



C-SPAN Launches 2011 “LCV Cities Tour”

Eight Featured Southeastern Cities

******Cable Affiliates Partner with C-SPAN for Week-long Stops******

(Washington, DC -- May 9, 2011) – C-SPAN today announces its “LCV Cities Tour” during which the history and literary life of eight southeastern cities – one each month from May through December -- will be featured on the cable network’s non-fiction book channel (BookTV on C-SPAN2) and history channel (American History TV on C-SPAN3).

C-SPAN producers are travelling the eight-month tour in specially detailed Ford Transit Connect vehicles, which C-SPAN has dubbed its “Local Content Vehicles,” or “LCV’s.”

Below are the eight cities C-SPAN will visit during its *2011 LCV Cities Tour*, along with the local cable companies helping to organize the tour stops, and the weekend dates that the featured programming from that city will air on C-SPAN networks:

May - (Bright House Networks) **Tampa, FL**
Visit: week of May 9, airs: May 28-29

June - (Comcast) **Savannah, GA**
Visit: week of June 6, airs: June 25-26

July - (Comcast) **Charleston, SC**
Visit: week of July 4, airs: July 30-31

August - (Frankfort Plant Board) **Frankfort, KY**
Already visited, airs: August 27-28

September - (Time Warner Cable) **Charlotte, NC**
Visit: week of September 5, airs: September 24-25

October - (Comcast) **Knoxville, TN**
Visit: week of October 3, airs: October 29-30

November - (Bright House Networks) **Birmingham, AL**
Visit: week of November 7, airs: November 26-27

December - (Cox Communications) **Baton Rouge, LA**
Visit: week of December 5, airs: December 24-25

To record this content, C-SPAN producers will spend one week in each of the selected cities, visiting various literary and historic sites, and interviewing local historians, authors and civic leaders. Each member of the LCV team, led by longtime C-SPAN manager Debbie Lamb, is equipped to shoot and edit video on location as well as make presentations to the community about the work they do for the network.

Meantime, with representatives of our cable affiliates, the LCV team will visit schools, civic associations, and other key community organizations, talking about cable's longtime commitment to public service through carriage of the C-SPAN channels.

During C-SPAN's inaugural tour stop in Tampa/St. Petersburg, which begins Monday, May 9, the network also will record interviews about the city's plans for the 2012 Republican national convention; C-SPAN will do likewise during a later visit to Charlotte, NC, site of the 2012 Democratic national convention.

In Tampa/ St. Petersburg, C-SPAN is partnering with its local cable affiliate, **Bright House Networks** which is helping to advise upon and organize the week's many logistics. A May 9 press conference at the Tampa Bay History Center kicks off C-SPAN's week of video production in Tampa/St. Petersburg and launches the national project.

"C-SPAN has two primary goals with our LCV Cities Tour," said C-SPAN co-president Susan Swain. "The first is to more systematically go beyond the Washington beltway for our non-fiction book and history programming and highlight for our national audiences some of the unique culture and history of the cities we visit. Secondly, with our LCV project, we want to continue our long tradition of partnering with affiliates in their communities, with schools, elected officials, and the general public."

C-SPAN's LCV initiative also will incorporate 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 will be archived – and easily searchable, clippable, and shareable – through C-SPAN's online Video Library.

Here is [video of the LCV's gearing up for today's launch](#) (via YouTube).
[Click here for pictures of the LCV's](#) (via Flickr).

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/>.

Fact Sheet on C-SPAN's 2011 LCV Cities Tour

What are the LCV's?

C-SPAN's LCV's -- local content vehicles -- are three specially detailed Ford Transit Connect vehicles designed to safely and efficiently travel the nation to record unique public affairs programming from cities.

What is the idea behind the LCV Cities Tour?

C-SPAN wants to augment the programming content on Book TV (C-SPAN2) American History TV (C-SPAN3) by going beyond the Washington beltway. We want to highlight for our national audiences some of the unique culture and history of the cities we visit. This is about getting unique perspectives and interesting public affairs stories from America's cities.

How were the cities chosen for the initial tour?

Each of these cities has a wealth of American history and non-fiction literary stories which could be interesting and new to a national audience. For efficiencies, we're focusing this initial tour on the southeastern region of the United States. Tampa and Charlotte were of particular interest because those are the host cities for next year's national political convention (Tampa for Republicans and Charlotte for Democrats) -- we built a regional tour from there.

What kind of video pieces will the LCV teams be producing in the cities they visit?

Expect stories shot from locations such as local bookstores and historic sites, plus brief local color highlighting the community. The city vignettes and programs will be told through first-person accounts and interviews with the primary people involved, consistent with C-SPAN's signature style.

How will this local content air on the C-SPAN Networks?

C-SPAN will focus on each city one weekend each month, showing the content on BookTV (C-SPAN2) and American History TV (C-SPAN3). After airing, the programs will be available for on-demand viewing through C-SPAN's online video library and websites.

C-SPAN 'partners' with its local affiliates for cities on the tour--What does that partnership entail?

Our affiliate partners are a critical component of this effort-- advising and helping organize the week's many logistics, plus promoting each visit and the associated programming. Our partners also are participating in the community outreach aspects of the visit, particularly with schools and civic associations.

What's next after the 2011 tour of eight cities?

We hope and plan for the LCV Cities Project will continue. We plan to take stock after our initial eight cities and make any necessary modifications to our blueprint before embarking on LCV Cities 2012.