

News Release



Immediate Release:
September 22, 1989

Contacts:
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(202) 737-3220

C-SPAN NAMES NEW PROMOTIONS DIRECTOR Nicole Vanasse to Coordinate Network's Creative Strategy

Washington, D.C.--Nicole Vanasse has been named Director of Promotions and Publications for C-SPAN, the Cable Satellite Public Affairs Network.

Ms. Vanasse, formerly the Director of Creative Services for the Peace Corps, will head a new department that will create and oversee C-SPAN's promotional strategies.

"Our Promotions and Publications Department will help us focus the message that we are adapting for the next decade," C-SPAN Chairman and founder Brian Lamb said. "Nikki's expertise and enthusiasm will be invaluable as we launch new programming, marketing, and educational services."

The new department will consist of 11 employees, including the C-SPAN Update staff, which publishes the weekly viewing guide for the network, and a creative services staff, which will produce on-air promotional advertising. A graphic artist, a promotions specialist, and a promotions coordinator will assist the network's other departments in producing promotional materials.

Ms. Vanasse, a native of Amherst, Massachusetts, served as a Peace Corps volunteer in West Africa for three years before returning in 1979 to the United States to work at the Peace Corps offices in Washington, D.C.

An accomplished illustrator and designer, she has also been awarded various honors for filmmaking, including the Los Angeles Gold CINDY Award and the Chicago Film Festival Silver Plaque.

Ms. Vanasse is a graduate of St. Michael's College in Winooski, Vermont.

Her department's first projects are to promote C-SPAN's November British House of Commons coverage and its "Ready for the 90's" campaign.

C-SPAN is now available in 46.6 million households through 3,341 cable system affiliates nationwide and around the world via satellite. The privately funded network is a public service of the cable television industry.

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