

CONTACT: RAYNE POLLACK  
(202) 626-4863  
PROF. JULIAN KANTER  
(405) 325-3111

C-SPAN AIRS VINTAGE CAMPAIGN ADVERTISEMENTS  
IN NEW WEEKLY SEGMENT ON "ROAD TO THE WHITE HOUSE"

Washington, D.C., February 20, 1992 -- Beginning tomorrow, C-SPAN will introduce a new feature on the weekly program "Road to the White House". Vintage presidential campaign advertisements from 1952 - 1988 will air during the 90 minute program, to provide an historical look at the role that paid political ads played in past presidential campaigns. Each week will feature one or two campaigns in chronological order, straight through until the general election.

"Road to the White House" is C-SPAN's twice-weekly 90 minute program on the candidates and issues surrounding the race for the presidency, airing every Friday at 5:00 PM (ET) and Sunday at 9:30 PM (ET).

On Friday, February 21, C-SPAN will air Gen. Dwight D. Eisenhower's political advertisements from his 1952 presidential campaign against Adlai Stevenson. Eisenhower was the first and only candidate to use ads in '52; Stevenson's ads, used in his second challenge to Eisenhower in '56, will also be shown on this week's program.

"We are excited at the prospect of opening our archive to a large national audience, especially at this time when interest in politics is so heightened", said Dr. Julian Kanter, Curator of the University of Oklahoma's Political Commercial Archive, which is providing C-SPAN with the vintage footage.

"C-SPAN is always aiming to show viewers the many facets of communications in the political process," said Steve Scully, Political Editor, C-SPAN. "We get behind the media into the editorial meetings; we get behind the commercials to the media strategists who create them; and now, with this new series, we'll try to show the historical evolution of this highly visible part of the campaign process."

C-SPAN uses vintage radio and television footage to provide context to important events. Some examples include past convention speeches aired during the 1988 presidential campaign, the historic speeches series airing on C-SPAN's Audio Networks, and C-SPAN's historic programming marking the 50th anniversary of the bombing of Pearl Harbor.





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(212) 522-0074



# 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: 2/20/92

Xpedite ID: C-SPAN Xpedite Account Number: 4906

Your Name: Mouque Llanos Phone #: 202 624 7975

List Name(s): TOP 20TV

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):

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\_\_\_\_\_

Broadcast Report: <u>Detail</u>	Exception: <u>None</u>
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**

2/20

1. MO USA TODAY
2. Kevin 2 347 0773
3. EG
4. clean copies

Prof. Dr. Julian Kanter  
Pol. Commun. Archive  
Univ. of Oklahoma  
610 Elm Ave  
Norman OK 73019-0335

- fax:
- ① Daily Oklahoman -
  - ② OK city
  - ③ Tulsa World -
  - ④ Send Press list
  - ⑤ The Norman Transcript -
  - ⑥ Message from

- ⑤ 334-7556 Lloyd Grave
- ⑥ { Julian Kanter  
Tulsa Globe  
Tulsa Tribune  
Daily Oklahoman  
Norman transcript



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→ Cherry - Nemeck  
(405) 366-3520 (Fax)

Fax - Vint. rel

- ① ~~Jeff Weingrad~~ ✓  
*would*
- ② ~~a~~ Tulsa Globe → ✓  
~~b~~ Tulsa Tribune 8400 ✓  
~~c~~ Daily Oklahoman ✓
- ③ ~~d~~ Norman Transcript ✓

fax to Dr. Julian Kanter  
copy of:

- Top 20 TV Press list
- list of people  
@ OK papers
- mail clean copy  
of release

JULY  
OCT 1974  
TV editor.  
Maxine Cole

news desk.  
Tulsa Oklahoma  
TULSA WORLD

475-3971

Cathy Williams

(918) 581-8353.

(rel) 581-8308

TULSA TRIBUNE

Ellis Widner,  
entertainment editor.

Juster



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202 • 737 • 3220

yes

FACSIMILE TRANSMITTAL SHEET

DATE: 2/20/92

TO: ELLIS WISNER

FROM: VIRGINIA DIEZ-C-SPAN  
(202) 737-3220, ext. 4568  
NUMBER OF PAGES: \_\_\_\_\_  
(including this page)

NOTE: Please call me if  
you have any questions

Virginia

Please call 202-737-3220 if you experience any transmission problems. If you need to respond to this transmission, please fax to 202-737-3323.

(918). 584 - 1037.  
N.B.W.H.



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*tes*  
FACSIMILE TRANSMITTAL SHEET

DATE: 2/20/92.

TO: JEFF WEINGRAD

FROM: VIRGINIA DIEZ-C-SPAN  
(202) 737-3220, ext. 4568

NUMBER OF PAGES: \_\_\_\_\_  
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NOTE: Jeff: It was good  
talking to you on the  
phone.

[Signature]  
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FACSIMILE TRANSMITTAL SHEET

DATE: TULSA WORLD

TO: CATHY MILAM.

FROM: VIRGINIA DIEZ-C-SPAN  
(202) 737-3220, ext. 4568

NUMBER OF PAGES: 1  
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NOTE: Cathy:

Thought following  
release would be of interest  
to you. Please call me  
if you have any questions.

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FACSIMILE TRANSMITTAL SHEET

DATE: 2/20/92

TO: MAXINE COLE

FROM: VIRGINIA DIEZ-C-SPAN  
(202) 737-3220, ext. 4568  
NUMBER OF PAGES: 1  
(including this page)

NOTE: I hope following release  
will be of interest given  
that the University of  
Oklahoma is the source  
of vintage campaign  
advertisements we will  
feature weekly.

Please call with any  
questions.

Virginia

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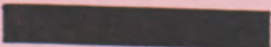


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yes

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DATE: 2/20/92

TO: HARRY NEMECEK

FROM: VIRGINIA DIEZ-C-SPAN  
(202) 737-3220, ext. 4568

NUMBER OF PAGES: 1  
(including this page)

NOTE: Hope it's useful.  
Please call if you have  
any questions.

Virginia

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101

FACSIMILE TRANSMITTAL SHEET

DATE: 2/20/92

TO: MICHELLE GREPPA

FROM: VIRGINIA DIEZ-C-SPAN  
(202) 737-3220, ext. 4568

NUMBER OF PAGES: 1  
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NOTE: \_\_\_\_\_

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NY Post

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DATE: 2/20/92

TO: MIKE PALMER

FROM: VIRGINIA DIEZ-C-SPAN  
(202) 737-3220, ext. 4568

NUMBER OF PAGES: 1  
(including this page)

NOTE: \_\_\_\_\_  
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