

CableFAX Daily™

May 2011

What the Industry Reads First

Volume 22 / SPECIAL

The People Who Sell...

In cable, it's all about sales. Cable operators sell to consumers. Programmers sell to cable operators and advertisers. Vendors sell to everybody. When it works, everybody wins as sales people educate and persuade, and the industry continues to grow. These are some of the people and teams who make it all work. And once again, we salute them.

Sales Person of the Year VP and Above

Winners

Scott Collins - EVP, National Advertising Sales, AMC, WE tv & Wedding Central

Rainbow Advertising Sales Corporation

Known as one of the most innovative sales people in cable, Scott Collins' portfolio has continued to grow. He joined Rainbow Media's RASCO in '08 to sell WE tv. With his success at WE tv, RASCO added sales duties for Wedding Central to Collins' duties in '09. The following year he gained responsibility for AMC sales. As his duties have grown, so has his staff. The size of Collins' team has increased by 35% in just 3 years. But that growth tracks well with his sales increases. Since Collins joined Rainbow, WE tv's on-screen advertising revenue has jumped 72%, despite the sluggish economy. And ad revenue for WE tv's VOD and online categories jumped 118% and 63%, respectively, from '09-'10. And during the worst part of the recession, WE's upfront commitments doubled in '10, adding General Mills and L'Oreal. But it's not all about the numbers for Collins. One of his proudest accomplishments is the collaboration between WE tv and General Mills' Yoplait on "Save Lids to Save Lives," the yogurt brand's breast cancer awareness campaign. WE's role in the initiative captured a CTAM Mark Award.

**Gene George – EVP, Worldwide Distribution
Starz Media**

As the guy who oversees all domestic and international programming sales for Starz, George has a big job. Good thing selling is in his DNA: His father was the

founder of the American Film Marketing Assn, which runs the American Film Market, so he has no problem churning out stellar performance with a small staff of only 6 salespeople, who have had their hands full recently as Starz remakes itself into a premium creator of original content such as the "Spartacus" series and more recently "Camelot." In fact, George was able to sell Spartacus into 100 countries, partly by blowing them away with incredible service. One example: He secured entertaining and spirited on-air tags from the Spartacus cast for dozens of international broadcasters. "He is not only out for the sale, but the right sale," said Richard Rohrback, vp, programming & acquisitions at LAPTV, Latin America. "He is patient and dependable." BSKYB UK acquisitions mgr Julia Stuart puts it this way: "He has a fantastic knowledge of the content he is selling and a real passion for it, but also a complete understanding of our needs as an international buyer and an ability to accommodate them on every level." Yep. That's what it takes. And George has it.

Honorable Mentions

**Kathleen Kayse - EVP, Ad Sales
OWN: The Oprah Winfrey Network**

Prior to the launch of OWN, Kathleen Kayse's goal was to secure seven major advertisers for the network, despite the economic recession. Mounting a strategic education effort for advertisers, Kayse eventually signed nine advertisers prior to the Jan 1 '11 launch, including heavyweights like Walmart, P&G, Toyota, Kohl's, General Motors, Nissan, Target, Kellogg's and Chase.

**Mark Rejtig - SVP, National Sales
ABC Family**

Known for his friendly persistence, Mark Rejtig is a "born negotiator," says Laura Nathanson, EVP, Ad Sales, ABC Family and a member of CableFAX's Sales Hall of Fame. She also calls him "inspirational and tireless... and he always closes the deal." His philosophy, Nathanson says, is that he doesn't try to "get the better of a client, but to make sure he secures a deal that works for both the client and the company."

We proudly salute

The hottest sales force in cable!

**Congratulations to our
very own finalists:**

Donna Stephens

Patty Lumpkin

Brent Scott

HGTV Ad Sales and Marketing

Food Network Ad Sales
and Marketing

Affiliate Sales Team

Affiliate Sales and Marketing Team



The Leader in Lifestyle Media

scrippsnetworks.com

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Donna Stephens - SVP, Advertising Sales, HGTV Scripps Networks Interactive

Most salespeople only sell, but Donna Stephens sells and creates. In the midst of a recession, she convinced Sears to enlarge a concept for 4 specials into an entirely new series, "HGTV All-American Handyman." The series bested expectations and has been renewed for '11. "It all started with Donna and the ad sales team," says Jon Steinlauf, SVP, Ad Sales, Scripps Networks.

Sales Person of the Year Below VP Level

Winner

Helen Hauser – Director, Ad Sales Ovation

Four years ago, Helen Hauser faced a choice: Plow forward into her 3rd decade in local TV ad sales, comfortable with her vast Rolodex of contacts and associates, or take a chance on cable. To cable's benefit, she took that chance, joining Ovation where she built relationships from scratch and proved to big agencies like Mullen and MediaVest that she'll work tirelessly to meet their needs. Her flexibility and creativity became key as she navigated an uncertain economy while selling a network that until '10 was unrated by Nielsen. Despite those challenges, she has exceeded internal goals every year. Sometimes it's good to take a chance. We're glad she did.

Honorable Mention

Deb Fleischman – Major Accounts Executive Charter Communications

The numbers don't lie: Fleischer, who sells Charter services to B2B clients, regularly finishes in the top 3 out of more than 50 sales execs and routinely delivers more than 150% over her annual targets. Said one client: "She is the epitome of customer service... Even if we are asking for the impossible, Deb tries to make it possible."

Sales Team of the Year National Cable Sales

Winner

Turner Broadcasting System Inc Ad Sales

Under the direction of industry veteran and pres, sales, distribution and sports David Levy, Turner's team continues to outshine so many others with its dedication to excellence. Consider a few milestones stemming from

the '10-'11 upfronts: Under evp/COO Turner Ad Sales, Marketing & Acquisitions Linda Yaccarino (who joins our Sales Hall of Fame this year), TBS, TNT and truTV achieved rate parity with broadcast TV in the wake of its Conan O'Brien acquisition. Meanwhile, evp/COO CNN Ad Sales & Marketing Greg D'Alba traversed a tough cable news environment, getting both CPM and volume increases. Meanwhile, John O'Hara, vp/COO Cartoon Network/Adult Swim Ad Sales & Marketing, re-energized the toy segment while breaking new business with the apparel and retail sectors. Turner Sports Ad Sales & Marketing and its evp Jon Diament continued an impressive run, selling out much inventory across MLB, PGA, NASCAR and the NBA—as well as NCAA March Madness in partnership with CBS Sports. And the newly created Turner/SI Digital Ad Sales unit under evp Walker Jacobs came blazing out of the gate, with virtual sell outs of March Madness on Demand 5 weeks before it began. We could go on, but we're out of space. Expect more great things from this incredible team in '11!

