

C-SPAN

Tenth Anniversary

1979-1989

Immediate Release
March 9, 1989

Contact:
Gene Grabowski
Nan Gibson
(202) 737-3220

C-SPAN MARKS 10TH ANNIVERSARY APRIL 3RD A Decade of No-Commentary, No-Frills Public Affairs Television

Washington, D.C. -- C-SPAN, the cable public affairs network, marks its 10th anniversary of public affairs programming on April 3, 1989.

"Ten years is no time at all in the history of the world, but an anniversary is a way to commemorate that C-SPAN has grown significantly over the years," said C-SPAN founder and Chief Executive Officer Brian Lamb. "I think the cable television industry has proved through C-SPAN that narrowcasting for television works."

C-SPAN plans a video retrospective examining the network's history on **April 3rd at 8:00 pm ET**. "C-SPAN: The First 10 Years" features interviews, archival footage of key public affairs events and live viewer call-in segments. The three-hour program, a feature of National Cable Month, will examine C-SPAN's history from a variety of angles, including: coverage of the legislative, executive and judicial branches of government; election coverage; international programming; viewer participation through call-ins; and the network's link with the cable television industry.

In 1979, a small group of cable television industry leaders provided the \$425,000 seed money to begin transmitting the House signal to 3.5 million households via C-SPAN. Representatives of more than 35 cable companies now comprise C-SPAN's board of directors, making it a true "cable cooperative."

At its beginning, C-SPAN simply provided gavel-to-gavel coverage of the U.S. House of Representatives in session. In 1979, *The New York Times* called C-SPAN's televised coverage of the House proceedings "one of the most dramatic innovations in Congressional history."

Over the past decade, C-SPAN's programming has grown to include an array of public affairs offerings on two 24-hour channels. A companion network, C-SPAN II, provides live coverage of the U.S. Senate floor proceedings.

C-SPAN is now available in nearly 43 million households and is adding 400,000 new subscribers each month. The network is seen around the world via the WORLDNET system.

Immediate Release
March 9, 1989

Contact:
Gene Grabowski
Nan Gibson
(202) 737-3220

C-SPAN MARKS 10TH ANNIVERSARY APRIL 3RD A Decade of No-Commentary, No-Frills Public Affairs Television

Washington, D.C. -- C-SPAN, the cable public affairs network, marks its 10th anniversary of public affairs programming on April 3, 1989.

"Ten years is no time at all in the history of the world, but an anniversary is a way to commemorate that C-SPAN has grown significantly over the years," said C-SPAN founder and Chief Executive Officer Brian Lamb. "I think the cable television industry has proved through C-SPAN that narrowcasting for television works."

C-SPAN plans a video retrospective examining the network's history on **April 3rd at 8:00 pm ET. "C-SPAN: The First 10 Years"** features interviews, archival footage of key public affairs events and live viewer call-in segments. The three-hour program, a feature of National Cable Month, will examine C-SPAN's history from a variety of angles, including: coverage of the legislative, executive and judicial branches of government; election coverage; international programming; viewer participation through call-ins; and the network's link with the cable television industry.

In 1979, a small group of cable television industry leaders provided the \$425,000 seed money to begin transmitting the House signal to 3.5 million households via C-SPAN. Representatives of more than 35 cable companies now comprise C-SPAN's board of directors, making it a true "cable cooperative."

At its beginning, C-SPAN simply provided gavel-to-gavel coverage of the U.S. House of Representatives in session. In 1979, *The New York Times* called C-SPAN's televised coverage of the House proceedings "one of the most dramatic innovations in Congressional history."

Over the past decade, C-SPAN's programming has grown to include an array of public affairs offerings on two 24-hour channels. A companion network, C-SPAN II, provides live coverage of the U.S. Senate floor proceedings.

C-SPAN is now available in nearly 43 million households and is adding 400,000 new subscribers each month. The network is seen around the world via the WORLDNET system.



C-SPAN is marking 10 years of televising congressional and public affairs proceedings with invitations to cable operators from around the country to visit the network's Washington, D.C. facilities. C-SPAN, a cooperative of the cable industry, has scheduled two days of events each month in order for current affiliates and prospective carriers to learn more about C-SPAN.

C-SPAN has coordinated the invitationals to provide cable operators with insight into the network's programming philosophy, reasons to carry C-SPAN, and ways to promote it among their general audience as well as to key segments of their community.

Events include tours of the network's office and the U.S. Capitol, a seminar on marketing strategy, and a discussion with C-SPAN's Programming Director Terry Murphy and Assignment Desk Editor Regina Hunter on how the network makes programming decisions. Cable operators also take part in a live call-in program in which they can question journalists or policymakers, and an evening reception featuring a roundtable discussion with C-SPAN Chairman Brian Lamb.

