

**Contact: Rayne Pollack
(202) 626-4863
Virginia Diez
(202) 626-4602**

C-SPAN LAUNCHES THE "C-SPAN SCHOOL BUS"

-- 45-Foot Motor Coach Brings Washington to Life for Students --

Washington, D.C., October 19, 1993 -- C-SPAN, the cable industry's public affairs network, is launching a new national community education project November 1: **the C-SPAN School Bus**. High schools and colleges across the country are key destinations on the tour. The bus's major objective is to show educators how to use C-SPAN programming as a valuable teaching resource.

As the C-SPAN School Bus travels through more than 80 communities, teachers students and other interested viewers will get a fresh look at C-SPAN's "Electronic Town Hall" concept: a network where people can learn about public affairs issues and debate them openly in an on-going television forum.

"This bus is literally a drive for education," said C-SPAN CEO Brian Lamb. "We want to bring the resources of our programming and personnel directly to local communities' doorsteps."

The 45-foot bright yellow "School Bus" is designed to give visitors a hands-on experience with C-SPAN's programming. The custom-made vehicle is both a television production facility and an interactive media demonstration center.

Using video equipment, computers, and CD-ROM technology, C-SPAN's marketing staff will show teachers how to incorporate C-SPAN programs into video "lesson plans"; how to use on-line information services to access the network's program schedules; and how to research an entire library of past C-SPAN programs stored at the Public Affairs Video Archives at Purdue University.

The Bus staff will also be producing a variety of programming throughout the tour, covering public affairs issues as well as local color and history. Interviews with local politicians and historians and video verite of local sites and inside looks at presidential libraries and homes will be telecast regularly to C-SPAN's national audience during the eight-month road trip. Viewers will also see daily on-air updates about where the bus is, and where it's headed next.

(more)

C-SPAN SCHOOL BUS ---2

Every bus stop will be coordinated through a local cable system. The C-SPAN School Bus will launch from Washington, D.C., traveling next to Denver and then to San Diego, Los Angeles and San Francisco. Later stops are scheduled in Texas, Kansas, Oklahoma, Florida, Georgia, Illinois, Iowa, Wisconsin, Michigan, Indiana, Ohio, Pennsylvania, Delaware, New York and Massachusetts. The '93-'94 C-SPAN School Bus tour will finish in Coudersport, Penn., in June 1994.

C-SPAN, "America's Electronic Town Hall," brings viewers gavel-to-gavel sessions of the U.S. House of Representatives and the U.S. Senate, as well as extensive coverage of the White House and the president's cabinet; the U.S. Supreme Court and the federal judiciary; and press conferences, interviews and other public policy forums. Every day, Live Viewer Call-in programs give viewers an opportunity to participate in national debate and have direct access to government officials and experts.

Equipment for the C-SPAN School Bus is provided in part by Panasonic Broadcast Systems.

C-SPAN is entirely funded by America's cable television companies as a public service. C-SPAN is currently available in 59.8 million households nationwide and around the world via satellite.



has to be changed

Contact: Rayne Pollack
(202) 626-4863
Virginia Diez
(202) 626-4602

C-SPAN LAUNCHES THE "C-SPAN SCHOOL BUS"

-- 45-Foot Motor Coach Brings Washington to Life for Students --

Washington, D.C., October 15, 1993 -- C-SPAN, the cable industry's public affairs network, is launching a new national community education project November 1: the C-SPAN School Bus. High schools and colleges across the country are key destinations on the tour; the bus's major objective is to show educators how to use C-SPAN programming as a valuable learning resource.

to demonstrate the value of C-SPAN and cable to comm. across the country.

As the C-SPAN School Bus travels through more than 80 communities, teachers students and other interested viewers will get a fresh look at C-SPAN's "Electronic Town Hall" concept : a network where people can learn about public affairs issues and debate them openly in an on-going television forum.

"This bus is literally a drive for education," said C-SPAN CEO Brian Lamb. "We want to bring the resources of our programming and personnel directly to local communities' doorsteps."

see below

The 45-foot bright yellow "School Bus" is designed to give visitors a hands-on experience with C-SPAN's programming. The custom-made vehicle is both a television production facility and an interactive media demonstration center.

Use C-SPAN prog. as a valuable learning resource.

Using video equipment, computers, and CD-ROM technology, C-SPAN's marketing staff will show teachers how to incorporate C-SPAN programs into video "lesson plans"; how to use on-line information services to access the network's program schedules; and how to research an entire library of past C-SPAN programs stored at the Public Affairs Video Archives at Purdue University.

No communities across the country.

The Bus staff will also be producing a variety of programming throughout the tour, covering public affairs issues as well as local color and history. Interviews with local politicians and historians, video verite of local sites and inside looks at presidential libraries and homes will be telecast regularly to C-SPAN's national audience during the eight-month road trip. Viewers will also see daily on-air updates about where the bus is, and where it's headed next.

