

Student Handout: CNN Milestones



CNN Milestones

1980

June CNN signs on the air June 1 as the world's first 24-hour news network reaching 1.7 million cable television households. Headquartered in Atlanta, CNN opens bureaus in Chicago, Dallas, Los Angeles, New York, San Francisco Washington, D.C., London and Rome.

1982

January CNN2, which later becomes CNN Headline News, launches on New Year's Day.

April CNN wins lawsuit against ABC, CBS, NBC and White House to gain right of equal participation in the White House press pool. CNN originates first live U.S. telecast from Cuba since 1958. CNNRadio launches.

June Japan and Australia receive first international distribution of CNN.

1983

January CNN opens Detroit Bureau.

October CNN purchases Satellite News Channel ABC/Westinghouse's competitive 24-hour cable news venture.

1984

March Premiere of *International Hour*, U.S. television's only news program devoted exclusively to coverage of global news.

1985

September CNN International begins live 24-hour transmission to Europe.

December CNN posts first profitable year.

1986

January CNN is the only network to air live coverage of the space shuttle Challenger explosion.

1987

May-July CNN is only network to air live, continuous coverage of Iran-Contra hearings.

CNN opens Beijing bureau.

October World's first global newscast, *CNN World Report*, premieres with unedited, uncensored news reports from broadcasters in 100 countries.

November Network television's only daily newscast devoted exclusively to American politics, CNN's *Inside Politics '88*, debuts.

1988

May Noticiero CNN, a Spanish newscast for Hispanic markets in the United States and Latin America, begins.

1989

March CNN reaches 50 million U.S. television households.

CNN opens Manila bureau.

May CNN airs live coverage of unrest in China and student uprising at Tiananmen Square.

August CNN becomes available worldwide 24 hours a day with transmission on a Soviet satellite to Africa, the Middle East, the Indian subcontinent and Southeast Asia.

CNN begins CNN NEWSROOM, a daily, commercial-free newscast for schools worldwide.

First Soviet customer, Hotel Savoy, airs CNN.

October Record number of households watch CNN's San Francisco earthquake coverage.

November CNN provides history-defining footage of the fall of the Berlin Wall.

December CNN operating profit reaches \$100 million.

CNN and CNN Headline News' combined share of U.S. news-viewing audience reaches record of 28.4 percent (leading ABC, CBS and NBC).

1990

January CNN opens Seoul Bureau.

August W. Thomas Johnson, former publisher of the *Los Angeles Times*, becomes CNN's third president.

September CNN and CNN International reach 100 countries.

1991

January CNN alone reports live from Baghdad on the night the war on Iraq begins, with a record U.S. audience and a worldwide audience of nearly 1 billion, the largest audience of a non-sporting event in television history.

April CNN is first television network to broadcast live reports from Iran.

July CNN announces the opening of three international bureaus—Amman, New Delhi and Rio de Janeiro.

August CNN is first with news and live pictures of coup d'état in the Soviet Union and airs first live interviews with Mikhail Gorbachev, Boris Yeltsin and other Russian leaders.

September CNN and TASS reach historic agreement to publish a book about the recent coup attempt in the Soviet Union.

CNN and TV Asahi form joint Bangkok Bureau with separate editorial staffs.

November CNN International airs first regular live programming from CNN's London bureau.

December CNN interviews Boris Yeltsin and Mikhail Gorbachev on Christmas Day and broadcasts live coverage of the final transfer of power from the Soviet Union to Russia.

1992

January CNN founder R.E. Turner named *TIME* magazine's Man of the Year. CNN opens Bangkok bureau.

February Ross Perot unveils plans for presidential bid on CNN's *Larry King Live*.

March CNN International begins airing *Business Asia* daily during prime time in the Asia Pacific region.

April CNN International begins transmission on Astra 1 b direct-to-home satellite, increasing the network's distribution by 10 million European homes.

June CNN acquires Group W Newsfeed, adding 88 U.S. affiliates to the CNN News Group.

July-November CNN obtains record ratings for coverage of U.S. presidential convention, debate and election.

November CNN enters joint venture in Germany, creating n-tv, a German-language all news network.

December CNN airs live coverage of the U.S. Marines landing in Somalia.

1993

January CNN International reaches 60 million households, matching CNN audience in the United States.

February CNN reports live on fate of Palestinian deportees from South Lebanon and Jerusalem.

March *Asia Week* programming debuts from Tokyo and Hong Kong.

October CNN provides dramatic live coverage of the political crisis in Russia.

November CNN obtains record ratings for the *Larry King Live* NAFTA debate between Vice President Al Gore and Reform Party presidential candidate Ross Perot.

CNN International launches CNNTXT teletext service in Europe on the Astra and Thor satellites.

December CNN reaches \$200 million operating profit level.

