

NEWS FROM:

C-SPAN AMERICA'S NETWORK

Suite 155 • 400 N. Capitol Street, N.W., Washington, D.C. 20001

Release: IMMEDIATE
2/25/87

Contact: Susan Swain
(202) 737-3220

C-SPAN PLANS MOVE TO GALAXY III
Cable Cooperative to Join Weather Channel, Viacom Services
in Forming New Cable Satellite

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Brian Lamb, Chairman and Chief Executive Officer of C-SPAN, made the announcement, citing the short and long-term benefits of this decision. He added that it has the full approval of the C-SPAN Executive Committee, which met in Arizona this week.

"Galaxy III offers us quality, stability, and a good neighborhood. It's a good move for C-SPAN's future," Mr. Lamb said. "In fact, there is something in this decision for everyone, most importantly the cable operator."

C-SPAN executives see the move as critical for the growth and development of C-SPAN II, which has been leasing temporary transponder space on Satcom IV since shortly after the channel's inception.

(more)

CABLE SATELLITE PUBLIC AFFAIRS NETWORK

C-SPAN will lease two fully protected transponders on Galaxy III, a bird which has an estimated life of eight additional years. Protection is a key factor for C-SPAN: the C-SPAN II channel was preempted last July 27 after a technical malfunction of its satellite and the original C-SPAN channel is currently transmitted on a preemptible transponder on Galaxy I.

The Galaxy III deal not only ensures intra-satellite protection for its transponders, but offers an inter-satellite backup on Hughes' Galaxy II bird. C-SPAN executives are also pleased with the technical quality of Galaxy III. At 93.5 degrees west longitude, G-III has an excellent footprint over all 50 states.

C-SPAN President and COO Paul FitzPatrick is confident that Galaxy III will prove itself attractive to the cable industry. "The Viacom services, The Weather Channel and our two C-SPAN channels make a solid initial program line-up for Galaxy III," FitzPatrick said. He also cited Hughes agreement to once again furnish high quality satellite equipment to cable systems, which guarantees a smooth transition to affiliates.

No date has been set for the move of C-SPAN's two services. Mr. FitzPatrick said a date would be selected that ensures constancy of service to the 26 million cable television homes receiving C-SPAN and the 7 million homes currently able to receive C-SPAN II.

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G-SPAN

IN THE
CLASSROOM

outside
industry

• Jerry Lewis
as speaker

Connie:

can you help me gather the following
information?

- 1] press release on G-3 we wrote months ago
- 2] telephone numbers:

1) Eddie Hardenstein (415) 969-9500
Equitoria

2) Andy Seetos (212) 713-6560
V.P., Opns.

3) Jerry Farrell, Hughes (213) 607-4700 gen.#

4) (Dubby) John Wynn - (804) 446-2007
Pres., Landmark Comm.

Thanks!

Susan

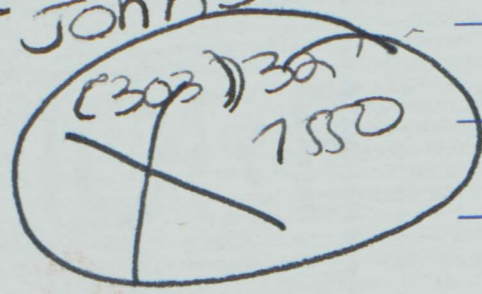
(203) 381-1550

G-SPAN

IN THE CLASSROOM

- Daniels -

Jackie
John Saeman



satellite

no ego

release coming - tip her off

developed 9-3 option 7 mos. ago

Telstar option couldn't get together

people then looked back

Eddie Hautenstein:

Hughes - Jerry Farrell

fewer cable services

16
14 (sky merchant + ash)

• millions saved for cable programmers

high quality as in the sky
back up system

• memorandum of understanding

- do we announce date that we'll sign?

- diff. is

- viacom only 10 instead of 21

- haven't made decisions as to when

July 27, 1988
2 transp

1 RCA
both first to

less money than
before
• 2 fully protected transp
• 50 states
• 8 yr agreements

• delighted for cable industry
• excited for cable
• KU too expensive for us
• C-band has been effective for Viacom

Andy Seetos

Dubby Wynne

comparable to
dish programs
for quality
of dishes

met
8

Equatorial
8



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THE WEATHER CHANNEL
John Wynne
President
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AW Lamb

is the final draft released Wed. A.M., approved by the various

PLEASE call early with any problems.

my choice TV Networks.