(more)

** Major objectives of the bus tour are to introduce teachers & students to C-SPAN in the classroom and to demonstrate the value of C-SPAN + cable television*

C-SPAN SCHOOL BUS ---2

then travel to

Every bus stop will be coordinated through a local cable system. The C-SPAN School Bus will launch from Washington, D.C., ~~traveling next to Denver and then to~~ San Diego, Los Angeles and San Francisco. Later stops are scheduled in Texas, Kansas, Oklahoma, Florida, Georgia, Illinois, Iowa, Wisconsin, Michigan, Indiana, Ohio, Pennsylvania, Delaware, New York and Massachusetts. The '93-'94 C-SPAN School Bus tour will finish in Coudersport, Penn., in June, 1994.

C-SPAN, "America's Electronic Town Hall", brings viewers the gavel-to-gavel sessions of the U.S. House of Representatives and the U.S. Senate, as well as extensive coverage of the White House and the president's cabinet; the U.S. Supreme Court and the federal judiciary; and press conferences, interviews and other public policy forums. Every day, Live Viewer Call-in programs give viewers an opportunity to participate in the national debate and have direct access to government officials and experts.

C-SPAN is entirely funded by America's cable television companies as a public service. Equipment for the C-SPAN School Bus provided in part by Panasonic Broadcast Systems. C-SPAN is currently available in 58 million households nationwide and around the world via satellite.

does not fit well

59.8
(Oct. 12 #)

**Contact: Rayne Pollack
(202) 626-4863
Virginia Diez
(202) 626-4602**

**"C-SPAN SCHOOL BUS" LAUNCHES FROM WASH. METROPOLITAN AREA
-- 45-Foot Motor Coach Brings Public Affairs to Life for Students --**

Washington, D.C., October 22, 1993 -- C-SPAN, the cable industry's public affairs network, is launching a new national education project November 1: the **C-SPAN School Bus**. High schools and colleges across the country are key destinations on the tour. The bus' major objective is to show educators how to use C-SPAN programming as a valuable teaching resource.

The "**C-SPAN School Bus**" will launch in the metropolitan Washington area on the week of **November 1 - 5**. Local teachers, students and other interested viewers will get a fresh look at C-SPAN's "Electronic Town Hall" concept : a network where people can learn about public affairs issues and debate them openly in an on-going television forum.

"This bus is literally a drive for education," said C-SPAN CEO Brian Lamb. "We want to bring the resources of our programming and personnel directly to local communities' doorsteps."

The 45-foot yellow "School Bus" is designed to give visitors a hands-on experience with C-SPAN programming. The custom-made vehicle is both a television production facility and an interactive media demonstration center.

Using video equipment, computers, and CD-ROM technology, C-SPAN's staff will show teachers how to incorporate C-SPAN programs into video "lesson plans"; how to use on-line information services to access the network's program schedules; and how to research an entire library of past C-SPAN programs stored at the Public Affairs Video Archives at Purdue University.

Local Washington Area Bus Events, Nov. 1-5

* **Monday, November 1 from 11:00 am to 4:00 pm -- Bus stop with demonstration for students and teachers at Walt Whitman High School in Montgomery County, served by Cable TV Montgomery.**

(MORE)

C-SPAN SCHOOL BUS LAUNCH -- PAGE 2

- * **Tuesday, November 2 from 1:30 to 5:00 pm** -- Bus stop with demonstration for teachers and students at **Bruce Evans Jr. High School** in Wash., D.C., which is served by District Cablevision, a TCI system.
- * **Wednesday, November 3 from 12:00 am to 4:00 pm** -- Bus stop with demonstration for teachers and students at **Centerville High School** in Fairfax, Va., which is served by Media General Cable of Fairfax.
- * **Thursday, Nov. 4 from 12:00 am to 4:00 pm** -- Bus stop with demonstration for teachers and students at **Potomac High School** in Dale City, Va., which is served by Columbia Cable of Virginia, a Columbia International system.

After the Washington, D.C. launch, the "C-SPAN School Bus" will travel to Denver and then to Los Angeles, San Diego and San Francisco. Later stops are scheduled in Texas, Kansas, Oklahoma, Florida, Georgia, Illinois, Iowa, Wisconsin, Michigan, Ohio, Pennsylvania, New Jersey, New York, Connecticut and Massachusetts. The '93-'94 C-SPAN School Bus tour will finish in Coudersport, Penn., in June 1994.

C-SPAN, "America's Electronic Town Hall," brings viewers gavel-to-gavel sessions of the U.S. House of Representatives and the U.S. Senate, as well as extensive coverage of the White House and the president's cabinet, the U.S. Supreme Court and the federal judiciary, and press conferences, interviews and other public policy forums. Every day, Live Viewer Call-in programs give viewers an opportunity to participate in national debate and have direct access to government officials and experts.

Throughout the 1993-94 school year, the bus staff will also be producing a variety of programming covering public affairs issues as well as local color and history. Interviews with local politicians and historians and video verite of local sites and inside looks at presidential libraries and homes will be telecast regularly to C-SPAN's national audience during the eight-month road trip.

Equipment for the C-SPAN School Bus is provided in part by Panasonic Broadcast Systems.

C-SPAN is entirely funded by America's cable television companies as a public service. C-SPAN is currently available in 59.8 million households nationwide and around the world via satellite.

