

News Release



Cable-Satellite Public Affairs Network

400 North Capitol Street N.W., Suite 650
Washington, D.C. 20001
(202) 737-3220

Contacts: Rayne Pollack
202-626-4863
Kristin Wennberg
202-626-7975

C-SPAN AND SAMMONS COMMUNICATIONS LAUNCH 1991 SCHOLARSHIP CONTEST

High School Seniors to Compete for \$25,000 in Tuition Money

Washington, D.C., September 26 -- On Monday, October 1, C-SPAN and Sammons Communications kick-off the second annual Sammons/C-SPAN Scholarship Contest.

\$25,000 in scholarship money will be awarded to 20 high school seniors. The contest is open to those seniors attending a school located within a Sammons franchised area, whether their school is wired for cable or not.

This year's contestants must write an essay answering the question, "You are running for a seat in the United States House of Representatives. What is the most important issue facing your community and as an elected legislator, how would you propose to resolve it?" Students are encouraged to watch C-SPAN's coverage of Congress and public affairs to help them formulate their answers.

The essay limit is 750 words, and entries will be judged on the thought given to the question, the extent of public awareness evident in the answer, creativity, and presentation.

All entries must be received by February 15, 1991. A panel of judges chosen by Sammon's corporate offices and C-SPAN will judge all the entries, and 20 regional winners and one national winner will be announced April 15, 1991. All regional winners will receive \$1,000 toward their college tuition, and the national winner will receive \$5,000.

C-SPAN has long been an advocate of cable in the classroom. Since 1987, the public affairs networks has provided high school and college instructors with free educational materials and services to encourage use of C-SPAN as a teaching resource.

C-SPAN is available in 50.9 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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202-626-4863
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Contacts: Linda Heller
Mary Holley
(202) 737-3220

C-SPAN PUBLISHES AMERICAN GOVERNMENT TEACHERS' GUIDE

Cable Television Network Expands Educational Resources In New School Year

Washington, DC, October 5--The C-SPAN cable television network has published a new guide for high school teachers who want to use C-SPAN public affairs programs to teach American government concepts. Intended for use specifically in 9th-12th grade government courses, the free 24-page guide is comprised of lesson plans and ideas for integrating C-SPAN into the social studies curriculum.

American Government teachers who are members of "C-SPAN in the Classroom," the network's free educational service, can request a complimentary copy of the guide. Also new for the 1990-91 school year is a free monthly newsletter designed to support and enhance the use of C-SPAN in the high school curriculum.

Other free educational services available to members include a 24-hour toll-free Educators' Hotline, lesson plans, teaching guides, and an unrestricted copyright policy. To enroll in "C-SPAN in the Classroom" interested teachers should call the "C-SPAN in the Classroom" Educators' Hotline at (800) 523-7586.

Under its unique liberal copyright policy, C-SPAN grants educators the right to tape any C-SPAN program off the air without receiving prior permission from the network or paying a licensing fee as long as taping is for school use only. Teachers may tape C-SPAN at home or school and keep the tapes without time limitation.

Since 1987, C-SPAN has provided high school and college instructors with free educational materials and services to encourage the use of C-SPAN as a teaching resource. "C-SPAN in the Classroom" members now number more than 7,000 nationwide.

C-SPAN is a non-profit cooperative of the cable television industry. Created in 1979 to air live, unedited coverage of the House of Representatives, the network has expanded to 24-hour-a-day public affairs programming. C-SPAN is available in 50.7 million households nationwide and around the world via satellite.

Monday

9/24 - Contest lunches

- trailers

- local media (61) summons operators

- Summons

April 15, 1991 - Luvanoes winner

Feb 15 - New essays in

~~Calolo man King
420 Leamington Aug
with NY 300
10170
22-297-653
Fax 212-986-1952~~

302-537-9292
Justin

Revised May 30, 1990

(#049) BENBROOK, TEXAS 76126-0809

- (01) Sammons of Benbrook
P.O. Box 26809
410 Mercedes Street
Tom Soulsby, General Manager
Robert Wilson, Chief Technician
(817) 249-4130

(#706) BENSALEM, PENNSYLVANIA 19020

- (11) Oxford Valley Cablevision, Inc.
P.O. Box 445, 1750 Byberry Road
Alane Sica, General Manager
Michael Sinback, Chief Technician
(215) 638-7770
(215) 638-0128 (Pvt.)
Kathy Cummings, Asst. Manager
(215) 638-5611
Mike Muller, Regional Engineer
(215) 638-7114
Ellis McDanel, System Engineer
HE (Upper Southampton) (215) 364-2395
(215) 638-5610 - Computer Room
Bill Long, Marketing
(215) 638-2220

(#051) BLACK MOUNTAIN, NO. CAROLINA 28711

- (01) Sammons Communications, Inc.
P.O. Box 545
U.S. 70 at Blue Ridge Road
Becky Chafin, Manager
Randy Redden, Chief Technician
(704) 669-2609
(704) 669-5525 (Pvt.)
* HE (704) 669-4977

(#721) BORGER, TEXAS 79007

- (19) Sammons Communications of Texas, Inc.
P.O. Box 5044, 201 East 10th Street
John Mason, General Manager
Gaylord (Stu) Stewart, Chief Technician
(806) 273-3744
(806) 273-5258 (Pvt.)
HE (806) 273-5742

(#065) BRISTOL, TENNESSEE 37625-4007

- (01) Sammons Communications, Inc.
P. O. Box 4007, 204 Bluff City Hwy.
Steve Pollock, General Manager
Larry Wilson, Chief Technician
(615) 968-2141
(615) 968-2841 (Pvt.)
HE (615) 968-2952
Julie McCray, Marketing
(615) 968-9674

(#068) BROOKHAVEN, MISSISSIPPI 39601

- (01) Sammons Communications, Inc.
P. O. Box 903, Brookway Plaza
Shopping Center
Highway 51 North Brookway Boulevard
Lamar Rushing, Manager
Steve Mercier, Chief Technician
(601) 833-7991
HE (601) 833-8321

(#887) CANTON & CLYDE, NO. CAROLINA

- (01) Becky Chafin, Manager
HE (704) 648-2196

(#860) CERES, CALIFORNIA 95307

- (01) Sammons Communications, Inc.
1937 Mitchell Road
Roger Smith, General Manager
Bill Stapleton, Chief Technician
(209) 537-4848
(209) 668-4887 (Pvt.)

