

FOR IMMEDIATE RELEASE:

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**SURVEY PROFILES C-SPAN CALLERS ON PROGRAM'S TENTH
ANNIVERSARY**

Washington, D.C., October 1, 1990 -- After 10 years and more than 100,000 calls, C-SPAN, the cable network that has become synonymous with Viewer Call-In programs-- now knows more about its callers. A just-completed national survey paints a picture of an activist audience that uses the program to talk back to Washington and believes that participation in C-SPAN Call-Ins contributes to the public debate on issues.

C-SPAN, which is marking the tenth anniversary of its Call-In program on October 7th, has had more than 8500 guests appear on the program. C-SPAN CEO and Chairman Brian Lamb says that the survey "quantifies what we always believed about our audience." The results, he says, will prove interesting to C-SPAN guests and our audience satisfaction levels should be good news for the network's 4,000 cable affiliates.

The researchers of New Jersey-based Statistical Research, Inc. (SRI) randomly selected 254 C-SPAN callers for a survey that was conducted by telephone during September. SRI found that:

C-SPAN callers are informed:

- * 69% watch and listen to other radio and television Call-Ins.
- * 78% read newspapers almost everyday.
- * 84% watch three or more hours of television daily.
- * 67% regularly watch Congressional hearings on C-SPAN.

C-SPAN callers use the program to connect with Washington:

- * Senators and Congressmen are C-SPAN callers' "most preferred" C-SPAN guests. (7.3 on a scale of 10)
- * 59% phone the program to "influence or contribute to the debate" on national issues.

C-SPAN callers are satisfied with their Call-In experience:

Although 71% have participated in the other radio and TV Call-In programs...

- * 80% agree that on C-SPAN they "get their point across."

(MORE)

C-SPAN CALLER SURVEY--2

- * 78% rate C-SPAN Call-Ins as "more informative."
- * 69% were "more satisfied" with their call to C-SPAN.
- * 94% were likely to phone a C-SPAN program again.

C-SPAN callers are active and involved:

- * 26% have contacted C-SPAN guests following their appearances on the Call-In.
- * 81% voted in the the last presidential election.
- * 61% contacted a member of Congress in the past year.
- * 45% made a financial contribution to a political campaign or organization in the past year.
- * 31% volunteered on a political campaign in the past year.
- * 11% have run for political office themselves.

SRI researchers also assessed the demographics of C-SPAN callers...

- * 59% are 18 - 49 years old.
- * 50% are college graduates.
- * politically, 35% are independents; 30% are democrats; and 24% are republicans.
- * 77% are male; 23% are female.

C-SPAN is currently available in 56.8 million households nationwide and around the world via satellite. C-SPAN is privately funded to serve the public by America's cable television companies.

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Heeding the Call-In

Candidates find talk shows a new medium for message

By Rita Ciolli
STAFF WRITER

After Democratic presidential candidate Bill Clinton spent an hour taking calls from viewers Tuesday morning on NBC's "Today" show, co-host Katie Couric advised the press to "take some cues" about what the public wanted.

"Not polls, not reaction, but basic issue-oriented questions," she said.

"Nut and bolts," agreed Bryant Gumbel, the show's other host, who limited his role during the interview mostly to announcing the first name and city of the caller.

During the show, Clinton offered his explanation for why this unconventional forum has become the hot one in this year's election. The voters, said the

likely Democratic nominee, were rejecting the "artificial nature of politics and its remoteness."

If the 1992 campaign phenomenon of direct access to the public through local radio and television is really the new version of whistle-stop campaigning, then the train this week pulled into its biggest station yet.

Undeclared presidential candidate Ross Perot was to have his turn this morning. The White House initially turned thumbs down on the offer to appear, but yesterday a "Today" spokeswoman said new discussions are under way.

Campaign '92



"Today," at 40 the oldest of the morning television talk shows, gave 13 phone lines over to Clinton and the voters who wanted to question him. And the show may have supported Clinton's oft-repeated criticism that the press asks too many horse-race questions and fails to focus on the issues.

Of the 23 inquiries, 18 were related to specific topics such as tax cuts, Social Security and abortion.

The call-in concept was pioneered on television a dozen years ago by C-SPAN, and CNN's Larry King currently reigns over it. It may have reached its broadest audience yet Tuesday; NBC estimated

that 3.5 million viewers tuned in.

"It had to happen, the key ingredient now is the public's connection," said King. Perot began hinting at a probable run in February on C-SPAN but it really took off when he mentioned his intention soon afterward on "Larry King Live."

"The American public is just tired of people talking at them," said Brian Lamb, the chairman and founder of C-SPAN. "I think it is a brilliant stroke on the 'Today' show's part."

"There is definitely a revolution going on this year, at all levels," said Jeff Zucker, executive producer of "Today." "The Washington press corps is not obsolete, it's just that there are other avenues that are important now, too."

Clinton is expected to explore another campaign avenue tomorrow when he airs his first "America Speaks" public forum. The 30-minute program will feature an in-studio audience of independently selected undecided voters who will question the candidate. The show, for which the Clinton campaign is paying NBC about \$250,000 to air, will be carried by Channel 4 beginning at 8 p.m.

In a continuing effort to appeal to younger voters, Clinton is scheduled to appear on MTV next week. The taped segment, to be broadcast at 10 p.m. Tuesday on the cable music channel, will feature the candidate taking questions from a studio audience of 18- to 24-year-olds. Campaign spokesman Jeff Eller said, "We want to try to bring in the young voter, to tell them the future is in their hands."

Initiated by Perot, adopted by Clinton, the direct-access route is suddenly looking very attractive to President

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Presidential Candidates Heed the Call-In

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George Bush:

Last week, King said, a top aide to Bush's re-election campaign asked him whether CNN was willing to originate the show out of the White House, to which King was agreeable.

"If you exclude the Larry Kings and the Phil Donahues and don't communicate directly with the public, you are dead in the water," said King.

Tony Mitchell, deputy press secretary to Bush's re-election campaign, agreed. While declining to be specific about what radio and television programs were under consideration, Mitchell said it was very likely that the president was going to start showing up on some early morning shows as well as late night ones.

"We want to reach more people, more directly than relying just on media coverage of a particular speech," said Mitchell. In the interim, Marilyn Quayle, wife of Vice President Dan Quayle, fielded calls Tuesday morning on C-SPAN.

"Journalists are becoming irrelevant and candidates would like for this to happen," said Ellen Hume, a former White House reporter who is now the executive director of the Shorenstein

Barone Center on the Press, Politics and Public Policy at Harvard University.

