

MEMORANDUM

December 17, 1991

TO: Brian Lamb  
Susan Swain  
Rob Kennedy  
Bobbi Camille  
Linda Heller  
Lisa Kerr  
✓Rayne Pollack

MO - Press  
release

FR: Stephanie Carr SHC

RE: 1992 C-SPAN SCHOLARSHIP/INTERNSHIP PROGRAM

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Now entering its second year, the 1992 C-SPAN Scholarship/Internship Program is underway. In collaboration with the United Negro College Fund, application forms were sent to UNCF sponsored colleges across the country in early December. The winner will be chosen from the top ten essays submitted to C-SPAN and will be announced by April 15, 1992.

Last year, the first ever Scholarship/Internship Program at C-SPAN was deemed a success by winner Calmetta Coleman of Dillard University who described her experience at the network as "immeasurable."

The 1992 winner will receive a \$1500 scholarship, stipend, and housing in addition to spending approximately 10 weeks interning in the Programming department. Enclosed in your packet, you will find a copy of the application form along with a list of UNCF colleges.

cc: Pam Fleming

UNITED NEGRO COLLEGE FUND, INC.  
Educational Services Department  
500 East 62nd Street  
New York, New York 10021  
(212) 326-1238

MEMORANDUM

TO: Financial Aid Directors

FROM: Billie J. Hooker

RE: Scholarship/Internship sponsored by C-SPAN,  
Cable Satellite Public Affairs Network

DATE: December 9, 1991

We are pleased to announce the second season of the C-SPAN Scholarship/Internship Program. C-SPAN offers a \$1,500 scholarship and paid internship with the network in Washington, DC to a UNCF student.

Last year's winner, Calmetta Coleman, a junior from Dillard University, was chosen as the first C-SPAN scholarship/intern recipient. Calmetta interned in the Programming department for 10 weeks.

We are requesting nominations for this award to be returned to us by March 1, 1992. Details about the award and background information about C-SPAN are enclosed. Nominations should be returned to us on the enclosed form.

Please return nominations by March 1, 1992 to:

Dr. Billie J. Hooker  
Director  
Educational Services Department  
United Negro College Fund  
500 East 62 Street  
New York, NY 10021

For further information, you may call me at (212) 326-1238.

cc: Stephanie Carr  
UNCF Presidents

Educational Services Department  
United Negro College Fund, Inc.  
500 East 62 Street  
New York, NY 10021  
(212) 326-1238

### THE C-SPAN SCHOLARSHIP/INTERN PROGRAM

C-SPAN, Cable Satellite Public Affairs Network, has established a scholarship/internship program for students enrolled at the colleges and universities of the United Negro College Fund.

The program seeks to reward students with good academic records and financial need who have demonstrated leadership in academic, social and civic activities and a career goal in media.

C-SPAN, located in Washington, D.C., has a particular interest in giving a selected outstanding student the opportunity to learn about both the cable television industry and the political process.

A one-time scholarship of \$1,500 plus a paid internship with housing will be offered to a qualified UNCF student each summer.

#### Scholarship/Intern Criteria

- Eligibility: Undergraduates at UNCF colleges and universities
- Description: C-SPAN, a public affairs cable network in Washington, D.C., offers a one-time scholarship and a paid summer internship to a student attending a UNCF institution
- Annual Commitment: \$4,500 Total  
1,500 Scholarship  
2,000 Stipend (\$200 per week)  
1,000 Housing (10 weeks) - Howard University/  
GWU/American University
- Program Length: June 24 - August 30 or June 17 - August 23
- Restrictions: Rising senior  
Mass communications or political science major  
UNCF institution  
Demonstrated financial need
- Criteria: 2.0 GPA  
Interview  
Resume  
Demonstrated interest in political process and/or cable television industry.  
Typewritten 200 word essay. Topic: If you were president of a major television network, explain how you would cover the 1992 Presidential election.
- Selection: UNCF and C-SPAN
- Forms: Applications available through financial aid offices, UNCF colleges
- Deadline: March 1, 1992

Educational Services Department  
United Negro College Fund, Inc.  
500 East 62 Street  
New York, NY 10021  
(212) 326-1238

NOMINATION FORM

for  
C-SPAN  
1991-1992

UNCF MEMBER INSTITUTION: \_\_\_\_\_

Name & S.S.#	Permanent Address	CUM. GPA	MAJOR	CLASS	Unmet FinancialNeed
_____	_____	_____	_____	_____	_____
_____	_____				
	Current Address				
	_____				
	_____				