(#099) CLEBURNE, TEXAS 76031

- (01) Sammons Communications, Inc.
219 N. Ridgeway
Tom Soulsby, General Manager
(817) 641-2165
(817) 641-2183 (Pvt.)
Robert Wilson, Engineer

*Denotes latest addition or change.

Revised May 30, 1990

(#855) TUSKEGEE, ALABAMA 36083

(01) Sammons Communications, Inc.
116 South Main
Tuskegee, Alabama 36083
Crew Pitts, Manager
Johnny Williams, Chief Technician
Cynthia Walford, Operations Manager
(205) 727-4484

(#876) VINELAND, NEW JERSEY 08360

(13) Sammons Communications of New Jersey
1846 N.W. Boulevard
Mike Taylor, Manager
Joe Paiva, Plant Manager
Alex Swider, Chief Technician
(609) 692-2100
(609) 696-3784 (Pvt.)
Hammonton HE (609) 561-6301

(#883) WATERBURY, CONNECTICUT 06708

(20) Sammons Communications of Conn., Inc.
695 Huntingdon Avenue
Ernie Magaro, General Manager
(203) 757-2400 (Pvt)
Betty Miller, System Manager
(203) 573-0883 (Pvt)
(203) 755-1178
Ray Ceniccola, System Engineer
Tom Wolff, Chief Technician
(203) 756-1905
HE (203) 756-0678
FAX (203) 574-4146

(#165) WAXAHACHIE, TEXAS 75165

(01) Sammons Communications of Waxahachie
413 W. Main Street
Tom Soulsby, General Manager
(214) 937-9310
299-5169 (Metro)

(#887) WAYNESVILLE, NO. CAROLINA 28786

(01) Sammons Communications, Inc.
P.O. Box 180,
1202 Sulphur Springs Road
Becky Chafin, Manager
Keith Lawson, Chief Technician
(704) 452-5804
(704) 452-1901 (Pvt.)
HE (704) 452-2644

(#888) WEATHERFORD, TEXAS 76086

(01) Sammons Communications, Inc.
104 Tower Street
* Mary Arnold, Office Manager
(817) 594-4411
Robert Wilson, Engineer

(#899) WHITTIER, CALIFORNIA 90607

(01) Sammons Communications, Inc.
* P.O. Box 4247,
13300 Whittier Blvd. (90602)
Shirley Orr, Manager
Kerry Darling, Chief Engineer
(213) 698-3772
(213) 696-0202 (Pvt.)
HE (213) 696-2498
* Muriel Oldsbury, Marketing Mgr.
FAX (818) 501-4333
(213) 698-1141

*Denotes latest addition or change.

ACTUALLY - YOU
KEISTEN - IF
JUST SENT TO
TRADES AND TO
THAT WOULD
BE ENOUGH
THANKS
A

JEAN CROASMUN
SAMMONS COMMUNICATIONS INC
GRAYSTONE CENTER
3010 LBJ FREEWAY/
SUITE 800
DALLAS, TX 75234

TJM
JPM

Q: You are running for a seat in the United States House of Representatives: what is the most important issue facing your community and as an elected legislator how would you proposed to resolve it?

1991 SAMMONS/C-SPAN SCHOLARSHIP CONTEST RULES:

this is a preliminary copy of the contest rules. It is not the official copy and is not intended for distribution as such.

1. Contest is open to all high school seniors attending a school located within a Sammons franchised area, except employees and family members of Sammons Communications, Inc. and C-SPAN.

2. Entries must be type-written and double spaced.

3. Entries are not to exceed 750 words.

4. Entries will be judged on the following criteria:

depth of thought and public awareness -- 40%

how well questioned is answered -- 20%

creativity -- 15%

reasoning -- 15%

presentation (includes appearance and basic rules of grammar) -- 10%

5. Entries become the property of Sammons Communications and will not be returned.

6. Regional entrants will be judged by a uniform panel of judges. After regional winners are chosen, the national winner will be determined by a separate panel of independent judges.

7. Judges' decisions is final and binding on all entries.

8. Breakdown of prizes:

5 regional winners from each of 4 regions, one of which will be named the national winner.

Regions (based on Sammons subscribers):

northeast/region 1 -- CT, NY, NJ

central region/region 2 -- PA, IN, IL

southern region/region 3 -- MS, LA, AL, GA, NC, TN, VA, KY

western region/region 4 -- CA, WA, TX, OK

Each regional winner will receive \$1,000 towards his college education with the national winner receiving an additional \$4,000 (a grand total of \$5,000 for the national winner).

9. Each entry must be accompanied by a completed official cover page. Cover pages may be picked up at any Sammons office when participant turns in entry.

10. Entries must be in entrant's local Sammons office by 5 pm, February 15, 1991. Please hand deliver entries to ensure receipt in office by deadline.

