

FOR IMMEDIATE RELEASE:

Contact: Rayne Pollack
(202) 626-4863
Monique Llanos
(202) 626-7975

C-SPAN KICKS OFF ELECTION YEAR CONTEST
WINNERS FLY TO WASHINGTON, D.C. FOR INAUGURAL BALL

Washington, D.C., May 4, 1992 -- C-SPAN is launching an election year affiliate contest to promote the network's value to local communities -- and the winners will have a ball.

The "*C-SPAN Inaugural Ball Contest*" is open to all marketing and promotion executives at C-SPAN affiliates. Contest application materials arrived at the 4,165 C-SPAN affiliated cable systems last week. Final applications, returned to C-SPAN, must be postmarked by October 30, 1992.

The contest awards the C-SPAN affiliate which has developed and executed the most innovative and successful promotional program combining three areas: subscriber promotion; community relations and specific program promotion. The promotions will be judged on innovation, creativity and community involvement. A judging panel made up of industry executives will be announced this summer.

Contest winners will receive two roundtrip airline tickets to Washington, D.C., one night hotel accommodations and two tickets to the Presidential Inaugural Ball in January, 1993. The precise ball attended will be dependent upon the outcome of the election.

"We want to make it clearer to subscribers that C-SPAN, a valued public service, doesn't arrive in their home by magic," said Ken Leonardo, Marketing Supervisor for C-SPAN. The contest will be successful for everyone if it spurs new ideas for local community promotions to highlight the cable system's role in bringing C-SPAN to people -- especially during the election."

C-SPAN is now available in 56 million homes 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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XPEDITE DETAILED DELIVERY REPORT

Attention: Monique Llanos
 Job Number: 00384589
 Sent By Xpedite User: C-SPAN
 Entered Xpedite System: 05/04 11:56 ET
 Report Generated: 05/04 13:01 ET
 Page Count: 1 (no cover sheet)

SUMMARY:

Sent 9, Errors 1, Cancelled 0
 Total 10

DETAIL:

List ID: CABLE

LQN	REF	PHONE	STAT	DATE	TIME	RT	DUR	CUM	SPEED
00001	BROADCASTING	2125992837	ICPT	05/04	12:56	5	0	0	0000
00002	CABLE WORLD	3038370915	SENT	05/04	12:10	2	45	45	9600
00003	CABLEFAX	2022230980	SENT	05/04	12:03	1	43	43	9600
00004	CABLEVISION	2128878585	SENT	05/04	12:01	1	50	50	9600
00005	COMMUNICATIONS	2022933435	SENT	05/04	12:03	1	50	50	9600
00006	ELECTRONIC MEDI	2122100400	SENT	05/04	12:05	1	49	49	9600
00007	MULTICHANNEL 2	212-887-8585	SENT	05/04	12:04	1	50	50	9600
00008	MULTICHANNEL NE	2128878384	SENT	05/04	12:12	2	50	50	9600
00009	TV GUIDE	2124849910	SENT	05/04	12:04	1	44	44	9600
00010	VARIETY	7038278214	SENT	05/04	12:06	1	77	77	4800

XPEDITE FAXCAST INSTRUCTION SHEET

This instruction sheet MUST be the first page of your transmission.

Please type or print, using black or blue ink.

Required

Date: 5/4/92

Xpedite ID: C-SPAN

Xpedite Account Number: 4906

Your Name: Monique Hlomos

Phone #: (202) 624-7975

List Name(s) CABLE

Number of pages including this Instruction Sheet: 2

Extra Recipients for this Broadcast Only:	Fax#	"To:" (up to 25 characters)
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____

Limit 3 recipients.

Options

Circle any items you wish to change from your registered profile (for this broadcast only):

Delivery Class: Express Express Scheduled Offpeak

If Express Scheduled, you must indicate a future start time: Date: ___/___/___ Time: ___:___ Eastern Time (24 hr clock)

Cover Sheet: No Yes

If yes, you may include 4 FROM lines (up to 40 characters per line) that will appear on the Cover Sheet (Optional):

Broadcast Report: Detail Exception None

Cust. Ref. Code: No Yes _____
(up to 25 characters)

Billing Code: No Yes _____
(up to 10 characters)

Global Header: No Yes _____
(up to 20 characters)

Fax this Instruction Sheet and your document to: 908-542-1266



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FOR IMMEDIATE RELEASE

C-SPAN KICKS OFF ELECTION YEAR CONTEST WINNERS FLY TO DC FOR INAUGURAL BALL

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