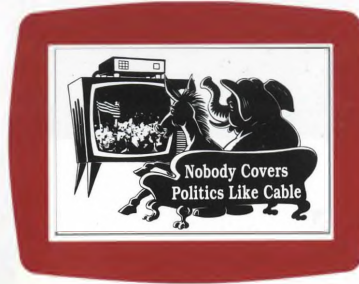


# THE DELEGATE GUIDE TO CAMPAIGN '92





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National Cable Television Association**

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## About Politics on Cable

*Cable television is the nation's leader in political news and analysis. The Delegate Guide to Campaign '92 will give you and your fellow delegates to this year's conventions a sense of the depth of political coverage available on today's cable networks. We think you'll be surprised and pleased because nobody covers politics like cable.*







# WELCOME AND CONGRATULATIONS

**A**s a delegate to your party's presidential nominating convention, you are a key participant in this year's political process. Over the last twenty years, cable television has become an increasingly visible participant in America's political process by providing a dependable source for fast-breaking news as well as for in-depth coverage of politics and government. Cable television provides citizens with their own chair in the chambers of local city councils, state legislatures, and the halls of the U.S. Congress.

This year, cable subscribers across the country will find an unprecedented level of coverage of national, state and local candidates and issues on their cable systems:

- At least nine national cable networks are showing special programming focusing on the elections and the political process.
- CNN and C-SPAN are the only television networks - broadcast networks included - that are providing gavel-to-gavel coverage of the Democratic and Republican conventions.
- The Discovery Channel provided each of the leading presidential candidates with twenty minutes of uninterrupted air time to speak directly to the



American people just two days before the Super Tuesday primaries and will do so again in the fall.

- Five regional all-news cable networks are providing regular in-depth coverage that focuses on state and local races, as well as on the presidential elections.
- Many local cable operators are producing programming that focuses upon their own local issues and elections.

Throughout 1992, local cable companies will invest more than \$3 billion in news and entertainment programming. Through its Cable in the Classroom initiative, the cable industry assists thousands of teachers by providing educational commercial-free programming to schools, free of charge. Curriculum supplements are also available to help teachers maximize the benefits from these programs.

Since 1980, cable television's viewing audience has more than tripled. Today, about 60 percent of America's homes subscribe to cable, reaching an audience of over 120 million viewers. These 120 million Americans receive a broad range of diverse, quality public affairs programming available only through cable.

The cable industry is proud of its achievements. We have created this "Delegate Guide to Campaign '92" to provide you with an easy reference to the best political news and information on television today. We hope you enjoy it and trust you will agree that "Nobody Covers Politics like Cable."



# WHO'S COVERING POLITICS ON CABLE...



## BLACK ENTERTAINMENT TELEVISION

Black Entertainment Television (BET) is the nation's first and only network showcasing African-American programming 24 hours a day. BET will include campaign coverage as part of "BET News" and as part of "Lead Story", which will focus periodically on the '92 presidential election.



## CNBC

"Money Politics: Campaign '92," is the title of CNBC's weekly half-hour program providing campaign coverage and analysis. In addition, throughout its daily 14 hours of business programming, CNBC will show four-to-five minute "Money Politics" segments, covering a variety of economic, financial and business issues as they relate to the presidential campaign. CNBC also plans extensive live coverage of both party conventions.



## CNN

"Democracy in America" is the umbrella title for CNN's series of programs funded in part by the Markle Foundation and aimed at expanding the political information and news available to the American electorate. A series of specials entitled "The People's Agenda" will present a comprehensive examination of the issues and concerns that face American voters. The purpose of the series is to present issues as voters see them, not as candidates perceive these issues to be.

CNN's "Inside Politics '92" is network television's only daily half-hour newscast devoted exclusively to the 1992 presidential campaign. This live weekday show chronicles the election year and is designed to help voters "reclaim the political process" by giving them the information they need to make their crucial voting decisions.

# PROGRAM



## C-SPAN

The cable television industry created C-SPAN in 1979 to provide live gavel-to-gavel coverage of the United States House of Representatives; it created C-SPAN II in 1986 to cablecast the proceedings of the United States Senate. Operating on an annual budget of \$18 million funded entirely by the cable television industry, C-SPAN will offer nearly 1,200 hours of political programming this year.