11. Winners must agree to be photographed and consent to the use of their name and picture by Sammons Communications and C-SPAN for publicity purposes. Entrants must also agree to allow Sammons to reprint or broadcast all or part of their essay at any time.

12. Any applicable taxes are the sole responsibility of the prize recipient.

13. Transferability of prizes:

Winner must attend college full-time at an accredited institution beginning Fall, 1991. Winner must attend school during contiguous long (non-summer) terms and retain at least a 2.0 GPA until scholarship money is depleted. In the event all scholarship money is not used during contiguous semesters, all unused money is to be returned to Sammons Communications, Inc., to be applied to a general scholarship fund. If recipient of the scholarship chooses to continue his education at another institution, unused money is to be returned to Sammons where it will be forwarded to transferred institution. Unused scholarship money remaining at time of winner's graduation will be returned to Sammons Communications.

14. Entrant's name is to be NO WHERE on the pages containing the body of the paper. Entrant's name is permitted only on the cover sheet supplied by Sammons which is strictly for tracking purposes. Cover sheets will be distributed at time of entry.

15. Entries not complying with above rules will be automatically disqualified.

16. Prizes will be sent directly to school of winner's choice.

17. Winners (regional and national) will be announced on April 15, 1991.

tips for entrants:

-- entries must meet the rules and guidelines to be eligible. if you have any questions or need clarification of the rules, contact your sammons office.

-- 750 words is the limit. entries with 751 words or more will be disqualified. There is no minimum number of words. Say only what is absolutely necessary to get your point across. Titles (to the paper) will not be counted. Hyphenated words and proper nouns will be counted as single words regardless of the length. Ex: They watched C-SPAN on a black-and-white television wired for cable by Sammons Communications, Inc. = 12 words.

-- Do not write your name on your paper. Submit only your double-spaced entry on 8 1/2 x 11 white paper. You will be asked to fill out an official cover sheet at the time of submission. Cover sheets will be used for tracking purposes and request basic information about the entrant. There is no need for you to create your own cover sheet, nor is there a need for the paper to be bound; a staple in the top left-hand corner will be sufficient.

-- Watch C-SPAN on Sammons cable channel _____ to keep up with governmental happenings in your area. This will give you insight to what the issues are and what your rep (also your "competition") is doing.

-- Keep in mind the scoring criteria. We are more interested in how much you think than how you tell us what you think. We are also more interested in how you think and reason

than in how you write or how well you guess what Sammons and C-SPAN want to hear.

-- Count your words before turning your paper in. Once a paper is submitted, it becomes property of Sammons and will not be returned for corrections or additions. IF YOU HAVE ANY QUESTIONS OR NEED CLARIFICATION OF THE RULES CONTACT YOUR LOCAL SAMMONS OFFICE.

-- Most of all, have fun with this contest. This is your chance to express your thoughts on your community and a great way to make some quick cash for college.

This is a first draft of the official rules and tips for entrants. These are for your benefit only and are not to be distributed to entrants (you'll get the ones for the students by October 1). You can include a copy of the rules along with the letters you send out -- please instruct the recipient of the letters and rules that the rules are for their benefit only and are not to be distributed to potential entrants.

Revised May 30, 1990

(#727) PASCAGOULA, MISSISSIPPI 39567

- (21) Gulf Coast Cablevision, Inc.
P.O. Drawer 1818, 5100 Mac Phelah Street
Cindy Searce, Manager. / VICKI BOSARGE
(601) 769-1221
(601) 769-1225
(601) 762-8063 (Pvt.)
Dave Kilbern, Chief Technician
(601) 769-1597
(601) 475-8807 HE-Escatawpa
(601) 497-5418 HE Gautier

FAX: (601) 769-7771
(#735) PETERSBURG, VIRGINIA 23803

- (16) Sammons Communications of Virginia, Inc.
351-57 Franklin Street
Ron DeForrest, Manager
George Stamos, Chief Technician
(804) 732-5522
(804) 733-6741 (Pvt.)
HE (804) 732-1948
(804) 862-4272 - Computer Room

(#745) PLEASANTVILLE, NEW JERSEY 08232

- (13) Sammons Communications of NJ, Inc.
901 West Leeds Avenue
Egg Harbor Township
MAILING ADDRESS: 901 West Leeds Avenue
Absecon, New Jersey 08201
Bob Piperato, Regional Manager
(609) 641-8927 (Pvt.)
Alan Goldenberg, General Manager
(609) 641-6705 (Pvt.)
(609) 641-6700
John Cottam, Chief Engineer 641-8949
Tom Young, Engineering Mgr. 641-9026
HE (609) 646-4096 (old) Egg Harbor
HE (609) 652-2317 (new) Galloway
FAX (609) 272-0455
(609) 383-8504 - Computer Room
Frances Rios, Marketing
(609) 641-3740

(#760) PONTIAC, ILLINOIS 61764

- (15) Sammons Communications of Ill, Inc.
P.O. Box 105
23 Vermillion Plaza
Jim Mumma, General Manager
Roger Bedeker, Chief Technician
(815) 844-3141
HE (815) 842-2919

#795) RUSSELLVILLE, ALABAMA 35653

- (01) Sammons Communications, Inc.
P.O. Box 490, 501 E. St. Clair Stree
Mike Akins, Manager
Eddy Robinson, Chief Technician
(205) 332-3626
(205) 332-3664 (Pvt.)