UNCF MEMBER INSTITUTION: \_\_\_\_\_

Name & S.S.#	Permanent Address	CUM. GPA	MAJOR	CLASS	Unmet FinancialNeed
_____	_____	_____	_____	_____	_____
_____	_____				
	Current Address				
	_____				
	_____				

\_\_\_\_\_  
Nominated by:

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BY AMERICA'S CABLE  
TELEVISION COMPANIES



## THE C-SPAN SCHOLARSHIP/INTERN PROGRAM SUMMER 1992

### **C-SPAN - The Network**

C-SPAN, Cable Satellite Public Affairs Network, is committed to carrying public affairs programming twenty-four hours a day to 50 million homes throughout the continental United States, Hawaii, Puerto Rico, and the Virgin Islands. USIA's Worldnet transmits selective programming worldwide to foreign cable systems. Our two networks, C-SPAN and C-SPAN 2, cablecast live House of Representatives and Senate floor debates, as well as make it possible for viewers to see congressional hearings and other public affairs programming around the clock.

The C-SPAN Audio Networks transmit audio coverage of hearings and public events and carry a full schedule of English-language foreign newscasts and archival coverage of historic speeches.

The primary goal of C-SPAN is to provide the American television audience the opportunity to watch public policy events as they happen, in their entirety, and without commentary.

### **C-SPAN's Programming Department**

C-SPAN's Programming department has two broad goals: to provide viewers with context information for the news they read about in the newspaper and watch on the network news programs, and to provide viewers with as wide a range of political thought as possible.

To achieve these goals, C-SPAN covers news conferences, congressional hearings, speeches, seminars, and the forums where public policy is discussed. Events are aired in their entirety, without editing or commentary. In addition, call-in programs bring guests of varying political persuasions and areas of expertise into our studio and allow viewers to question, challenge or agree with their positions. Long-form interviews with public figures and authors examine current topics and events.

The department consists of 38 employees, divided into four areas of responsibility, each supervised by a manager: the assignment desk, call-in programs, control room production, and field production. The editorial board, which makes daily programming decisions, consists of the Director of Programming and the Programming Managers.

## **C-SPAN's Internship Program**

C-SPAN provides a unique opportunity for students to gain media experience through a structured internship program in the nation's capital. Students are given the chance to explore facets of the cable industry in such areas as programming, production, public relations, marketing, journalism, educational services, promotions, human resources, finance and computer administration.

The C-SPAN intern program has been in existence since the network was created in 1979; however the C-SPAN Scholarship/Intern Program is in its second year. The program proposes that each spring one student selected by the United Negro College Fund and C-SPAN receive a scholarship and paid internship to work in the Programming department at the network. The intern performs the function of an entry level employee assisting in either in-house programming activities or field production work.

Duties may include: logging tapes, researching issues, clipping news articles, gathering information regarding possible guests or issues, and attending editorial meetings. A producer/manager is assigned to oversee intern activities and special projects.

During the session, the intern will receive an orientation with other interns, attend a call-in program, and become familiar with the role of a public affairs television network on Capitol Hill.

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FOR IMMEDIATE RELEASE:

Contact: Monique Llanos  
(202) 626-7975  
Rayne Pollack  
(202) 626-4863

C-SPAN AND THE UNITED NEGRO COLLEGE FUND'S SECOND ANNUAL SCHOLARSHIP/INTERNSHIP PROGRAM NOW UNDERWAY

Washington, D.C., January 7, 1992 -- C-SPAN, the Cable Satellite Public Affairs Network and The United Negro College Fund (UNCF) will offer a scholarship and paid internship to a UNCF student to apprentice at C-SPAN this summer.

The 1992 winner will receive a \$1500 scholarship, stipend, and housing in addition to spending approximately 10 weeks interning in the C-SPAN programming department. The student will be chosen based on an application process, a good academic record and financial need.

Application forms were sent to UNCF sponsored colleges across the country in early December. Students who demonstrate leadership in academic, social and civic activities and a career goal in media are required to write a 200 word essay. The essay topic asks the student to propose a strategy for covering the 1992 Presidential election as president of a major television network. The **deadline** for submitting application forms and essays is **March 1, 1992**.

Last year's scholarship/internship program was considered a success by winner Calmetta Coleman of Dillard University who described her experience at the network as "immeasurable."

The winner will be chosen from the top 10 essays submitted to C-SPAN and will be announced on April 15, 1992.

