

NEWS FROM:

Suite 135 • 400 N. Capitol Street, N.W., Wash

20001

Release

IMMEDIATE RELEASE

Liz Bauer

(202) 737-3220

-- C-SPAN's Iowa Caucus Coverage A Success --

WASHINGTON, D.C. -- While some had to wait through the night to hear the results from the Iowa caucus, February 20, C-SPAN offered cable audiences the rare opportunity to view actual caucuses as they met around the state. Each Iowa campaign telecast was given C-SPAN's trademark of "gavel-to-gavel" format.

Monday's televised caucus completed C-SPAN's coverage from Iowa, fulfilling its promise of giving cable TV viewers an in-depth, alternative view of the Iowa caucuses," says C-SPAN president Brian Lamb.

During its week-long programming from Iowa, C-SPAN delivered more than 48 first-run hours of campaign-related events.

Beginning February 13th, C-SPAN's daily coverage from Iowa included nearly 13 hours of political events, averaging five hours of live campaign programming daily.

The newsroom of the Des Moines Register served as C-SPAN's studio for the week, and on a daily basis, viewers were able to watch as the Register's editorial page staff met to discuss the topics for the next issue.

Two major debates were included in the week's lineup along with stump speeches by the Democratic contenders and interviews with campaign staffers, party officials and Iowa politicians. A variety of guests appeared throughout the week on the network's live viewer call-in programs, including Iowa's Governor, Lt. Governor, Speaker of the House and two U.S. Senators.

C-SPAN extended its coverage of the caucus by carrying President Reagan's political rally speech at the Veterans' Memorial Auditorium in Des Moines.

"C-SPAN's specialized public affairs format allows us to delve more intensely into the people and issues that make up Iowa politics," says C-SPAN senior election producer Brian Lockman.

(more)

NEWS FROM:

C-SPAN

AMERICAN
WORK

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

Release:

Contact:

"Our goal here is, as always, to serve as a 'network of record,' focusing on Iowa's political process and allowing viewers to experience the week almost as if they were here."

This week, C-SPAN's cameras have moved on to New Hampshire, giving the nation's first primary state the same type of in-depth coverage. The New Hampshire schedule will also include an installment in C-SPAN's special "Day in the life..." series, featuring Manchester's renowned newspaper, the Union Leader.

Two more primary states, Florida and Illinois, are on C-SPAN's March lineup. C-SPAN also plans to carry live, gavel-to-gavel, the party's nominating conventions and preliminary platform hearings this summer.

Approaching its fifth anniversary in March, C-SPAN's Election '84 coverage marks the most ambitious effort by the non-profit cable network, to bring, from outside the Washington, D.C. area, its viewers closer to the political arena.

###