(#835) STREATOR, ILLINOIS 61364

- (15) Sammons Communications of Ill, Inc.
P.O. Drawer "R"
2506 North Bloomington Street
Jim Mumma, General Manager
(815) 672-2183
(815) 672-5071 (Pvt.)
Duane Von Ruden, Regional Engineer
(815) 672-3323 (Home Number)
Ernie Brown, Tech. Supervisor
HE (815) 673-2201

(#852) TURLOCK, CALIFORNIA 95380

- (01) Sammons Communications, Inc.
P.O. Box 1863, 918 Lander Avenue
Roger Smith, General Manager
Bill Stapleton, Chief Technician
(209) 667-5003
(209) 667-5004
(209) 667-5006 (Pvt.)
HE (209) 634-4131
FAX (209) 538-3375

(209) 632-1399

*Denotes latest addition or change.

Revised May 30, 1990

(#625) NATCHEZ, MISSISSIPPI 39120

- (01) Sammons Communications, Inc.
P.O. Box 430, 190 U.S. Highway 61 South
Fred Mange, Manager
Mike West, Chief Technician
(601) 442-5418
(601) 442-1466 (Pvt.)
(601) 442-0542 (HE)
(318) 336-4357 (Vidalia HE)

(#633) NEWPORT, TENNESSEE 37821

- (01) Sammons Communications, Inc.
210 North Mims Street
Mike Hill, Manager
Wes Hudson, System Engineer
(615) 623-2233
HE (615) 625-1445

(#675) OIL CITY, PENNSYLVANIA 16301

- (14) Sammons Communications of Penn., Inc.
286 Elm Street
Day Beren, Manager
Ed Land, Chief Technician
(814) 677-3011
(814) 677-6859 (Pvt.)
HE (814) 677-5032
Warehouse (814) 677-7030

(#680) OTHELLO, WASHINGTON 99344

- (17) Sammons Communications of WA, Inc.
1040 Main Street
Dawn Nielson, Manager
Steven (Kim) Svetich, Area Tech.
HE (509) 488-5972
(509) 765-9092 (Pvt.)

(#685) OTTAWA, ILLINOIS 61350

- (15) Sammons Communications of Ill, Inc.
P.O. Box 218, 401 West Washington
Jim Mumma, General Manager
Ernie Brown, Technical Supervisor
(815) 433-1163
(815) 433-4604 (Pvt.)
HE (815) 433-2265
Simulsat (815) 433-6547
Charlotte Bragg, Office Mgr./
Cathy McCulley, Marketing Mgr.
(815) 433-1379 (Pvt.)

OTTAWA WAREHOUSE

Sammons Communications of Ill, Inc.
401 West Washington
Ottawa, Illinois 61350

✓ (#720) PAMPA, TEXAS 79065

- (19) Sammons Communications of Texas, Inc.
P.O. Box 2373, 1423 North Hobart
John Mason, General Manager
Jim Hampton, Chief Technician
(806) 665-2381
(806) 665-5174 (Pvt.)
HE (806) 665-5242
Computer (806) 665-1034
McLean HE (806) 779-2572

✱ (#865) (PARK CITIES) DALLAS, TEXAS 75206

- (01) Park Cities Cable TV
4423 Worcola
Dusty Dansby, General Manager
(214) 361-8513
(214) 361-0394 (Pvt.)
Roy Kraft, Chief Technician
(214) 373-9327 Dispatch

*Denotes latest addition or change.

Revised May 30, 1990

- (#895) LANETT, ALABAMA 36863/
WEST POINT, GA.
- (01) Sammons Communications, Inc.
401 South 6th Street
Lanett, Alabama 36863
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Mike Coulter, Regional Engineer
Johnny Williams, Chief Technician
- (#510) LOGANSPOUT, INDIANA 46947
- (01) Sammons Communications, Inc.
800 Water Street
Peggy Turner, Manager
Guy Hickle, Chief Technician
(219) 753-6341
(219) 722-3043 (Pvt.)
HE (219) 753-5773
FAX (219) 722-4767 (not SCT)
- (#165) MANSFIELD, TEXAS 76063
- (01) Sammons Communications of Mansfield
102 N. Main Street
Tom Soulsby, General Manager
(214) 473-9356
- (#540) McCOMB, MISSISSIPPI 39648
- (01) Sammons Communications, Inc.
P.O. Box 1108, 311 Canal Street
Lamar Rushing, Manager
Steve Mercier, Chief Technician
(601) 684-6881
(601) 684-9957 (Pvt.)
HE (601) 684-9720
- (#575) MIDDLESBORO, KENTUCKY 40965
- (01) Sammons Communications, Inc.
P.O. Box H, 201 Chester Avenue
Mike Hill, Manager
Beverly Bradford, Chief Technician
(606) 248-6620
- (#601) (MORRISTOWN) WHIPPANY, NJ 07981
- (13) Sammons Communications of NJ, Inc.
45 South Jefferson Road, Bldg. F,
C.N. 919
Brian Wirth, General Manager
Bob Geisler, Chief Engineer
Don Palmer, Chief Technician
(201) 884-0027
(201) 884-1789 (Pvt.)
HE (201) 540-0449
- (#597) MORRISTOWN, TENNESSEE 37814
- (01) Sammons Communications, Inc.
P.O. Box 1620, 210 South Hill Street
Mike Hill, Manager
Wes Hudson, System Engineer
Beverly Bradford, Chief Technician
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HE (615) 587-1624
(615) 581-2633 (Pvt.)
- MORRIS PLAINS, NEW JERSEY 07950
- Sammons Cable Advertising - Dover
101 Gibraltar Dr., Suite 2B
Donna Lukenbill, Manager
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(201) 984-0106 (Pvt.)
FAX (201) 984-0107
- (#602) MOSES LAKE, WASHINGTON 98837
- (17) Sammons Communications of WA, Inc.
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Dawn Nielson, Manager
Steven (Kim) Svetich, Area Technician
(509) 765-6151
(509) 765-9092 (Pvt.)