Honorable Mention

Ovation

Since the net relaunched in '07, the Ovation ad sales team has shown resilience and enormous creativity in selling a network that's only Nielsen rated as of last year. Even before that, from '09 to '10, these sales professionals grew the number of advertisers by 21% and the average deal size by 28%, which increased revenue by 55% during that period. And all this with an advertiser churn rate under 10%.

Sales Team of the Year Local and Regional Ad Sales

Winner

Fox Sports South/SportSouth

What a team. Responsible for selling ad time in more than 1K live professional and collegiate sporting events on 2 nets, these execs cover a territory over 7 Southern states and act as the broadcast agent for the Atlanta Braves, Hawks and Thrashers; Charlotte Bobcats; Carolina Hurricanes and Nashville Predators—not to mention college content from ACC, SEC, Southern Conference USA, Big 12 and PAC-10. Whew. That's a lot of selling across a diverse slate of sports content. And this team does it exceedingly well. For example, when O'Charley's Restaurants sponsored "SEC Gridiron Live," its sales climbed 5.5%, with foot traffic up 6.6% year-over-year.

“The impact was huge,” said Nancy Kelly-Culbertson, O’Charley’s VP, marketing. “We got in on the ground floor of something exciting.” Meanwhile, a recent partnership with Blimpie Restaurants has grown 500% in just 2 years. Fox evokes loyalty and results by extending client messaging through in-game customized features and marketing plans tailored specifically to each situation. For example, when Sherwin Williams was hurting from the collapse of the housing market, it turned to Fox, which renamed its in-game pitch tracker replay during Braves games “Painting the Corners, with Sherwin Williams,” giving the company big exposure during Sun games. And when NASCAR wanted to increase attendance at its Hall of Fame, Fox created a flighted spot buy that quickly evolved into a year-long partnership including integrated branding and digital elements—increasing the ’10 buy by some 700%.

Honorable Mention

Time Warner Cable Media

Despite a still reeling economy, Time Warner Cable’s ad sales team managed to increase ad revenues by 25.5% in ’10 compared to the prior year. Part of the team’s success stems from its aggressive efforts, including the “Summertime is Cable Time” outreach initiative to reinforce its presence with local ad agencies.

Affiliate Sales Person of the Year Large Networks

Winner

Patty Lumpkin – SVP, Affiliate Marketing Scripps Networks Interactive

It’s easy to focus on the sale and forget about client maintenance. It’s also easy to lose clients that way. So in an ode to those who keep affiliates happy, we recognize Scripps’ Patty Lumpkin, whose creativity and vision helped make ’10 an especially successful one for Scripps. One challenge was the rebrand from Fine Living Network to The Cooking Channel, but Lumpkin took it head on and provided everything affiliates needed for a smooth transition, including everything from changing IPG logos to delivering switch kits 2 months before launch, as well as other hand holding that led to one of the most successful re-launches in cable history. Get this: On launch day, Lumpkin and her team received not one call, email or text from affiliates. Why? Because she Scripps made sure all their questions were answered well before the re-launch. In addition, Lumpkin handled promos related to Scripps’ takeover of Travel Channel and folded the net into Scripps’ “Real Rewards” affiliate incentive program. And despite juggling all these tasks, Lumpkin also took the opportunity to restructure her team into 3 groups focusing on home, food and travel/

entertainment—all in an effort to strengthen affiliate sales support.

Honorable Mentions

Jim Babchak – Director of Distribution, Field Sales AETN

With some 50 deals under his belt in ’10, Babchak has helped drive distribution of AETN nets like Lifetime, Bio Channel, History, Military History and others. “Working with Jim is uniquely professional and personal at the same time,” said Bob Watson, vp, programming and new business development at Time Warner Cable NY/NJ. “He always comes with all the information you could want to know about the discussion topic, anticipating every question or concern.”

Justin Connolly – SVP, National Accounts ESPN

With responsibility over domestic distribution and licensing efforts for Disney’s linear nets, broadband and VOD content within Disney’s Media Networks Group, Connolly has been quite the dealmaker. Most recently, he oversaw the comprehensive agreement between Disney and Time Warner Cable.

Brent Scott – VP, National Accounts Scripps Networks Interactive

Scott oversees corporate relations and contract negotiations for Scripps’ lifestyle nets: HGTV, DIY Network, Food, Cooking Channel, Travel Channel and GAC. He recently took a lead role on broadband syndication. “Brent is a creative and innovative dealmaker with a sharp eye on doing what is best for Scripps, while balancing the best interest of our clients,” said Lynne Costantini, Scripps’ evp, affiliate sales & mktg.

Affiliate Sales Person of the Year Emerging Networks

Winner

Alyse Ramer - Director of Affiliate Sales Southern Region - Sportsman Channel

Anyone who knows Alyse will attest to her passion and enthusiasm, but it’s her high level of creativity in sales that often gets the big results. In early ’10, as she was struggling to nail down a meeting with an exec at Comcast Pittsburgh, Ramer decided to order him a pizza and write on the box, “For Pizza’s sake... let’s meet!” She got the meeting. It’s that kind of bold initiative that has been a hallmark of Ramer’s career as she advocates for a small, unrated indie net that continues to make strides even in today’s tough operator environment. Ramer just powers through it all, closing several systems in her region in ’10 and gaining nearly 500K subs in the process. And despite the tendency of MSOs to favor putting

HSN

{ SALES FORCE }

Congratulations to our own Peter Ruben,
Executive Vice President of Affiliate Relations and
CableFAX Sales Hall of Fame Inductee

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Sportsman on a sports tier, Ramer has convinced some 75% of her launches to put the net on digital basic—a huge feat of persuasion in this market. In those meetings, she brings plenty of data to bear about the power of the sportsman market in each locale, as well as the net's commitment to conservation of land and species. Colleen Levy, vp of marketing at Cox Communications, LA, recalls Ramer's persistence coupled with preparation. "She jumped through hurdles and focused on what we needed as a customer to make the deal happen," she said. "And afterwards, she continued to deliver marketing support for us and make good on the commitments she made during the negotiation process." Sounds simple, but it's not. Ramer's a pro.

Honorable Mentions

Jeff Brown – Director of Affiliate Sales Midwest/Western Region - Sportsman Channel

Ramer's counterpart in the West also displays much of the same moxy. One example: He staked out a golf course at 6am on day just to "accidentally" bump into a Comcast svp he heard would be there and secured a meeting for the next week. He closed more than 50 deals in '10.

Tommy Bullough – Affiliate Sales Account Executive RLTV

A dogged road warrior, Bullough recently took over RLTV's Western region and has overseen RLTV's many Comcast rollouts in the West, continuing to sign new deals and work with NCTC affiliates individually in the absence of a NCTC deal in place. And Bullough is known for follow-up and customer service as well.