In previous campaigns, the press was criticized for allowing the candidates, primarily the incumbent in the White House, to limit coverage to staged photo opportunities such as Bush's boat trip through polluted Boston Harbor in 1988. As journalists took steps to limit such handling and to offer more analysis, Hume said, the candidates decided to try different tactics.

The latest approach, Hume said, is to

"go over the heads of the journalists" and "seize the airwaves." Her criticism of the Donahue-type shows with their millions of viewers is that they tend to heighten the personality and the gossip elements of the campaigns and ignore the issues.

But Lamb, C-SPAN's chief, thinks it is elitist of the other media to look down at talk shows. "Phil Donahue is a very good journalist, his show shouldn't be dismissed just because it doesn't have the so-called integrity of a news program stamp on his forehead. All this may be changing our definition of what is news,

what is journalism," said Lamb.

The one definite lesson of the campaign so far this year is that network nightly news shows and the nation's newspapers are not the major providers of political news they have been in years past.

"It is far more splintered today," said Al Hunt, Washington bureau chief of the Wall Street Journal, who said he welcomed the change. "It is becoming more populist," he said of the process of selecting a president. "The press played a larger role than it should have."

THE TELEPHONE AND NATIONAL CABLE NETWORKS

Some Current Call-in Participation Shows

<u>NETWORK</u>	<u>PROGRAM</u>	<u>CONTACT</u>
Cable News Network	Sonya Live, Larry King Live, Daywatch, Newsnight	Elisa Levy 404-827-1700
Financial News Network	Shop Talk, Focus, Time Out For Trivia, Money Talk	Brian Lewis 212-891-7518
Consumer News and Business Channel	Smart Money, Money Wheel, Consumer Speak Out	Jim Boyle 201-585-6424
Black Entertainment Television	Our Voices, Teen Summit	Robin Bearman 202-636-2400
Lifetime	You're On The Air With Dr. Ruth	Meredith Wagner 718-482-4126
Home Shopping Network	Viewers can call to give product testimonials 24 hours a day	Louise Cleary 813-572-8585
Music Television	24-hour request line (viewers do not get on air)	Tina Exarhos 212-258-8727

Some local cable channels also utilize the telephone in their daily programming format. At present, there are also proposals for two all-talk national programming services to be launched.



10 FEATURES THAT MAKE THE C-SPAN CALL-IN PROGRAM DIFFERENT

- 1) No stars or personalities.
- 2) Programs open with an immediate question to guest instead of a "set up" by the host.
- 3) Hosts are "facilitators." The emphasis in this program is on the callers. As such, we keep the interviews short, go to the phones as quickly as we can, and take approximately 15 calls during each 45-minute program.
- 4) Program hosts never refer to anyone only by their last names or simply by their first names.
- 5) Hosts give detailed biographical information on each guest, so viewers know where guests are coming from.
- 6) Hosts do not give opinions or indicate their political preferences. Questions for guests are formulated with this in mind.
- 7) On-air style is conversational, not confrontational.
- 8) Pace of discussion is more deliberate; instead of sound bites, we seek an informed discussion of issues between our guests and callers. Care is taken that no one dominates the program.
- 9) Thirty-day policy in place to encourage a multitude of voices.
- 10) Callers' comments are always valid--even if they are only calling to criticize the network.

C-SPAN VIEWERS REACT TO THE DECADE'S MAJOR EVENTS

1983:

"If we look at the Russians as powerful and scared, as bunglers and paranoid, we also have to look at the United States' responsibility for getting them to behave like this...Was there some responsibility in the West for (KAL 007)?... I take President Reagan's slowness to respond as an indication of some responsibility."

-Los Angeles, CA
September 1983

"What's the effect of press censorship in Grenada? It seems to me that the Department of Defense is presenting a sanitized version of the war."

-Huntsville, AL
September 1983

1984:

"I changed my mind three times watching C-SPAN (coverage of the 1984 New Hampshire primary)...I went through Hollings, I went through Jackson, and now I'm with Hart...I had not heard all the things he stood for until (C-SPAN) showed him at that national town meeting in Nashua, New Hampshire."

-Natick, MA
March 1984

"I must congratulate the Democratic Party. This is a breakthrough for the party, women, and minorities. I wish every woman - and every Southerner - would get behind the Democratic Party and vote for (Geraldine Ferraro). I'm a registered Republican, and for the first time, I'm going to switch and vote Democrat."

-New Orleans, LA
July 1984

1985:

"We should stay out of Nicaragua's internal affairs. The Contras and the Sandinistas have so many warring factions within themselves, and we have a poor track record dealing with complex Latin American power struggles."

-Boulder, CO
April 1985

"How can your guest say that there's 'constructive engagement' in South Africa? All you need to do is turn on your television to see whites massacring blacks."

-Ramapo, NJ
April 1985

"The Congress should approve the \$14 million in aid to the Contras and a whole lot more. We don't want to send our soldiers down there to fight, and the Contras don't want this either. All they want is some financial support."

-Oklahoma City, OK
May 1985

"I think that the most compelling factor behind the hijackings and hostage takings is the hate for America and the belief that all of the terrorists' problems stem from the United States."

-Inglewood, CA
July 1985

"President Reagan has pictured the Soviet Union as an evil empire. Perhaps they need that, but with that in mind, can we really expect real results to come from the (Geneva) summit (with Soviet leader Mikhail Gorbachev)?"

-Augusta, GA
November 1985

1986:

"I saw (the Challenger explosion) from my backyard...It is absolutely unbelievable."

Orlando, FL
-February 1986

"I was a test data analyst on the Apollo project. I would like to remind all of these people who think we should slow down the space program that there are millions of people walking around because of the space program and the technology that was involved with it. I offer my condolences to the families of those killed today. However, when you consider the big picture...the benefits of the space program far outweigh these few lives that these astronauts gave for their country."

-Houston, TX
January 1986

"I believe that God is telling us to let the heavens alone."

-Atlanta, Ga
January 1986

"I disagree with the caller who said that God does not intend for us to be in space. The space program has provided many benefits that have helped man much more than the television evangelists."

-Long Beach, CA
January 1986

"I really don't want Congress to pick the bones of these astronauts as a political opportunity."

-Portland, OR
January 1986

"How can you say that it is justifiable for the United States to act in self-defense with the attack against Libya, but also say that it is not justifiable for the Nicaraguans to act in self-defense by pursuing the Contras across the Honduran border?"

