

NEWS FROM:

# C-SPAN AMERICA'S NETWORK

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

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Release: IMMEDIATE

Contact: Susan Swain  
Nan Gibson  
(202) 737-3220

-- COX CABLE ADDS C-SPAN TO MACON (GA) CABLE OFFERINGS --

WASHINGTON, D.C., August 17 -- C-SPAN adds a new affiliate today when Cox Cable adds the public affairs network to the Macon portion of its Middle Georgia system. C-SPAN programming will be available full-time on cable channel 5 in Macon.

The addition of Macon brings the Atlanta-based cable company to 100 percent carriage of C-SPAN for its 1.4 million customers across the nation.

"Cox Cable has made a terrific effort to make C-SPAN's public affairs programming available to all its customers," notes C-SPAN Chairman Brian Lamb. "We're pleased to join in today's celebration of the Macon C-SPAN launch, which underscores Cox's commitment to serving their customers."

To mark the occasion, Cox Cable has put together a live, 30-minute introduction to C-SPAN at 6:00 pm ET on cable channel 5. Local viewers will hear remarks by Cox Cable Communications Vice President Barry Elson, the system's General Manager Jon Lash, and C-SPAN Chairman Brian Lamb, followed by a live roundtable discussion. During this panel, Rep. Roy Rowland (D-8th) discusses his recently introduced AIDS legislation with Macon journalists.

At 6:30 pm ET, Macon cable viewers will join C-SPAN's national audience for a program on the AIDS issue, which features a live telephone interview with Rep. Rowland from the Middle Georgia cable studio.

C-SPAN is currently available in 31 million households, via 2,650 cable system affiliates nationwide.

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CABLE SATELLITE PUBLIC AFFAIRS NETWORK



TRANSMITTAL SHEET

August 14, 1987

TO: David Andersen  
Vice President  
Public Affairs  
Cox Cable Communication  
(404) 843-5853

FR: Susan Swain  
C-SPAN

RE: Remarks for Barry Elson on C-SPAN's Macon Launch





Suite 412  
444 North Capitol Street, N.W.  
Washington, D.C. 20001  
202/737-3220

SPEECH FOR BARRY ELSON - COX CABLE

TONIGHT AT 6:30, WE HIT A SWITCH THAT WILL BRING C-SPAN PROGRAMMING TO THE COMMUNITY OF MACON. WE ALSO MAKE A FOOT NOTE IN THE HISTORY OF COX CABLE COMMUNICATIONS, BY BRINGING C-SPAN TO 100 PER CENT OF OUR COX CUSTOMERS ACROSS THE UNITED STATES. THIS IS A COMMITMENT OUR COMPANY MADE TO OUR SUBSCRIBERS AND ARE PROUD TO FULFILL. IN FACT, COX CABLE HAS BEEN AN ACTIVE C-SPAN SUPPORTER SINCE THE NETWORK'S EARLIEST DAYS, BY WORKING TO PUT IT ON OUR SYSTEMS, TRAINING OUR STAFF IN WAYS TO PROMOTE C-SPAN, AND THROUGH MY OWN INVOLVEMENT WITH THE NETWORK'S BOARD OF DIRECTORS. WE'VE INVESTED TIME AND MONEY INTO C-SPAN BECAUSE WE FEEL IT'S ONE OF THE BEST EXAMPLES OF THE USE OF C-SPAN TECHNOLOGY. OUR SATELLITES AND COAXIAL CABLE ENABLE US TO CONNECT THE CITIZENS OF THIS VAST COUNTRY WITH THEIR NATIONAL GOVERNMENT IN WASHINGTON...RECREATING THROUGH TECHNOLOGY THE CONCEPT OF GOVERNMENT THAT WAS ENVISIONED BY OUR FOUNDING FATHERS 200 YEARS AGO.

THE CABLE INDUSTRY CREATED C-SPAN NEARLY 9 YEARS AGO, TRANSMITTING LIVE COVERAGE OF THE U.S. HOUSE OF REPRESENTATIVES FROM THE U.S. CAPITOL. TODAY, CABLE SUBSCRIBERS IN MACON -- AND PEOPLE IN 31 MILLION HOMES ACROSS THE COUNTRY -- WILL STILL BE ABLE TO KEEP AN EYE ON CONGRESS. HOWEVER, WE'VE ADDED A WHOLE LOT MORE TO C-SPAN'S FARE TO HELP KEEP YOU IN TOUCH WITH NATIONAL ISSUES AND THE POLICY MAKERS WHOSE DECISIONS AFFECT YOUR LIVES. YOU'LL SEE COVERAGE OF IMPORTANT CONGRESSIONAL HEARINGS, TALK WITH SENATORS AND CONGRESSMEN ON CALL-IN SHOWS, AND BE ABLE TO LOOK OVER THE CANDIDATES WHO WANT TO BECOME OUR NEXT PRESIDENT.

THE CABLE SATELLITE PUBLIC AFFAIRS NETWORK



AND NEXT SUMMER, WHEN THE DEMOCRATIC PARTY FILES INTO ATLANTA TO SELECT THEIR PRESIDENTIAL NOMINEE, C-SPAN WILL GUARANTEE YOU AS GOOD A SEAT FOR THE ACTION AS ANY DELEGATE TO THE CONVENTION...JUST AS YOU'LL HAVE FOR THE REPUBLICAN CONVENTION IN NEW ORLEANS.

C-SPAN DOESN'T PROMISE YOU THAT EVERY MOMENT OF WHAT YOU SEE WILL BE EXCITING...PUBLIC POLICY ISN'T ALWAYS...BUT WE HOPE YOU WILL AGREE WITH US AT COX CABLE THAT THE CONCEPT OF C-SPAN IS EXCITING. WE'RE PROUD TO BE ABLE TO OFFER C-SPAN TO YOU ON OUR CABLE SERVICE.



TRANSMITTAL SHEET

TO: DAVID ANDERSEN  
VICE PRESIDENT

PUBLIC AFFAIRS  
→ COX CABLE COMMUNICATIONS,  
(404) 843-5853

5777

FR: SUSAN SWAIN  
C-SPAN

RE: REMARKS FOR BARRY ELSON  
ON C-SPAN'S MACON LAUNCH

DATE: AUGUST 14, 1987



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