



**C-SPAN To Provide Live,  
Gavel-To-Gavel Convention Coverage,  
Commercial- and Commentary-free**

**\*\*Additional Content for TV, On-Demand, Online, Social Platforms\*\***

*Continuing the Network's Tradition Since 1984  
Of Covering Every Minute of Every Convention*

(Washington, DC; August 2, 2012) – C-SPAN, the political network of record, will provide its national audience with gavel-to-gavel coverage of the 2012 Republican and Democratic presidential nominating conventions (Aug. 27-30 in Tampa for the Republicans, and Sept. 4-6 in Charlotte for the Democrats). Every minute of both conventions will be televised live on C-SPAN, streamed live on C-SPAN.org, carried live by C-SPAN Radio, and be immediately catalogued and archived in the C-SPAN Video Library. Each individual speech can be independently viewed and shared via the Video Library. Key speeches from each convention also will be available via C-SPAN's cable affiliates' On-Demand platforms. And, C-SPAN will augment its signature live convention coverage with additional content for television, online, and social media -- with its "Convention Hub" providing a central online social experience.

In addition to complete podium coverage, TV programming, airing on the flagship C-SPAN network, will include:

- daily coverage of official party, delegate, and other political events at both conventions;
- cameras around town providing a "delegates'-eye view" of Tampa and Charlotte;

- platform drafting coverage for both parties, including the Republicans in Tampa the week prior to the convention, and for the Democrats, the full Platform Committee meeting August 10-12 in Detroit;
- C-SPAN's live morning call-in program "Washington Journal" originating each day from the conventions, giving viewers and voters the chances to talk with convention participants and observers; and
- C-SPAN's Sunday interview program "Newsmakers" originating from the convention cities.

C-SPAN coverage will be virtually 24 hours a day throughout the two weeks of the conventions. Viewer calls and social media reactions to the events of the day will follow each day's official session, providing an immediate electronic focus-group into national reactions to the speeches and the campaign.

C-SPAN Senior Executive Producer and Political Editor **Steve Scully** will lead the network's convention coverage. Scully has covered every convention for C-SPAN since 1992 and has attended every convention since 1980.

### **Media Partnerships**

Unique media partnerships will give C-SPAN viewers access to newsmakers and insightful political analysis throughout the conventions.

Through a partnership with *POLITICO*, C-SPAN will televise:

- the daily *POLITICO* Playbook Breakfasts with *POLITICO*'s Chief White House Correspondent Mike Allen, LIVE 8amET Monday through Thursday at both conventions;
- *POLITICO*'s 30-minute convention wrap-up program each night of the convention at midnight ET; and
- *POLITICO*'s 60-minute convention preview program on Sunday in Tampa and on Monday in Charlotte.

Through a partnership with *National Journal*, C-SPAN will carry:

- *National Journal*'s "Daily Morning Briefings," live each day of the conventions; and
- *National Journal*'s "Path to Power" event at each convention, focused on how each presidential candidate would govern after the election.

### **Online and Social Offerings – The Convention Hub**

C-SPAN's online Campaign 2012 "Convention Hub" designed by [JESS3](#), the creative agency which designed C-SPAN's Webby Award-nominated 2008 Convention Hub, will provide complementary video, political information, and social engagement

opportunities for C-SPAN's political audience. The Hub will bring together people who love politics and are interested in the conventions to watch, discuss, share and connect with others.

Among its features, the C-SPAN Convention Hub will:

- provide unlimited online access to C-SPAN's complete and gavel-to-gavel coverage of the RNC and DNC Conventions, live and on-demand;
- catalog the most popular viewer-generated video moments of C-SPAN coverage;
- provide easy access to delegate tweets;
- use the hashtags #cspanrnc and #cspandnc to facilitate a community of viewers' twitter reactions;
- allow the C-SPAN audience additional opportunities to hear from delegates and media beyond the official sessions via [Google+ Hangouts](#); and
- solicit and showcase mobile- and web-friendly real-time video [Touts](#) from viewers and convention participants.

### **An Accessible Video Record**

Additional C-SPAN content offerings for both conventions:

- the C-SPAN Video Library will archive every individual podium speech for searching, clipping, and sharing;
- C-SPAN will tweet out links to the specific videos for each podium speech; and
- through C-SPAN's cable partners, key speeches from the conventions will be available via video-on-demand.

### **C-SPAN in the Community**

In partnership with C-SPAN's local cable affiliates, Bright House Networks in Tampa and Time Warner Cable in Charlotte, the C-SPAN Campaign 2012 Bus will be at both conventions for community outreach and education. C-SPAN's American Presidents Exhibit will be open to the public in both Tampa and Charlotte, as will other C-SPAN political history exhibits.

### **About C-SPAN:**

Created by the cable TV industry and now in over 100 million TV households, C-SPAN programs three public affairs television networks in both SD and HD; C-SPAN Radio, heard in Washington DC at 90.1FM and nationwide via XM Satellite Radio Channel 119 and via the C-SPAN Radio app for iPhone, Android, and Blackberry users; and a video- rich website which hosts the C-SPAN Video Library. Visit <http://www.c-span.org/> or [follow us on Facebook](#) and on [Twitter @cspan](#).