C-SPAN's Election '92 Coverage will include: "Road To the White House": A ninety-minute, twice weekly series presenting the latest activity from the campaign trail. This series provides viewers with a "video verite" look at the electoral process, candidates, and issues through (a) day-in-the-life profiles of the candidates as they reach out to voters nationwide, (b) speeches shown in their entirety, and (c) behind-the-scenes interviews with campaign managers and media strategists. "Road to the White House" also regularly compares campaign commercials as they roll out in different states, televising ads side-by-side for viewers to contrast campaign messages.

**Campaign Call-In:** Once a week C-SPAN uses its signature Live Viewer Call-In format to give viewers direct access to the candidates and campaign newsmakers. Either from studios in Washington, or from locations on the campaign trail, viewers can comment on events as they unfold.

**Candidate Press Conferences, Campaign Events and Stump Speeches:** C-SPAN's election coverage is shown with no break-aways for commercials, commentary, or editorializing of any kind. C-SPAN re-airs major events in prime time and on weekends to give more viewers access to the presidential campaign.

**Gavel-to-Gavel Coverage of the Party Platform Hearings:** C-SPAN provides extensive

coverage of the Party Platform Hearings, where the planks of the presidential nominee's platform are hammered out.

**Live Coverage of the 1992 Democratic and Republican National Conventions:** C-SPAN is the only television network that will provide uninterrupted gavel-to-gavel coverage of the 1992 national party conventions. The network estimates that more than 120 programming hours will be devoted to each convention this summer, including Platform Committee meetings, week-long Convention Preview coverage and wrap-up. C-SPAN's special week-before Convention Preview will give viewers an inside perspective on convention organization, the ambiance of the host city, interviews with local political leaders, "Road to the White House" style campaign trail coverage as candidates arrive and daily live Call-In programs from on-location studios. Among the issues looked at that week: the party platform and party politics; the vice-presidential choice; the role of the media; fundraising; definition of a delegate, a super delegate and delegate activities; and key personalities and events as they unfold.

**Education:** C-SPAN's Educational Services Department, which oversees the 12,000 member C-SPAN in the Classroom service, will help high school and university teachers to take advantage of C-SPAN's "free-use" copyright policy for all Election '92 programming. Throughout the election year, C-SPAN's weekly "Short Subject" program will include topics such as election campaigns, primaries, campaign finance, and political conventions.



## THE DISCOVERY CHANNEL

The Discovery Channel will program periodic specials during this presidential year. The first of these specials, "The Presidential Candidates: Address to the Nation" featured Patrick Buchanan, Jerry Brown, Bill Clinton and Paul



Tsongas, presenting their plans for America's future in a format that consisted of commercial-free twenty-minute time allotments for each candidate.



## THE LEARNING CHANNEL

The Learning Channel is cable television's premier educational channel. The Learning Channel has created "Your Vote" which is a 30-minute innovative video designed for use in high school and college classrooms. It urges young people to vote and chronicles the history of voting rights in America, focusing particularly on the attainment of suffrage for four major groups: African Americans, women, Native Americans, and young people. The video combines dramatizations, historic footage and archival photographs, contemporary analyses by political scientists, and the presentation of student views in an upbeat, fast-paced story.

"YOUR VOTE" CAN BE OBTAINED BY CALLING (212) 682-1530 OR BY WRITING THE ROBERT A. TAFT INSTITUTE OF GOVERNMENT, 420 LEXINGTON AVENUE, NEW YORK, NEW YORK 10170



## LIFETIME

Lifetime is launching an election-year public awareness campaign, "Women and Politics: A Lifetime Challenge." Combining on-air programming, affiliate outreach and magazine tie-ins, the campaign is designed to inform women about the political issues, personalities and institutions that affect their lives as well as challenge and inspire them to take an active personal role in the political process.

"Women and Politics: A Lifetime Challenge" campaign components include:

*Original Spots* to include profiles of leading female legislators; updates on political issues of particular importance to women; celebrity PSAs. These spots end with a "call to action" and in conjunction with the National Women's Political Caucus and the League of Women Voters, provide women with ways they can participate.

*A prime time two-hour election special called "Majority Rule"* which examines the status of women in politics.