*Denotes latest addition or change.

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Revised May 30, 1990

(#105) CLINTON, OKLAHOMA 73601

(01) Sammons Communications, Inc.
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818 Frisco
Douglas Moore, Manager
Joel Zasinowich, Chief Technician
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(405) 323-5869 (Pvt.)
HE (405) 323-5854

(#125) CORTLAND, NEW YORK 13045

(12) Sammons Communications of NY, Inc.
224 Tompkins Street
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Gene Mironti, Chief Technician
(607) 756-2871
HE (607) 753-1927
(607) 756-7488 (Pvt.)

(#126) COVINGTON, VIRGINIA 24426

(16) Sammons Communications of Virginia, Inc.
P.O. Box 551
356 West Main Street
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Monty Crawford, Chief Technician
(703) 962-1184
(703) 962-6258 (Pvt.)
HE (703) 962-8806

(#140) DENTON, TEXAS 76201

(01) Sammons Communications, Inc.
205 Industrial Boulevard
John Enlow, Manager
Mark Gearhart, Chief Technician
(817) 566-2901
(817) 566-1711
(214) 434-1105 (Metro-not necessary to
dial area code)

(#160) DOVER, NEW JERSEY 07801

(13) Sammons Communications of NJ, Inc.
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Brian Wirth, General Manager
Bob Geisler, Chief Engineer
Charlie Wolfram, Chief Technician
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(201) 361-2969 (Pvt.)
(201) 361-4516 (Const.)
HE (201) 361-6655
* FAX (201) 361-4879

(#722) DUMAS, TEXAS 79029

(19) Sammons Communications of Texas, Inc.
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(806) 935-6487
(806) 935-6315 (Pvt.)

(#165) DUNCANVILLE, TEXAS 75138

(01) Duncanville Cable TV
P.O. Box 380009
206 East Center Street (75116)
Dusty Dansby, Manager
Tom Ford, Chief Technician
(214) 296-2283
(214) 296-5677 (Pvt.)
(214) 298-3639 (Pvt.)
(214) 775-8678 - Midlothian HE

298-365
(#175) DWIGHT, ILLINOIS 60420

(15) Sammons Communications of Illinois, Inc.
122 South Franklin Street
Jim Mumma, General Manager
Roger Bedeker, Chief Technician
(815) 584-2012
HE (815) 584-3187

*Denotes latest addition or change.

Revised May 30, 1990

(#190) EASTON, PENNSYLVANIA 18042

- (14) Sammons Communications of Pa, Inc.
P. O. Box 639, 1604 Sullivan Trail
Mary Vongas, General Manager
Tom Rudnick, Operations Manager
John Turner, System Engineer
(215) 253-6174
(215) 258-4201 (Pvt.)
(215) 253-5011 (Pvt.)
HE (215) 258-8131
(215) 250-0410 - Computer Room

✓ (#201) ELK CITY, OKLAHOMA 73644

- (01) Sammons Communications, Inc.
P.O. Box 863, 210 North Oklahoma
Ken Schuelein, Manager
Joel Zasimowich, Chief Technician
(405) 225-3244
(405) 225-5011 (Pvt.)
HE (405) 225-2171

(#205) EMMAUS, PENNSYLVANIA 18049

- (14) Sammons Communications of Pennsylvania, Inc.
P.O. Box 305, 925 Chestnut Street
Charles Sager, Manager
Chas Cole, Chief Technician
(215) 967-3151
HE (215) 967-3154
(215) 967-6103 (Pvt.)

(#225) EPHRATA, WASHINGTON 98823

- (17) Sammons Communications of Washington, Inc.
P.O. Box 125, 1st Street N.W. & Canal
Dawn Nielson, Manager
Steven (Kim) Svetich, Area Technician
(509) 754-4434
HE (509) 754-3462

(#240) FLEETWOOD, PENNSYLVANIA 19522

- (14) Sammons Communications of Pa, Inc.
102 West Main Street
Charles Sager, Manager
Chas Cole, Chief Technician
(215) 944-7801

✓ (#301) FORT WORTH, TEXAS 76113

- (60) Sammons of Fort Worth
P.O. Box 2666,
4528 W. Vickery St (76107)
Geary Stills, VP Regional Operations
Tom Soulsby, General Manager
* Frank Hare, Operations Manager
(214) 988-7165 FAX (817) 738-7472
(817) 737-4731
John Frame, Engineer-in-Charge
Herb Timberlake, Regional Engineer
Bob Crowell - Marketing Manager
* (817) 282-5444
Production/Advertising
Doug Wiggins

FORT WORTH WAREHOUSE

Sammons of Fort Worth
581 South Cherry lane
White Settlement, Texas 76108
Steve Sizemore, Manager
Metro 429-9224
(817) 246-5538

(#320) GETTYSBURG, PENNSYLVANIA 17325

- (14) Sammons Communications of PA, Inc.
220 Natural Springs Road
Hank Lockard, General Manager
(717) 337-3919/334-1895

Revised May 30, 1990

(#325) GLENDAL, CALIFORNIA 91201

- (01) Sammons Communications, Inc.
P.O. Box 5104 (91221),
6246 San Fernando Rd.
(818) 246-5581
Tom Robbins, General Manager
(818) 246-6012 (Pvt.)
Dave de Beauchamp, Chief Engineer
(818) 956-7929
Irv Hammock, Chief Technician
Dispatch (818) 246-7419
Becky Dunn 246-1091
(818) 247-3590 - Computer Room
Maria Palma, Marketing
(818) 246-0346
* FAX (818) 242-9553
Call before using