Affiliate Sales Team Of the Year - Large

Winner

Scripps Networks Interactive, Affiliate Sales Team

The 17-person team led by evp Lynne Costantini focused on rebranding Fine Living Network to Cooking Channel. Perhaps the best measure of their success is that Cooking was the largest channel launch in cable history. The other major success for the team in '10 was integrating Travel Channel into the Scripps portfolio. Interestingly, Travel had not worked closely with affiliates before. The team successfully deployed two promotions tied into Scripps' Real Rewards Program for affiliates; this resulted in a 10% jump in brand value year-over-year.

Honorable Mention

Turner Broadcasting Turner Network Sales Executive Team

COO Coleman Breland and his team led the charge on

TV Everywhere, taking it from a concept into a living, breathing, revenue-generating business. Brokered by the team, Turner's deal with Comcast offers cable subscribers online access to content from TNT, TBS, CNN, HLN, truTV, Turner Classic Movies, Cartoon Network and Adult Swim.

Affiliate Sales Team of the Year - Small and Mid-Size

Winner

RLTV

RLTV Affiliate Sales Team

When you look at how much RLTV's 4-person Affiliate Sales Team accomplished last year you have to wonder whether these people eat, sleep or see their families. They serviced all MSOs, divisional, regional and system offices in the U.S.; were active in WICT, NAMIC and CTAM; attended local/regional seniors expos and events. They also continued RLTV's roll-out and sub growth throughout every major Comcast market across the country, including attending to affiliate system set-up, sales support, call center training and system follow-up. They also negotiated numerous contracts with indie cable ops and closed a major agreement with NCTC and renewed RLTV's pact with Verizon.

Honorable Mention

Outdoor Channel

Outdoor Channel Affiliate Sales and Marketing Team

The 16-member team expanded Outdoor globally last year, launching to homes in Europe, the Middle East and Africa. Closer to home, Outdoor's HD network more than doubled last year, growing to 8.7mln homes from 4.1mln in '09.

Rookie Sales Person of the Year

Winner

Sara Timmins – Account Executive, Affiliate Sales RLTV

Timmins was still overseeing internal data collection and database maintenance when RLTV elevated her to account exec for the East/Southeast—a gutsy move considering the tough economy and need for experienced sales people to sell an emerging network to distributors awash in cost cutting. But RLTV had faith in Timmins, who had proven herself not only personable (a key trait for any sales exec) but also meticulously schooled in RLTV's distribution strategy. With detailed knowledge of the business, she wasted no time inking deals with new affiliates despite the bad economy—all while overseeing RLTV's important rollout in Comcast systems in her re-

STYLE MEETS SUBSTANCE.



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YACCARINO**

on your induction into
the CableFAX Sales Hall of Fame.

Best wishes from
David Levy
and your friends at



gion. Smart. Professional. Affable. She may be a rookie, but you'd hardly know it.

Honorable Mention

Serena Bhaduri – Account Executive

Ovation

With huge enthusiasm and passion, Bhaduri hits her budgets and keeps accounts using a combination of hard work and limitless advocacy for the net. We won't be surprised when she takes over the world.

Cable Sales – Miscellaneous

Winner

Jes Santoro - VP, Sales & Advanced Advertising NBCU Cable Network Sales

It's hard enough selling traditional advertising in this market, but Jes Santoro faces the task of selling advanced advertising in the same challenging environment. But he does it with unique skill, passion and commitment that continues to bring advanced advertising into the mainstream—and puts him on the cutting edge of the most exciting element of TV advertising today. In summer '10, Santoro closed the 1st ever iTV ad execution on national cable with a major packaged goods brand using an RFI product developed by Canoe Ventures for use on E! and Style (the advertiser requested anonymity for competitive reasons). The offer, which involved a way for viewers to request a product sample be mailed to them, was so successful that the brand had to cut it off early because it ran out of samples. That led to a 2nd deal with the U.S. Postal Service to provide free flat-rate shipping kits in the fall of '10, with results again exceeding expectations. RFI is only the beginning, of course. And Santoro is poised to bring even more interactivity to the ad world as the platform evolves. "The advanced television space has always been challenged with technological hurdles, unproven business models and a lot of skepticism," notes Michael Bologna, director of emerging communications at GroupM. "Jes is among a very small group of people who continue to push through and provide ideas and solution that work for all aspects of the ecosystem. He has been one of my most trusted partners for almost eight years now." Said Initiative vp, director of the Amphibian unit Andrew Corry: "He gets the idea that a happy client becomes a repeat client, which is good for everybody." We agree. Keep Santoro on your radar screen.

Honorable Mentions

Todd Babic – President

SMC Networks

Upped from VP to pres last year, Babic has long commanded respect after a decade at the Ethernet tech

vendor during which time annual sales exploded from \$5mIn to \$100 in '10. The goal for this year is \$185mIn in sales, and few doubt Babic can achieve it based on his track record. SMC sells to almost all of the top 15 MSOs in the U.S., an impressive feat in itself and proof that Babic will continue to shepherd the company to great achievement.

Graig Hale – Director of Business Development Sportsman Channel

Hale increased his dept's revenue by 30% in '10 and plans to increase it by another 40% this year. Clients continue to commit more dollars, with Sportsman Guide alone going from \$20K in '09 to \$175K in '10. Other brands like Honda, Yamaha, Arctic Cat and Bobcat have doubled ad buys from '09. And all this despite being an unrated network. Go Hale!

