

NEWS FROM:

C-SPAN AMERICA'S NETWORK

Suite 155 • 400 N. Capitol Street, N.W., Washington, D.C. 20001

Release: IMMEDIATE
(May 31, 1985)

Contact: Susan Swain
(202) 737-3220

--C-SPAN FUND ADDS NEW UNDERWRITERS--
\$1.1 Million Goal Set For Network Campaign

WASHINGTON, D.C. -- Two major U.S. corporations -- General Instrument Corporation and Times Fiber, Inc. -- recently became the sixth and seventh organizations to underwrite C-SPAN's public affairs programming through the C-SPAN FUND.

They join a list of initial "C-SPAN FUND" underwriters which includes Centel Corporation, the DuPont Corporation, M/A-COM, Inc., Time, Inc., and the Gannett Foundation. In total, these seven organizations have contributed \$350,000 toward the funding of the non-profit network. In the past, C-SPAN has received support from AT&T, General Motors, IBM, McDonnell Douglas and Merrill Lynch.

C-SPAN is the cable television service that provides round-the-clock coverage of important public events without analysis or commentary. Since 1979, C-SPAN has brought Americans live telecasts of the U.S. House of Representatives, a public service that House Majority Leader Jim Wright (D-TX) calls "magnificent... providing insight and information about the workings of our government."

In addition to House floor debates, C-SPAN's event coverage includes House and Senate hearings, major press conferences, public policy seminars, important speeches, and special events from Washington and around the nation. In 1984, C-SPAN made television history by offering the first-ever uninterrupted coverage of the Democratic and Republican nominating conventions. President

(MORE)

Reagan, who calls himself a "C-SPAN fan," described the network as "a great public service."

The creation of the C-SPAN FUND was announced one year ago by C-SPAN Board Chairman John P. Frazee, Jr., President of the Chicago-based Centel Communications Company. The project officially got underway in the fall of 1984, under the direction of Paul A. FitzPatrick.

According to Mr. FitzPatrick, the first year goal for the FUND is \$1.1 million dollars, which is intended to augment the network's current operating budget of approximately six million dollars. (Current operating funds are, for the most part, derived from subscriber fees -- no government money has ever been committed to the C-SPAN operation.) Contributions to the FUND, which are tax deductible, fall under three categories: the 1776 Club (\$150,000 contribution), the President's Club (\$75,000 contribution) and the Congressional Club (\$50,000 contribution). Contributors to the FUND are recognized in part by a series of 15-second spots which air nationwide on C-SPAN and in the weekly C-SPAN Update newspaper.

Mr. FitzPatrick sees the C-SPAN FUND as "an opportunity for corporations, associations, foundations and individuals to participate in an undertaking that -- as Americans -- benefits us all." He cites a page-one Wall Street Journal article that reported, "If the C-SPAN network succeeds, it could eventually recreate real participatory democracy."

More than 2,000 U.S. cable systems currently carry C-SPAN's programming, making it available in 21 million households across the U.S., Puerto Rico and the Virgin Islands. Some eight million households -- with median incomes of \$50,000 -- watch C-SPAN an average of 12 hours per month, according to most recent studies.

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The Cable Satellite Public Affairs Network
America's Network

Suite 155
400 N. Capitol Street, N.W.
Washington, D.C. 20001
(202) 737-3220

For further information on the C-SPAN Fund, contact:

Paul A. FitzPatrick
President, Atlantic Media, Inc.
11 Belden Hill Road
Wilton, CT 06897
(203) 762-3663

THE C-SPAN FUND

Cable Satellite Public Affairs Network
America's Network

RATE CARD

Contributors to the C-SPAN Fund will be entitled to a series of 15-second spots on the network, which are described in detail on the opposite page. The spots will display corporate logos along with a narrated description of the underwriter. Copy and video will be supplied by the underwriter to C-SPAN.

The spots will be scheduled to occur during the natural breaks in C-SPAN's programming. In addition, no more than two adjacent spots will run during a particular break. Further, no spots will be placed adjacent to those of a competing company; such spots will be separated by at least one hour.

Other guarantees include:

- no spots will be scheduled between 1 am and 5 am;
- seventy-five percent of spots will be shown between 9 am and 10 pm;
- spots will be scheduled consistently throughout the week, so exposure will be given to the underwriter on four separate days.