-Santa Barbara, CA
May 1986

1987:

"I have been an avid viewer of the Iran-Contra hearings, and it bothers me that (Lt.) Colonel Oliver North and Admiral John Poindexter come across with such hate for the two committees. I can't understand how they could have done what they have done and feel that they have done nothing wrong."

-North Miami, FL
August 1987

"I think Judge Robert Bork will bring balance to the Supreme Court and force the court to address such issues as pornography."

-Beaver Falls, PA
October 1987

"Do you think the stock market crash will have any implications in the way future policy is set up? Was the banking system helpful in the wake of the disaster?"

-Corona Del Mar, CA
November 1987

1988:

"I notice quite a contrast in that (presidential candidate Rev. Jesse) Jackson is going after the people and (Gov. Michael) Dukakis is focusing on the establishment for support. I support Jackson. He's got a message."

-Seattle, WA
April 1988

"When will white America be able to deal with a black president? Shouldn't Jesse Jackson be treated more respectfully as a vice presidential candidate?"

-Aurora, CO
July 1988

"Here in Europe, a lot of us are very concerned about the nuclear weapons we have here, as we appear to be America's first line of defense in case of a nuclear war. As President Reagan has made very great strides toward nuclear disarmament, I just wonder, if George Bush does become the next president of the United States, does he intend to try and carry on the talks with (Soviet leader Mikhail) Gorbachev and try to determine a nuclear-free world?"

-Northampton, England
August 1988

"I've been watching your conventions, and it appears to me that both candidates, Bush as well as Dukakis, are calling themselves very proud to make an independent policy. But when I hear the amount of money coming in from unions and multinationals, how is it possible to make an independent policy?"

-Berigen, Netherlands
August 1988

"Senator Bentsen was the clear winner in this debate tonight. I have seen Senator Bentsen on C-SPAN, as I have seen Senator Quayle, and Senator Bentsen came off tonight as he's come off every time I've seen him."

-Bowie, MD
October 1988

"It's pretty obvious that we have three presidential candidates. Senator Bentsen does not seem to be representing Dukakis. He seems to be running for himself...An administration that is divided at the helm can't take the country in one direction."

-Huntsville, AL
October 1988

"I really object to the whole idea of an Electoral College...A president can win by having a minority of the popular vote and a majority of the Electoral College. I seems to me to be slap in the face of the American voter to say that these members of the Electoral College are more qualified to pick the next president than the citizens of the country."

Los Angeles, CA
-November 1988

"Winston Churchill once said that 'if you're not a liberal at 20, you have no heart, and if you're not a conservative at 40, you have no head.' Younger people of my own generation seem to be voting Republican and it's alarming to me that young people living in the most affluent nation in the world seem to show very little compassion or empathy for their own neighbors."

-Gainesville, FL
November 1988

1989:

"Does Defense Secretary-designate John Tower's investigation in the Iran-Contra scandal relate to his cabinet nomination?"

-New York, NY
February 1989

"How can Democrats urge unanimous defeat of the Tower nomination when they chose House Speaker Jim Wright?"

-Bristolville, OH
March 1989

"Would the definition of *glasnost* possibly be the removal of the Berlin Wall?"

-New York, NY
May 1989

"I feel Jim Wright is one of the most honorable men ever in the House or the Senate, and I am really appalled that he could be brought down in such a manner by innuendo and allegations that have never been proven..."

-Ann Arbor, MI
June 1989

"I think justice has been served with Jim Wright resigning. The problem with Congress is there is too much longevity in there...There is something wrong with the person who stays in power too long. They become entrenched...and start to play favorites."

-Mew Milford, NJ
June 1989

"I would like to see the conflict continue in Congress - Republicans vs. Democrats and Democrats vs. Republicans - because I feel it will keep the Congress from what they do so well: spending money..."

-Albany, NY
June 1989

"Considering all the recent scandals, why should Congress be paid more when they have us in such a mess?"

-Houston, TX
October 1989

"How can people talk about uniting East and West Germany when those people haven't come to grips with the terrible things they did in World War II?"

-Long Island, NY
December 1989

1990:

"The South African government lets one old man (Nelson Mandela) out of the penitentiary...yet thousands still languish in jail, many of them children. The same day they let (Mandela) out, South African police fired into the crowd...The reason we are where we are now, that there's some movement, is because of sanctions."

-St. Louis, MO
March 1990

"The 'greenhouse effect' was first described by a Swedish scientist in 1895. It has taken almost 100 years to get anything into legislation. Are the legislative processes that we have adequate to deal with this kind of situation? We can make compromises over social legislation and over political structures, but nature doesn't compromise."

-Middletown, CT
April 1990

"I don't like flag burning, I'd never do it, but I don't want a constitutional admendment to change that. I'm going to vote against anybody that's going to vote to make that an admendment."

-Pompano Beach, FL
July 1990

"We've noticed that Jordan and Saudi Arabia cannot defend themselves against Saddam Hussein. One of the reasons is because the Congress, whenever the Saudis asked for planes, said 'We can't give it to them because of Israel. When Jordan asked for planes, 'We cannot give it to them because of Israel.' Congress thinks about what's good for Israel, not what's good for the American people."

-Dana Point, CA
August 1990

"If we have any interest in the Persian Gulf, then I can't understand what that interest is outside of war. We should withdraw immediately. I don't care about the shame. We have too many problems here at home we should be trying to solve."

-Estonia, NC
September 1990

"If it hadn't been for these so-called environmentalists, we call them destructionlists out here, not allowing us to drill for oil, we wouldn't be in this trouble."

-Bakersfield, CA
September 1990

"The First Caller"

Unknown Viewer

Yankton, South Dakota

A voice crackled over the telephone wires—the first viewer call was coming in. The caller, an older man, was ringing up from Yankton, South Dakota, 1,800 miles away from Washington, D.C. After a wail of feedback, his friendly voice said, "Thank you for C-SPAN."

Today, the voices of more than 13,000 C-SPAN viewers are heard every year during hundreds of call-in programs. But an unknown viewer from South Dakota started it all back on the 7th of October in 1980. The man was the first caller on the network's very first call-in program—and a pioneer in a format that was new to national television. C-SPAN, though, was not pausing to ponder the history-making implications of its foray into the opinions of America that day. The network's staff may have inwardly thanked the South Dakota caller for phoning in—but they were too preoccupied with the frantic business of keeping the set together, the phones working, and the power running.