*Lifetime/Seventeen Magazine Student Essay Competition* which challenges students to write a speech addressing the issues important to them, and the difference they would make in their lifetime if they were a presidential candidate.

*Lifetime/New York Times Women's Magazine Group Survey*—a national survey on women and politics to gauge women's attitudes on the election coverage and key issues in the political process.

*Affiliate Outreach*—Lifetime in conjunction with the National Women's Political Caucus, the League of Women Voters, the Junior League, Women in Cable and the Congressional Caucus for Women's Issues is organizing panels, debates and forums on women and politics as well as voter registration drives to get more women involved in the political process during this election year.



## MIND EXTENSION UNIVERSITY

Mind Extension University (MEU) is a 24-hour education network providing distance education at the elementary, secondary, undergraduate and graduate levels. It also offers television's only "Education Newsbreak" in cooperation with the Chronicle of Higher Education and Education Week, the country's

leading educational publications. Produced weekly, these three-and-five minute news briefs include reports on where the 1992 presidential candidates stand with respect to issues of greatest interest to educators, parents and others concerned about America's education policies.

A live, one hour edition of "Education Newsbreak" will be televised in August featuring prominent education writers from newspapers and education publications across the country. The call-in program will enable participants to discuss the national candidates' positions on education.



## MTV

MTV has joined "Rock the Vote" in its ongoing effort to encourage young adults to vote. "Rock the Vote" is a non-profit, non-partisan, recording industry coalition founded to encourage 18-24 year olds to become involved in the democratic process by registering to vote, voting and exercising their constitutional right of freedom of speech.

MTV News will cover the 1992 Presidential Campaign with special "Choose or Lose" reports about issues that concern its audience. Topics will include a discussion on why young voters have to "Choose or Lose", focusing in on the importance of voting and how it can affect the course of the country.



## NICKELODEON

Nickelodeon is the only cable network for kids and offers a wide array of children's programming which includes animation, comedy, adventure, live action, music and magazine shows for kids aged 2 to 15.

This election year Nickelodeon will be on the air from April through October with a promotion entitled "Kids Pick the President". "Kids Pick the President" is designed to make kids aware of the election by explaining the election process to these soon-to-be-voters both from the candidates' and voters' points of view. KPTP will encourage children to begin thinking about what election-related issues matter to them and will give them a platform to express their ideas and concerns. Finally, KPTP will give kids the chance to tell the whole country who they would pick as their president through a phone-in voting opportunity in October.



## UNIVISION

Univision is the nation's leading Spanish-language television network, and reaches 90 percent of the Hispanic market through satellite-interconnected broadcast and cable affiliates nationwide.

"Destino '92" will be providing extensive coverage of the elections. Campaign stories will be aired nightly as a part of the nightly news on "Noticiero Univision" and "Noticiero Univision Edición Nocturna". In early June Univision will be airing "Voces Del Pueblo", a two hour live town meeting linking audiences in Miami, New York, Los Angeles and San Antonio. This town meeting is designed to create national public awareness on issues of great concern to Hispanics in this year's election; and to bring more Hispanics into the political debate and into the political process. The town meeting will then be included in a national documentary, "Voices", to be broadcast on PBS in September. Univision will also provide extensive coverage of the conventions which will be broadcast live from New York City and Houston. In addition, they will provide simultaneous translation of the major presidential and vice presidential debates in the fall and coverage for all races deemed to be of particular importance to Hispanic Americans.

