENTERTAINMENT TELEVISION

BET PRES OFFICE

P. 3/5 003

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Major awards received by Johnson include: Communicator's Award, Black Radio Exclusive (1987); CEBA Award, World Institute of Black Communications, Inc. (1987); Monarch Merit Award, National Council for Culture and Art, Inc. (1986); Distinguished Alumni Award, Princeton University (1985); NAACP's Image Award (1982); and President's Award, National Cable Television Association (1982).

Mr. Johnson, 43, resides in Washington, D.C. with his wife, Sheila, daughter, Paige and son, Brett.

4/90

MAY 8 1990

16:07

BLACK ENTERTAINMENT TELEVISION

P. 4/ 5

MAJOR CABLE ACCOMPLISHMENTS  
ROBERT L. JOHNSON

\* National Cable Industry Activities

Boardmember of the following organizations:

- Cable Television Advertising Bureau
- Black Entertainment Television (BET)
- National Association of Minorities In Cable (NAMIC)
- Board of Governors of the National Cable Academy
- Walter Kaitz Foundation

Committee member of:

- Associates Committee, National Cable Television Association (NCTA)
- National Satellite Program Committee, NCTA

\* State Cable Industry Activities

Boardmember of the following organizations:

- Washington Metropolitan Cable Club
- District Cablevision (DCI)

\* Awards

- |      |                                                       |
|------|-------------------------------------------------------|
| 1985 | D.C. Chamber of Commerce "Business of the Year" Award |
| 1984 | Capital Press Club's "Pioneer Award"                  |
| 1982 | NAACP's Image Award                                   |
| 1982 | NCTA's President's Award                              |

\* Outstanding Cable Achievements

- Founder and President of Black Entertainment Television (BET), America's first and only Black cable satellite network. Its existence marks the first time in the history of the United States that Americans have access to a network that provides quality Black programming. Launched in 1980, BET began as a two-hour-a-week service. Today, BET has flourished into a 24 hour, seven-day-a-week operation. BET provides family entertainment, sports, music and news to more than 27 million subscribers in the United States. The company projects that it will more than double its base as cable penetrates major urban markets.

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\* Outstanding Cable Achievements (Continued)

- Founder and President of District Cable vision (DCI), the local minority owned company recently awarded the cable television franchise for the District of Columbia.
- Founder and former President of the Washington Metropolitan Cable Club. The organization was established in 1981 to provide a monthly forum for cable industry executives to exchange information and ideas about programming and technological developments in the telecommunications industry.

\* Formerly Held Positions:

1982 - 1984	NCTA Board of Directors
1978 - 1979	Vice President of Government Affairs, NCTA

4/90

## HISTORY

Black Entertainment Television (BET) is the nation's first and only black cable television network. Its existence marks the first time in history that Americans have access to a network that provides quality black programming. In 1991, BET made an initial public offering, becoming the first black-owned company to be traded on the New York Stock Exchange.

Robert L. Johnson, founder and president of BET, formally announced the creation of the network on August 8, 1979. The network was formed to meet the informational needs and interests of America's 31 million blacks. BET, has since, been committed to: (1) providing a national platform that showcases the creativity and diversity of the black entertainment industry, (2) presenting quality black entertainment, music, sports and public affairs, and (3) being the dominant medium advertisers use to effectively reach the black consumer.

Launched in January 1980, BET began as a two-hour-a-week service airing every Friday evening. Today, the network has flourished into a 24-hour, seven-days-a-week operation. Currently reaching more than 31.9 million cable households across the country, BET projects its audience will continue to grow as cable penetrates major urban markets.

BET has made great strides since its debut 12 years ago. The cable industry recognizes BET as "the leader" in black programming while the music industry recently honored BET for being the strongest national outlet for black music videos. The network has also expanded into other media businesses, having developed *YSB (Young Sisters & Brothers)* Magazine in addition to acquiring a controlling interest in *Emerge Magazine*. BET, in a partnership with actor/producer Tim Reid, also established a Los Angeles-based production company, United Image Entertainment.

BET's philosophy and subsequent success has attracted the support of corporate giants within the communications industry with Tele-Communications, Inc. (TCI) and Home Box Office (HBO) serving as equity investors since the network's inception. Mr. Johnson, however, continues to retain majority interest.

# XPEDITE FAXCAST INSTRUCTION SHEET

This instruction sheet MUST be the first page of your transmission.

Please type or print, using black or blue ink.

**Required**

Date: 4/14/92

Xpedite ID: C-SPAN Xpedite Account Number: 4906

Your Name: Monique Llanos Phone #: (202) 626-7975

List Name(s) top 20 TV

Number of pages including this Instruction Sheet: 2

Extra Recipients for this Broadcast Only:	Fax#	"To:" (up to 25 characters)
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____

Limit 3 recipients.

