



## **C-SPAN Launches Second Fleet Of Vehicles For Bringing Local American Literary Stories, History To National Audience**

More TV Vans (Local Content Vehicles) Means More Local Cities  
Featured On BookTV and American History TV

***\*\*\* LCV Now in Third Year of Partnering with local cable affiliates for week-long  
program/community visits\*\*\****

(March 12, 2013) – C-SPAN today announced the launch of a second fleet of Local Content Vehicles (LCV's) to capture stories of literary and historic significance from small and mid-size cities across the county.

The second fleet of three vehicles brings to six the number of Ford Transit Connects C-SPAN uses in the LCV program, allowing the public affairs network to double the number of cities it visits each month (two per month, in different parts of the country) and approximately double the number of BookTV and American History TV features it can produce.

Partnering with the network's local cable affiliates, C-SPAN producers spend a full week in a selected city, travelling in specially detailed Ford Transit Connect vehicles visiting various literary and historic sites and interviewing local historians, authors and civic leaders. Each member of the LCV team, led by LCV manager Debbie Lamb, is equipped to shoot and edit video on location. The LCV team members also join with representatives of the local cable companies to make presentations to community organizations about C-SPAN and its public affairs content.

The various short features produced during each city visit are shown during dedicated weekends on C-SPAN's non-fiction book channel (BookTV on C-SPAN2) and history channel (American History TV on C-SPAN3 ).

Launched in the spring of 2011 (first stop was in Tampa, beginning a southeastern USA swing), the LCV program is now in its third year. C-SPAN crews have traveled across the South, Southwest, Northeast, Midwest, and now in the mid-Atlantic region. The first video from C-SPAN's second LCV fleet can be seen the weekend of March 16-17, when BookTV and American History TV spotlight Alexandria, VA.

## **2013 LCV CITIES – January through June**

### **Team East**

<b><u>CITY (Cable partner)</u></b>	<b><u>VISIT DATES</u></b>	<b><u>BOOK TV/AHTV AIR DATES</u></b>
Alexandria, VA (Comcast)	Feb. 18-22	March 16-17
Virginia Beach, VA (Cox)	March 18-22	April 20-21
Columbia, SC (Time Warner Cable)	April 15-19	May 18-19
Raleigh, NC (Time Warner Cable)	May 13-17	June 15-16
Dover, DE (Comcast)	June 17-21	July 20-21

### **Team West**

<b><u>CITY (Cable partner)</u></b>	<b><u>VISIT DATES</u></b>	<b><u>BOOK TV/AHTV AIR DATES</u></b>
Santa Fe, NM (Comcast)	Jan. 7-11	Feb. 2-3
Albuquerque, NM (Comcast)	Feb. 4-8	March 2-3
Mesa, AZ (Cox)	March 4-8	April 6-7
Yuma, AZ (Time Warner Cable)	April 1-5	May 4-5
Palm Springs, CA (Time Warner Cable)	May 6-10	June 1-2
Bakersfield, CA (Bright House)	June 3-7	July 6-7

In each city and alongside representatives of C-SPAN cable affiliates, the LCV team visits schools, civic associations, and other key community organizations, talking about cable's longtime commitment to public service through carriage of the C-SPAN channels.

"C-SPAN has two primary goals with our LCV Cities Tour," said C-SPAN co-CEO Susan Swain. "The first is to more systematically go beyond the Washington beltway for our non-fiction book and history programming and highlight for our national audiences some of the unique culture and history of the cities we visit. No other channel is making this kind of extensive effort to tell the literary stories and history of America's small- and mid-size cities, complementing our coverage of Washington's political process. Secondly, with our LCV project engaging the grass-roots, we are continuing our long tradition of partnering with affiliates in their communities, with schools, elected officials, and the general public. "

In addition to TV features, C-SPAN's LCV initiative incorporate digital and social media outreach, including use of Twitter, Facebook, foursquare, and online streaming on C-SPAN websites. C-SPAN video from each city is archived -- and easily searchable, clippable, and shareable -- through C-SPAN's Peabody Award-winning [online Video Library](#).

Why choose more Ford Transit Connect cargo vans for the LCV project?

Long-time C-SPAN producer Mark Farkas, who heads the LCV team: "The vehicles' unique look, fuel efficiency, cargo capacity and maneuverability have been essential for C-SPAN's success on the road. As a non-profit company, C-SPAN is cost-conscious. The Ford Transit Connect fills those needs."

Fun Facts about C-SPAN's LCV program:

Number of cities visited (May 2011-March 2013): 24

Number of cities yet to visit (through July 2013): 7

Number of state capitols visited (through March 2013): 11

Number of state capitols yet to visit (through July 2013): 3

Number of Ford Transit Connects used: 6

Total number of programs produced: 425 (as of February 2013). [See them all here](#).

More information on LCV's: <http://www.c-span.org/LocalContent/>

**About C-SPAN:** Created by the cable TV industry and now in 100 million TV households, C-SPAN programs three public affairs television networks in both SD and HD; C-SPAN Radio, heard in Washington DC and nationwide via XM Satellite Radio; and a video-rich website which hosts the C-SPAN Video Library. Visit <http://www.c-span.org/>.

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