Over the years, a few C-SPAN staffers have tried to find the unknown caller. Although they haven't yet tracked down the elusive Yanktonite, he occupies a special place in C-SPAN history and in the hearts of the people who pulled off the program in that harried hour. And for the people struggling to make C-SPAN grow, his call coming from Yankton—

population 12,000 and half a continent away—symbolized the fruits of C-SPAN's effort to establish a link between the nation's capital and the thousands of out-of-the-way communities across the United States.

C-SPAN rolled the dice when it opened up its phones that day. With a staff of less than 10, the network had only been in operation for a year and a half. And, although it reached about 5 million cable homes, it was unsure of the actual size of its audience. A modest budget forced the network to borrow a studio location and camera equipment. What couldn't be borrowed, 20-year-old chief engineer Richard Fleeson patched together. But C-SPAN's determination to host a dialogue between official Washington and the citizens of towns like Yankton compelled it to take the risk.

To transmit the call-in program signal, C-SPAN used a microwave transmitter lent by George Mason University's Michael Kelley. (Prof. Kelley supervises The Capitol Connection system that brings C-SPAN to Washington buildings not wired for cable.) Two RCA cameras provided by the Close Up Foundation as part of a long-standing agreement with C-SPAN supplied the video; the phones were on loan from the National Press Club. The young Mr. Fleeson hastily assembled a three-line telephone apparatus from a jumble of different parts.

The network set itself and its equipment up in the press club's east lounge, a small back room awaiting a well-deserved renovation. Creatively draped blue press club tablecloths formed a backdrop for the call-in set; 1980 campaign posters added a visual zing. Lack of space forced the program's producer, Gail Picker—a seasoned Capitol Hill hand with little television production experience—to place the phones a dangerously short distance from the call-in set.

Federal Communications Commission Chairman Charles Ferris was addressing press club members that day. The network covered his speech without a hitch. The sticky part came with the next steps of the plan. When he finished, C-SPAN's crew had to hustle the cameras over to the makeshift corner studio. Camera operators frantically untangled cables and switched electrical outlets as Mr. Ferris waited patiently for the interview to begin. Everything was finally in place, and the moderator was ready to ask the first question of the interview.

Someone turned on the television lights; all power promptly blew out.

The crew plugged and unplugged things, floundering desperately to find an electrical arrangement that would not overload the room's power supplies. They found it. Then they lost it and the lights went off again. When the interview with Mr. Ferris finally got underway, recalls C-SPAN employee Brian Lockman (now vice president for network operations), the atmosphere was one of apprehension. What could go wrong next? "It really only took 15 minutes or so, but it seemed like an eternity," he says.

Then it was time for the call-in program. Hoping to establish a profile in the communications industry, C-SPAN invited members of the communications trade press to analyze Mr. Ferris' speech and to discuss emerging issues in the industry in response to viewers' questions. Guests included Prof. Mike Kelley, then a member of the Corporation for Public Broadcasting; *Broadcasting* magazine managing editor Don West; Dawson "Tack" Nail, executive editor of *Television Digest*; and *Cablevision* magazine's Washington, D.C., bureau chief Pat Gushman. After a short interview, the panelists were ready to take the calls.

But was anyone listening? Was anyone watching? C-SPAN didn't really know. Not only had C-SPAN not promoted the program, but callers would have to pay for their own long-distance calls. There was a chance that this invitation to phone in might fall on the ears of a deaf, indifferent cable audience. That might mean an embarrassing silence.

To everyone's immense relief, the program's three phone lines lit up and stayed lit throughout the telecast. When the host picked up the first call, an ear-splitting screech of feedback blasted the guests and went over the network. Crew members scurried to repatch the phone system, producer Picker struggled to move the phone set-up a little further from the call-in table, although not far enough to keep the microphones from picking up her whispered off-camera questions.

After more tinkering with the phone system, a call finally came in that could be understood. The man from Yankton did not make the first C-SPAN call-in program call; he made the first intelligible call to a C-SPAN program. Other calls followed from people who were interested in earth

stations, cable, and communications bills, but that first call made C-SPAN staffers take heart. It told the network that it was on to something.

Call-in programs have since become C-SPAN's hallmark. For more than 16 hours every week, the network's telephone lines are opened to allow viewers to talk directly to elected officials and journalists in a kind of no-holds-barred televised dialogue.

Yankton is a South Dakota plains town near an Indian reservation. It's tempting to ponder the identity of the enthusiastic Yankton caller. Was he a farmer? A small-business man? Or was he a salesman passing through who happened to turn on the cabled TV set at the Yankton Super Eight motel? Nearly eight years have passed since that first program. Does he remember making that maiden call? Does he still watch C-SPAN?

Many programs on cable television feature call-in segments now; thousands of calls to officials and political celebrities have faded into distant memory, part of America's ongoing national dialogue. C-SPAN has long since learned to run call-in programs smoothly. When that special call came through, it marked the beginning of both developments, a milestone in an oddly intimate and emotional moment.

Chances are, the unknown Yankton viewer has no idea that he was the first caller to break the ice on a C-SPAN call-in program. He probably doesn't know how his call eased the icy grip of terror on C-SPAN hearts. Nonetheless, it's certain that Yankton, South Dakota, will long hold a special place in C-SPAN's collective memory. —S.M.S.

Yankton, South Dakota, is served by Yankton Cable TV.

TV politicking: Novel approach is now the norm

By Leslie Phillips
USA TODAY

Voters are getting a chance to talk with the candidates. And talk. And talk. And talk. What was once was a novel trend — candidates bypassing political reporters to talk directly with voters via TV shows — quickly has become routine.

It's also a powerful symbol of involvement for voters who feel left out of politics or ignored by politicians.

Bill Clinton, in his sixth nationally televised question-and-answer session in less than two weeks, appears tonight on CNN's *Larry King Live*.

"The attitude of most voters is that the press gets in the way of their understanding of the candidates and who these people are," says John Ellis, a former NBC political producer.

"So these other venues have popped up. They're programs where the concerns of ordinary folk are heard, rather than concerns of Washington reporters."

While Perot popularized the political talk-show circuit, Clinton appeared on televised town-hall meetings in February in New Hampshire.

And in the past 12 days, TV — even MTV — has been Clinton's show.

He answered questions about health care, education and the economy from viewers on NBC's *Today* and from guests on CBS *This Morning*. He played the saxophone and rapped about the Los Angeles riots with Arsenio Hall and told 18- to 24-year-olds on MTV, the music video channel, "where I'm coming from."



C-SPAN

“People feel they can talk back to the TV set. Audiences feel much better about the experience. ... It's an interaction with an elected official.”