(#352) HARRISBURG, PENNSYLVANIA 17109-1597

- (14) Sammons Communications of Penn., Inc.
4601 Smith Street
(717) 540-8900
Hank Lockard, General Manager
(717) 540-8905 (Pvt.)
(717) 652-2385 (Pvt.)
Hank Hall, System Engineer
(717) 540-8904
Russ Palmer, Chief Technician
HE (717) 234-8346
Computer (717) 540-8947
Lynn Wadley, Marketing
(717) 540-8949
FAX (717) 545-1374

(#555) HURST, TEXAS 76054

- (01) Sammons Cable Services
1864 Norwood Plaza
268-0255 (Metro)
(817) 282-8113

(#385) JACKSONVILLE, ILLINOIS 62650

- (15) Sammons Communications of IL, Inc.
P.O. Box 607, 409 Massey
Esther Abernathy, Manager
Larry Black, Chief Technician
(217) 245-9686
(217) 243-4621 (Pvt.)
HE (217) 243-3941

(#597) JEFFERSON CITY, TENNESSEE 37760

- (15) Sammons Communications, Inc.
1403 E. Broadway Boulevard
Mike Hill, Manager
Wes Hudson, System Engineer
(615) 475-3851
HE (615) 475-3737

(#405) JOHNSON CITY, TENNESSEE 37605

- (01) Sammons Communications, Inc.
P.O. Box 1737,
2302 South Roan Street (37601)
Steve Pollock, General Manager
(615) 929-2101
(615) 929-9431 (Pvt.)
Bob Haney, Regional Engineer
(615) 929-0341
Larry Sparks, Chief Technician
HE (615) 926-1703
Elizabethton HE (615) 543-6683

(#410) JOHNSTOWN, NEW YORK 12095

- (12) Sammons Communications of New York,
P.O. Box 100, 525 North Perry Street
Gary Siegfried, Manager
Greg Smith, Chief Technician
(518) 762-0054
(518) 762-7764 (Pvt.)
HE (518) 725-3844

*Denotes latest addition or change.

C-SPAN
400 N. Capitol St., N.W.
Suite 650
Washington, D.C. 20001

TELECOPIER TRANSMISSION

TO: Mina Bondarook - Cable TV Business

FROM: Kristin Wennberg

RE: Urgent News Release

DATE: 9.25.90

NUMBER OF PAGES: 2
(Including Cover)

If you do not receive all pages, please call Kristin Wennberg at 202-626-7975.

NOTE:

THE FOLLOWING INFORMATION IS FOR YOUR INFORMATION ONLY

DATE: 11/15/10

11/15/10

11/15/10

11/15/10

11/15/10

11/15/10

11/15/10

11/15/10

11/15/10

11/15/10

C-SPAN
400 N. Capitol St., N.W.
Suite 650
Washington, D.C. 20001

TELECOPIER TRANSMISSION

TO: Simon Applebaum - Cablevision

FROM: Kristin Wennberg

RE: Urgent News Release

DATE: 9.25.90

NUMBER OF PAGES: 2
(Including Cover)

If you do not receive all pages, please call Kristin Wennberg at 202-626-7975.

NOTE:

212.887.8585

C-SPAN
400 N. Capitol St., N.W.
Suite 650
Washington, D.C. 20001

TELECOPIER TRANSMISSION

TO: Mark Schone - Channels

FROM: Kristin Wennberg

RE: Urgent News Release

DATE: 9.25.90

NUMBER OF PAGES:
(Including Cover)

2

If you do not receive all pages, please call Kristin Wennberg at 202-626-7975.

NOTE:

212-696-4215

3-52-90

UNDER 1700 - CANTON

C-SPAN
400 N. Capitol St., N.W.
Suite 650
Washington, D.C. 20001

TELECOPIER TRANSMISSION

TO: Stewart Schley - CableWorld

FROM: Kristin Wennberg

RE: Urgent News Release

DATE: 9.25.90

NUMBER OF PAGES:
(Including Cover)

2

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NOTE:

303.837.0915

C-SPAN
400 N. Capitol St., N.W.
Suite 650
Washington, D.C. 20001

TELECOPIER TRANSMISSION

TO: Eric Shatz - Multichannel News

FROM: Kristin Wennberg

RE: Urgent News Release

DATE: 9.25.90

NUMBER OF PAGES: 2
(Including Cover)

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NOTE:

212.337.3241

C-SPAN
400 N. Capitol St., N.W.
Suite 650
Washington, D.C. 20001

TELECOPIER TRANSMISSION

TO: Karen Fisher - mso's Cable Marketing

FROM: Kristin Wennberg

RE: Urgent News Release

DATE: 9.25.90

NUMBER OF PAGES: 2
(Including Cover)

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NOTE:

303.355.2144

C-SPAN
400 N. Capitol St., N.W.
Suite 650
Washington, D.C. 20001

TELECOPIER TRANSMISSION

TO: Craig Laddy - Electronic Media

FROM: Kristin Wennberg

RE: Urgent News Release

DATE: 9.25.90

NUMBER OF PAGES: 2
(Including Cover)

If you do not receive all pages, please call Kristin Wennberg at 202-626-7975.

NOTE:

312.649.5465

tips for entrants:

-- entries must meet the rules and guidelines to be eligible. if you have any questions or need clarification of the rules, contact your sammons office.

