



C-SPAN Kicks Off 2012 “Road To The White House”

New Online/Social Features Augment Signature Coverage

(Washington, DC; August 11, 2011) – C-SPAN’s live coverage of the Iowa State Fair in Des Moines and Ames Iowa Republican Straw Poll marks the kick-off of the public affairs network’s 2012 “Road to the White House” coverage.

C-SPAN viewers are joining in the political conversation by phone and [on Facebook](#). Straw poll news in conjunction with C-SPAN coverage is being live-tweeted via the network’s “Road to the White House” [twitter feed](#). Coverage is being simulcast on C-SPAN Radio (90.1 FM in the DC/Baltimore area) and XM Satellite Radio channel 119. Mobile users are listening via the free C-SPAN Radio iPhone and Blackberry apps. Livestream simulcast coverage is available via [C-SPAN’s website](#).

The Iowa events also kick off C-SPAN’s new Campaign 2012 bus. The bus engages visitors through interactive multimedia demonstrations, allowing them to experience C-SPAN’s public affairs content available via HD, online, radio and social media and new applications. Bus pictures [here on flickr](#).

C-SPAN’s signature “Road to the White House” coverage dates back to 1984, when the network carried Iowa caucuses live and uninterrupted for the first time on national TV. In 1984 C-SPAN also telecast live, uninterrupted coverage of both the Democratic and Republican National conventions for the first time.

For this year’s eighth installment of “Road to the White House,” C-SPAN is adding these new elements:

- More live coverage of events than in years past – on all C-SPAN platforms
- Coverage in HD including, for the first time, the party conventions
- Partnerships with local media in key election states to expand coverage
- Social media integration and engagement
- Archived video through the C-SPAN Video Library
- Mobile apps.

C-SPAN veterans Steve Scully, political editor, and Craig Caplan, senior political producer, are producing “Road to the White House” this year.

“We want to take viewers to the events and let the public make up their own minds about the issues and the candidates,” Scully said. “C-SPAN covers the presidential race as a whole, not just the candidates in the lead. As the race unfolds and we learn more about the candidates and the issues,

viewers will get a more complete look at the entire race and learn more about the candidates. We also give a platform to significant third party candidates and independents. And along the way we will listen regularly to the voices of voters, in signature C-SPAN style.”

Key elements of C-SPAN’s Campaign 2012 coverage will include:

- Covering in their entirety, such as campaign rallies, party dinners, straw polls, debates
- Following candidates engaging in retail, grass-roots campaigning. C-SPAN will give a sense of what’s happening at house parties in NH, or at meet-and-greets in Iowa
- Conducting profile interviews with the Republican candidates
- Examining the operational aspects of the campaign: looking at the money and who’s guiding the candidates
- Following the media’s reporting on the campaign: “covering the coverage”
- Providing gavel to gavel coverage of conventions.

For social media users: Schedule information and key video moments will be highlighted via C-SPAN’s dedicated “Road to the White House” twitter feed and posted on [C-SPAN’s Facebook page](#).

As in years past, C-SPAN’s Campaign 2012 coverage will have a [dedicated online companion site](#) with:

- the latest C-SPAN events from the campaign trail
- key video moments clipped from C-SPAN Archived video from the C-SPAN Video Library
- bio information on the candidates
- Twitter feeds and Facebook updates from candidates and political reporters
- campaign ads aggregated from the early entrances to the eventual nominee
- links to C-SPAN media partners in the early primary and caucus states.

[C-SPAN’s online Video Library](#) also has new features for following the campaign through archived C-SPAN video. Highlights:

- Users can research candidate statements – past and present
- Users can access a tracking page to see where candidates have traveled.

Find these features in full [here](#).

Presidential campaign history lovers might enjoy the video treasure trove contained in the C-SPAN Video Library. Some examples of video gems in these video archives:

- Campaign commercials going back to the 1952 campaign ([Eisenhower and Stevenson ads](#))
- The earliest branded “Road to the White House” program in the C-SPAN Video Library, [a July 1987 GOP picnic in Polk County Iowa](#) (with Dole, Robertson, DuPont, Haig, Kemp, Neil Bush)
- Our [earliest Ames Iowa straw poll](#) coverage, August 1995 (Dole won)
- Over 3,200 total Road to the White House events catalogued in the C-SPAN Video Library
- Our first-ever inside-the-room [coverage of an Iowa precinct caucus](#) (Feb. 20, 1984):

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/>.

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