



## C-SPAN Bus Gets New Look and Updated Technology

*Bus Exterior Features New C-SPAN tagline, "Where History Unfolds Daily"*



**Washington, February 9, 2017** - C-SPAN today unveils the newly redesigned, 45-foot customized Bus full of interactive technology and shareable experiences for students across the country. Aboard the award-winning C-SPAN Bus, visitors will experience the following through technology:

- Six new Samsung tablets highlighting C-SPAN's in-depth public affairs programming and educational resources
- New Bus App with sleek, user-friendly design and state-of-the-art content
- Mobile devices demonstrating how C-SPAN is used on Facebook, Twitter, YouTube, XM Radio, and mobile apps such as the free C-SPAN Radio app
- HD cameras and production equipment capable of producing public affairs programming aboard the Bus

The Bus, now in its 24<sup>th</sup> year on the road, partners with local cable providers to visit schools and community events nation-wide. Through the Bus program, C-SPAN has the opportunity to engage with students of all ages and share information about C-SPAN's comprehensive online

educational resources and services, including C-SPAN.org – nearly 230,000 hours of political and governmental footage.

"C-SPAN is very excited to launch the latest version of our mobile, interactive learning center, the C-SPAN Bus," said Heath Neiderer, C-SPAN Marketing Manager. "Sporting a fresh, new exterior look and our newly launched Bus App showcasing C-SPAN programming and services, visitors will get a hands-on experience to explore and learn about ways to use C-SPAN to follow the American political process."

The C-SPAN Bus will soon embark on a 2017 Historically Black Colleges and Universities Tour. During the HBCU tour, the Bus will visit Cheyney University, Lincoln University, Morgan State University, Coppin University, Bowie State University, Howard University, Virginia Union University, Virginia State University, NC Central University, Winston-Salem State University, Johnson C. Smith University, Clarke Atlanta University, Jackson State University, Grambling State University, and several other universities and high schools along the way.

**About C-SPAN:** Created by the cable TV industry and now in nearly 100 million TV households, C-SPAN programs three public affairs television networks in both SD and HD; C-SPAN Radio, heard in Washington DC at 90.1 FM and available as an App (Android, iPhone, Blackberry); and a video- rich website offering live coverage of government events and access to the vast archive of C-SPAN programming. Visit <http://www.c-span.org/>.