-- 750 words is the limit. entries with 751 words or more will be disqualified. please remember, there is no minimum number of words. Say only what is absolutely necessary to get your point across. Titles (to the paper) will not be counted. Hyphenated words and proper nouns will be counted as single words regardless of the length. Ex: They watched C-SPAN on a black-and-white television wired for cable by Sammons Communications, Inc. = 12 words.

-- Do not write your name on your paper. When you submit your entry to your Sammons office, submit only your entry, which should be typed, double-spaced on 8 1/2 x 11 white paper. You may entitle the paper, but this is not necessary. When you deliver your paper to the Sammons office, be sure to fill out a cover sheet. This is the only way we have of knowing who wrote the paper. Cover sheets are available from the Sammons office. It is suggested that you fill one out when you go to the office to turn in your essay. Sammons offices are instructed to only give them out at that time for tracking purposes. Cover sheets ask for basic information (name, address, home phone, school, and sammons office) that you will be able to hand write quickly. Cover sheets will also be noted with a code unique to your paper. Please do not create your own cover sheet. Also, don't include a cover with your paper. A staple will be sufficient and all covers will be returned immediately.

-- Watch C-SPAN on Sammons cable channel _____ to keep up with governmental happenings in your area. This will give you insight to what the issues are and what your rep (also your "competition") is doing.

-- Keep in mind the scoring criteria. We are more interested in how much you think than how you tell us what you think. We are also more interested in how you think and your ability to back up your thoughts than in what you think Sammons and C-SPAN want to hear.

-- Count your words before turning your paper in. Once a paper is submitted, it becomes property of Sammons and will not be returned for corrections or additions. IF YOU HAVE ANY QUESTIONS OR NEED CLARIFICATION OF THE RULES CONTACT YOUR LOCAL SAMMONS OFFICE.

-- Most of all, have fun with this contest. This is your chance to express your thoughts on your community.

PERHAPS ON THE BACK OF THESE RULES

12. Any applicable taxes are the sole responsibility of the prize recipient.

13. Transferability of prizes:

Winner must attend college full-time at an accredited institution beginning Fall, 1991. Winner must attend school during contiguous long (non-summer) terms and retain at least a 2.0 GPA until scholarship monies are depleted. In the event all scholarship money is not used during the designated number of contiguous semesters, all unused monies are to be returned to Sammons Communications, Inc., to be applied to a general scholarship fund. If recipient of the scholarship chooses to continue his education at another institution, unused monies are to be returned to Sammons where it will be forwarded to transferred institution. Unused scholarship monies remaining at time of winner's graduation will be returned to Sammons Communications.

14. The entrant's name is to be NO WHERE within the body of the paper and any paper with the entrant's name anywhere on the page containing the body of the paper will be DISQUALIFIED. The entrant's name is allowed only on the cover sheet is supplied by Sammons. Papers will be kept track of through an official code determined by Sammons, which will be written at time of submission on both the cover sheet and on the paper. Cover sheets will be distributed at time of entry.

15. Prizes will be sent directly to school of winner's choice.

16. Winners (regional and national) will be announced on April 15, 1990.

**EXCUSE THE
APPEARANCE**

To ensure entries get to the office and to generate excitement and awareness throughout the system, entrants are instructed to hand deliver their entries to their local Sammons system. For tracking purposes, entries will be issued a pre-determined code (more information will follow on this) and a generic cover sheet upon submission. This will ensure anonymity for the student during judging.

Only one announcement of winners will be made and that will be after the national winner is chosen. Now, you can distribute as many press releases as you'd like regarding the announcement and you can have as many awards presentations as you'd like (although Sammons will still send the check directly to the school the winner will attend and we're only providing you with one certificate for each winner).

To increase the number of entries, our primary target audience is the students and their parents and the secondary audience consists of city and school officials and personnel. Why? Because school officials are inundated with scholarship programs all of which look alike after awhile. Sammons' program benefits from having a local office in each area where we will run the program so we can talk to parents and students directly and maybe garner some additional press along the way.

All systems will have the opportunity to use the same promotional material, that means no layouts by the kid at the school paper and use of our biggest asset -- cable television!!!

And, to encourage system level excitement and awareness, there's an internal scholarship program (\$1,000 to the college-bound child of an employee of a system participating in the national promotion -- look to the Innerview for more details).

"OOOHHH! MONEY MONEY MONEY MONEY MONEY MONEY MONEY . . ."

Big bucks, \$25,000 to be exact. Nineteen regional winners, each receiving \$1,000; 1 national winner to receive \$5,000; 1 internal winner (parent must work in a participating system) to receive \$1,000 (details on the internal contest will follow).

Once again, the systems are broken into 4 regions, determined this time on a geographical/subscriber count basis. Each region will have 5 winners and each entry will have an initially equal chance to win.

Even if you don't have a winner, "the potential publicity you can procure from possibly having five prize winners predominantly picked from your franchise's parameters is potentially potent and provokingly promissing."

regions consist of all Sammons systems within listed state

region 1/northeast region -- Connecticut, New York, New Jersey

region 2/central region -- Pennsylvania, Indiana, Illinois

region 3/southern region -- Mississippi, Louisiana, Alabama, Georgia, North Carolina, Tennessee, Virginia, Kentucky

region 4/western region -- California, Washington, Texas, Oklahoma

Winners will be chosen from all entries in the participating regions by a panel of predetermined judges (chosen by Sammons' corporate office and C-SPAN) who will judge ALL REGIONAL ENTRIES. This ensures that ALL entries will be judged on the same criteria and frees systems up to promote the event. A separate panel of judges will then choose the national winner from among the regional winners. All winners will be notified on the same date, April 15, national and regional. No regional winners will be notified until the national winner has been chosen.



