



CONTACT: Rayne Pollack  
(202) 626-4863

C-SPAN RECEIVES PEABODY AWARD

Washington DC, April 1, 1993 --- C-SPAN, the Cable Satellite Public Affairs Network has won the 1992 Peabody Award for overall excellence by an institution, it was announced today by the University of Georgia 's Henry W. Grady College of Journalism and Mass Communication.

"C-SPAN is selected for an institutional award for on-going, sustained, honest and frequently compelling coverage of the democratic process in action," said Dr. Barry L. Sherman, Director of the Peabody Awards.

The other Peabody Award for institutional achievement this year went to BBC Radio, founded in 1927, whose BBC World Service is distributed on a 24 hour-a-day basis to cable subscribers exclusively through the C-SPAN Audio Networks.

The Peabody Awards Program, begun in 1940, recognizes distinguished achievement and public service by radio and television networks and individuals. Since the program's inception, more than 30,000 nominations have been made; fewer than 1,000 Peabody Awards have been presented.

"For 14 years, C-SPAN's dedicated staff have quietly gone about bringing the workings of government to the American people so that we all can participate in our collective destiny. I am very proud of C-SPAN and my industry colleagues who have supported and brought C-SPAN to the level of programming excellence and national service it is at today," said John Evans, President of Hauser Communications and Chairman of C-SPAN's Executive Committee.

"We are honored to receive this award," said Brian Lamb, C-SPAN Chairman and CEO. "C-SPAN is an unusual example of private industry creating and supporting a public service. This Peabody Award goes to all of the men and women in the cable television industry who have been a part of this cooperative effort."

C-SPAN is currently available in 58.7 million homes around the world and via satellite. C-SPAN is entirely funded by America's cable television companies as a public service.

-30-30-30-

## MEMORANDUM

TO: ALL Staff  
FROM: Press Information  
RE: Peabody Awards  
DATE: April 1, 1993

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## C-SPAN HAS WON THE 1992 PEABODY AWARD!!

We've won the most coveted award in the television industry for overall achievement by an institution.

WATCH THE LIVE PRESS CONFERENCE announcing the 35 winners **TODAY** on in-house channel 3 from 10:00AM - 12:00PM. Re-airings are scheduled as follows:

Thursday  
1:00 PM  
3:00 PM  
5:00 PM

Friday  
10:00 AM  
12:00 PM  
2:00 PM  
4:00 PM



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PRIVATELY FUNDED  
TO SERVE THE PUBLIC  
BY AMERICA'S CABLE  
TELEVISION COMPANIES

**C-SPAN**



## PRESS INFORMATION DEPARTMENT

**Contacts:** Rayne Pollack  
(202) 626-4863  
Monique Llanos  
(202) 626-7975  
Virginia Diez  
(202) 626-4602

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

### FACSIMILE TRANSMITTAL SHEET

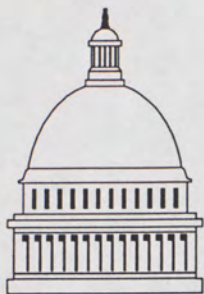
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FROM: MONIQUE LLANOS

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NOTE: Peabody Award  
Release

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# PRESS INFORMATION DEPARTMENT

Contacts: Rayne Pollack  
(202) 626-4863  
Monique Llanos  
(202) 626-7975  
Virginia Diez  
(202) 626-4602

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

## FACSIMILE TRANSMITTAL SHEET

DATE: 4/1  
TO: Karen Shapiro  
FROM: RAYNE POLLACK

NUMBER OF PAGES: 2  
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NOTE: \_\_\_\_\_  
Please call  
if you want  
to do an  
interview  
as I said we're  
in the same  
building.  
Rayne

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# The University of Georgia

Office of Public Information

**\*\*EMBARGOED FOR RELEASE UNTIL 10:00 A.M. EST\*\***

Thursday, April 1, 1993

WRITER: Sharron Hannon 706/542-8083  
CONTACT: Barry Sherman 706/542-3787

## **1992 PEABODY AWARDS FOR BROADCAST AND CABLE EXCELLENCE ANNOUNCED**

ATHENS, Ga. -- Meritorious coverage of the 1992 presidential election was recognized by the Peabody Awards National Advisory Board, which met at the University of Georgia March 25-28 to select the 1992 winners of the broadcast and cable industry's most prestigious prize.

A total of 35 awards was announced today by the university's Henry W. Grady College of Journalism and Mass Communication, which has administered the Peabody Awards program for 53 years.

ABC News Nightline captured awards for its investigation into the causes of the L.A. riots and for its behind-the-scenes look at Bill Clinton's ascension to the White House, "72 Hours to Victory."

The Peabody board recognized non-traditional election-year programs as well, making awards to CNN's "Larry King Live," MTV's "Choose or Lose" campaign and Fox's "Rock the Vote."

National Public Radio dominated this year's Peabody Awards for radio with "Car Talk," featuring wise-cracking mechanics Tom and Ray Magliozzi; "Prisoners in Bosnia," an on-the-scene report by correspondent Sylvia Poggioli, and David Isay's "American Folklife Radio Project," which profiles people and places whose continued existence is threatened by age or "progress."