Most Creative Sales Pitch

Winner

Food Network Ad Sales and Marketing Food Network/Kellogg's Case Study

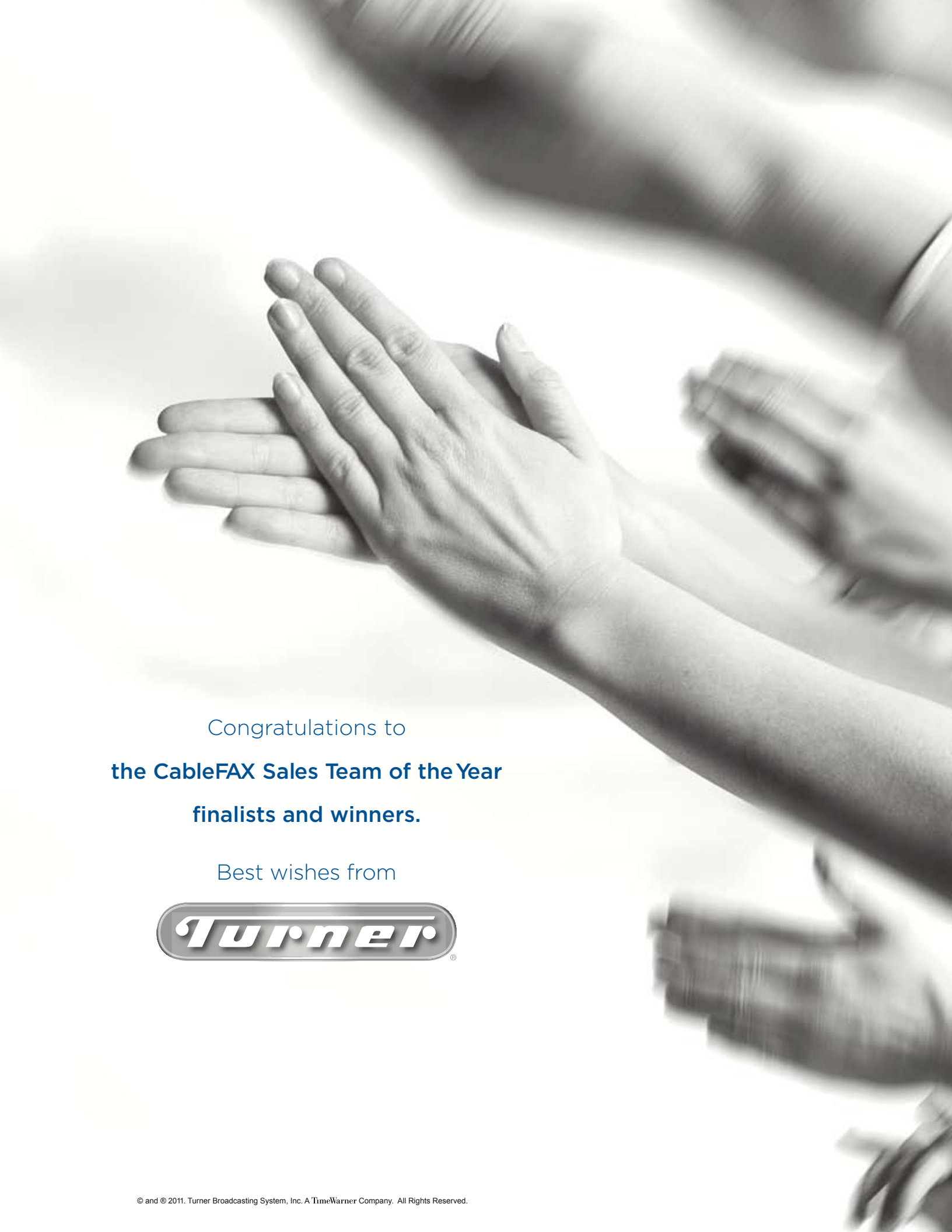
Food Network helped consumers realize Kellogg's Cereals aren't just for breakfast anymore. The result was a clever campaign that urged Food's viewers to think outside the cereal box. It included Food talent Melissa d'Arabian urging contestants during an ep of "The Next Food Network Star" (3.5mIn viewers) to use six Kellogg's cereals as integral parts of their recipes. She also hosted 30-second vignettes integrated into Food linear programming and Webisodes where d'Arabian employed Kellogg's Cereals in her cooking. Digital extensions included exposure on Food's YouTube channel. Kellogg's also received major placement in issues of Food Net's magazine, where d'Arabian's recipes using the cereals were part of a special fold-out section in Nov and recipe cards were included in the Dec issue. Food also was a beneficiary as 20mIn boxes of Kellogg's cereals carried d'Arabian's photo and recipes to promote a sweepstakes.

Honorable Mention

ESPN

Subway Fresh Take Hotline on ESPN

It's a mouthful to say, but every time a guest is on an ESPN show via phone, which is to say constantly, he or she joins via the Subway Fresh Take Hotline, dutifully noted before, during and after the interview by ESPN talent. Talk about putting a brand top of mind and integrating it seamlessly into the content.



Congratulations to
the CableFAX Sales Team of the Year
finalists and winners.

Best wishes from



Launch Team of the Year

ESPN Affiliate Sales Team

ESPN's Authenticated Networks

While still not common today, just as short as one year ago the concept of allowing cable subscribers to watch cable networks on their computers was considered way out there. True to ESPN's mantra of serving sports fans wherever and whenever, the network's digital video distribution team, led by SVP Matt Murphy, was a whirl of activity last year, hammering out rights agreements and jumping technical hurdles to launch a bevy of authenticated networks, including ESPN, ESPN2, ESPNU and ESPN Buzzer Beater. These first-ever live authenticated networks were launched most famously on Time Warner Cable. But the nets also are available to subscribers of Bright House Networks and Verizon.

Honorable Mention

Scripps Networks Interactive

Affiliate Sales & Marketing Team

Last year the team worked diligently to re-brand Fine Living Network as Cooking Channel and integrating Travel Channel into the Scripps family of media Brands. For Cooking, the team sent affiliates such a well-stocked launch kit that not a single call, text or email needed to be fielded on the launch day.

Brand Integration Team Of the Year

Scripps Networks Interactive

HGTV Urban Oasis Giveaway

In a sluggish economy, few companies are willing to take risks. Yet HGTV went ahead with its first urban residence giveaway. And what a place it was—high atop The W Hotel and Residences in NYC, the \$1.5mln residence has a fantastic view of the Apple, not to mention the Statue of Liberty. Online response of 70mln page views and 15mln entries surpassed the goals of HGTV and presenting sponsors Samsung and Acura, who integrated their brands with the hip urban 18-49 demo. Indeed, a U of Central FL senior won the residence. His mother had urged him to enter.

Out of The Box Most Creative Program Sold to Client

The Weather Channel

Guaranteed White Christmas

Weather really outdid itself with this Sears partnership in which the net created a contest offering a lucky winner

the gift of, get this... snow... on Christmas Day—not to mention a \$15K cash prize. This is how it worked: Contestants could enter the contest through Weather's Website by uploading a short video explaining why they deserved a big delivery of snow on Christmas. The net broadcast live from the winning location as the winner's yard was transformed into a winter wonderland. As the sponsor of the stunt, Sears received massive exposure as Weather, uh... covered the event for most of the day on Dec 25.