”

— C-SPAN's Brian Lamb

President Bush worries

he might sully the office of the presidency by following suit, but that may not last long. His 1980 and 1988 campaigns included "Ask George Bush" forums. And he participated in a radio call-in from New Hampshire before its primary.

"People feel they can talk back to the TV set," says C-SPAN founder Brian Lamb, who pioneered political call-in shows 12 years ago. "Audiences feel much better about the experience. ... It's an interaction with an elected official."

Candidates like these forums, as Clinton said on MTV, because "it's not some put-up deal, and you're really being accountable," and voters don't ask dreaded horse-race questions.

But some journalists note voters and talk-show hosts tend to ask less probing questions than reporters.

"There's an opportunity for softball questioning and great semantic pirouetting," says Bernard Kalb, a former reporter for CBS, NBC and *The New York Times*.

"People covering the White House on a day-to-day basis are familiar with every comma in a speech or legislation," Kalb says. "Talk-show people are re-

discovering the world."

But Tuesday night, MTV reporter Tabitha Soren, 24, pressed Clinton, who says he supports gay rights, on why homosexual sex is illegal in Arkansas. (Response: "To the best of my knowledge, that bill has never been enforced, and I doubt seriously whether it's constitutional.")

No candidate is appearing solely on talk shows. But all are appearing on different formats to complement hard-news interviews and evening news sound bites.

And as Republican consultant Greg Stevens notes: "The American public is just as fed up with Dan Rather as they are with George Bush."

"The First Caller"

Unknown Viewer

Yankton, South Dakota

A voice crackled over the telephone wires—the first viewer call was coming in. The caller, an older man, was ringing up from Yankton, South Dakota, 1,800 miles away from Washington, D.C. After a wail of feedback, his friendly voice said, "Thank you for C-SPAN."

Today, the voices of more than 13,000 C-SPAN viewers are heard every year during hundreds of call-in programs. But an unknown viewer from South Dakota started it all back on the 7th of October in 1980. The man was the first caller on the network's very first call-in program—and a pioneer in a format that was new to national television. C-SPAN, though, was not pausing to ponder the history-making implications of its foray into the opinions of America that day. The network's staff may have inwardly thanked the South Dakota caller for phoning in—but they were too preoccupied with the frantic business of keeping the set together, the phones working, and the power running.

Over the years, a few C-SPAN staffers have tried to find the unknown caller. Although they haven't yet tracked down the elusive Yanktonite, he occupies a special place in C-SPAN history and in the hearts of the people who pulled off the program in that harried hour. And for the people struggling to make C-SPAN grow, his call coming from Yankton—



**THIS TAPE CONTAINS C-SPAN VIEWER CALL-IN APPEARANCES BY
1992 PRESIDENTIAL CANDIDATES. A LIST OF PAST CALL-IN
APPEARANCES BY THIS YEAR'S CANDIDATES FOLLOWS:**

JERRY BROWN:	January 24, 1992, Viewer Call-In
PATRICK BUCHANAN:	January 15, 1984, Viewer Call-In
	June 29, 1988, Viewer Call-In
	February 7, 1992, Viewer Call-In
GEORGE BUSH:	August 13, 1982, Viewer Call-In
BILL CLINTON:	February 21, 1987, Viewer Call-In, National Governor's Association
	February 27, 1988, Viewer Call-In, National Governor's Association
	December 1989, Viewer Call-In, National Governor's Association
	December 7, 1988, Viewer Call-In, National Governor's Association
LENORA FULANI:	March 10, 1988, Viewer Call-In
	November 2, 1988, Viewer Call-In
THOMAS HARKIN:	October 6, 1985, Viewer Call-In
	June 16, 1988, Viewer Call-In
ANDRE MARROU:	February 19, 1992, Viewer Call-In
ROSS PEROT:	April 10, 1992, Viewer Call-In
PAUL TSONGAS:	August 2, 1991, Viewer Call-In

News Release



Cable-Satellite Public Affairs Network

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

RELEASE: IMMEDIATE 10/01/90

CONTACT: SUSAN SWAIN
(202) 737-3220

SURVEY PROFILES C-SPAN CALLERS ON PROGRAM'S TENTH ANNIVERSARY

National Study Points to Active, Informed Audience

WASHINGTON, D.C.-- After 10 years and more than 100,000 calls, C-SPAN--the cable network that has become synonymous with viewer call-in programs--now knows more about its callers. A just-completed national survey paints a picture of an activist audience that uses the program to talk back to Washington and believes that participation in C-SPAN call-ins contributes to the public debate on issues.

C-SPAN, which is marking the tenth anniversary of its call-in program on October 10th, has had more than 8500 guests appear on the program. C-SPAN CEO Brian Lamb says that the survey "quantifies what we always believed about our audience." The results, he says, will prove interesting to C-SPAN guests and our audience satisfaction levels should be good news for the network's 4,000 cable affiliates.

The researchers of New Jersey-based Statistical Research, Inc. (SRI) randomly selected 254 C-SPAN callers for a survey that was conducted by telephone during September. SRI found that:

* C-SPAN callers are informed:

- 69% watch and listen to other radio & TV call-ins.
- 78% read newspapers almost every day.
- 84% watch three or more hours of television daily.
- 67% regularly watch Congressional hearings on C-SPAN.

C-SPAN CALLER SURVEY

PAGE 2

* C-SPAN callers use the program to connect with Washington:

- Senators and Congressmen are C-SPAN callers' "most preferred" C-SPAN guests.

(7.3 on a scale of 10)

- 59% phone the program to "influence or contribute to the debate" on national issues.

* C-SPAN callers are satisfied with their call-in experience:

Although 71% have participated in other radio and TV call-in programs...

- 80% agree that on C-SPAN they "get their point across."
- 78% rate C-SPAN call-ins as "more informative".
- 69% were "more satisfied" with their call to C-SPAN.
- 94% were likely to phone a C-SPAN program again.

* C-SPAN callers are active & involved:

- 26% have contacted C-SPAN guests following their appearances on the call-in.
- 81% voted in the last presidential election.
- 61% contacted a member of Congress in the past year.
- 45% made a financial contribution to a political campaign or organization in the past year.

- 31% volunteered on a political campaign in the past year.
- 11% have run for political office themselves.

* SRI researchers also assessed the demographics of C-SPAN callers...

- 59% are 18 - 49 years old.
- 50% are college graduates.
- politically, 35% are independents; 30% are democrats; and 24% are republicans.
- 77% are male; 23% are female.