To: Th to AS par im

Contact: Susan E. Binford Senior Vice President, Press & Public Affairs

Barry Kluger Vice President, Press & Public Affairs (212) 713-6452

C-SPAN, C-SPAN II, AND THE WEATHER CHANNEL

TO JOIN VIACOM NETWORKS GROUP SERVICES ON GALAXY III

Viacom Networks Group today announced it has secured 10 transponders on Hughes Communications' Galaxy III satellites for use by its services MTV; MUSIC TELEVISION, VH-1/VIDEO HITS ONE, NICKELODEON, NICK AT NITE and Viewer's Choice I and II. Joining the Viacom Networks Group on Galaxy III will be C-Span, C-Span II, and The Weather Channel, who have reached agreement in principle to secure additional Galaxy III transponders for distribution of their respective services.

In making the announcement, Andrew G. Setos, Senior Vice President, Engineering & Operations, Viacom Networks Group commented: "The strength of this initial lineup indicates the industry's acceptance of the sound business and operational aspects offered by Hughes Galaxy III's C- Band technology."

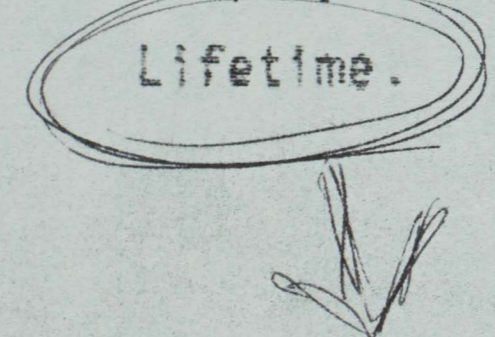
Mr. Setos continued: "Viacom has taken the lead in harnessing the proven and reliable C-Band technology which has been one of the key elements in the success of cable television. By making this long term commitment, these programming services have guaranteed their distribution to the industry and insured their continued success and visibility in the cable marketplace."

Hughes Communications President, John Koehler, said, "Hughes is pleased to expand its role in support of the cable industry and is eager to work with this consortium program supplies on developing and launching the next generation of C-satellites."

Brian Lamb, Chairman & CEO of C-Span commented, "We are very pleased to have found protected and long term support for C-Span and C-Span II."

John O. Wynne, President, Broadcast and Video, Landmark Communications (The Weather Channel) noted: "I am particularly excited about the 'neighborhood' being created on Ga III and I am pleased by the support and encouragement I have received from the MSO's and the cable industry, in general."

The Viacom Networks Group, a unit of Viacom International Inc., operates SHOWTIME and THE MOVIE CHANNEL, two of the nation's leading premium pay television services, as well as MUSIC TELEVISION, VH-1/VIDEO HITS ONE, NICKELODEON, NICK at NITE, four of the country's most popular basic cable television networks. In addition the company operates Viewer's Choice, a two-channel national pay-view service, Satellite Direct, the company's home TVRO marketing outlet and owns a one-third interest in Lifetime.



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by courier -

2:00 pm pena faxing

→ meeting w/

- J.L. Freeman
- Jessel
- motavalli - Cable
- Swartz - TV Digest
- Ad Age
- Ag Week
- Jerry Fabreant - L.A.
- Bill Kn - L.A. Times

late morning

(212) 713-6499

no Post

- Bob Scherman
- Jill Marks
- Daily Vari
- Variety - John Lipman

CONTACT: HUGHES COMMUNICATIONS, INC.
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**HUGHES COMMUNICATIONS ANNOUNCES MOVES TO
TRANSFORM GALAXY III INTO MAJOR CABLE CARRIER**

Los Angeles, February 25 -- Hughes Communications has reached agreement in principle with Viacom Networks Group to make Galaxy III a major carrier of cable television services and to negotiate arrangements for capacity on a new C-band satellite Hughes is authorized to build by the Federal Communications Commission. Additionally, the two companies have agreed to pursue negotiations arranging for the provision of new C-band satellites to ensure long-term availability of C-band technologies to the video industry.

Viacom has secured 10 transponders on Galaxy III. Joining Viacom in this move to the Hughes satellite will be C-SPAN, C-SPAN II and The Weather Channel.

Equatorial Communications, Inc. and MCI Communications Corporation are each providing rights to half of the total number of transponders involved in the pending move. Both companies have negotiated with the respective programmers for the long-term lease of their transponders. Galaxy III is positioned at 93.5 degrees west longitude.

As part of the move to transform Galaxy III into a cable satellite, Hughes Communications will furnish satellite dishes to cable system operators and other customers of the programmers to enable them to receive the Galaxy III signals. In a similar action in 1984 Hughes distributed approximately 2500 dishes to cable operators in a move which enabled them to shift programming to Galaxy I without losing existing cable subscribers. Today Hughes' Galaxy I is the pre-eminent cable transmission satellite.

More.....