1994

May CNN gains exclusive access to live reporting from North Korea.

June CNN's live coverage of O.J. Simpson car chase garners highest breaking news ratings outside of the network's Gulf War coverage.

August CNN premieres first live interactive talk show, *TalkBack Live*.

September Last-minute peace talks in Haiti get extensive CNN live coverage.

October *Larry King Live* features the first television debate between Sinn Fein leader Gerry Adams and Ken Maginnis, a senior member of the Ulster Unionist Party.

December CNN International announces major expansion across the Asia Pacific region and the opening of its regional production center in Hong Kong is slated for March 1995.

CNN International is seen in 22 countries and territories across the region and reports a 65 percent growth in Asian advertising revenue from January 1994.

1995

January

CNN begins gavel-to-gavel coverage of the O.J. Simpson trial.

August

CNN launches CNN.com a multimedia news service on the Internet, making it the only site with a 24-hour, full-time staff reporting constantly updated news augmented by video, sound clips, still photographs, maps and text.

September

CNN introduces CNN NEWSROOM's *WorldView*, a five-minute extension of CNN NEWSROOM, containing international news for schools and creating a continuous 30-minute block of educational programming on the network.

October

Burden of Proof, the first daily legal program, premieres.

December

CNN launches fourth network, CNNfn, with a companion Web site CNNfn.com.

1996

February

CNN launches allpolitics.com in conjunction with *TIME* magazine.

September

CNN's Peter Arnett reports live from Baghdad during U.S. missile crisis.

October

CNN launches NEWSROOM Web site.

CNN parent company Turner Broadcasting acquired by Time Warner Inc.

November

CNN reaches 70 million cable households.

December

CNN launches CNN/SI, a joint venture between CNN and *Sports Illustrated*.

1997

March

CNN launches CNN en Español network.

CNN opens Havana bureau.

May

CNN launches its first non-English site, CNN Sverige.

September

CNN airs extensive weeklong coverage of the death and funeral of Princess Diana, as well as coverage of the death of Mother Theresa.

October

CNN is the only Western network with reporters in Baghdad during crisis in Iraq.

1998

January

CNN/U.S. launches *CNN Perspectives*, the network's weekly long-form documentary program.

April

CNN breaks the story of a Little Rock, Ark., judge dismissing the lawsuit by Paula Jones against President Bill Clinton.

June

CNN Web sites are visited by more users in the United States in a single month than any other company's general news and information Web sites.

September

CNN/U.S. launches *Cold War*, a landmark 24-part documentary series.

CNN is the only international news organization reporting live from North Korea.

	College and high school students begin reporting worldwide for new CNN Student Bureau.
	CNN.com first to post report of independent counsel Ken Starr online, setting record with 34.2 million page impressions served in one day.
	CNN and Turner Learning announce the formation of the CNN Student Bureau, creating an opportunity for young journalists around the world to gain experience.
October	CNN/U.S. airs exclusive interview with Cuban President Fidel Castro. Walter Cronkite and Miles O'Brien co-anchor coverage of John Glenn's return to space.
December	CNN Headline News passes 70 million subscribers.
1999	
January	CNN+, the first CNN branded regional news channel operated and controlled outside of Atlanta, launches in Spain. CNN opens bureaus in Frankfurt, Germany and Boston. CNN announces production of <i>Millennium</i> , a 10-part documentary series highlighting the last 1,000 years of world history.
February	Senate impeachment trial boosts CNN's ratings 186 percent. The CNN News Group and WebMD announce strategic alliance. CNN Web sites serve a record 642 million page impressions for the month.
May	<i>CNN&TIME</i> obtains exclusive footage of massacre in Izbica, Kosovo that is later used in U.S. State Department briefing on mass graves in the area to corroborate satellite photographs. CNN airs a special one-hour report, <i>The Legacy of Tiananmen Square</i> , on the 10th anniversary of the Chinese student uprising.
June	CNN Headline News debuts new newsroom, content and on-air look.
September	CNN.com, <i>TIME</i> and <i>Asiaweek</i> launch joint Web site CNN.com/AsiaNow.
October	CNN Turk launches in Istanbul, producing Turkish language news programming.
November	Shelby Coffey III is named president of CNN Business News and <i>CNNfn</i> . <i>CNNfn</i> begins broadcasts from the first open-air studio at the New York Stock Exchange.
December	CNN provides unprecedented coverage of Millennium events across the globe. CNNItalia.it launches in Italy. The CNN Web sites garner 6.7 billion page impressions during 1999.
2000	
January	CNN provides 100 hours of comprehensive Millennium celebration coverage.
February	CNN.com host first-ever news online interview with a sitting president.
April	CNN Japan (CNN.co.jp) launches as CNN's first Asian-language site. CNN opens Islamabad bureau.
June	CNN celebrates 20th anniversary. <i>CNNfn</i> extends broadcasting hours to 24 hours a day.