Besides the exposure offered corporations and foundations to C-SPAN's 18 million households through ongoing underwriting credits, other benefits are also provided.

- Underwriters will receive ongoing recognition in the C-SPAN *Update*, the network's weekly newspaper and program guide. The *Update* is received by over 1500 cable industry executives and system managers, thousands of business and residential subscribers, the White House, and all Governors and members of Congress.
- C-SPAN will issue a press release to national media and cable trade outlets, recognizing the participation of the underwriter; further, C-SPAN will welcome and thank the underwriter throughout the course of the programming day in which the first spot runs.
- Finally, in addition to weekly copies of the C-SPAN *Update*, the underwriter will receive regular proof of performance logs to document placement of spots.

1. The 1776 CLUB

The 1776 Club will be comprised of no more than five contributing members. A \$150,000 contribution will entitle the underwriter to 800 15-second spots during a one-year period—which represents 624 spots at the standard underwriting rate *plus* 176 bonus spots.

2. The PRESIDENT'S CLUB

The President's Club will be comprised of no more than ten contributing members. A \$75,000 contribution will entitle the underwriter to 350 15-second spots during a one-year period—which represents 312 spots at the standard underwriting rate *plus* 38 bonus spots.

3. The CONGRESSIONAL CLUB

A \$50,000 contribution will entitle Congressional Club members to 208 15-second spots during the course of one year. Spots will be limited to four per week and will be shown on a run-of-schedule (ROS) basis.



SUITE 155
400 NORTH CAPITOL STREET, N.W.
WASHINGTON, D.C. 20001
202/737-3220

March 21, 1985

Ms. Lynn Stekas
MONY Financial Services
1740 Broadway, Mail Drop 20-7
New York, NY 10019

212-
7082000

Dear Ms. Stekas:

Thank you for your interest in the Cable Satellite Public Affairs Network (C-SPAN). At your request, I am sending to you background information on the C-SPAN network. The purpose of this letter is to provide MONY with a request for underwriting support for the network. As I noted, I was directed to Irene Schultz by Mr. Robert Rosencrans, formerly Chairman of C-SPAN and President of the United Artists Cablesystems and presently in the process of forming a new cable television firm with significant equity backing by MONY.

The premise behind C-SPAN when it was created six years ago was that the medium of television had not served the American public well in the vital area of public affairs. Commercial and, yes, public television, are not able to provide their viewers with continuous, in-depth, public affairs programming. They are precluded, in part, by the limitation of frequencies and the corresponding impact such scarcity of channels has on program selection and support.

Cable television, on the other hand, because of greater channel capacity and its partial subscription-based support, does have the opportunity to offer a much larger menu of programming services to its customers. C-SPAN--television's only full-time, 24-hours-a-day public affairs network--truly fulfills the objective of improving "communications of public policy issues as well as improving the quality of business, economic, and public policy news reporting.

Until C-SPAN, for example, only a handful of Americans could sit in the House of Representatives gallery and watch debate proceedings. Fewer Americans could sit in a Senate or House committee hearing and listen to testimony by David Stockman, Caspar Weinberger, Paul Volcker, or Alan Greenspan. Today, that privilege, and a host of public affairs programming, are afforded to 21 million cable television households. The public affairs process has been opened up to America's citizens.

Let me summarize C-SPAN and some of its programming offerings.

C-SPAN, a 501(c)(3) tax exempt corporation, is a privately funded cable television network, which daily, 24 hours a day, provides a variety of public affairs programming to 21 million cable television households.

THE CABLE SATELLITE PUBLIC AFFAIRS NETWORK

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March 21, 1985
Page Two

Each and every day, C-SPAN delivers the gavel-to-gavel sessions of the United States House of Representatives, critical congressional committee hearings, important public policy addresses by prominent public officials, business leaders and journalists, and call-in shows through which viewers and the guest talk to each other.

The network is also committed to televising public affairs programming from around the country, as it did last fall when it traveled to 14 different cities, spending two to three days talking with local and state business, political, and media leaders, as well as hosting citizen forums.