C-SPAN is privately funded to serve the public by America's cable television companies. C-SPAN is currently available in 55 million households nationwide and worldwide.

XPEDITE DETAILED DELIVERY REPORT

Attention: Rayne Pollack  
 Job Number: 00216425  
 Sent By Xpedite User: C-SPAN  
 Entered Xpedite System: 01/07 17:49 ET  
 Report Generated: 01/07 18:02 ET  
 Page Count: 2 (including cover sheet)

SUMMARY:

Sent 9, Errors 0, Cancelled 0  
 Total 9

DETAIL:

List ID: CABLE

LQN	REF	PHONE	STAT	DATE	TIME	RT	DUR	CUM	SPEED
00001	BROADCASTING	2125992837	SENT	01/07	17:51	1	62	62	9600
00002	CABLE WORLD	3038370915	SENT	01/07	17:51	1	84	84	7200
00003	CABLEFAX	2022230980	SENT	01/07	17:51	1	59	59	9600
00004	CABLEVISION	2128878585	SENT	01/07	17:51	1	75	75	9600
00005	COMMUNICATIONS	2022933435	SENT	01/07	17:51	1	76	76	9600
00006	ELECTRONIC MEDI	2122100400	SENT	01/07	17:51	1	76	76	9600
00007	MULTICHANNEL NE	2128878384	SENT	01/07	17:51	1	76	76	9600
00008	TV GUIDE	2124849910	SENT	01/07	17:51	1	59	59	9600
00009	VARIETY	7038278214	SENT	01/07	17:52	1	107	107	4800



# 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: 1/7/92

Xpedite ID: C-SPAN Xpedite Account Number: 4906

Your Name: Mouque Llanos Phone #: (202) 626-7775

List Name(s) CABLE

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):

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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

4000 Tunlow

Ks Please  
Review +  
Comment  
- mo

B/k Pubs  
Cable Trade

FOR IMMEDIATE RELEASE:  
Contact: Monique Llanos  
(202) 626-7975  
Rayne Pollack  
(202) 626-4863

C-SPAN AND THE UNITED NEGRO COLLEGE FUND'S SECOND ANNUAL SCHOLARSHIP/INTERNSHIP PROGRAM NOW UNDERWAY

Washington, D.C., January 6, 1992 -- C-SPAN, the Cable Satellite Public Affairs Network and The United Negro College Fund (UNCF) ~~offers a~~ <sup>will offer</sup> a scholarship and paid internship with the network to a UNCF student with a ~~good academic record and financial need.~~ <sup>to -</sup>

<sup>for</sup> - apprentice at C-SPAN this summer

The 1992 winner will receive a \$1500 scholarship, stipend, and housing in addition to spending approximately 10 weeks interning in the programming department. <sup>The student will be chosen based on an application</sup> ~~with a~~ <sup>a good academic record, good financial need, and process</sup> ~~an application essay.~~

Applications forms were sent to UNCF sponsored colleges across the country in early December. The winner will be chosen from the top 10 essays submitted to C-SPAN and will be announced <sup>on</sup> by April 15, 1992.

Last year's Scholarship/Internship Program was considered a success by winner Calmetta Coleman of Dillard University who described her experience at the network as "immeasurable."

① Students who demonstrate leadership in academic, social and civic activities and a career goal in media, are required to write a 200 word essay. <sup>topic asks</sup> The ~~topic of the essay~~ <sup>to propose a strategy for covering</sup> explains how the student will cover the 1992 Presidential election as president of a major television network. The **deadline** for submitting application forms and essays is **March 1, 1992.**

C-SPAN is privately funded to serve the public by America's cable television companies. C-SPAN is currently available in 55 million households nationwide and worldwide.

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The 1992 winner will receive a \$1500 scholarship, stipend, and housing in addition to spending approximately 10 weeks interning in the C-SPAN programming department. The student will be chosen based on an application process, a good academic record and financial need.

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INTERNSHIP PROGRAM

## OUR MISSION

*To provide C-SPAN's audience access to the live gavel-to-gavel proceedings of the U.S. House of Representatives and the U.S. Senate and to other forums where public policy is discussed, debated and decided - all without editing, commentary or analysis and with a balanced presentation of points of view;*

*To provide elected and appointed officials and others who would influence public policy a direct conduit to the audience without filtering or otherwise distorting their points of view;*

*To provide the audience, through the call-in program, direct access to elected officials, other decision makers and journalists on a frequent and open basis;*

*To employ production values that accurately convey the business of government rather than distract from it;*

*To conduct all other aspects of C-SPAN operations consistent with these principles.*

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**C-SPAN**

**Essay by Calmetta Coleman  
Dillard University  
First Scholarship/Internship Winner  
June 1990**

Calmetta J. Coleman

"You're a first."

