

News Release



Cable-Satellite Public Affairs Network

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C-SPAN PROVIDES VIEWERS WITH NEW SCHEDULE INFORMATION SERVICE

Up-To-Date Schedules Now Available on Secondary Audio Program Channel

Washington, D.C., September 16 -- On Monday, September 17, C-SPAN launches its new schedule information service called "C-SPAN A.S.A.P."

A.S.A.P. stands for Audio Schedule Advisory of Programming and is available on C-SPAN's secondary audio program (SAP) channel to viewers with stereo television sets or stereo VCRs.

Viewers with the push of a button can now block out the sound of C-SPAN or C-SPAN II regular programming and hear a narration of the network's current schedule, which is updated six times a day.

"Because of the ever-changing nature of our programming, it makes sense for C-SPAN to take advantage of the most current technology to get our program schedule out to our viewers," said Kathy Murphy, C-SPAN's Director of Viewer Information and Services.

A.S.A.P. complements C-SPAN's other schedule information services designed to keep viewers up to date on the network's coverage of breaking domestic and international affairs. Viewers may call C-SPAN's schedule telephone hotline, which is also updated six times a day, tune into the networks every half-hour for updated schedule information or read about upcoming programs in the weekly newspaper, the C-SPAN Update.

There are currently 18 million stereo TV sets in use in the United States, and the Electronics Industry Association estimates that sales of stereo televisions have increased more than 50% since 1988.

C-SPAN is providing A.S.A.P. as a free service to cable operators, who must purchase a demodulator/SAP generator in order to receive the SAP signal.

C-SPAN is available in 50.7 million households nationwide and around the world via satellite. The network is privately funded and is a public service of the cable television industry.

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