C-SPAN's "Day in the Life of..." series brings our viewers into the board rooms and operations rooms of various print and electronic media throughout the country. The C-SPAN viewer is afforded an unedited, exclusive view of the process by which the media's editorial, marketing, and production decisions are made. Further, each morning, the first of C-SPAN's three call-in shows focuses on the day's stories culled from newspapers around the country. The purpose in this and the "Day in the Life of..." series is to enhance the public's understanding of how the press works, and the importance of an unfettered and ethical free press. Through these two programs we feel we have made a contribution to improved professionalism and innovation.

In addition to the above programming fare, C-SPAN also televises Close-Up Foundation activities through which thousands of high school students from around the country are able to interact with leading public officials and gain a first-hand understanding of the government process. Incidentally, President Reagan, an avid C-SPAN viewer, participates from time to time in these seminars.

The Viewers: Who Are They?

In November 1984, a third, more in-depth, survey of C-SPAN households was conducted by the Media Analysis Project. The first two were conducted by Hall/Boakes and Arbitron. The survey was funded by the Benton Foundation and was directed by MAP Director, Michael Robinson. Robinson, a noted political scientist, author and demographer, and his staff surveyed 959 cable television households. (The survey's methodology can be found in the attached "Special Supplement" of the C-SPAN Update, the network's weekly newspaper.)

Among the findings are the following highlights:

1. Size

- o Six out of ten households have heard of C-SPAN
 - o 38% regularly watch C-SPAN, representing 7.6 million homes. Of those who watch:
 - o 52% watch one to five hours/month
 - o 35% watch six to 20 hours/month
 - o And 13% watch 20 to 100 hours/month
- (A million households watch 20-100 hours/month!)

2. Audience Composition

- o 20% of the C-SPAN audience hold graduate degrees
- o 44% of the C-SPAN audience hold college or graduate degrees
- o And 48% of the C-SPAN audience have household incomes greater than \$30,000 a year

3. News Practices

The survey clearly demonstrated that the C-SPAN audience thirsts for information. For example, while the weekly mean for hours watched on TV news of all types by non-C-SPANers was 6.5 hours, C-SPANers by contrast watched 9.7 hours--almost 50% more.

The same trend holds true for newspaper reading which was 4.6 hours vs 6.5 hours respectively.

4. Political Practices and Orientation

The survey revealed a highly motivated, politically balanced, involved C-SPAN audience. For example:

- o 93% voted in the November presidential election--18% higher than non-viewers and almost 40% more than the national average.
- o Among those voting and who classify themselves as belonging to one of the two major parties, 55% voted Republican in the national presidential election, 45% Democrat--percentages below/above the national average of 59%-41%, respectively, or the 63%-37% split found among the entire sampled cable television audience.

But, finally, the survey's findings are, I believe, secondary to our primary purpose in approaching MONY Financial Services. We are, after all, not pursuing an advertising buy in this instance. Rather, I am simply offering documentation that there's a C-SPAN viewing audience, a growing one at that, which is involved and, when given the opportunity, will choose an alternative to traditional programming fare.

And this year will prove to be no ordinary year for the country or for C-SPAN. The issues facing our nation--deficit spending, arms negotiations, tax reform, state and municipal spending obligations, the state of the media, and education issues--to cite just several items on the public affairs agenda--will no doubt have no better forum for understanding and participation than C-SPAN.

Ms. Stekas, the current operating budget for the network is slightly more than \$5 million. In short, the 24-hour-a-day, 7-day-a-week network, with 90 employees, operates on less than what the three commercial television networks pay their nightly news anchors.

To meet our goals, C-SPAN is inviting leading institutions to join the C-SPAN Fund--a one million dollar underwriting campaign which will supplement the network's revenue base of subscriber fees--revenues which, I should add, have never included a dime of government support.

A MONY Financial Services grant of \$50,000--along with funds already committed by AT&T, Centel, Dupont, Gannett, General Motors, IBM, M/A-Com, McDonnell

Ms. Lynn Stekas
March 21, 1985
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Douglas, and Time Inc.--will be instrumental in C-SPAN's continuing commitment to unedited, non-commentary public affairs programming.

I believe it would be to our two organizations' mutual benefit if MONY provided C-SPAN with a \$50,000 underwriting grant. The monies would be for general operating purposes. The grant would afford Essex Chemical 204 15-second spots on the network over a one-year period. MONY would be entitled to four spots a week and each spot is a very attractive \$240. (Please see enclosed Rate Card.)

I deeply appreciate Mony Financial Services' consideration of our request and I look forward to cooperating in whatever way I can as you evaluate our proposal.