The Relentless

ABC Family

Patrick Collins, VP, Ad Sales

Upon meeting Patrick Collins you'd be excused if the word relentless doesn't jump to mind. "He's more agreeable than loud or filled with bravado," says Laura Nathanson, EVP, Ad Sales, ABC. She even describes Collins' negotiating style as "patient persuasion." It's worked. A top 5 cable net in key demos, ABC Family has closed numerous sponsorships and product placements. That's because when Collins "attacks a marketplace," Nathanson admits, "Patrick is relentless." The leader of a sales team of 30, he enters a negotiation "buttoned down" and "having done his homework," Nathanson says. And "his single focus makes him a formidable negotiator," she adds. In the end, "clients and sales people don't want to disappoint Patrick." Score another one for the power of patient persuasion

The Wooer

Rentrak Corp

Steven Walsh, SVP, Local Television Sales

Steven Walsh certainly has wooed. And wowed. In just 13 months with Rentrak, Walsh expanded its TV station clients from 0 to 72 in 40 markets. Not that it was easy. "The clients were all new to him, he was new to them and he was selling a new product," says Sinclair VP Bill Butler. Yet Steve "got busy" and was "a blur of selling," Butler adds. Walsh combined wooing with honesty and hard work. "What makes Steve stand out is the homework he does to understand his clients' challenges... he's always looking out for them," says TV Board President Steve Lanzano. Starcom Mediavest Group SVP & Research Director Helen Katz, describes Walsh as "a partner" to his clients, working to meet their needs "rather than simply selling." Katz, Lanzano and Butler have been wooed by one of the best.



Congratulations

**MARY JEANNE
CAVANAGH**



UPLIFTING ENTERTAINMENT

CableFAX Sales Hall of Fame

It's been said that the best leaders are the ones who make everyone else around them better at what they do. That is certainly the case with our own Mary Jeanne, whose fearless and energetic leadership uplifts and inspires us all.

SALES HALL OF FAME

Randy Brown

EVP, Affiliate Sales and Marketing
Outdoor Channel



A perennial member of the *CableFAX 100* and a winner of our Affiliate Sales-person of the Year (Mid-Size Networks) for two consecutive years, Randy Brown is a veteran of cable sports networks. He spent 14 years at ESPN, helped launch Tennis Channel and has been with

Outdoor Channel since '07. A soft-spoken and humble man, Brown was able to provide distribution growth for Outdoor almost immediately. The Channel added 2.4mln HHs in '08, up 661% over '07. Last year began strongly for Brown and Outdoor as the net was named one of the top 5 cable sub gainers for '09, up 15.3% to 34mln, its best mark since starting Nielsen coverage in '02. And recently-launched Outdoor HD net has grown 34%. Brown's also been busy overseas, establishing dedicated networks in Asia and Europe. The affable Brown's sales philosophy fits his even demeanor: "Do your homework, go in prepared, ask good questions, use your ears more than your mouth, focus on solutions, under promise and over deliver, balance persistence with patience," he says, adding, "and *always* follow through on next steps and commitments."

Mary Jeanne Cavanagh

EVP, Advertising Sales
GMC Cable Networks



When GMC was looking for an experienced hand to guide ad sales, Mary Jeanne ("MJ") Cavanagh was a natural choice. The 26-year cable veteran, who describes herself as "tenacious," helped increase ad revenue by 182% and direct response revenue by 250% in '10. The

upbeat Cavanagh also broke new categories for GMC, including pharmaceuticals, beauty and credit cards. How does she do it? "By focusing on the 4 P's: plan, prepare, persistence and pride," she tells us. "Sell the value of your brand, not the price. Be prepared, because knowledge of a client's brand and competitors' strengths and weaknesses are paramount to building long-term partnerships and getting your deserved brand value." And one of her most important strategies? "Say no to bad business." Too many people fail to "think long term and don't anticipate objections with thoughtful responses prior to a sales meeting," she says. But there's also room for fun. "Selling an independent brand takes hustle, persistence, patience and laughter," she adds. "Every dollar you close is earned."

Steve Feingold

SVP, Operations & Strategic Planning
Comcast Spotlight



A cable veteran, Steve Feingold is the man who lead creation of the Greater Boston Interconnect in the 1990s and has since continued to deftly tackle any project large or small. "Always strive to deliver the best end-to-end experience, and keep all audiences in mind—agen-

cies, clients and consumers alike," he told us. In 2000, he brought his skills to Comcast Spotlight where he has guided construction of dozens of regional interconnects. He champions "keeping an eye on the big picture... Always think long term." And with the industry evolving so quickly, he said that any sales organization must adapt at a moment's notice. "Flexibility can't be understated, now more than ever," he said. "The pace of change is only going to accelerate, so you need to be ready and willing to adapt to new processes, new tools and new ways of thinking." That became clear last year as Feingold and his team rolled out interactive advertising, which now passes 12mln homes, with hundreds of campaigns and millions of iTV impressions under his belt. And none of that would have happened without the interconnects he pioneered.

Brad Fox

EVP, Affiliate Sales & Marketing
Comcast Networks



The 20-year cable veteran plays an integral role in content distribution, local ad sales and promotions for Comcast networks, including Golf Channel, E!, Style, Versus, G4 and the Comcast SportsNets. A former ESPN staffer and a huge golf fan, Fox serves on the board of

CTAM's Educational Foundation and The Cable Center's development committee. His sales philosophy derives from the good sportsmanship he's learned on the links. "Treat your client exactly as you would like to be treated," he tells us. "A good and fair deal makes everyone happy." He also emphasizes listening. "Not listening to the client is one of the biggest mistakes a salesperson can make," he says, noting that "listening to the customer," is the top personality trait needed to succeed in sales. In addition, he abhors "approaching sales as a 'one size fits all'" endeavor. And despite many years in sales, Fox is very receptive to social media. "Owing to its immediacy and ability to connect directly with consumers, social media should now be an integral part of any sales strategy," he says.

Carole Hart

SVP of Sales, East Region
Time Warner Cable



Carole Hart has honed her sales techniques for 24 years at Time Warner Cable. And that's a big part of why she has such a vital role overseeing ad sales for 11 divisions on the East Coast, including the most lucrative market in the country: New York City. "Viewing our business through the lens of our clients is very important," she told us. "If we ask the right questions as salespeople, the client will give us the info we need to provide them with an effective marketing solution." As for personality traits that matter greatly in sales, "there are a few that stand out to me," she said, including curiosity, a sense of urgency and of course "persistence... never give up!" It's that can-do attitude that makes Hart one of boss/CableFAX Sales Hall of Famer Joan Gillman's top assets. Meanwhile, Hart notes that the evolving marketplace, including Time Warner Cable's deployment of iTV wares, has already influenced the way she interacts with clients. "This is a game-changer as conversations with our clients take on a totally different feel," she said. "Having strong consultative selling skills is more important than ever before."

Peter Ruben

EVP, Affiliate Relations
HSN



This innovative cable veteran not only understands what distributors need but lately has been instrumental in keeping HSN ahead of others on several fronts, including its HSN Shop by Remote feature, which is credited as the first and still only 24-hour iTV service in the U.S.

