

Contacts:
Gene Grabowski
Kristin Wennberg
(202) 737-3220

C-SPAN DOUBLES MARKETING STAFF TO IMPROVE CUSTOMER SERVICE

Washington, D.C., October 2--C-SPAN has doubled its staff of marketing representatives in an effort to increase its contact with local cable operators across the country.

The marketing department has added three new members to its staff, for a total of six representatives. The increase is part of the Marketing Department's "Ready for the '90's" campaign.

"We want to make sure that we do everything possible to help cable operators across the country make C-SPAN available to everyone who wants it," said Director of Affiliate Marketing Kate Hampford. "By expanding our marketing department, we hope to improve communication with cable operators and help them to better promote this public service to their communities."

Members of the enlarged staff are Barkley Kern, representative for the Western states, Peter Kiley, Central states, Cynthia Dinkins, New England states, Charlotte Bowers, Southeastern states, and Kate Mills, representative for the Mid-Atlantic states.

Mr. Kern, a graduate of the University of Colorado, began his career as a videotape editor for C-SPAN. He has been in the marketing department for 1 1/2 years.

Mr. Kiley served as C-SPAN's listing coordinator before he took over the midwestern region. He has been with the network for 3 1/2 years and graduated from the University of San Diego.

Ms. Dinkins joins C-SPAN with a background in sales and marketing. She graduated from Hampton University in Virginia.

Ms. Bowers comes to C-SPAN from Metrovision Cable in Maryland, where she was Customer Service Billing and Sales Supervisor. She has worked for Cablevision and Cabledata in Louisiana and is a graduate of Southern University in Baton Rouge.

Ms. Mills, most recently a marketing analyst for Potomac Electric Power, comes to C-SPAN with experience in television production and a master's degree in marketing and finance from the Kellogg School of Management at Northwestern University.

Lisa Kerr, manager of affiliate marketing, will oversee the representatives as well as work with cable operators in the Midwestern states.

Contacts:
Gene Grabowski
Kristin Wennberg
(202) 737-3220

C-SPAN DOUBLES MARKETING STAFF TO IMPROVE OPERATOR SERVICE

Washington, D.C., September 22--C-SPAN has doubled its staff of marketing representatives in an effort to increase its contact with local cable operators across the country.

The marketing department has added three new members to its staff, for a total of six representatives. The increase is part of the Marketing Department's "Ready for the '90's" campaign.

"We want to make sure that we do everything possible to help cable operators across the country make C-SPAN available to everyone who wants it," C-SPAN Chairman and founder Brian Lamb said. "By expanding our marketing department, we hope to improve communication with cable operators and help them to better promote this public service to their communities."

Members of the enlarged staff are Barkley Kern, representative for the Western states, Peter Kiley, Central states, Cynthia Dinkins, New England states, Charlotte Bowers, Southeastern states, and Kate Mills, representative for the Mid-Atlantic states.

Mr. Kern, a graduate of the University of Colorado, began his career as a videotape editor for C-SPAN. He has been in the marketing department for 1 1/2 years.

Mr. Kiley served as C-SPAN's listing coordinator before he took over the midwestern region. He has been with the network for 3 1/2 years and graduated from the University of San Diego.

Ms. Dinkins joins C-SPAN with a background in sales and marketing. She graduated from Hampton University in Virginia.

Ms. Bowers comes to C-SPAN from Metrovision Cable in Maryland, where she was Customer Service Billing and Sales Supervisor. She has worked for Cablevision and Cabledata in Louisiana and is a graduate of Southern University in Baton Rouge.

Ms. Mills, most recently a marketing analyst for Potomac Electric Power, comes to C-SPAN with experience in television production and a master's degree in marketing and finance from the Kellogg School of Management at Northwestern University.

Lisa Kerr, manager of affiliate marketing, will oversee the representatives as well as work with cable operators in the Midwestern states.