# POLITICS

## THE WEEK IN CABLE

MONDAY	TUESDAY	WEDNESDAY
8am (ET)/5am(PT) "Viewer Call-In Program" (C-SPAN)	8am (ET)/5am(PT) "Viewer Call-In Program" (C-SPAN)	8am (ET)/5am(PT) "Viewer Call-In Program" (C-SPAN)
8-8:10am (ET/PT) "Day in Rock" (MTV) (rebroadcast at 12:30pm)	8-8:10am (ET/PT) "Day in Rock" (MTV) (rebroadcast at 12:30pm)	8-8:10am (ET/PT) "Day in Rock" (MTV) (rebroadcast at 12:30pm)
4:30pm (ET)/1:30pm(PT) <b>"Inside Politics" (CNN)</b> (rebroadcast 12:30am/9:30pm)	4:30pm (ET)/1:30pm(PT) <b>"Inside Politics" (CNN)</b> (rebroadcast 12:30am/9:30pm)	4:30pm (ET)/1:30pm(PT) <b>"Inside Politics" (CNN)</b> (rebroadcast 12:30am/9:30pm)
6:30pm(ET)/3:30pm(PT) "Election '92 Campaign Call-In" (C-SPAN)	6:30pm(ET)/3:30pm(PT) "Viewer Call-In Program" (C-SPAN)	6pm(ET)/3pm(PT) "Money Politics: Campaign '92" (CNBC)
6:30pm(ET)/3:30pm(PT) "Noticiero Univision" (UN)	6:30pm(ET)/3:30pm(PT) "Noticiero Univision" (UN)	6:30pm(ET)/3:30pm(PT) "Viewer Call-In Program" (C-SPAN)
8-8:10pm (ET/PT) "Day in Rock" (MTV) (rebroadcast at midnight)	8-8:10pm (ET/PT) "Day in Rock" (MTV) (rebroadcast at midnight)	6:30pm(ET)/3:30pm(PT) "Noticiero Univision" (UN)
11pm(ET)/8pm(PT) "Noticiero Univision Edicion Nocturna" (UN)	11pm(ET)/8pm(PT) "Noticiero Univision Edicion Nocturna" (UN)	8-8:10pm (ET/PT) "Day in Rock" (MTV) (rebroadcast at midnight)
		11pm(ET)/8pm(PT) "Noticiero Univision Edicion Nocturna" (UN)

THURSDAY	FRIDAY	SATURDAY
8am (ET)/5am(PT) "Viewer Call-In Program" (C-SPAN)	8am (ET)/5am(PT) "Viewer Call-In Program" (C-SPAN)	6:30pm(ET)/3:30pm(PT) "Noticiero Univision" (UN)
8-8:10am (ET/PT) "Day in Rock" (MTV) (rebroadcast at 12:30pm)	8-8:10am (ET/PT) "Day in Rock" (MTV) (rebroadcast at 12:30pm)	7pm(ET)/4pm(PT) "Lead Story" (BET)
4:30pm (ET)/1:30pm(PT) <b>"Inside Politics" (CNN)</b> (rebroadcast 12:30am/9:30pm)	4:30pm (ET)/1:30pm(PT) <b>"Inside Politics" (CNN)</b> (rebroadcast 12:30am/9:30pm)	
6:30pm(ET)/3:30pm(PT) "Viewer Call-In Program" (C-SPAN)	5pm (ET)/2pm(PT) <b>"Road to the White House" (C-SPAN)</b>	9am(ET)/6am(PT) "Campaign USA '92" (CNN) (Jul 12 - Nov 8)
6:30pm(ET)/3:30pm(PT) "Noticiero Univision" (UN)	6:30pm(ET)/3:30pm(PT) "Viewer Call-In Program" (C-SPAN)	6:30pm(ET)/3:30pm(PT) "Noticiero Univision" (UN)
8-8:10pm (ET/PT) "Day in Rock" (MTV) (rebroadcast at midnight)	6:30pm(ET)/3:30pm(PT) "Noticiero Univision" (UN)	9:30pm (ET)/6:30pm(PT) <b>"Road to the White House" (C-SPAN)</b>
11pm(ET)/8pm(PT) "Noticiero Univision Edicion Nocturna" (UN)	7pm(ET)/4pm(PT) "BET News" (BET)	
	8-8:10pm (ET/PT) "Day in Rock" (MTV) (rebroadcast at midnight)	
	11pm(ET)/8pm(PT) M-F "Noticiero Univision Edicion Nocturna" (UN)	

### A WEEKLY GUIDE TO CABLE'S

SUBJECT TO CHANGE

### POLITICAL COVERAGE

CHECK YOUR LOCAL LISTINGS



# PRIMARY POLITICAL

**SPECIALS**

## JUNE

June 2 - 1am(ET)/10pm(PT)  
Short Subject  
"Powers & Duties of the President"  
C-SPAN

June 7 - 9 pm(ET)/6pm (PT)  
"Voces Del Pueblo"  
Univision

June 8 - 10am(ET)/7am (PT)  
"Your Vote"  
The Learning Channel

June 9 - 1am(ET)/10pm(PT)  
Short Subject  
"Congressional Redistricting"  
C-SPAN

