



Tout Joins C-SPAN For Campaign 2012 Bus Trip through North Carolina

*May 3-8 Visits To NC Universities, Cities to Include
C-SPAN Programming, Citizen Video
Via Video Status Update Service Tout*

***** Partnering with Time Warner Cable and Charter Communications
for Week-long C-SPAN Campaign 2012 North Carolina Tour *****

(Washington, DC/San Francisco; April 30, 2012) -- Leading up to the May 8 North Carolina Republican presidential primary and looking toward the Charlotte Democratic National Convention, the C-SPAN Campaign 2012 Bus will embark on a week-long tour of universities and towns throughout the state. Tout, a social media technology company with a multi-platform approach to video status updates, will join C-SPAN for the Campaign 2012 North Carolina tour to encourage citizens and students to instantly record and share their thoughts on the presidential campaign.

Participants will be asked to comment on the candidates and issues. Their responses, easily captured in 15-second videos via smartphone or webcam and shared instantly to Facebook and Twitter, will be uploaded onto various C-SPAN social media platforms. Citizen/student Tout videos will be incorporated into C-SPAN programming from North Carolina in conjunction with the bus trip, including use on C-SPAN's morning "Washington Journal" call-in program.

As it is doing throughout the country, the Campaign 2012 Bus will travel throughout the Tar Heel State May 3-8, exposing North Carolinians to the public affairs network's free resources, and to get their opinions about the presidential race and the issues important to them in this election cycle.

C-SPAN will work with its cable affiliates in North Carolina -- Time Warner Cable and Charter Communications -- in coordinating, promoting, and executing the Bus visits. In two of the North Carolina cities -- Winston-Salem and Raleigh (Cary) -- the bus team will recognize local 2012 winners in C-SPAN's national [video documentary competition StudentCam](#).

Bus itinerary May 3-8 in NC:

Thursday, 5/3 - ASHEVILLE CHARTER COMMUNICATIONS

9:30-11am Asheville-Buncombe Technical Community College

12:30-2pm: Western Carolina University

Friday, 5/4 - WINSTON-SALEM | TIME WARNER CABLE

8-9:30am StudentCam Ceremony at Forsyth Country Day School, Lewisville, NC

10:30am-noon Wake Forest University

1:30-3pm High Point University

Saturday, 5/5 - GREENSBORO | TIME WARNER CABLE

9:15-10am *Washington Journal* Guest: Melvin Alston, Co-Founder of the International Civil Rights Center and Museum -- Greensboro, NC

9:30-10:30am: *Open Bus at Int'l Civil Rights Center and Museum*

Noon-1:30pm Elon University

Sunday, 5/6 - CHARLOTTE | TIME WARNER CABLE

9:15-10am *Washington Journal* Guest: Charlotte Mayor Anthony Foxx, at Charlotte-Mecklenburg Government Center

Noon-1:30pm University of North Carolina at Charlotte

Monday, 5/7 - RALEIGH | TIME WARNER CABLE

9:15-10am *Washington Journal* Guest: Art Pope, President and Chairman of the John William Pope Foundation

2:30-4pm North Carolina Central University

Tuesday, 5/8 - CARY/RALEIGH | TIME WARNER CABLE

AM StudentCam 1st Prize Winner Ceremony-- Cary, NC, town hall

The Campaign 2012 Bus is travelling the country to promote and enhance C-SPAN's extensive resources and political coverage by stopping at major political events and meeting with voters on the campaign trail. The Bus also is touring state capitals, visiting community events, and hosting students and teachers around the nation, giving them an inside look at C-SPAN's comprehensive educational and political resources.

On board the bus, visitors will learn about the following programming and resources via HD TVs, touch screen computers, laptops, and mobile devices:

- C-SPAN's Campaign 2012 website, including video of candidates and campaign events, information on key state races and the electoral college and ways to follow the social media related to the campaign
- C-SPAN's in-depth public affairs event coverage
- C-SPAN's web offerings, including archived video going back to 1987 through C-SPAN's vast Video Library and Congressional Chronicle

- Many ways to connect with C-SPAN on the go including Facebook, Twitter, Foursquare, YouTube, XM Radio, and iPhone and Blackberry apps

C-SPAN is adding a real-time element with Tout for the North Carolina trip, and a member of the Tout team will accompany the C-SPAN Bus team. Students will be asked to respond using the Tout app, available for free for iPhone and Android users, and via Webcam, to any of these questions:

- What's the most important issue to you this presidential election?
- Who has most influenced your political opinions?
- Under which presidential candidate would you have a better job prospects, and why?
- Will young people be a factor in the 2012 election?

Touts taken during the trip will live on C-SPAN's Tout page: <http://www.tout.com/u/cspan> as well as C-SPAN's Twitter and Facebook pages. During the 2008 presidential primary in Pennsylvania, C-SPAN partnered with YouTube to get citizen video reaction on issues related to that campaign.

About Tout

Headquartered in San Francisco, Tout is a social media technology company whose smartphone and webcam application enables real-time video status updates that can be shared instantly with friends, family or the whole world through Facebook, Twitter and personal contacts. Tout enables users to capture and share quick 15-second videos with 2-clicks. These updates are then shared in real time directly from iPhone 3GS, iPhone 4, iPad 2. Android smartphones, and on Tout.com. Tout is a technology spin-out of SRI (Stanford Research Institute). Since launch, Tout has had 23 million visitors to its site, making it one of the fastest growing social media services. For all things Tout, check out www.tout.com, or follow us on [Facebook](#) and on Twitter [@Tout](#).

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 and nationwide via XM Satellite Radio; 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](#).