



C-SPAN Launches 2012 “LCV Cities Tour”

Six South Central Cities to be Featured on C-SPAN’s Book TV and American History Television

****** Partnering with local cable affiliates for week-long program/community visit******

(January 12, 2012) – Building upon its inaugural 2011 “LCV Cities Tour,” C-SPAN will spotlight six south central American cities beginning in January through July 2012 with visits from the public affairs network’s “Local Content Vehicles” (LCV’s). Partnering with the network’s local cable affiliates, three C-SPAN video journalists will visit each city for one week with television cameras to capture some of the history and literary life of these cities:

February: Beaumont, TX
Airs: February 4-5
Cable partner: Time Warner Cable

March: Shreveport, LA
Visit: February 6-10
Airs: March 3-4
Cable partner: Comcast

April: Little Rock, AR
Visit: March 5-9
Airs: March 31-April 1
Cable partner: Comcast

May: Oklahoma City, OK
Visit: April 9-13
Airs: May 5-6
Cable partner: Cox Communications

June: Wichita, KS
Visit: May 7-11
Airs: June 2-3
Cable partner: Cox Communications

July: Jefferson City, MO
Visit: June 4-8
Airs: June 30-July 1
Cable partner: Mediacom

C-SPAN producers will spend a full week in each of the selected cities, 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 team manager Debbie Lamb, is equipped to shoot and edit video on location. The LCV team members will 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 will be shown during targeted weekends on C-SPAN's non-fiction book channel (BookTV on C-SPAN2) and history channel (American History TV on C-SPAN3).

C-SPAN's Local Content Vehicles began their tour of cities in the Spring of 2011 and have visited eight cities to date: Tampa, Savannah, Charleston, Frankfort, Charlotte, Knoxville, Birmingham, Baton Rouge.

"C-SPAN launched its LCV Cities tour last year in an effort to explore the cultural heritage of American cities and to complement our program offerings for non-fiction book lovers and American history buffs," said C-SPAN co-president Susan Swain. "Working with our cable partners, our community visits also give us opportunity to introduce people around the country to C-SPAN, particularly teachers and students whom we hope will use C-SPAN content as a learning resource."

"For 2012, we've chosen six south central cities that are rich with history and have interesting local literary communities, but not often featured on the national scene. With our visit to each, we hope to bring a little of their heritage to our nationwide audience," she added.

C-SPAN's LCV initiative also incorporates extensive 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 online Video Library.

[Click here for video of the LCV's](#) (via YouTube)

[Click here for pictures of the LCV's](#) (via Flickr).

Here is [C-SPAN's LCV tab](#) on Facebook.

And here is the [LCV website](#).

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/>.

C-SPAN media contacts:

Debbie Lamb, Coordinating Producer, LCV Tour
(202) 997-9807; Dlamb@c-span.org

Howard Mortman, C-SPAN Communications Director
(202) 626-6527; hmortman@c-span.org

Tamara Robinson, C-SPAN Media Relations Specialist
(202) 626-6129; trobinson@c-span.org

Mark Farkas - Executive Producer, LCV 2012 Cities Tour
(202) 626-4850; mfarkas@c-span.org