2 2 2 2 2
HUGHES/VIACOM MOVES TO TRANSFORM GALAXY III

As part of the agreement with Hughes Communications, Viacom and the other programmers will contract for non-preemptible back-up service on Galaxy II, located at 74.0 degrees west longitude. Terms will also be negotiated for the continuation of service on a successor satellite to Galaxy III at the end of its productive life, due to occur in 1994.

John E. Koehler, president and CEO of Hughes Communications, hailed the move as a landmark step for the cable television industry. "We see continued growth in the range and variety of cable service offerings," he said. "This agreement underscores our belief that C-band is the most cost-effective technology for cable programming distribution.

"With these new services planned for Galaxy III, cable operators can be assured of the stability of their investment in C-band hardware and ground equipment and guaranteed service continuation for the very long run," Dr. Koehler added.

Hughes Communications has permission from the FCC to launch a fourth C-band satellite, Galaxy IV, and has requested the orbital assignment of 122 degrees west longitude. Hughes plans to file requests to replace its current constellation of Galaxy satellites as required. Negotiations with the programmers will also involve possible future acquisition of capacity on Galaxy IV.

Hughes Communications is a wholly owned subsidiary of Hughes Aircraft Company.

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D R A F T P R E S S R E L E A S E

WASHINGTON, D.C., OCTOBER _____ -- The C-SPAN Cable network

announced today that it has signed lease agreements which will provide a long-term home for its C-SPAN II channel on Hughes' Galaxy 3 satellite. Network officials immediately began the process of notifying affiliates that Galaxy 3's transponder _____ will begin transmitting the C-SPAN II signal on January 1, 1987.

The move to Galaxy 3 had the unanimous approval of the C-SPAN Executive Committee -- a nine-member panel of top cable executives. That panel acted on behalf of the network's 39-member Board of Directors, which collectively represents over two-thirds of the nation's cable television operating companies.

"For me," said Sammons Communications President James Whitson, who chairs the C-SPAN Executive Committee, "the primary concern was cost; cost to C-SPAN and the resulting costs to our affiliates. With Galaxy 3 we got the best combination of price and quality."

Former Executive Committee Chairman, John P. Frazee, president of the Centel Corporation, added, "Centel supports this move. It provides the network with the long-range stability that will allow C-SPAN II to grow."

It was this combination of economics and the satellite's quality that made the Galaxy 3 satellite attractive to the C-SPAN Board. Stability is

another important feature of the Galaxy 3 offer -- the satellite has eight additional years of viability and C-SPAN has leased two fully protected transponders on it. The second provides a back-up for C-SPAN's main channel of programming, which is currently transmitted on a highly preemptible transponder (#13) on Galaxy 1.

Daniels & Associates Chief Executive Officer, John Saeman, who has also served as Chairman of the NCTA, explains, "Our decision was really based on two considerations: cost and coverage. We were able to get two protected transponders at a great price and this bird has an excellent footprint over the entire United States."

John Sie, Vice President of TCI, the nation's largest cable MSO, agrees, "I'm very supportive of Galaxy 3. We were offered a bird with a good life span at the lowest possible price. It's provided a real window of opportunity for C-SPAN II."

Galaxy 3 is a new bird for the cable industry, but C-SPAN executives are confident it will prove a popular one. Low cost earth stations are readily available (\$2500 installed) and a full complement of cable programmers have already signed on to use Galaxy 3.

C-SPAN Executive Committee member Gene Schneider, Chairman of United Cable, currently carries C-SPAN on 100 percent of United's systems. He said, "We will definitely move to put new earth stations at all of our systems to be able to receive C-SPAN II from Galaxy 3. United carried the Senate from its first telecast and we don't want any gaps in that service to our customers."

Western Communications President Edward Allen, a former chairman of both C-SPAN and the NCTA, adds, "We are very fortunate that a satellite of the quality of G-3 was available to us at this critical time. Western will also put the necessary dishes in our systems to continue the carriage of C-

SPAN II we began in June."

"I supported this proposal," said Hauser Communications President John Evans. "Hauser will make the investment to continue carrying C-SPAN II to each of our systems in Minnesota, Maryland, and Virginia."

C-SPAN initiated the search for a new satellite on July 27, when RCA Americon notified it that the pre-emptible transponder C-SPAN had been leasing for four years on Satcom III-R (#19) was being reclaimed as one of the protected transponders on that bird had malfunctioned and was beyond repair.

With the assistance of RCA and the Philadelphia-based QVC, Inc., C-SPAN II found a temporary berth on Satcom IV, transponder 8 and the process

of securing a permanent satellite for the (fledging] C-SPAN II's Senate telecasts began.

Over the ensuing 10 weeks, C-SPAN's Executive Committee met twice in Denver (August 19 and September 30) and once in New York City (September 17) to consider proposals from six satellite companies before deciding on the Galaxy 3 package.

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attach list of board members with titles