Cable systems interested in taking part in an invitational can call (202) 737-3220.

- 30 -

INVITATIONAL GUEST LIST
 ATTENDEES TO DATE
 5/26/89

NAME	TITLE	SYSTEM	MSO	LOCATION	DATE ATTENDED
MARTHA GALLAHUE	MKTG COORDINATOR	BENCHMARK COMM	BENCHMARK	WASHINGTON, DC	JANUARY
LISA MURPHY	MKTG DIRECTOR	BENCHMARK COMM	BENCHMARK	WASHINGTON, DC	JANUARY
LESLIE GUTH	MKTG DIRECTOR	C-4 MEDIA	C-4 MEDIA	VIENNA, VA	JANUARY
KEN CAMERON	REGIONAL MKTG MGR	C-4 MEDIA	C-4 MEDIA	VIENNA, VA	JANUARY
DEBBIE BARACKMAN	MKTG DIRECTOR	CATV ARLINGTON	HAUSER	ARLINGTON, VA	JANUARY
CYNTHIA YOUNG	PR DIRECTOR	CATV ARLINGTON	HAUSER	ARLINGTON, VA	JANUARY
JOHN KEAVENEY	GENERAL MGR	CATV MONTGOMERY	HAUSER	ARLINGTON, VA	JANUARY
SCOTT MARSHALL	GENERAL MGR	DISTRICT CV	TCI	WASHINGTON, DC	JANUARY
BRUCE WILLIAMS	MKTG DIRECTOR	DISTRICT CV	TCI	WASHINGTON, DC	JANUARY
MAX KIPFER	GENERAL MGR	HOWARD CATV	STORER	ELLCOTT CITY, MD	JANUARY
DONNA PATTERSON	TRAINER	MEDIA GENERAL	MEDIA GENERAL	CHANTILLY, VA	JANUARY
CAROL MORGAN	MGR SUB SERVICES	MEDIA GENERAL	MEDIA GENERAL	CHANTILLY, VA	JANUARY
TOM WALDROP	PRESIDENT	MEDIA GENERAL	MEDIA GENERAL	CHANTILLY, VA	JANUARY
SUSAN CIESLAK	VP, OPERATIONS	MEDIA GENERAL	MEDIA GENERAL	CHANTILLY, VA	JANUARY
DON ADAMSON	ASST MGR SUB SVCS	MEDIA GENERAL	MEDIA GENERAL	CHANTILLY, VA	JANUARY
JOEL RUDICH	GENERAL MGR	COAXIAL	COAXIAL	COLUMBUS, OH	FEBRUARY
DAVID BROWN	TRAINER	MEDIA GENERAL	MEDIA GENERAL	CHANTILLY, VA	FEBRUARY
JEANINE TAYLOR		MEDIA GENERAL	MEDIA GENERAL	CHANTILLY, VA	FEBRUARY
JOHN HOLLENBECK	CONST MGR	METROVISION OF PG	METROVISION	CAPITAL HGTS, MD	FEBRUARY
DOUG WORLEY	SYSTEM ENG	METROVISION OF PG	METROVISION	CAPITAL HGTS, MD	FEBRUARY
MANERVIA RIDDICK	GENERAL MGR	METROVISION OF PG	METROVISION	CAPITAL HGTS, MD	FEBRUARY
MIKE WILSON	GENERAL MGR	RIVERSIDE CATV	STORER	LITTLE ROCK, AR	FEBRUARY
STEVE FRY	GENERAL MGR	WARNER CABLE	WARNER	AKRON, OH	FEBRUARY
JOHN ADUCCI		ADELPHIA CABLE	ADELPHIA	COUDERSPORT, PA	MARCH
MICHELE ROBERTUS	PUBLIC AFF WRITER	ATC	ATC	ENGLEWOOD, CO	MARCH
SAM NALBONE	GENERAL MGR	DIMENSION	DIMENSION	LAFAYETTE, IN	MARCH
RICHARD EHLENFELDT	VP, CONSUMER AFF	GROUP W CHICAGO	GROUP W	CHICAGO, IL	MARCH
BRIAN GOODMAN	TELEMKTG MGR	MEDIA GENERAL	MEDIA GENERAL	CHANTILLY, VA	MARCH
THOMAS CLARK	GENERAL MGR	UA CABLESYSTEMS	UA	PEORIA, IL	MARCH
BOB OSSENBERG	VP & GENERAL MGR	UA OF IN	UA	EVANSVILLE, IN	MARCH
LEO LEFORT	MKTG MGR	WARNER CABLE	WARNER	RESTON, VA	MARCH
JOHN RAWCLIFFE	GENERAL MGR	BARDEN CABLE	BARDEN	DETROIT, MI	APRIL
WILLIAM BRESNAN	PRESIDENT	BRESNAN COMM	BRESNAN	WHITE PLAINS, NY	APRIL
DAVE VAN ALSTYNE	DIRECT SALES MGR	MEDIA GENERAL	MEDIA GENERAL	CHANTILLY, VA	APRIL
CRAIG SNEDEKER	SALES MGR	MEDIA GENERAL	MEDIA GENERAL	CHANTILLY, VA	APRIL
JANE DALE		METRO COOP		TEANECK, NJ	APRIL
MICHAEL SNYDER	DIR OF PROGRAM	MULTIVISION CORP	MULTIVISION	GREENWICH, CT	APRIL
FRANK CARCIONE	VP FRANCHISE REL	NYT CABLE	NYT CABLE	CHERRY HILL, NJ	APRIL
STEVEN ROCKABRAND	MGR OF MKTG	NYT CABLE	NYT CABLE	CHERRY HILL, NJ	APRIL
ALLAN BARNES	GENERAL MGR	PRIME CABLE	PRIME	ATLANTA, GA	APRIL
JOE ROTH	GENERAL MGR	SAMMONS COMM	SAMMONS	EASTON, PA	APRIL
JANE ADAMS	STATE DIR OF MKTG	TCI-WEST	TCI	PORTLAND, OR	APRIL
MINDY JEFFRIES	STATE DIR OF MKTG	TCI-WEST	TCI	MURRAY, UT	APRIL
CAROLYN LINEBACK	STATE DIR OF MKTG	TCI-WEST	TCI	HELENA, MT	APRIL