June 17 - 10:30pm(ET)/7:30pm (PT)  
Special on the 20th Anniversary of  
Watergate  
CNN

June 27-Time TBA  
Full Democratic Platform  
Committee Hearing  
C-SPAN

## JULY

July 7 - 1am(ET)/10pm(PT)  
Short Subject  
"Measuring Public Opinion"  
C-SPAN

July 6 - 10 - 8pm(ET)/5pm (PT)  
Special Democratic Convention  
Preview Programming  
C-SPAN

July 13-16  
Democratic National Convention  
Gavel-to-Gavel Coverage  
CNN and C-SPAN

July 14 - 1am(ET)/10pm(PT)  
Short Subject  
"Lobbying"  
C-SPAN

July 17-Time TBA  
Journalists' Roundtable  
Democratic Convention Wrap-Up  
C-SPAN

July 21 - 1am(ET)/10pm(PT)  
Short Subject  
"The Supreme Court"  
C-SPAN

July 28 - 1am(ET)/10pm(PT)  
Short Subject  
"Senate: the Stage"  
C-SPAN



## AUGUST

**August 4 - 1am(ET)/10pm(PT)**

**Short Subject  
"Federal Budget"  
C-SPAN**

**August 10 - 14  
Republican Full Platform  
Committee Hearing  
C-SPAN**

**August 10 - 14 - 8pm (ET)/5pm(PT)  
Special Republican Convention  
Preview Programming  
C-SPAN**

**August 11 - 1am(ET)/10pm(PT)  
Short Subject  
"Brown vs. Board of Education"  
C-SPAN**

**August 17 - 20  
Republican National Convention  
Gavel-to-Gavel Coverage  
CNN and C-SPAN**

**August 21 - Time TBA  
Journalists' Roundtable  
Republican Convention Wrap-Up  
C-SPAN**

**August 25 - 1am(ET)/10pm(PT)  
Short Subject  
"Senate Leadership"  
C-SPAN**

**August 29 - 5pm (ET)/2pm (PT)  
"Citizen Carter"  
The Discovery Channel**

**August 30 - 12pm (ET)/9am (PT)  
"Citizen Carter"  
The Discovery Channel**



**BET** Black Entertainment Television  
Music, sports, news and public affairs programming.  
1700 N. Moore St., Suite 2200, Rosslyn, VA 22201  
(703) 875-0430



**CNBC** Consumer News and Business Coverage  
Consumer news and business programming.  
2200 Fletcher Avenue, Ft. Lee, NJ 07024  
(201) 585-2622



**CNN** Cable News Network  
News and public affairs.  
Turner Educational Services, 1 CNN Center, Atlanta, GA 30348  
(800)523-7586



**C-SPAN** Live Coverage of US House of Representatives  
(US Senate on C-SPAN II) and public affairs.  
400 N. Capitol Street, Suite 650, Washington, D.C. 20001  
(800) 523-7586



**TDC** The Discovery Channel  
Non-fiction nature, science, history and adventure programming.  
7700 Wisconsin Avenue, Bethesda, MD 20814-3522  
(301) 986-0444



**TLC** The Learning Channel  
Educational programming, magazine shows and film specials.  
7700 Wisconsin Avenue, Bethesda, MD 20814-3522  
(800) 321-1832



**LIFE** Lifetime  
Information and entertainment programming of interest to women.  
3612 35th Avenue, Astoria, NY 11106  
(718) 482-4000



**MEU** Mind Extension University  
The Education Network  
9367 E. Mineral Avenue, Englewood, CO 80112  
(303) 792-3111



**MTV** Music Television  
Video music channel, entertainment, interviews, music news.  
1515 Broadway NY, NY 10036  
(212) 258-8000



**NICK** Nickelodeon  
Family programming and entertainment.  
1515 Broadway, New York, NY 10036  
(212) 258-7500



**UN** Univision  
Entertainment, news, and sports.  
605 3rd Avenue, 12th floor, NY, NY 10158  
(212) 455-5200





**NATIONAL CABLE TELEVISION ASSOCIATION**  
1724 Massachusetts Avenue, Northwest  
Washington, D.C. 20036-1969