July CNN provides the most extensive coverage of the Republican National Convention and the Democratic National Convention (in August) with more than 400 personnel at each site, including correspondents, online, talk-show hosts and 45 anchors. CNN International South Asia launches, offering region-specific programming to Bangladesh, India, Pakistan and other South Asian countries.

August Philip I. Kent is named president and chief operating officer of the CNN News Group; Eason Jordan named chief news executive and president of newsgathering; Jim Walton is promoted to president of Domestic Networks; and Chris Cramer is named president of CNN Networks/International.

September *Moneyline News Hour* goes bicoastal with Willow Bay anchoring from Los Angeles and Stuart Varney continuing to anchor from New York. CNNfyi.com launches as the first site created by CNN specifically as an educational resource. CNN.com Europe launches as an English-language Web site offering news from the European perspective. CNN opens its first fully integrated newsroom, capable of gathering and reporting news for multiple platforms, in Hong Kong.

October CNN.de launches as CNN's first German-language Web site.

November CNN is the most-watched cable news network during Election 2000 and its controversial aftermath.

December CNN's Web site for Brazil, formerly called CNNBrasil.com, changes its name to CNN.com.br. The CNN Web sites garner 8.9 billion page impressions during 2000. CNN Mobile launches CNN Italia WAP service, the company's first non-English language site available via WAP.

2001

January CNN parent company Time Warner, Inc., merges with America Online. CNN announces reorganization to strengthen bond between all media platforms—including TV, radio, Internet, wire devices and other CNN businesses. Teya Ryan named executive vice president of CNN Headline News. Kenneth Jautz appointed executive vice president and general manager of head *CNNfn*, and Steve Robinson named head of *CNN/Sports Illustrated*. CNN announces that *CNNfn* will become CNN Money.

February CNN launches CNN.com Asia, an English-language site with news from the European perspective.

March CNN opens Sydney and Lagos (Nigeria) bureaus.

April CNN launches *CNN Presents*, a news and feature documentary program that focuses on the human side of stories.

June In the United States CNN launches CNN to Go, making news and information available to cellular phones, PDAs and pagers through strategic partnerships with wireless ISPs and equipment manufacturers. CNN Mobile continues to provide content via mobile devices to the international community.

July	Walter Isaacson, former <i>TIME</i> Magazine managing editor and editorial director for Time Inc., is named president of the CNN News Group. Isaacson is CNN's fourth president.
August	CNN Headline News launches with a new look and format on Aug. 6. Featuring a multi-element screen, a new anchor team, a new studio and original music, the network pursues the multitasking "Time Warrior" with a new slogan: Real News. Real Fast.
August	CNN International announces plans to open a bureau in Dubai in 2002.
September	CNN broadcasts live, exclusive coverage from Afghanistan on Sept. 11, the day of the terrorist attacks on the World Trade Center and the Pentagon. CNN was the only U.S. broadcast news organization inside the country. The CNN Web sites garner record monthly traffic, serving more than 2.25 billion page impressions.
October	CNNfn launches Money.CNN.com, in alliance with <i>MONEY</i> magazine.
December	The CNN Web sites garner 14.5 billion page impressions for the year 2001.

2002

January	CNN International launches CNNArabic.com, an Arabic-language Web site based in the new Dubai bureau.
February	Rolando Santos becomes executive vice president and general manager of CNN Headline News.
April	CNN relaunches veteran political show Crossfire under new format and with new co-hosts: Democratic strategists James Carville and Paul Begala.
May	CNNRadio Noticias celebrates its 20th anniversary and moves into a new multi-million-dollar, state-of-the-art studio. It also changes its name to CNN en Español Radio.
June	At 8 p.m. on Monday, June 24, <i>Connie Chung Tonight</i> debuts with veteran journalist, Connie Chung at helm.
December	CNN Web sites garner more than 16 billion page impressions for the year 2002.

2003

- January CNN's Chairman and CEO Walter Isaacson announces plans to leave in the spring of 2003. Isaacson's No. 2, President and COO Jim Walton, is tapped to helm the CNN News Group.
- CNN.com.mx launches to its regionally targeted audience in Mexico. It is the second Spanish-language site launched by CNN.
- CNN launches its Korean-language Web site Asia.cnn.com/Korea. It is the second Asian-language site to be launched by CNN.
- February CNN.com launches its all-encompassing international Web site, CNN.com International Edition. The English-language site serves up the top news stories in the international agenda to a global audience.
- March CNN International launches CNNj (CNN Japan) in partnership with Japanese cable operator JCTV.
- May Jim Walton becomes President of the CNN News Group.