This is a first."

"Oh, it's great to meet you. You're a first, you know."

These comments accompanied by smiles were very common during my first days at C-SPAN. I was almost afraid to ask exactly which "first" I was. When I did ask, Lynn Wooden, then Human Resources Specialist and Recruiter, told me that it meant that I was the first scholarship intern and that everyone had been expecting me. Most of the people I met even already knew my name. I honestly had not expected such a warm reception.

The experience that I gained working at C-SPAN is immeasurable. Everyday was a learning experience. By working closely with ~~the~~ the assignment desk editors, <sup>the field</sup> technician and the call-in producers, I got to see firsthand what goes into broadcasting newsworthy events and putting together a show.

Perhaps the best thing about this internship was that it did not confine me to the C-SPAN offices. I learned more about the District of Columbia, the workings of national politics, and media coverage of Capitol Hill than I ever thought I wanted to know. The experiences and the



memories that I take with me as I return to Dillard University are far more important than anything I have or ever will learn in a classroom. Through the generosity of Brian Lamb and the C-SPAN family I have received assurance that I am on the right path. Now, I can return to my studies at Dillard and never again wonder if I have made the right career choice.

Without the benefits of the scholarship program I could not have taken advantage of this internship opportunity. It's great to know that I am the first scholarship intern that C-SPAN has taken on. It will be even better knowing that other African-American students like me will have the same opportunities in years to come. I hope that those after me are welcomed into the C-SPAN environment with as much enthusiasm as I was. C-SPAN is doing a remarkable thing.

## UNCF MEMBER COLLEGES AND UNIVERSITIES

1. Barber-Scotia College  
Concord, NC
2. Benedict College  
Columbia, SC
3. Bennett College  
Greensboro, NC
4. Bethune-Cookman College  
Daytona Beach, FL
5. Claflin College  
Orangeburg, SC
6. Clark Atlanta University  
Atlanta, GA
7. Dillard University  
New Orleans, LA
8. Edward Waters College  
Jacksonville, FL
9. Fisk University  
Nashville, TN
10. Florida Memorial College  
Miami, FL
11. Huston-Tillotson College  
Austin, TX
12. Interdenominational Theological  
Center  
Atlanta, GA
13. Jarvis Christian College  
Hawkins, TX
14. Johnson C. Smith University  
Charlotte, NC
15. Knoxville College  
Knoxville, TN
16. Lane College  
Jackson, TN
17. LeMoyne-Owen College  
Memphis, TN
18. Livingstone College  
Salisbury, NC
19. Miles College  
Birmingham, AL
20. Morehouse College  
Atlanta, GA
21. Morris College  
Sumter, SC
22. Morris Brown College  
Atlanta, GA
23. Oakwood College  
Huntsville, AL
24. Paine College  
Augusta, GA
25. Paul Quinn College  
Waco, TX
26. Philander Smith College  
Little Rock, AR

- |     |   |     |                                      |
|-----|---|-----|--------------------------------------|
| 27. | Rust College<br>Holly Springs, MS         | 40. | Wiley College<br>Marshall, TX        |
| 28. | Saint Augustine's College<br>Raleigh, NC  | 41. | Xavier University<br>New Orleans, LA |
| 29. | Saint Paul's College<br>Lawrenceville, VA |     |                                      |
| 30. | Shaw University<br>Raleigh, NC            |     |                                      |
| 31. | Spelman College<br>Atlanta, GA            |     |                                      |
| 32. | Stillman College<br>Tuscaloosa, AL        |     |                                      |
| 33. | Talladega College<br>Talledega, AL        |     |                                      |
| 34. | Texas College<br>Tyler, TX                |     |                                      |
| 35. | Tougaloo College<br>Tougaloo, MS          |     |                                      |
| 36. | Tuskegee University<br>Tuskegee, AL       |     |                                      |
| 37. | Virginia Union University<br>Richmond, VA |     |                                      |
| 38. | Voorhees College<br>Denmark, SC           |     |                                      |
| 39. | Wilberforce Univeiisty<br>Wilberforce, OH |     |                                      |