**Contact: Virginia Diez
(202) 626-4602
Rayne Pollack
(202) 626-4863**

October 29, 1993

****CORRESPONDENT ADVISORY**CORRESPONDENT ADVISORY****

Correspondents covering "C-SPAN's High School Forum" with Secretary Richard Riley on **Monday, Nov. 1**, should be at the Walt Whitman High School library no later than **11:00am**.

Secretary Riley, along with C-SPAN moderator Brian Lamb, will spend an hour with 25 students of Walt Whitman High School in Bethesda, Maryland, discussing the National Service Act, literacy in America, the Clinton Administration's School-to-Work initiative and any other policy topics that the students want to debate.

The schedule is as follows:

- 11:00 - 12:30 -- Program with Secretary Riley
- 12:30 - 1:30 -- Press reception. Refreshments available
- 1:30 - 2:30 -- Tour of the C-SPAN School Bus available

Walt Whitman High School is located on 7100 Whittier Blvd. in Bethesda, Md. From D.C., take River Rd. to Whittier Blvd. Turn right and go up three blocks. The high school is on the left. The press will be hosted in the library.

-30-

**Contact: Rayne Pollack
(202) 626-4863
Virginia Diez
(202) 626-4602**

**"C-SPAN SCHOOL BUS" LAUNCHES FROM WASH. METROPOLITAN AREA
-- 45-Foot Motor Coach Brings Public Affairs to Life for Students --**

Washington, D.C., October 22, 1993 -- C-SPAN, the cable industry's public affairs network, is launching a new national education project November 1: **the C-SPAN School Bus**. High schools and colleges across the country are key destinations on the tour. The bus' major objective is to show educators how to use C-SPAN programming as a valuable teaching resource.

The "C-SPAN School Bus" will launch in the metropolitan Washington area on the week of **November 1 - 5**. Local teachers, students and other interested viewers will get a fresh look at C-SPAN's "Electronic Town Hall" concept: a network where people can learn about public affairs issues and debate them openly in an on-going television forum.

"This bus is literally a drive for education," said C-SPAN CEO Brian Lamb. "We want to bring the resources of our programming and personnel directly to local communities' doorsteps."

The 45-foot yellow "School Bus" is designed to give visitors a hands-on experience with C-SPAN programming. The custom-made vehicle is both a television production facility and an interactive media demonstration center.

Using video equipment, computers, and CD-ROM technology, C-SPAN's staff will show teachers how to incorporate C-SPAN programs into video "lesson plans"; how to use on-line information services to access the network's program schedules; and how to research an entire library of past C-SPAN programs stored at the Public Affairs Video Archives at Purdue University.

Local Washington Area Bus Events, Nov. 1-5

* **Monday, November 1 from 11:00 am to 4:00 pm** -- Bus stop with demonstration for students and teachers at **Walt Whitman High School** in Montgomery County, served by Cable TV Montgomery.

(MORE)

C-SPAN SCHOOL BUS LAUNCH -- PAGE 2

- * **Tuesday, November 2 from 1:30 to 5:00 pm** -- Bus stop with demonstration for teachers and students at **Bruce Evans Jr. High School** in Wash., D.C., which is served by District Cablevision, a TCI system.
- * **Wednesday, November 3 from 12:00 am to 4:00 pm** -- Bus stop with demonstration for teachers and students at **Centerville High School** in Fairfax, Va., which is served by Media General Cable of Fairfax.
- * **Thursday, Nov. 4 from 12:00 am to 4:00 pm** -- Bus stop with demonstration for teachers and students at **Potomac High School** in Dale City, Va., which is served by Columbia Cable of Virginia, a Columbia International system.

After the Washington, D.C. launch, the "C-SPAN School Bus" will travel to Denver and then to Los Angeles, San Diego and San Francisco. Later stops are scheduled in Texas, Kansas, Oklahoma, Florida, Georgia, Illinois, Iowa, Wisconsin, Michigan, Ohio, Pennsylvania, New Jersey, New York, Connecticut and Massachusetts. The '93-'94 C-SPAN School Bus tour will finish in Coudersport, Penn., in June 1994.

C-SPAN, "America's Electronic Town Hall," brings viewers gavel-to-gavel sessions of the U.S. House of Representatives and the U.S. Senate, as well as extensive coverage of the White House and the president's cabinet, the U.S. Supreme Court and the federal judiciary, and press conferences, interviews and other public policy forums. Every day, Live Viewer Call-in programs give viewers an opportunity to participate in national debate and have direct access to government officials and experts.

Throughout the 1993-94 school year, the bus staff will also be producing a variety of programming covering public affairs issues as well as local color and history. Interviews with local politicians and historians and video verite of local sites and inside looks at presidential libraries and homes will be telecast regularly to C-SPAN's national audience during the eight-month road trip.

Equipment for the C-SPAN School Bus is provided in part by Panasonic Broadcast Systems.

C-SPAN is entirely funded by America's cable television companies as a public service. C-SPAN is currently available in 59.8 million households nationwide and around the world via satellite.