

C-SPAN TO CABLE OPS: GET TEACHERS TO THE CLASSROOM & STUDENTS ON THE BUS!

It's clear that the presidential campaign season is already upon us. For C-SPAN VP, educational relations, Joanne Wheeler that means getting teachers to the classroom—the C-SPAN Classroom, that is. “Our top priority for affiliates is for them to encourage middle school and high school teachers in their areas to join C-SPAN Classroom,” she says of the free service (www.C-SPANClassroom.org) that for the first time includes a weekly diet of downloadable short video clips of campaign '08 stump speeches and events. By Election '08, the video clip archive will be huge, Wheeler says, and include material on all the candidates, “not just the front-runners.”

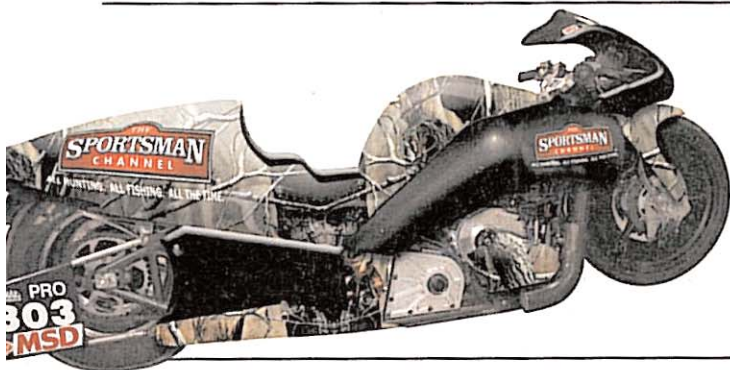
Some operators send monthly newsletters to educators. Wheeler hopes those will include information about Classroom registration. Classroom has always been free, but now only teachers who register can access the video clips. Registration will provide data C-SPAN will use to plan local events in targeted markets, Wheeler says.

And affiliates should encourage students to get on the bus—the C-SPAN '08 Campaign Bus. Like the campaign, the bus has been rolling since January and will be, almost constantly, through



Photo: Courtesy C-SPAN

Election Day '08, averaging 20 stops monthly at high schools, colleges and education conferences. Inside are flat-screen TVs highlighting C-SPAN shows and reps who answer questions. The most-asked question: Do you sleep on the bus? “The answer is no,” laughs Wheeler, a 13-year bus veteran. Affiliates can request a “bus stop” by contacting C-SPAN. “That’s the best way for this to work, having affiliates invite us to their local schools. It’s a great partnership,” she says. ■■■ SKA



CAMOUFLAGE THAT'S MEANT TO STAND OUT

This picture is not doctored. The camouflage on NHRA Pro Stock Motorcycle racer Tom Bradford's ride shows he's bagged The Sportsman Channel as his new sponsor. If that's not enough, '06's 8th-ranked racer will wear a similar camo uniform. No question Bradford and The Sportsman Channel, which shows hunting and fishing 24/7, are a match made outdoors (or New Berlin, Wis., where both are based). “I'm passionate about three things: pro stock motorcycle racing, hunting and fishing, and my family,” he says. ■■■ SKA



DOING GOOD, LOOKING GOOD: Celebrating wins in the fourth annual *CableWorld*-CTPAA Public Affairs Programming Awards at CTPAAS D.C. Forum last month are (front row, from left): Cable Positive's Lauren Horowitz, Dana Levitt and Thomas Henning; Discovery Times Channel's Bill Smeed; Maj. Francisco Hamm, The Pentagon Channel; Jessica Latterman, National Geographic Channel; Michael Winneker, The Pentagon Channel, and NCTA's Helen Dimsdale (judge). Back row, from left: CTPAA's Steve Jones (judge); Leigh Ann Woisard, Cox New England; *CableWorld* Editor Seth Arenstein (judge); and Greg Pace, Kismet Films.