Other initiatives in his 25-year career include the transition to HD and the launch of HSN2 and HSN On Demand. And he knows how to think on his feet, once merging the sales organizations of USA Networks and HSN—and then building a whole new sales force at HSN after they were separated. When it comes to client relationships, "It's always important to understand a client's needs before engaging in a sales pitch," he told us. "You have to become a good listener and ask questions to truly understand what your clients are striving to achieve." And despite Ruben's involvement with so many cutting-edge products, he said that "meeting in person, face to face, and building relationships are still important in this business and can't be replaced by social media, emails or texting. Using social media, however, to keep building relationships and learn more about clients and their needs can be very useful."

Ellen Schned

SVP, Distribution
Ovation



One of the most visible executives on the cable circuit, many people believe it's just not a cable event unless Ellen Schned and her camera are in attendance.

Summing up Schned's vast contacts in cable through years at Court TV, CBS College Sports and now Ovation, Time

Warner Cable Regional VP Harriet Novet puts it well, saying, "Who *doesn't* Ellen know?" On the other hand, "her high standards, excellent reputation and experience are known across the industry," Novet adds. Indeed, Schned's contacts helped her secure an additional 2.2mln subs for Ovation within months of joining the network in April '10. Schned feels "you have to be as creative as possible" and flexible... and listen. "Sales people can't do a great job... if they don't take time out to really listen to the clients. I think we've all been guilty of it at one time or another. We're on tight schedules. We have a multitude of points to get across. But, as in any successful relationship, listening is paramount." Trained as a lawyer, Schned has been a tireless advocate for women and public affairs, serving with WICT, ACC and Florida's CTAM chapter board, among others.

Linda Yaccarino

EVP/COO
Turner Entertainment Ad Sales,
Marketing and Acquisitions



One of the best-known and most well-respected cable executives in the advertising and sales community, Linda Yaccarino heads the team that manages advertising for TNT, TBS and truTV. Her team at Turner is known for its creativity through "inContext," a portfolio of contextually-relevant advertising opportunities. It involves offering

advertisers content that echoes brand messages. And then there are the deals Yaccarino has crafted around a late-night talk show hosted by a certain tall, red-headed comedian.

"With Conan," she says, "TBS crashed through the barriers of broadcast and cable and achieved pricing parity for the first time in the history of entertainment." Yaccarino also heads acquisitions for Turner Entertainment. Her handiwork in that area will be on display when TBS begins running top-rated comedy series "The Big Bang Theory." Yaccarino has also received numerous awards and honors, including citations from the Association of Women in Radio & Television, Promax and Jack Myers. Her board seats have included WICT, Penn State, Young Audiences of NY and the International Radio and Television Society.

SWEET 16

Sweetness...

Cable has more than come into its own in recent years, and advertisers are taking notice. So we've made a point lately to recognize people from brands and agencies supporting cable with ad buys, partnerships, brand integrations and other strategic alliances designed to get the right brand messages to the right audiences. Nowhere can you do that better than within cable's niche universe. As this year's upfront winds down, it's especially important to understand that despite all the changes in how people consume video, TV brands still command considerable power. According to Nielsen, for example, 49% of social network and blog site visitors are also visiting individual TV network sites. At the same time, TV ad spend continues to trump all other media, with \$69bn in buys. But mobile video viewing is up 41% over last year, and nearly 150mln people view online video every month. The execs listed below are the reps from brands and agencies that are key contacts, sounding boards and collaborators for cable as it continues to innovate into the next decade and beyond. This year, some of our Sweet 16 kindly imparted their wisdom on advertising, which you'll find throughout this section. Enjoy!



Wendy Clark
SVP, Integrated Marketing
Communications and Capabilities
The Coca-Cola Company

It's fitting that one of the most influential women in advertising heads global design, marketing communications,

media, sponsorships and interactive marketing for one of the world's top brand. It's fitting, too, that Wendy Clark targeted 160 countries last year, mounting Coke's largest integrated marketing effort, for the 2010 World Cup. The budget was in the 100s of millions, *Fortune* estimated as it named Clark one of its "40 Under 40" in '09. Up next is the 2012 Olympics in London, and naturally Clark is thinking big. Her everyday gig has her marketing 500+ brands in 200 countries (that's more than are in the U.N.). And to make things a bit more interesting for this member of the American Advertising Federation's Hall of Fame, not long after Clark joined Coca-Cola in '08, its ambitious 2020 vision was announced. "[A business] that took us 124 years to build... we will double by 2020," Clark told *Ad Age's* Digital Conference in April. There are 1.7bn servings of the full Coke portfolio consumed daily. "That's 1mln servings per minute... We will more than double that, to more than 3bn servings [per day] by 2020." How will Clark and Coke's 2700 marketers do that? By combining "what we've learned" in the past with what's new and "on the edge," including acknowledging "the networked consumer has changed everything."



Natalie Conway
SVP/Director of Cable Investment
Starcom

With clients like Kellogg's, Allstate, Darden and Best Buy, Natalie Conway carries considerable weight in

the world of TV advertising—and she devotes most of her attention to cable as Starcom SVP and Director of Cable Investment. She's been in that role for about a decade and—from what we hear—pretty darned good at it. In fact, her reputed passion for more accountability prompted Starcom to create the industry's first exact-minutes-guaranteed deals for her clients. And while cable nets sometimes struggle to meet new measurement expectations, Conway has always strived to create win-wins that work for all sides.

What's the best thing about advertising on cable? We continue to turn to cable for its abundance of choice. With broad networks, as well as channels to meet nearly every niche, cable affords advertisers the opportunity to tailor human experiences around specific consumer passions. Cable is focused yet scalable, which makes it a strong contender for our advertising dollars.

How do you see the future of advertising deals evolving as consumers demand video content on multiple platforms? To align with the liquidity of content, we need to break down traditional platform silos—both on the seller and buyer side. Everything is digital. We need to think and act holistically. Our aim is to place value on opportunities based on the depth of the consumer experience with the brand, not based on tradition.

What's the biggest thing cable nets could do to better serve advertisers? Advertisers are no longer content with 30-second commercial buys. In today's landscape, control is being democratized and technology is enabling deeper experiences. We are looking to our cable partners to help us find ways to ignite interest in our brands and spark conversations with people.

CONGRATULATIONS

TO **STEVE FEINGOLD**, COMCAST SPOTLIGHT
HONOREE FOR THE CABLEFAX SALES HALL OF FAME!

Your commitment to excellence has made a big impression. Thank you for your leadership that continually allows Comcast Spotlight to place advertisers in the right place, at the right time with the right strategy to deliver the best results. Congratulations on all of your success!