Sincerely,

Paul FitzPatrick

Paul A. FitzPatrick

Enclosures

bcc: John P. Frazee, Jr.
Brian P. Lamb

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38

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C-SPAN Fund

join a list of initial contributors
which include (list 5)

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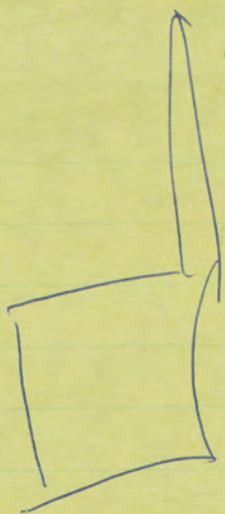
C-SPAN - announced last. Kicked
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75K	Dupont	75K
	Centel	50K
	ANA/Com	50K
\$325,000	Time Inc.	50K
\$350,000	Ginneth	50K
400,000	Gen'l Instrument	50K
	Imis Jiles	25K

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 - CS Bens
 - Colo B

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 - IBM
 - Gen'l Motors
 -

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C-SPAN FUND

INITIAL LIST OF TARGET COMPANIES

August, 1984

1. AMAX, Inc.
2. AMF Inc.
3. AM International
4. ARA Services Inc.
5. Abbott Laboratories
6. AETNA Life and Casualty
7. Affiliated Publications Inc.
8. Allegheny Corporation
9. Allegheny International
10. Allegheny Power System Inc.
11. Allied Corporation
12. Allied Stores Corp.
13. Alltel Corporation
14. Armada Hess Corp.
15. American Airlines, Inc.
16. American Brands
17. ABC
18. American Can Co.
19. American Electric Power Co., Inc.
20. American Express
21. American Financial Corp.
22. American Hospital Supply
23. American Motors Corp.
24. American Telephone and Telegraph
25. Amway Corp.
26. Anheuser-Busch Companies, Inc.
27. Apple Computer
28. Associated Press
29. Atlantic Richfield Co.
30. AVCO Corporation
31. Avon Products, Inc.
32. Ball Corporation
33. Bally Mfg. Corp.
34. Banc Ore Corp.
35. Barlas Trust New York Corp.
36. Beatrice Foods Co.

37. Bechtel Group, Inc.
38. Bell and Howell Co.
39. Beneficial Corp.
40. Blue Cross/Blue Shield Association
41. Boeing Co., The
42. Boise Cascade Corp.
43. Borden Inc.
44. Borg-Warner Corp.
45. Bristol Myers Co.
46. Burlington Industries Inc.
47. Burlington Northern Inc.
48. CBS Inc.
49. CPC International Inc.
50. CSX Corp.
51. Cadbury-Schweppes USA, Inc.
52. Capital Cities Communications
53. Carter & Hawley Hale Stores Inc.
54. Champion International Corp.
55. The Chase Manhattan Corp.
56. Chemical New York Corp.
57. Chesebrough-Pond's Inc.
58. Chris Craft Industries, Inc.
59. Chrysler Corp.
60. Chubb Corp.
61. Citicorp
62. City Investing
63. Clabir Corporation
64. Coastal Corp.
65. The Coca-Cola Co.
66. Colgate-Palmolive Company
67. Colt Industries
68. The Columbia Gas System Inc.
69. Combustion Engineering Inc.
70. Communications Satellite Corp.
71. Consolidated Foods Corp.
72. Consolidated Natural Gas Co.
73. Consolidated Rail Corp.
74. The Continental Corp.

75. The Continental Group, Inc.
76. Continental Telecom, Inc.
77. Control Data Corporation
78. Cooper Laboratories, Inc.
79. Adolph Coors Company
80. Copperwell Corporation
81. Corning Glassworks
82. Corron and Black Corporation
83. Crane Company
84. Crocker National Corporation
85. Crown Zellenbach Corporation
86. Dart and Kraft Inc.
87. Deere and Co.
88. Delta Airlines, Inc.
89. Diamond Shamrock Corporation
90. Digital Equipment Corporation
91. Walt Disney Productions
92. Donaldson, Lufkin, & Jennette, Inc.
93. R.R. Donnelly & Sons Co.
94. Dow Chemical Co.
95. Dow Jones & Co., Inc.
96. Doyle Dave Bernbach International
97. Dr. Pepper Co.
98. Dravo Corporation
99. Dresser Industries, Inc.
100. Dreyfus Corporation
101. Dun and Bradstreet Corporation
102. E.I. duPont de Nemours & Co., Inc.
103. Eastern Airlines, Inc.
104. Eastman Kodak Company
105. Eaton Corporation
106. A.G. Edwards & Sons, Inc.
107. ELF Aquitaine, Inc.
108. Eli Lilly & Co.
109. Emerson Electric Co.
110. Emery Airfreight Corporation
111. Emhart Corporation
112. Encyclopedia Britannica, Inc.
113. Engelhard Corporation