**Options**

Circle any items you wish to change from your registered profile (for this broadcast only):

Delivery Class: Express Express Scheduled Offpeak

If Express Scheduled, you must indicate a future start time: Date: \_\_\_/\_\_\_/\_\_\_ Time: \_\_\_:\_\_\_ Eastern Time (24 hr clock)

Cover Sheet: No Yes

If yes, you may include 4 FROM lines (up to 40 characters per line) that will appear on the Cover Sheet (Optional):

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Broadcast Report: <u>Detail</u>	Exception	None
Cust. Ref. Code: <u>No</u>	Yes _____	(up to 25 characters)
Billing Code: <u>No</u>	Yes _____	(up to 10 characters)
Global Header: <u>No</u>	Yes _____	(up to 20 characters)

**Fax this instruction sheet and your document to: 908-542-1266**

XPEDITE DETAILED DELIVERY REPORT

Attention: Monique Llanos  
 Job Number: 00352238  
 Sent By Xpedite User: C-SPAN  
 Entered Xpedite System: 04/14 13:13 ET  
 Report Generated: 04/14 14:18 ET  
 Page Count: 1 (no cover sheet)

SUMMARY:

Sent 37, Errors 2, Cancelled 0  
 Total 39

DETAIL:

List ID: TOP20TV

LQN	REF	PHONE	STAT	DATE	TIME	RT	DUR	CUM	SPEED
00001	ASSOCIATED PRES	212-621-7520	SENT	04/14	13:20	1	78	78	9600
00002	ATLANTA CONSTIT	4045265509	SENT	04/14	13:16	1	78	78	9600
00003	BALTIMORE SUN	3017832519	SENT	04/14	13:17	1	78	78	9600
00004	BOSTON GLOBE	6179292813	VOIC	04/14	14:05	5	0	0	0000
00005	BOSTON GLOBE 2	617-929-3256	SENT	04/14	13:16	1	78	78	9600
00006	BOSTON HERALD	6175421315	SENT	04/14	13:17	1	78	78	9600
00007	CHICAGO SUN-TIM	3123213084	SENT	04/14	13:16	1	80	80	9600
00008	CHICAGO TRIB 2	3122223143	SENT	04/14	13:18	1	78	78	9600
00009	CHICAGO TRIBUNE	3122223143	SENT	04/14	13:17	1	77	77	9600
00010	DALLAS MORNING	2149778321	SENT	04/14	13:31	3	78	78	9600
00011	DENVER POST	3038201369	SENT	04/14	13:46	4	78	78	9600
00012	DETROIT FREE PR	3132225981	SENT	04/14	13:16	1	80	80	9600
00013	HOUSTON CHRON 2	7132207410	SENT	04/14	13:31	3	79	79	9600
00014	HOUSTON CHRONIC	7132207410	SENT	04/14	13:16	1	78	78	9600
00015	HOUSTON POST	7138406722	SENT	04/14	13:17	1	77	77	9600
00016	LOS ANGELES DAI	818-713-0058	SENT	04/14	13:22	2	79	79	9600
00017	LOS ANGELES TIM	2132374712	SENT	04/14	13:16	1	78	78	9600
00018	MIAMI HERALD	900-988-4329	ICPT	04/14	14:07	5	0	0	0000
00019	NEW YORK DAILY	212-949-1234	SENT	04/14	13:16	1	76	76	9600
00020	NEW YORK POST	2128158676	SENT	04/14	13:16	1	77	77	9600
00021	NEW YORK TIMES	2125564161	SENT	04/14	13:21	2	79	79	9600
00022	NEWSDAY	2126960590	SENT	04/14	13:16	1	79	79	9600
00023	PHILADELPHIA IN	2158544795	SENT	04/14	13:32	3	77	77	9600
00024	POLITICAL HOTLI	703-237-5149	SENT	04/14	13:17	1	80	80	9600
00025	ROCKY MOUNTAIN	3038925123	SENT	04/14	13:16	1	78	78	9600
00026	SACRAMENTO BEE	916-321-1109	SENT	04/14	13:17	1	78	78	9600
00027	SAN DIEGO TRIBU	6192997520	SENT	04/14	13:18	1	76	76	9600
00028	SAN DIEGO UNION	6192932333	SENT	04/14	13:25	2	84	84	9600
00029	SAN FRANCISCO 2	4155128196	SENT	04/14	13:17	1	77	77	9600
00030	SAN FRANCISCO 3	4157772525	SENT	04/14	13:17	1	78	78	9600
00031	SAN FRANCISCO C	4155128196	SENT	04/14	13:17	1	77	77	9600
00032	SEATTLE TIMES	2064642261	SENT	04/14	13:18	1	84	84	9600
00033	TRIBUNE MEDIA	518-793-2127	SENT	04/14	13:16	1	86	86	9600
00034	TV GUIDE	703-524-2758	SENT	04/14	13:16	1	85	85	9600
00035	USA TODAY	7035584687	SENT	04/14	13:17	1	77	77	9600
00036	USA TODAY 2	7035583937	SENT	04/14	13:18	1	78	78	9600
00037	WASHINGTON POST	2023345587	SENT	04/14	13:18	1	78	78	9600
00038	WASHINGTON TIM2	202-269-3419	SENT	04/14	13:21	2	77	77	9600
00039	WASHINGTON TIME	202-269-3419	SENT	04/14	13:27	2	77	77	9600