 **comcast**
SPOTLIGHT.
Make a big impression.



On Air



Online



On Demand

With major clients like Kellogg's, Allstate and General Motors, what's your perspective on how attitudes are changing among major advertisers when it comes to TV spend? Television continues to be an important part of our advertisers' mix. However, the supply discussion no longer ends with television. Opportunities to reach people—and create meaningful experiences—are endless. Content knows no screen limitations, and our marketing approach should not either.



Robin D'Elia
SVP, Activation Group Client
Director, LiquidThread
MediaVest

It's been anything but a straight path to the Sweet 16 for Robin D'Elia.

The native New Yorker and Syracuse U grad yearned to be an actress. Hoping to be discovered and pay the bills between acting gigs, she took a temp job with New Line Cinema. But instead of being in the movies she ended up selling them, staying at New Line for 12 years, rising to SVP of National Television Promotions and Marketing. Now at LiquidThread, D'Elia, a specialist in branded integration, is selling far more than films, boasting clients like Comcast, P&G and Walmart. She leads more than 14 team members whose goal is to merge human experiences with brands. As she told us, "Branded content isn't limited to video. It's anything that entertains, informs, provides utility and fuels a dialogue between the consumer and the brand."

Biggest thing cable nets could do to better serve advertisers? Help us customize experiences and content for brands. We've moved out of a one-size-fits-all approach. Instead we look for innovative opportunities to achieve 'firsts.' Cable has always been a playground for innovation and creativity in programming. Advertisers want that for their brands, too.

How do you see the future of advertising deals evolving in light of multiple platforms? We'll see more content that can be served in different formats and distributed across multiple platforms and screens, as opposed to pulling audiences in to congregate around one channel.

What's the best thing about advertising on cable? Cable networks have done a phenomenal job branding and creating focus for their content. As a result, advertisers can leverage the networks to create meaningful and contextually relevant experiences for their own brands.



Carl Fremont
Global Media Director
Digitas

While Fremont thanked us for putting him in this year's Sweet 16, he also made sure to mention that he's focused on the digital side. Were we sure we wanted him on the list? You betcha. In fact, it was Fremont's innovation and leadership on the digital side that made him a shoe-in for this honor. As global media director at Digitas, he's one of the top digital media strategists around, with his hands all over everything from events to sponsorships and partnerships. Clients include American Express, Delta, Kraft, Sears and that grouchy duck over at Aflac, just to name a few. And he isn't afraid to challenge the TV biz to keep up. "Media companies need to see themselves first as content providers that can distribute to unique audiences on multiple platforms: broadcast, online, mobile, social," he told us. "For some, this is a large cultural shift from selling impressions on a single platform. For advertising, this means that buyers and sellers need to change to focus from impressions to audiences on any platform and not just measuring reach but also impact."

What's the biggest thing cable nets could do to better serve advertisers? Cable companies and advertisers must have more of an open dialogue. Through a mutual understanding of what a brand's marketing challenges are, cable nets can best devise marketing solutions that are built on their platforms and assets and not just look to sell impressions.

The upfronts, useful or outdated? Upfronts can be useful for those marketers who seek to lock in a certain audience delivery. The upfronts can also, if enabled, encourage a dialogue to develop opportunistic marketing solutions that go beyond simple impressions. For example, brand content integration, through existing or new programming. Realizing the need for digital branded content, Digitas has initiated the Digital Content Newfront, bringing together content producers and distributors, inclusive of cable networks, and talent in an open forum to discuss, debate and review leadership in the digital content arena—it's a place where partnerships are forged and new ideas are born.

Digitas employs an "Active Branding" strategy. Can you explain what that means and how it applies to cable? Active Brands are ones that inspire ongoing consumer engagement and become part of consumer conversations. We believe the more engaged a consumer is with a brand, the more this will translate into a certain "performance" action: consideration, purchase,

loyalty. Cable networks should measure themselves as Active Brands as well; the loyalty and social sharing of their audiences. It is through this connection of Active Brands that cable networks and brands can come together. It can be a big win-win for everyone.



Edward Gold
Advertising Director
State Farm Insurance Company

In the super-competitive insurance market, Ed Gold's job is to make sure that, as the iconic song says, 'like a good neighbor, State Farm is there.'

Gold does his job so well, State Farm seems to be everywhere. Just look at some of the partnerships Gold's forged in the sports world. Earlier this year State Farm was a sponsor at the NBA All-Star Game. Then there was the State Farm Home Run Derby at MLB's All-Star Game last July, which was the first telecast produced by ESPN 3D. And don't forget the State Farm Classic next month on the LPGA tour. In his role directing State Farm's media strategy, planning and execution across all State Farm product lines and customer segments, Ed's crafted State Farm's entry in NASCAR, partnerships with the NCAA and NFL and led State Farm's first foray into entertainment marketing through co-branding efforts with Disney/Pixar for the movie *Cars*. Gold credits his success to being flexible when dealing with client partners. "I make it inviting for [our media vendors] to bring me their big ideas directly, while also making sure that they bring the agency into the loop," he told our sister publication *min*.



Cheryl Green
SVP, Media Director
Mercury Media

Green must be doing something right. Why else would she be the only person in this year's Sweet 16 to make the list 2 years in a row? The truth

is that we keep hearing raves about Green's continued passion for direct-response advertising, which she admits was once the ugly stepchild but has lately come into vogue as viewers demand more interactivity and advertisers demand more accountability. But she credits the cable industry for "the variety of out-of-the-box opportunities and overall flexibility cable networks offer." Music to our readers' ears...

Best thing about cable? I have found over the years that cable networks are far more open to new advertising ideas, sponsorships and packages and offer a

variety of upfront and premium deals, as opposed to broadcasters. For example, Discovery Communications offers Mercury Media quarterly upfront and premium packages across all of its networks. In addition, Viacom offers DR upfront deals versus the broadcast networks, where in order to negotiate an upfront it needs to be on general advertising terms.

Biggest challenge using cable to get out your message? The biggest challenge I have faced in executing a campaign using cable is the need to balance media schedules with various tiers of cable networks in order to provide the reach and frequency necessary for a successful campaign. The top tier cable networks' rates have become very competitive to the broadcast networks; however, advertisers need these top-tier networks in order to provide campaigns with the necessary reach to become successful. In order to balance the high spot cost and CPMs, it is necessary to include a variety of mid- and low-tier cable networks to not only bring the overall CPM down on the schedule, but to also provide our campaigns with the frequency necessary to reach their overall goals.

Future of ad deals? I have noticed that many network groups have begun requiring advertisers who are interested in sponsorships, upfronts, and packages to build a component of VOD into their campaigns in order to approve the deals.

The biggest thing cable nets could do to better serve advertisers? The best thing cable networks could do is to stop competing with the broadcast networks. For example, in order to provide media opportunities to all agencies and clients, it would be beneficial to offer tier CPM deals versus competing with the broadcast networks for competitive CPM. In addition, as many cable networks offer B- and C-tier networks, they could continue to be out of the box by using some of this unrated inventory to bring down the overall spot costs for their network deals.