114. Enserch Corp.
115. Enstar Corp.
116. Equimark Corp.
117. Equitable Life Assurance
118. Exxon Corp.
119. FMC Corp.
120. Fairchild Industries, Inc.
121. Farmers Group, Inc.
122. Farmland Industries Inc.
123. Federal Express Corp.
124. Federal National Mortgage
125. Federated Department Stores, Inc.
126. Financial Corporation of America
127. The Firestone Tire and Rubber Co.
128. First Boston, Inc.
129. First Chicago Corp.
130. First Interstate Bancorp.
131. Fleet Financial Group Inc.
132. Foote, Cone and Belding Communications Inc.
133. Ford Motor Co.
134. Fotomat Corp.
135. Freuhauf Corp.
136. GAF Corp.
137. GATX Corp.
138. GTE Corp.
139. Gannett Co., Inc.
140. Genad Cinema Corp.
141. General Dynamics
142. General Electric Co.
143. General Foods Corp.
144. General Investment Corp.
145. General Mills Inc.
146. General Motors Corp.
147. General Signal Corp.
148. General Tire and Rubber Co.
149. Georgia-Pacific Corp.
150. Gerber Products Co.
151. The Gillette Co.

152. The B.F. Goodrich Co.
153. The Goodyear Tire and Rubber Co.
154. Gould Inc.
155. W.R. Grace and Co.
156. The Great Atlantic and Pacific Tea Co., Inc.
157. Great Northern Nekoosa Group
158. Great Western Financial Corp.
159. The Greyhound Corp.
160. Gulf Oil Corp/Chevron
161. Gulf States Utilities Co.
162. Gulf United Corp.
163. Gulf and Western Industries Inc.
164. Halliburton Co.
165. Harcourt Brace Jovanovich Inc.
166. Harper and Row, Publishers, Inc.
167. Harris Bank Corp. Inc.
168. Harris Corp.
169. Harte-Hanks Communications Inc.
170. The Hearst Corp.
171. H.J. Heinz Co.
172. Walter E. Heller International Corp.
173. Hershey Foods Corp.
174. Hewlett-Packard Co.
175. Hilton Hotels Corp.
176. Holiday Inns, Inc.
177. Honeywell, Inc.
178. Hospital Corporation of America
179. Houghton Mifflin Co.
180. Houston Natural Gas Corp.
181. Howard Johnson
182. Hughes Tool Co.
183. Humana Inc.
184. Hunt International Resources Corp.
185. E.F. Hutton Group Inc.
186. Hyatt Corporation
187. IC Industries Inc.
188. ITT Corporation
189. IU/International Corp.

190. Ideal Basic Industries, Inc.
191. Illinois Power Co.
192. Imperial Corp. of America
193. Ingersoll-Rand Co.
194. Inland Steel Co.
195. Integrated Resources Inc.
196. International Business Machines Corp.
197. International Harvester Co.
198. International Minerals & Chemical Corp.
199. International Paper Co.
200. Internorth Inc.
201. Irving Bank Corp.
202. JWT Group, Inc.
203. Jewel Companies, Inc.
204. Jim Walter Corp.
205. John Hancock Mutual Life
206. Johnson and Johnson
207. Josephson International Inc.
208. K-MART Corp.
209. KATY Industries Inc.
210. Kaufman & Broad, Inc.
211. Kellogg Company
212. Kemper Corp.
213. Ken-McGee Corp.
214. Kidde, Inc.
215. Kidder, Peabody and Co., Incorporated
216. Kimberly-Clark, Corp.
217. Knight-Ridder Newspapers, Inc.
218. Koppers Co., Inc.
219. The Kroger Co.
220. LTV Corporation
221. Landmark Communications, Inc.
222. Lever Brothers Co.
223. Levi Strauss & Co.
224. Lockheed Corp.
225. Loews Corporation
226. Louisiana-Pacific Corp.
227. MCI Communications, Inc.