###



CABLE SATELLITE PUBLIC AFFAIRS NETWORK

Contact: Rayne Pollack
(202) 626-4863

WHAT DO FORMER PRESIDENT RONALD REAGAN, MICHAEL JACKSON, JONAS SALK, BUD HARRIS OF CHERRY HILL NEW JERSEY AND LOUIS FARRAKHAN HAVE IN COMMON?

ANSWER: THEY'VE ALL PARTICIPATED IN C-SPAN'S CALL-IN PROGRAMS

*** C-SPAN MARKS 10 YEARS OF NATIONAL CALL-IN
PROGRAMS ON OCTOBER 7, 1990 ***

Media Backgrounder ---- October 7, 1990 is an important anniversary for C-SPAN, the Cable Satellite Public Affairs Network, and for television. One decade ago C-SPAN launched its first Call-In program, marking the first time in television history that a network would provide live nation-wide phone access to public officials and national newsmakers on a daily basis.

Today, the Call-In format is commonplace on radio and television. C-SPAN, however, originated the format on cable, using the daily Call-In show to further its mission of bringing the American public direct access to government.

From the beginning, the C-SPAN Call-In was established with unique objectives. Even today, among numerous Call-In shows, C-SPAN Call-Ins continue to differentiate in several ways:

- o The C-SPAN Call-In was created to serve as a serious forum for informed public debate on national issues.
- o On the C-SPAN Call-In, direct access for the caller is key: there is no "seven second" delay, all calls are taken in order received and anchors function as moderators, not opinion makers. C-SPAN anchors are not cultivated as 'stars'.
- o The C-SPAN Call-In devotes more air time to callers than any other national interview show on television -- an average of 15 calls per 45 minute program. Each year more than 13,000 calls are aired from the U.S. and from 26 foreign countries.

(CALL-IN BACKGROUNDER page 2)

- o C-SPAN devotes more overall programming hours to Call-In interview shows than any national television network, averaging over 750 hours a year of live viewer Call-Ins.
- o The C-SPAN Call-Ins have hosted more government officials than any other television program; each year more than 250 Congressmen and 75 Senators take part.

Programming Statistics

When first begun in the fall of 1980, C-SPAN aired five hours of Call-Ins per week.

- o Today, C-SPAN airs at least three hours of live viewer Call-Ins every day, Monday through Friday, at 8:00 AM (ET) and 6:30 PM (ET).
- o Additional Call-In hours are scheduled before and after special events such as presidential speeches and other major national news. For example, at the onset of the Persian Gulf situation, C-SPAN added two hours a day of special Gulf Call-Ins.
- o A 1988 Call-In holds the record to date, when over 210,000 calls were attempted in the first ten Call-In minutes following a vice-presidential debate.

Historical Overview of Public Interaction with the Media

The C-SPAN Call-In shares a long legacy of direct public interaction with the media which can be traced to the first "Letters to the Editor". The New York Times says that letters to the paper were incorporated from as far back as the founding date, 1896. The Wall Street Journal began printing a regular "Letters to the Editor" feature in 1931; inviting readers to send in their opinions (see attached).

With the advent of radio, the public was brought into the studio and "talk shows" evolved, becoming a common form of programming by the late 1920's. During the 30's, radio hosts were inviting their listeners to phone in, but comments were paraphrased by the host due to technological limitations.

(CALL-IN BACKGROUNDER page 3)

At the outbreak of World War II, listener comments became increasingly popular on radio as the nation sought an opportunity to reach out to others and voice opinions and concerns in a time of crisis.

By the 1950's, telephone technology had improved enough to allow live calls from listeners. Around the mid-'50's, Pittsburgh's KDKA took calls during "Party Line," a late night show hosted by Ed and Wendy King. As television grew more radio stations turned to talk shows as a less expensive way to compete for audiences.

In the 60's and 70's "All-Talk" radio burgeoned, with KABC in Los Angeles the first to attempt the all-talk program concept in 1966. Rival station KLAC took "talk" one step further by moving to a round-the-clock call-in format. Both stations experienced ratings success which spawned imitators around the country.

The early 70's brought radio controversy. A radio genre called "topless radio" appeared, with Call-In programs focusing on sexual themes. Bill Ballance of KGBS Los Angeles is credited as the pioneer in this format, which had provoked the condemnation of the FCC by 1973.

President Jimmy Carter experimented with radio as a way to directly access the public in the 70's. More than 9 million people tried to phone his first program on March 5, 1977.

The early 70's also brought the first days of television Call-In shows on a regular basis in local markets with Larry King appearing in Miami and Phil Donahue in Chicago. By the mid '80's, other broadcast Call-Ins including Oprah Winfrey and Sally Jesse Raphael had ascended into the national eye.

The first cable Call-In on C-SPAN occurred on October 7, 1980 following a National Press Club address by then FCC Chairman, Charles Ferris. A journalist roundtable moderated by C-SPAN's Brian Lamb immediately followed with a discussion of current communications issues. The guests that day were:

Dawson "Tack" Nail, then Executive Editor, T.V. Digest
Pat Gushman, then Washington Bureau Chief, Cablevision
Don West, Managing Editor, Broadcasting
Michael Kelly, Executive Director, Capital Connection

The first C-SPAN caller ever was a viewer from Yankton South Dakota (see attached chapter from America's Town Hall). Over the years, C-SPAN has provided the American public with direct access to the Vice President, Speaker of the House, Senate Majority and Minority Leaders, presidential candidates, mayors, journalists and other opinion leaders.

(CALL-BACKGROUND page 4)

The C-SPAN Callers

"Hello? Hello? Please hold for the President of the United States"

One of the most famous callers ever to participate on a C-SPAN Call-In was former President Ronald Reagan, who phoned twice during his first term in the White House, to speak with a group of Close-Up Foundation student guests.

C-SPAN chairman and CEO Brian Lamb has said, "I'm especially proud that so many callers have been able to participate on the air with us. The callers literally help us to create our programming, both by asking the best questions of our Call-In guests and by offering feedback about all of the programs we air."

The C-SPAN Call-In acts as a constant barometer of public opinion on current issues. The program also functions as a forum for public debate and emotion during times of national crisis, such as when the space shuttle Challenger exploded or during military escalation.

People from all walks of life participate on C-SPAN Call-Ins everyday. Programs on highway safety have prompted calls from truckdrivers, programs on legal liability have elicited calls from lawyers, medical professionals have called in on programs about health care and members of Congress have called on varied subjects of particular interest (C-SPAN audience demographics attached). (Attached is a timeline of pivotal events over the decade with quotes taken from on-air callers at the time.)

