



C-SPAN Names Adele Hixon-Day as Inaugural Chief Development Officer

New senior leadership position will expand philanthropic support and help secure C-SPAN's public-service mission for the future

WASHINGTON, DC — Wednesday, August 26 — C-SPAN today announced the appointment of Adele Hixon-Day as its first Chief Development Officer, creating a new senior leadership position focused on expanding philanthropic support for the nonprofit public affairs network.

The appointment marks an important step in C-SPAN's strategy to diversify its sources of financial support and strengthen the organization for the future. Since its founding in 1979, C-SPAN has been funded primarily through license fees paid by cable, satellite, and streaming companies that deliver its networks to consumers. As the media and distribution landscape rapidly changes, C-SPAN is building a broader base of philanthropic support to complement that longstanding industry funding and sustain its public-service mission for decades to come.

"Adele joins C-SPAN at a pivotal moment," said C-SPAN CEO Sam Feist. "For decades, the cable and satellite, and recently the streaming industry has made C-SPAN's unique public service possible, and that support remains vitally important. At the same time, we need to broaden the community of individuals and organizations invested in C-SPAN and its future. Adele has the experience, energy and vision to help us build that next chapter."

As Chief Development Officer, Hixon-Day will lead C-SPAN's philanthropic strategy, building relationships with foundations, major donors and individual supporters who share C-SPAN's commitment to providing Americans direct, unfiltered and nonpartisan access to their government and the political process. She will also help develop philanthropic support for priorities including C-SPAN's journalism, civic education, digital innovation and preservation and modernization of its extensive video archive.

Hixon-Day is an experienced nonprofit executive with more than 15 years of experience in fundraising, development and organizational leadership, including service as a Chief Advancement Officer at the Smithsonian Institution and as Vice President of Development

at the National Trust for Historic Preservation. Throughout her career, she has built and led development programs, cultivated philanthropic partnerships, and helped organizations expand the resources available to advance their missions.

“C-SPAN occupies a truly unique place in American civic life, and I’m excited to help strengthen that public service for the future,” said Hixon-Day. “There is a tremendous opportunity to connect people and organizations who care about democracy, civic education and access to trusted information with C-SPAN’s mission. I look forward to expanding the community of supporters who will help C-SPAN continue to serve the American people.”

C-SPAN is a 501c3 nonprofit organization that receives no government funding. Its networks and digital platforms provide Americans with direct access to Congress, the White House, the Supreme Court, campaigns and elections, public policy discussions and American history — without commentary or editorializing.

“C-SPAN was created with a remarkably durable idea: give the American people direct access to their government and let them make up their own minds,” Feist added. “Building a strong philanthropic program will help ensure that C-SPAN — and our commitment to Democracy Unfiltered — remains strong for the next generation.”

About C-SPAN:

C-SPAN, the private nonprofit public affairs media organization providing Americans with unfiltered access to government proceedings, was created in 1979 as a public service by the cable television industry. C-SPAN receives no government funding and is supported primarily through license fees paid by the cable, satellite and streaming companies that distribute the C-SPAN Networks, complemented by a growing program of philanthropic support from foundations, individual donors and others committed to sustaining C-SPAN’s public-service mission for the future. C-SPAN connects with millions of Americans through its three commercial-free TV networks, [C-SPAN Radio](#), [C-SPAN podcasts](#), the [C-SPAN Now app](#), a connected-TV streaming app [C-SPAN Select](#), [C-SPAN.org](#) and various social media platforms. The C-SPAN Networks’ video-rich website contains over 307,000 hours of searchable and shareable content. Engage with C-SPAN on [X](#), [Facebook](#), [Instagram](#), [TikTok](#), [Threads](#), and [YouTube](#), and stay connected through [weekly and daily newsletters](#).