- 228. M/A-Com, Inc.
- 229. MacMillan, Inc.
- 230. R.H. Macy & Co., Inc.
- 231. Malone & Hyde, Inc.
- 232. Manufacturers Hanover Corporation
- 233. Marine Midland Banks, Inc.
- 234. The Marmon Group, Inc.
- 235. Marriott Corporation
- 236. Marsch & McLennon Companies
- 237. Martin Marietta Corp.
- 238. Matsushita Electric Corporation of America
- 239. Mattel, Inc.
- 240. The May Department Stores Co.
- 241. McDonald's Corporation
- 242. McDonnell Douglas Corp.
- 243. McGraw Hill, Inc.
- 244. McGraw-Edison Co.
- 245. The Mead Corporation
- 246. Media General Inc.
- 247. Mellon National Corporation
- 248. Meredith Corporation
- 249. Merrill Lynch & Co., Inc.
- 250. Mesa Petroleum Co.
- 251. Metromedia, Inc.
- 252. Mobil Corporation
- 253. Monsanto Co.
- 254. Moore McCormack Resources, Inc.
- 255. J.P. Morgan & Co., Inc.
- 256. Morrison-Knudsen Co., Inc.
- 257. Morton & Thiokol, Inc.
- 258. Motorola, Inc.
- 259. Mutual Benefit Life Insurance Co.
- 260. The Mutual Life Insurance
- 261. NBI Inc.
- 262. NCR Corporation
- 263. NL Industries, Inc.
- 264. Nabisco Brands, Inc.

- 265. National Can Corp.
- 266. National Distillers and Chemical Corp.
- 267. National Medical Enterprises, Inc.
- 268. Nationwide Corp.
- 269. Nestle Enterprises, Inc.
- 270. The New York Times Co.
- 271. Newmont Mining Corporation
- 272. NICOR, Inc.
- 273. A.C. Nielsen Co.
- 274. Nike, Inc.
- 275. Norfolk Southern Corp.
- 276. North American Phillips Corp.
- 277. Northrop Corp.
- 278. Northwest Industries, Inc.
- 279. Norwest Corporation
- 280. Nutri/Systems, Inc.
- 281. Occidental Petroleum Corp.
- 282. Ogden Corporation
- 283. Ogilvy & Maier International, Inc.
- 284. Owens-Corning Fiberglas Corporation
- 285. Owens-Illinois, Inc.
- 286. PPG Industries, Inc.
- 287. Pacific Gas & Electric Company
- 288. Pacific Lighting Corp.
- 289. Paine Webber, Inc.
- 290. Pan American World Airways, Inc.
- 291. Panhandle Eastern Corporation
- 292. Peabody International Corp.
- 293. Penn Central Corp.
- 294. Pennzoil Company
- 295. Pepsico, Inc.
- 296. The Perkin-Elmer Corporation
- 297. Petro-Lewis Corporation
- 298. Pfizer, Inc.
- 299. Phelps Dodge Corp.
- 300. Philbro-Salomen, Inc.
- 301. Philip Morris, Inc.
- 302. Phillips Petroleum Co.
- 303. Phoenix Mutual Life Insurance Co.

304. The Pillsbury Company
305. Pitney Bowes Inc.
306. The Pittston Company
307. Polaroid Corporation
308. Potomac Electric Power Company
309. Prentice-Hall, Inc.
310. Prime Computer, Inc.
311. The Procter & Gamble Co.
312. Provident Life and Accident Insurance
313. The Prudential Insurance Company of American
314. Purolator, Inc.
315. The Quaker Oats Co.
316. RCA Corporation
317. Ramada Inns, Inc.
318. Raytheon Co.
319. The Reader's Digest Association, Inc.
320. Reliance Group Holdings, Inc.
321. Republic Steel Corp.
322. Republic Bank Corp.
323. Revlon, Inc.
324. Reynolds Metals Co.
325. R.J. Reynolds, Inc.
326. Richardson-Vicks, Inc.
327. Rio Grande Industries, Inc.
328. Rite Aid Corporation
329. H.H. Robertson Company
330. Rockwell International Corporation
331. Rohm and Haas Co.
332. ROLM Corporation
333. The Rouse Co.
334. Royal Crown Companies, Inc.
335. Rubbermaid Incorporated
336. Ryda System, Inc.
337. SCA Services, Inc.
338. SCM Corporation
339. SFN Companies, Inc.
340. SAFECO Corporation
341. Safeway Stores, Inc.
342. Santa Fe Industries, Inc.

