



C-SPAN Launches foursquare Presence

Educational D.C. Tips, Check-Ins from the Traveling C-SPAN Digital Bus, and a Dedicated foursquare Site

(June 22, 2010) – C-SPAN today announces the launch of its presence on foursquare, the geosocial mobile app. C-SPAN plans to use foursquare in two significant ways:

- to provide the public with educational tips about locations which are prominent in national politics, policy, and the government, beginning with Washington, D.C.-based sites – timed for the summer tourist season -- and eventually expand beyond the beltway.
- the new C-SPAN Digital Bus will “check in” on foursquare from communities it visits across the country, adding to the tips.

C-SPAN will coordinate its foursquare efforts via a dedicated page, created by JESS3, launching today: <http://foursquare.com/cspan>.

“Establishing a presence on foursquare is a natural progression for C-SPAN as we continue to embrace new and emerging online tools to advance our public service mission,” says C-SPAN co-president Rob Kennedy. “We’ve been connecting to our audience through Twitter, Facebook, an iPhone app, embeddable video through the online C-SPAN Video Library, and even a new dedicated bit.ly URL, cs.pn. Now, foursquare gives us another new platform, providing location-based information about politics, policy, and government directly to the public. Via geosocial networking, we hope our foursquare friends will get Washington their way,” says Kennedy, C-SPAN’s foursquare mayor.

"We are very excited to have the opportunity to share C-SPAN's wealth of information on politics, policy and government with our users. We look forward to continuing to work with C-SPAN to find new ways to increase political engagement through the foursquare platform," says Tristan Walker, Head of Business Development for foursquare.

"We are incredibly passionate about C-SPAN and their mission. That's why we are honored and excited to continue to support them in their quest to connect the American people to the political process through the newest social media frontier: geosocial," says Jesse Thomas, CEO and founder of JESS3.

The foursquare blog also has today's [C-SPAN announcement here](http://blog.foursquare.com/post/725230850/calling-all-political-junkies-c-span-has-decided):
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About C-SPAN: C-SPAN was created by America's cable companies in 1979 as a public service and programs three public affairs television networks (C-SPAN, C-SPAN2 and C-SPAN3); C-SPAN Radio, a Washington, D.C. public affairs FM radio station also distributed by XM Satellite Radio; and a video-rich website which hosts the C-SPAN Video Library. Visit www.c-span.org.

About foursquare: Founded in 2009, foursquare creates mobile phone applications that are designed to make cities easier to use and more interesting to explore. Foursquare combines friend finder functionality with social city guide elements, and uses game mechanics to reward people for seeking out new experiences. Visit <http://foursquare.com/> for more information.

About JESS3: JESS3 is a creative agency that specializes in web design, branding and data visualization. JESS3 has been a key creative, interactive and social media partner for C-SPAN since launching the Webby-finalist [Debate Hubs](#) and Convention Hubs ([DNC](#) and [RNC](#)) during the 2008 Presidential Election. The successful redesign of the [C-SPAN Video Library](#) and custom video player in 2009 and 2010 followed soon thereafter. In addition to C-SPAN, JESS3 works with a number of top media, technology and consumer brands including Google, Facebook, Nike, Microsoft and NASA.