

**C-SPAN**

A PUBLIC SERVICE CREATED  
BY AMERICA'S CABLE  
TELEVISION COMPANIES

## **News Release**

### **FOR IMMEDIATE RELEASE**

**Contact:** Anne Marie DiNardo, C-SPAN  
(202) 626-4602  
Joanne Plumeri, Cox Communications  
(805) 683-7751

## **AWARD-WINNING C-SPAN SCHOOL BUS JOINS WITH COX COMMUNICATIONS TO VISIT SANTA BARBARA**

WASHINGTON, D.C., JANUARY 15, 1997 – The award-winning *C-SPAN School Bus*, a 45-foot television production studio and demonstration center, will visit Santa Barbara on **Thursday, January 16, from 9:00 am - 1:00 pm PT.**

**The C-SPAN School Bus will be parked at San Marcos High School on 4750 Hollister Avenue in Santa Barbara, CA.**

Each bus stop is coordinated through a local cable system. This visit is sponsored by **Cox Communications, which provides C-SPAN on Channel 19 and C-SPAN2 on Channel 63 to the Santa Barbara-area.** More than 100 systems are currently scheduled to host the Bus throughout the 1996-97 school year.

Now on its fourth nationwide tour, the C-SPAN School Bus continues to visit schools and cable communities to introduce students, educators, and viewers to the political process. This fall, the Bus staff will provide students with a front row seat to the newly-elected 105th Congress and the workings of the legislative branch. The Bus staff will also demonstrate to teachers how to incorporate C-SPAN's programming into lesson plans for the classroom.

While traveling the country, both C-SPAN School Buses will also be used as television production facilities to gather programming about congressional districts along their routes. The Buses will also produce vignettes for C-SPAN's *Washington Journal*, the daily morning public affairs program which airs weekday from 7 - 10 am ET and weekends from 8 - 10 am ET.

On the Bus, visitors will also learn about C-SPAN's online services. The C-SPAN site, located at **www.c-span.org**, provides LIVE web coverage of public affairs events, schedule information, the C-SPAN bus visit to Alaska as well as congressional bios, photos, and roll call votes.

**- MORE -**



**ITINERARY**

**\*\* Wednesday, January 16, 1997 \*\***  
**MEDIA INVITED!!**

**9:00 am - 1:00 pm PT** - The C-SPAN School Bus will be parked at San Marcos High School on 4750 Hollister Avenue in Santa Barbara, CA.

**9:00 - 9:30 am PT** The Bus staff will provide demonstrations and tours of the Bus to Mount Carmel 8th grade students.

**9:30 - 9:45 am PT** - The Bus staff will provide demonstrations and tours of the Bus to San Marcos High School faculty.

**9:45 - 10:45 am PT** - The Bus staff will provide demonstrations and tours of the Bus to San Marcos High School economics class.

**10:40 am - 11:15 am PT** - The Bus staff will provide demonstrations and tours of the Bus to San Marcos High School government studies class.

**11:15 am - 11:30 am PT** - The Bus staff will provide demonstrations and tours of the Bus to San Marcos High School faculty and students.

**11:30 am - 1:00 pm PT** - The Bus staff will provide demonstrations and tours of the Bus to 4th and 5th grade students from Aliso Elementary School.

**All times are Pacific. Please allow for slight delays.**

The C-SPAN School Bus embarked on its first tour in November 1993 and was joined by a second Bus on January 1, 1996. In 1995, the C-SPAN School Bus received the Golden CableAce and Beacon awards for its unique contribution to the community and for bringing the political process to life for educators, students, and viewers.

C-SPAN, the political network of record, was created by America's cable television companies as a public service. C-SPAN is currently available in 69.7 million households. C-SPAN2 is available in 45.9 million households nationwide and worldwide via satellite.

# # #