PRIVATELY FUNDED
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BY AMERICA'S CABLE
TELEVISION COMPANIES

C-SPAN



PRESS INFORMATION

400 North Capitol St., NW
Suite 650
Washington, DC 20001
202 • 737 • 3220

FACSIMILE TRANSMITTAL SHEET

DATE: 6/10/92 ✓
TO: Elizabeth Kolbert - NYT
FROM: RAYNE POLLACK
(*) (202) 626-4863
NUMBER OF PAGES: 16
(including this page)

NOTE: Here is some more
information about the
History of television call-in
programs, if you plan
to do a follow-up story,
please call. (*)

Thanks,

Rayne

Please call 202-737-3220 if you experience any
transmission problems. If you need to respond to
this transmission, please fax to 202-737-3323.

862-0340

Ph 862-0314

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C-SPAN



PRESS INFORMATION

400 North Capitol St., NW
Suite 650
Washington, DC 20001
202 • 737 • 3220

FACSIMILE TRANSMITTAL SHEET

DATE: 4/10/92

TO: Judy Keene - USA Today

FROM: RAYNE POLLACK
(202) 626-4863

NUMBER OF PAGES: 16
(including this page)

NOTE: Here is some more
information about the
history of television
call-in programs, if
you plan to do a follow-up
story, please call.

Thanks,

Rayne

Please call 202-737-3220 if you experience any
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this transmission, please fax to 202-737-3323.

703-558-3935

PW(703) 276-3608

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PRESS INFORMATION

400 North Capitol St., NW
Suite 650
Washington, DC 20001
202 • 737 • 3220

FACSIMILE TRANSMITTAL SHEET

DATE: 6/10/92
TO: Tom Edsall - The Washington Post
FROM: RAYNE POLLACK
(202) 626-4863
NUMBER OF PAGES: 16
(including this page)

NOTE: Here is some more
information about the
History of television call-in
programs, if you plan
to do a follow-up
story, please call.
Thanks,
Rayne

Please call 202-737-3220 if you experience any
transmission problems. If you need to respond to
this transmission, please fax to 202-737-3323.

334-5547

ph

334-6703

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TELEVISION COMPANIES

C-SPAN



PRESS INFORMATION

400 North Capitol St., NW
Suite 650
Washington, DC 20001
202 • 737 • 3220

FACSIMILE TRANSMITTAL SHEET

DATE:

4/12/72

TO:

Christian Martin - WNYC

FROM:

MONIQUE LLANOS

(202) 626-7975

NUMBER OF PAGES:

(including this page)

NOTE:

Here is some
info. on our Call-in
program that may
be helpful to you.

Thanks for your interest
in C-SPAN. - Monique

Please call 202-737-3220 if you experience any
transmission problems. If you need to respond to
this transmission, please fax to 202-737-3323.

(212) 669-8557

Mr. G. J. H. H. - 1/10/68
Thank you for your letter of 1/10/68

re: 1/10/68 - 1/10/68
1/10/68 - 1/10/68
1/10/68 - 1/10/68
1/10/68 - 1/10/68

1/10/68 - 1/10/68
1/10/68 - 1/10/68

Heeding the Call-In

Candidates find talk shows a new medium for message

By Rita Ciolli

STAFF WRITER

After Democratic presidential candidate Bill Clinton spent an hour taking calls from viewers Tuesday morning on NBC's "Today" show, co-host Katie Couric advised the press to "take some cues" about what the public wanted.

"Not polls, not reaction, but basic issue-oriented questions," she said.

"Nut and bolts," agreed Bryant Gumbel, the show's other host, who limited his role during the interview mostly to announcing the first name and city of the caller.

During the show, Clinton offered his explanation for why this unconventional forum has become the hot one in this year's election. The voters, said the

likely Democratic nominee, were rejecting the "artificial nature of politics and its remoteness."

If the 1992 campaign phenomenon of direct access to the public through local radio and television is really the new version of whistle-stop campaigning, then the train this week pulled into its biggest station yet.

Undeclared presidential candidate Ross Perot was to have his turn this morning. The White House initially turned thumbs down on the offer to appear, but yesterday a "Today" spokeswoman said new discussions are under way.

Campaign '92



Of the 23 inquiries, 18 were related to specific topics such as tax cuts, Social Security and abortion.

The call-in concept was pioneered on television a dozen years ago by C-SPAN, and CNN's Larry King currently reigns over it. It may have reached its broadest audience yet Tuesday: NBC estimated

"Today," at 40 the oldest of the morning television talk shows, gave 13 phone lines over to Clinton and the voters who wanted to question him. And the show may have supported Clinton's oft-repeated criticism that the press asks too many horse-race questions and fails to focus on the issues.

that 3.5 million viewers tuned in.

"It had to happen, the key ingredient now is the public's connection," said King. Perot began hinting at a probable run in February on C-SPAN but it really took off when he mentioned his intention soon afterward on "Larry King Live."

"The American public is just tired of people talking at them," said Brian Lamb, the chairman and founder of C-SPAN. "I think it is a brilliant stroke on the 'Today' show's part."

"There is definitely a revolution going on this year, at all levels," said Jeff Zucker, executive producer of "Today." "The Washington press corps is not obsolete, it's just that there are other avenues that are important now, too."

Clinton is expected to explore another campaign avenue tomorrow when he airs his first "America Speaks" public forum. The 30-minute program will feature an in-studio audience of independently selected undecided voters who will question the candidate. The show, for which the Clinton campaign is paying NBC about \$250,000 to air, will be carried by Channel 4 beginning at 8 p.m.

In a continuing effort to appeal to younger voters, Clinton is scheduled to appear on MTV next week. The taped segment, to be broadcast at 10 p.m. Tuesday on the cable music channel, will feature the candidate taking questions from a studio audience of 18- to 24-year-olds. Campaign spokesman Jeff Eller said, "We want to try to bring in the young voter, to tell them the future is in their hands."

Initiated by Perot, adopted by Clinton, the direct-access route is suddenly looking very attractive to President

The 30-Minute Workout

By David Firestone

STAFF WRITER

The folks who make those 30-minute infomercials for late-night TV had a convention last week, and the latest hot product wasn't kitchen knives, fat-burning diets or IQ-supercharging hypnosis tapes. It was, rather, a Dallas billionaire with the potential to finally lift the infomercial from the realm of the slightly tacky.

