



C-SPAN Named in *Fast Company's* First Annual List of “Brands That Matter”

October 26, 2021 - C-SPAN is honored to be recognized as one of Fast Company's 2021 Brands That Matter, the only cable news network named. This award is a testament to C-SPAN's consistent, impartial, balanced coverage of Washington and our nation's politics.

Fast Company said this about the #FCBrandAwards: "The final list, which includes large multinational conglomerates, small-but-mighty companies and nonprofits, recognizes 95 brands that give people compelling reasons to care about them—and offer inspiration for others to buy in. All 95 have found an ability to forge an emotional connection with customers, whether leading on the environment or pop culture, engaging B2B customers, or responding meaningfully to current events."

The recognition also highlights a few of C-SPAN's key resources including the new C-SPAN Now video app, the C-SPAN Video Library, and our educational initiatives such as StudentCam.

Fast Company editors judged each brand on relevancy, cultural impact, ingenuity, and business impact to compile the list.

View the complete list of honorees here - <https://www.fastcompany.com/brands-that-matter/2021>.

About Fast Company

Fast Company is the only media brand fully dedicated to the vital intersection of business, innovation, and design, engaging the most influential leaders, companies, and thinkers on the future of business. The editor-in-chief is Stephanie Mehta. Headquartered in New York City, *Fast Company* is published by Mansueto Ventures LLC, along with our sister publication, *Inc.*, and can be found online at [fastcompany.com](https://www.fastcompany.com).

About C-SPAN:

C-SPAN, the public affairs network providing Americans with unfiltered access to congressional proceedings, was created in 1979 as a public service by the cable television industry and is now funded through fees paid by cable and satellite companies that provide C-SPAN programming. C-SPAN connects with millions of Americans through its three commercial-free TV networks, C-SPAN Radio, [C-SPAN Podcasts](https://www.c-span.org), the C-SPAN Now app, [C-SPAN.org](https://www.c-span.org) and various social media platforms. C-SPAN's robust public

affairs programming includes national and international public policy conversations; its popular morning show *Washington Journal*; book and author discussions on Book TV; a chronicle of America's past on American History TV; and more. The network's video-rich website contains over 270,000 hours of searchable and shareable content, archived since 1987 for educational and reporting purposes. Learn more about C-SPAN at www.c-span.org/about/faq/. Engage with C-SPAN on [Twitter](#), [Facebook](#), [Instagram](#) and [YouTube](#), and stay connected through weekly and daily [newsletters](#).

Contact:

Robin Newton
Media Relations Specialist
rnewton@c-span.org