- 343. Santa Fe International Corporation
- 344. SAVIN Corporation
- 345. Schering-Plough Corp.
- 346. Schick, Inc.
- 347. Schlumberger, Ltd.
- 348. Scholastic, Inc.
- 349. Scientific-Atlanta, Inc.
- 350. The Scott Fetzer Company
- 351. Scott Paper Company
- 352. Scovill, Inc.
- 353. The E.W. Scripps Company
- 354. G.D. Searle & Co.
- 355. Sears Roebuck & Co.
- 356. Security Pacific Corp.
- 357. SEDCO, Inc.
- 358. Service Corporation International
- 359. Shannut Corp.
- 360. Shell Oil Company
- 361. The Sherwin-Williams Company
- 362. Siemens Capital Corporation
- 363. The Signal Companies, Inc.
- 364. The Singer Company
- 365. Smith International, Inc.
- 366. SmithKline Beckman Corporation
- 367. Sony Corp. of America
- 368. The Southern Company
- 369. Southern-Pacific Co.
- 370. The Southland Corporation
- 371. Southmark Corp.
- 372. Southwest Airlines Company
- 373. Sperry Corp.
- 374. Square D Company
- 375. Squibb Corporation
- 376. St. Paul Companies, Inc.
- 377. St. Regis Corporation
- 378. Standard Oil Co. (Indiana)
- 379. Standard Oil Company of California
- 380. The Standard Oil Company (Ohio)
- 381. The Stanley Works

382. State Farm Mutual Automobile Insurance Co.
383. State Street Boston Corporation
384. Stauffer Chemical Company
385. Stauffer Communications, Inc.
386. J.P. Stevens & Co., Inc.
387. Storage Technology Corp.
388. The Stroh Brewing Company
389. Subaru of America, Inc.
390. Sun Chemical Corp.
391. Sun Company, Inc.
392. The Superior Oil Company (Mobil)
393. Swift Independent Corporation
394. TIE/Communications, Inc.
395. Taft Broadcasting Co.
396. Tandem Computer, Inc.
397. Tandy Corporation
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401. Tenneco, Inc.
402. Texaco, Inc.
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404. Texas American Bancshares, Inc.
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406. Texas Eastern Corp.
407. Texas Instruments Incorporated
408. Textron, Inc.
409. 3M Company
410. Tiger International, Inc.
411. Time, Inc.
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413. Timex Corp.
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415. Toys "R" Us, Inc.
416. The Trane Company
417. Trans World Corp.
418. Trans/America Corporation
419. Transco Energy Company
420. Transway International Corp.

421. The Travelers Corporation
422. Triangle Publications, Inc.
423. Tribune Company
424. Donald Trump
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426. Tymshare, Inc.
427. UAL, Inc.
428. UNC Resource, Inc.
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430. U.S. Home Corporation
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433. Union Pacific Corporation
434. UniRoyal, Inc.
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436. United Brands Co.
437. United Energy Resource, Inc.
438. United Parcel Service of America, Inc.
439. United States Gypsum Company
440. United States Steel Corporation
441. United States Tobacco Company
442. United Technologies Corporation
443. United Telecommunications, Inc.
444. United Virginia Bankshares, Inc.
445. Upjohn Co.
446. U.S. Life Corporation
447. Volkswagen of America, Inc.
448. Volvo North America Corporation
449. Wal-Mart Stores, Inc.
450. Wang Laboratories, Inc.
451. Warnaco Inc.
452. Warner Communications, Inc.
453. Warner-Lambert Co.
454. Washington Post Co.
455. Del E. Webb Corporation
456. Wells Fargo & Company
457. Wendy's International, Inc.
458. Western Union Corporation

- 459. Westinghouse Electric Corporation
- 460. Westvaco Corporation
- 461. Weyerhaeuser Company
- 462. Wheeling-Pittsburgh Steel Corporation
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- 464. Whittaker Corporation
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