9:30

Dem. Response

- Carolyn F.W.

9:45

Live interviews

from Statuary Hall

①
②
③

w/ Congressional Members

Open Phones

→ 11am

It took begging. It took pleading. It took a course in hieroglyphics, but we did it. We deciphered the input you gave us on last year's contest, stirred in a little of our own insight and voila!! There before our very eyes stood a recipe for an effective image-building promotion that's a "piece of cake" to participate in.

"KOWABUNGA DUDES!! IT'S THE 1991 SAMMONS/C-SPAN SCHOLARSHIP CONTEST".

Sammons hopes to build goodwill in the local community and position ourself as a supporter of education while promoting cable as a valuable asset in the classroom. The desired end result is stronger positive name recognition for Sammons, C-SPAN and cable television on a local and national basis.



"OH MAN, I DON'T WANNA' WRITE AN ESSAY!"



This year, the contest is not an **ESSAY** contest, it is a **SCHOLARSHIP contest** and should be promoted as such. The following official question was chosen because of the public awareness and creativity necessary to answer it.

Q: You are running for a seat in the United States House of Representative: what is the most important issue facing your community and as an elected legislator, how would you propose to resolve it?

We won't let them get too creative, though; the **word limit is 750**, and we are adhering to it strictly.

We've also changed some of the administrative aspects of the contest. We're starting the program a little earlier this year, giving you more time to promote it locally and more time for the kids to write their resolution. And you won't have to promise potential judges your first born (although some of you might want to) because a uniform panel of judges will determine all the regional winners, so all entries will be judged on identical criteria by identical judges -- you won't have to do a thing.

We're offering more scholarships [**20** (+1 internal)] and the regions are divided according to the number of subscribers so entrants have approximately an equal chance of winning. Each system has the potential of 5 winners coming from its franchise area.



"DON'T HAVE A COW, MAN -- BUT IT COULD HAPPEN."



System managers need to:

- Look for a date-specific calendar to come from Dallas PR by September 1. This will keep you up to date on when promotional material is to be sent out, what you'll need to do when and keep you informed on what's happening from the corporate side.
- Inform CSRs about the program so they can be prepared for any calls or questions about the promotion.
- Contact (or designate someone to contact) the schools in your franchised area. **EVERY HIGH SCHOOL IN YOUR FRANCHISE AREA (public or private) IS ELIGIBLE, WIRED WITH SAMMONS CABLE OR NOT!!!!!!** Personal contact is preferred, but do what you can.
- Contact city officials, parent-teacher organizations, school board members, counselors, teachers, customers, any one else in your area. The enclosed letters should act as good guidelines.

Promotional materials:

Enclosed is a preliminary media plan that suggests when you should use the different support material that will be available for your system's use in each medium. This is strictly to give you a better idea of what we have planned so you can begin thinking about what you would like to use for your system. Have fun and start sending out the enclosed letters that fit your system today!

IMPORTANT DATES

OCTOBER 1, 1990 -- KICK OFF

**FEBRUARY 15, 1991 -- ENTRIES DUE IN LOCAL OFFICES
BY 5 PM; SEND INTO DALLAS THAT DAY**

APRIL 15, 1991 -- ALL WINNERS ANNOUNCED

systems with last year's regional winners and Pleasantville (home of the national winner)-- you may want to customize support material to promote your area's winner from last year. I'll attempt to include a suggested "customization" statement in all support material for that purpose, but feel free to change it to greater fit your community.

~~FIRST DRAFT~~

contest rules:

1. The contest is open to all high school seniors attending a school located within a Sammons franchised area, except employees and family members of Sammons Communications, Inc. and C-SPAN.
2. All entries must be type-written and double spaced.
3. ^{ENTRIES ARE NOT TO EXCEED 750 WORDS.} (Please limit entries to 750 words.) Entries with more than 750 words will be disqualified.
4. Entries will be judged according to the following criteria:
 - depth of thought and public awareness -- 40%
 - how well questioned is answered -- 20%
 - creativity -- 15%
 - reasoning -- 15%
 - presentation (includes appearance and basic rules of grammar) -- 10%
5. All entries become the property of Sammons Communications and will not be returned.
6. All regional entrants will be judged by a uniform panel of judges. After regional winners are chosen, the national winner will be decided on by a separate panel of independent judges.
7. Judges' decisions will be final and binding on all entries.
8. Breakdown of prizes:
 - 5 regional winners from each of 4 regions, one of which will be named the national winner.
 - regions: northeast/region 1 -- CT, NY, NJ
 - central region/region 2 -- PA, IN, IL
 - southern region/region 3 -- MS, LA, AL, GA, NC, TN, VA
 - western region/region 4 -- CA, WA, TX, OK

(Regions were divided approximately equally according to the number of Sammons subscribers in each region.) Each regional winner will receive \$1,000 towards his college education with the national winner receiving an additional \$4,000, or a grand total of \$5,000 for the national winner.
9. Each entry must be accompanied by a completed official cover page. Cover pages may be picked up at any Sammons office when participant turns in entry.
10. All entries must be in your local Sammons office by 5 pm, February 15, 1991. Please hand deliver your entries to ensure receipt in office by deadline.
11. Winners must agree to be photographed and consent to the use of their name and picture by Sammons Communications and C-SPAN for publicity purposes. Entrants must also agree to allow Sammons to reprint or broadcast all or part of their essay at any time.

Question for the 90-91 C-SPAN and Sammons Scholarship Competition

You are running for a seat in the United States House of Representatives: what is the most important issue facing your community and as an elected legislator how would you propose to resolve it?