CINDY WEINTRAUB	STATE DIR OF MKTG	TCI-WEST	TCI	FREEMONT, CA	APRIL
KIM GORDON	STATE DIR OF MKTG	TCI-WEST	TCI	RENO, NV	APRIL
MARY FOSTER	STATE DIR OF MKTG	TCI-WEST	TCI	BELLEVUE, WA	APRIL
WENDY KARAN	ASST MKTG DIR	TCI-WEST	TCI	BELLEVUE, WA	APRIL
RICHARD HOTECK	MKTG MGR	ADELPHIA CABLE	ADELPHIA	TOMS RIVER, NJ	MAY
BARBARA BONND	DIR OF MKTG	COLUMBIA	COLUMBIA	VANCOUVER, WA	MAY
JANE SCHMID	GENERAL MGR	COLUMBIA	COLUMBIA	VANCOUVER, WA	MAY
TROY FITZHUGH	GENERAL MGR	COLUMBIA	COLUMBIA	WOODBIDGE, VA	MAY
KEVIN MCLAUGHLIN	GENERAL MGR	COMCAST CABLE	COMCAST	MOBILE, AL	MAY
SCOTT MARSHALL	GENERAL MGR	DISTRICT CV	TCI	WASHINGTON, DC	MAY
DOUG WILLIAMS	PLANT MGR	DISTRICT CV	TCI	WASHINGTON, DC	MAY
VALENA DIXON	COMMUNITY REL MGR	GREATER MEDIA	GREATER MEDIA	PHILADELPHIA, PA	MAY
WAYNE O'DELL	CHRMN OF THE BD	MD-DE CATV ASSN		ANNAPOLIS, MD	MAY
ART GREGG	VP OF GOVT REL	MD-DE CATV ASSN		ANNAPOLIS, MD	MAY
GREG BLAKELY	GENERAL MGR	MULTIMEDIA	MULTIMEDIA	DEL CITY, OK	MAY
NANCY HICKMAN	MKTG MGR	MULTIMEDIA	MULTIMEDIA	EDMOND, OK	MAY
ROBERT TOWNSEND	VP MARKETING	NYT CABLE	NYT CABLE	CHERRY HILL, NJ	MAY
WAYNE BARTE	ASST STATE MGR	TCI	TCI	BRIDGEPORT, OH	MAY

C-SPAN

Suite 412
444 North Capitol Street, N.W.
Washington, D.C. 20001
202/737-3220

TELECOPIER TRANSMISSION

TO: Larry Jaffee - Cablevision

FROM: Kristin Wennberg - Press Information

RE: C-SPAN Invitationals

DATE: 5/26/89

NUMBER OF PAGES (including cover): 4

If you have any questions, or do not receive all pages, please call 202/737-3220. Telecopier: 202/737-3323

NOTES/COMMENTS:

Larry-

Gene Grabawski suggested I send you this information regarding our invitationals. If you have any questions, please call me at (202) 737-3220.

Have a great weekend! Regards, Kristin Wennberg