Peabody Awards for personal achievement went this year to National Public Radio commentator Daniel Schorr, for "a lifetime of uncompromising reporting of the highest integrity," and to children's television personality Fred Rogers, "in recognition of 25 years of beautiful days in the neighborhood."

**Institutional awards went to BBC Radio and C-SPAN (the Cable Satellite Public Affairs Network), a public service entirely**

MORE



funded by the cable television industry.

The 1992 Peabody Award winners were chosen from more than 1,000 nominations submitted by radio and television stations, networks and cable television organizations in the United States and around the world. Entries included news, entertainment, educational and children's programs, documentaries and public service.

The awards will be presented at a May 17 ceremony at the Waldorf-Astoria in New York City.

"The winners represent small and large stations, national and international programs, even the educational video market. The common denominator is quality," said UGA telecommunications professor Barry L. Sherman, director of the Peabody program.

The efforts of local radio and TV stations in covering momentous news events were singled out by the Peabody board, which presented awards to WTVJ in Miami for broadcasts during and after Hurricane Andrew, to KTTV in Los Angeles for gavel-to-gavel coverage of the Rodney King trial and to KJLH radio, also in Los Angeles, for its coverage of the rioting which followed the verdict.

Whittle Communications' Channel One -- which reaches an in-school audience of eight million teenagers daily -- won its first Peabody for educational programming on facing and surviving the AIDS epidemic.

Local television stations also received awards for their treatment of AIDS. WKBD-TV in Detroit won for "Close to Home: The Tammy Boccomino Story," a first-person account of a housewife and her young son who are both infected with the virus.

A series of AIDS reports broadcast by WGBH-TV in Boston also won the Peabody -- one of four the station received this year. The other winning programs include "The American Experience: The Donner Party" and "The Machine That Changed the World," a five-part series on computers. The station shared an award with WQED-TV in Pittsburgh for "Where in the World is Carmen Sandiego?," the popular geography quiz show based on the computer game of the same name.

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The other children's program to receive an award this year is the "Reading Rainbow" series for an episode which focused on the Vietnam Veterans Memorial. The series -- hosted by Levar Burton and aimed at 5- to 8-year-olds -- is produced by GPN/Nebraska ETV Network in Lincoln, Neb., and WNED-TV in Buffalo, N.Y., for the Public Broadcasting Service.

Prime-time programs received their share of awards this year. Two top-rated comedy series -- ABC's "Roseanne" and NBC's "Seinfeld" -- received their first Peabodys. CBS's "Northern Exposure," which along with NBC's "I'll Fly Away" won a Peabody for producers Joshua Brand and John Falsey last year, again captured the Peabody board's attention. This year, the judges honored the show's flashback episode on the founding of fictional Cicely, Alaska.

Two Home Box Office features, "Abortion: Desperate Choices" and "Citizen Cohn," received Peabodys. The board cited the latter program, based on the true story of Roy M. Cohn and starring James Woods, as "perhaps the best film produced for any medium in 1992."

NBC picked up a second Peabody for "The More You Know," a public service campaign addressing issues from substance abuse to sexually transmitted diseases, while CBS won its second award for "Age Seven in America." Narrated by Meryl Streep, the program looks at life through the eyes of 17 youngsters representing a cross-section of economic, social, racial and regional backgrounds.

An eclectic group of locally produced programs also won awards, including:

. "When the Salmon Runs Dry," an environmental near-disaster chronicled by KIRO-TV in Seattle,

. "Surviving Columbus," the story of encounters between Pueblo Indians and Spanish explorers, produced by KNME-TV and the Institute of American Indian Arts in Albuquerque,

. "Color Adjustment," an analysis of the portrayal of African Americans on television through the decades, produced by Signifyin' Works in Berkeley, Cal., for PBS,

MORE

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. "The Incredible Voyage of Bill Pinkney," a documentary on the first solo circumnavigation of the globe by an African American, produced by WCVB-TV in Needham, Mass.,

. "Threads of Hope," the story of a group of Chilean women who use traditional sewing skills to defy a dictatorship, produced by Canamedia Productions Ltd. and TVOntario of Toronto.

Commercial station KFFA in Helena, Ark., was recognized for "King Biscuit Time," one of the longest running daily radio shows in America. Its host, "Sunshine" Sonny Payne, has spent more than 50 years promoting the blues.

The Peabodys differ from the Emmys and other broadcast industry awards, which usually reflect a program's popularity or commercial success. "The Peabodys are more competitive, more selective and more independent of industry influence," says director Sherman.

The Peabody Award is named for philanthropist George Foster Peabody, a Georgia native who became a successful New York banker.

Tickets for the May 17 awards luncheon in New York are \$125 (tax deductible) and may be ordered by calling the Peabody office at the University of Georgia, 1-800-546-5951.

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Note: A complete list of award winners with citations from the Peabody Awards National Advisory Board is enclosed.