Ross Perot hasn't said he'll be using infomercials in his undeclared presidential campaign, but he and his staff have made it very clear that they disdain the 30-second sound-bite commercials that have come to define political communication.

"Mr. Perot's whole campaign is based on the idea that sound bites are not the most effective way to talk to people," said Jim Squires, a Perot spokesman. "Those kind of commercials, which I see as having been a terrible force, distorting reality, are not what he is prone to do anyway."

Squires said that doesn't necessarily mean the campaign will be using infomercials—ads a half hour or longer—but the people who produce them have already picked up the hint and are very excited. Both Jerry Brown and Pat Buchanan used the ads with limited success in their primary campaigns, though they eventually ran out of money to produce and air the expensive

spots. Now that big money is entering the arena, the potential for infomercial saturation is vast.

"We got a call from the Clinton campaign; they're interested," said Greg Renker, founder of the National Infomercial Marketing Association. "And we talked to the Perot campaign, and they said: 'Wait till we announce, then we're all ears.'"

"This is kind of uncharted territory for all of us, but the horizon looks very good."

Another option for candidates is to buy time on stations outright, as Clinton is doing tomorrow with his first

Please see ADS on Page 17

Please see MEDIA on Page 17

Some proponents of choice committee assignments to members who voted against it.

House Speaker Thomas Foley (D-Wash.), who denied the charges of arm-twisting, said yesterday that although "we have a fairly strong chance of defeating it... I don't think anyone could take an oath that they know where the votes are."

But Rep. Charles Stenholm (D-Texas), the chief

spending cap.

Tax hikes, however, could pass by a simple majority. "We have tried to balance the budget from inside the Beltway without the force and the moral authority of a constitutional imperative to guide us," said House Minority Leader Robert Michel (R-Ill.). "And, as the farmer said when asked for directions, 'You can't get there from here.'"

main) and appropriate

Robert Byrd (D-W.Va.) have been campaigning against a constitutional amendment, while many Republicans and some Democrats—including Sen. Paul Simon (D-Ill.)—have announced their support.

This story was supplemented with wire service reports.

Presidential Candidates Heed the Call-In

MEDIA from Page 4

George Bush.

Last week, King said, a top aide to Bush's re-election campaign asked him whether CNN was willing to originate the show out of the White House, to which King was agreeable.

"If you exclude the Larry Kings and the Phil Donahues and don't communicate directly with the public, you are dead in the water," said King.

Tony Mitchell, deputy press secretary to Bush's re-election campaign, agreed. While declining to be specific about what radio and television programs were under consideration, Mitchell said it was very likely that the president was going to start showing up on some early morning shows as well as late night ones.

"We want to reach more people, more directly than relying just on media coverage of a particular speech," said Mitchell. In the interim, Marilyn Quayle, wife of Vice President Dan Quayle, fielded calls Tuesday morning on C-SPAN.

"Journalists are becoming irrelevant and candidates would like for this to happen," said Ellen Hume, a former White House reporter who is now the executive director of the Shorenstein

Barone Center on the Press, Politics and Public Policy at Harvard University.

In previous campaigns, the press was criticized for allowing the candidates, primarily the incumbent in the White House, to limit coverage to staged photo opportunities such as Bush's boat trip through polluted Boston Harbor in 1988. As journalists took steps to limit such handling and to offer more analysis, Hume said, the candidates decided to try different tactics.

The latest approach, Hume said, is to

"go over the heads of the journalists" and "seize the airwaves." Her criticism of the Donahue-type shows with their millions of viewers is that they tend to heighten the personality and the gossip elements of the campaigns and ignore the issues.

But Lamb, C-SPAN's chief, thinks it is elitist of the other media to look down at talk shows. "Phil Donahue is a very good journalist, his show shouldn't be dismissed just because it doesn't have the so-called integrity of a news program stamp on his forehead. All this may be changing our definition of what is news,

what is journalism," said Lamb.

The one definite lesson of the campaign so far this year is that network nightly news shows and the nation's newspapers are not the major providers of political news they have been in years past.

"It is far more splintered today," said Al Hunt, Washington bureau chief of the Wall Street Journal, who said he welcomed the change. "It is becoming more populist," he said of the process of selecting a president. "The press played a larger role than it should have."

Infomercials: Prolonging the Pitch

ADS from Page 4

"America Speaks" public forum, scheduled to air at 8 p.m. on NBC (Ch. 4).

Renker's company, the Guthy-Renker Corp., meanwhile, has produced infomercials for Victoria Principal's skin-care creams; Anthony Robbins' "Personal Power" motivational cassette tapes, and the "Kathy Smith Fat-Burning System," which combines videos, audio tapes and vitamins.

Renker is convinced the format could be just as easily used by presidential candidates.

"A properly crafted, well-structured infomercial can create incredible viewership for a candidate," he said. "You give people somebody fascinating, like Perot, and steadily building music and fast-paced visuals and maybe some celebrity endorsements and you've got one of the most powerful persuasive vehicles there is."

From a candidate's point of view, the principal disadvantage to an infomer-

cial is its high cost. The ads can cost between \$125,000 and \$600,000 just to produce, Renker says, and a network half-hour, even for a dim corner of prime time, can cost from \$250,000 to \$500,000.

That may not be a problem for a candidate willing to spend several hundred million dollars to get elected. But Squires noted another drawback to a lengthy commercial: boredom.

"People may not want to watch stuff that long unless it's entertainment or drama," he said.

Army: Female POW Sexually Abused in Gulf

THE ASSOCIATED PRESS

Washington — The Army yesterday said that a female Army officer was sexually assaulted after being captured during the war in the Persian Gulf.

The incident involved Maj. Rhonda Cornum, who was captured after her helicopter was shot down over Iraq.

Marilla Cushman, an Army spokeswoman, corroborated Cornum's testimony about the incident, which was reported in USA Today.

The Army was aware of the incident "but has not discussed it out of respect for Maj. Cornum's privacy," Cushman said.

According to USA Today, Cornum

ed manually — vaginally and rectally." The major went on to say that being treated in such a manner should be considered "an occupational hazard of going to war," the paper reported.

An Army source, who spoke on condition of anonymity, said the incident did not occur while Cornum was in an Iraqi prison, but would not say how or when it

Army to publicly identify her, Cushman said. Cushman said Cornum and another former POW, Spec. Melissa Rathbun-Nealy, have refused to be interviewed about their experiences.

The Army major suffered fractures of both upper arms during her helicopter's crash, her doctor said after the war.

Several months after the war a military spokesman told Cornum that all of