Are the upfronts still useful or outdated? I think that upfronts are useful to those advertisers with very large budgets who have the demand for specific programming, networks that are difficult to obtain volume in through the scatter market.

Mercury Media says that direct response is "in our DNA." So tell us, what's cable's biggest missed opportunity when it comes to properly using DR? As an agency with numerous lines of businesses, it can be challenging working with the cable networks in customizing packages based on leveraging our agencies' combined spend. For example, if we were to create an upfront deal across all our lines of business it would

require various rate structures based on clients' direct response goals. Although a challenge to create, this could become a new avenue for cable.



Elizabeth Herbst-Brady
President
MAGNAGLOBAL

There's no question that Elizabeth Herbst-Brady helps keep the global in MAGNAGLOBAL. With her seemingly endless foreign travel schedule, it's ironic that her office is located at Dag Hammarskjöld Plaza, in the shadow of the United Nations. While Ms Herbst-Brady hasn't done business in all 192 U.N. member-countries, as chief of the strategic media investment arm of IPG's Mediabrands she's been to most of them. And with responsibility for more than 70 foreign markets, the fact that she has a home office address could also be seen as ironic. But MAGNAGLOBAL also has business right here in the US. In fact, its late-April report buoyed domestic cable networks' advertising, which, it said, would grow 11% in 2011, besting broadcasters' growth of 2.4%. The world traveler sees good things for cable advertising in Europe, too. "As in the US, cable in Europe continues to grow as a meaningful outlet for both consumers and advertisers," she told us.

Your biggest challenge with cable? The challenge is not specific to cable but rather to advertising. We need to make sure that our message can break through the 'noise.' There are many strategies employed to help meet this challenge from enhanced targeting via our MAGNAGLOBAL value factors to integrated marketing programs.

The future of ad deals? They have already started to evolve. We frequently look at opportunities 'cross-platform.' There need to be improvements in measurement for these to evolve properly.

How can cable better serve advertisers? I think many cable companies have already made great strides toward partnering with advertisers on bigger, broader programs. In addition, a willingness to extend measurement to more relevant metrics for advertisers than age and sex is very helpful.

Are the upfronts still useful? Yes, the upfront continues to play a very useful role for many advertisers. It's a tool to manage costs and guarantee access to key inventory.

What's the biggest advantage to advertising on cable? Looking forward it will be very exciting when we

unlock the power of set-top box data to create deeper ROI for our advertisers.



Kurt Kane
Chief Marketing Officer
Pizza Hut, Inc.

Has Kurt Kane been pursuing a career or the ingredients for a great Super Bowl party? Perhaps both. Before rising to CMO at Pizza Hut, Inc. in '09,

the West Point grad spent four years at Molson Coors, where strategies he developed for the 7-brand Molson portfolio reversed 7 years of double-digit declines. Kane also spent 3 years at Frito-Lay, where he reinvented the Doritos brand and drove it to double-digit growth. He began his career at Procter & Gamble, where he repositioned Sunny Delight. We've been drawn to Kane's work on the 'Your Favorites Your Pizza Hut' campaign, which includes consumer videos on social media platforms. "Video content deals should be about value proposition and measurement," he told us. "It's important to Pizza Hut that we are where our customers are... as new platforms emerge we will advertise on the ones that have the broad and deep reach that our brand requires."

The biggest way cable could better serve advertisers? Increase flexibility. Our business continues to evolve and change based on consumer tastes and economic challenges to the household. Having increased flexibility will help us achieve our goals. Flexibility can come in many forms, like shifting to other programs/networks, new integration ideas based on new programming etc., to the cancellation of dollars.

Are the upfronts still useful? Yes. The upfronts are a futures marketplace and continue to add value as we develop plans for the coming year. And they offer pricing stability; we know what the pricing will be in the second quarter of next year before this year is even complete, for example.

What's the biggest advantage to advertising on cable? Targetability. With hundreds of viewing choices, consumers have lots of options. Cable has been at the forefront of developing new, innovative shows that keep viewers coming back. This mass appeal helps us get our message to our consumers, whatever their interests.

Biggest challenge with cable? Frequency. The benefit of niche programming is highly-targeted audiences, but the flip-side is keeping your creative interesting through frequent runs.



Joe Kardel
Senior Brand Manager
Kimberly-Clark

Kardel likes to joke that his products—including toilet paper, Kleenex and paper towels—may not elicit mass consumer excitement. But while none of us really needs an iPad, try surviving without toilet paper. ‘Nuff said. The trick, Kardel says, is creating a story around those standard household products—something he did with great skill when Kimberly-Clark partnered with Food Network for a series of clever spots in which on-screen personality Sunny Anderson presented novel cooking uses for Viva paper towels. But while the products may be staples that have been around for years, Kardel told us that marketers need to increase the level of integration across platforms to give advertisers new ways of reaching target audiences. “Advertising deals will have to become much more integrated so that commercial programs can have a consistent look and feel across all platforms,” he said. “Ad deals can no longer happen in isolation of other platforms—consumers don’t consume media that way and as marketers we need to adapt.”

Best thing about advertising on cable? The ability to target our message to a specific audience is a huge benefit of cable advertising. We are able to get the most use out of our advertising dollars by focusing our communications to channels we know our target market is watching.

Biggest challenge you face in using cable to get out your message? The opposite of my answer above—there are now so many cable channels that it’s easy to fracture our message and media dollars. If we want to get a broader reach message it can be difficult with so many choices.

As a brand that sells standard household items, what are some ways you use TV and related media to create excitement and differentiation? Television is not only a good way to get our awareness message out to consumers and educate them on functional benefits of our products, but also engages them to become better connected to the brand. A recent example was with our Kleenex Brand Tissue “Share the Softness” campaign—we had television ads tell consumers we had America’s softest tissue, but we also invited them to come to our website (www.kleenex.com) to share a free sample pack with their friends and family. Consumers could enter an address and track their shipment across the country. The television campaign resulted in more than 1mln packages being sent from the website,

and we continue to receive positive consumer responses from the campaign.



Colleen Milway
Global Media Director
Campbell Soup Company

It would be easy for Colleen Milway to stick with traditional advertising for the iconic Campbell Soup brand. But that’s not her style. “We continue to invest in new platforms to keep our traditional and iconic brands relevant to today’s consumer,” the 10-year veteran of Campbell Soup tells us. “We allocate our digital mix across contextually relevant placements in the digital space, including social media, mobile and video extensions.” Want more? “We were also one of the first to launch an iAd with Apple, and we have an iApp for our Campbell’s Kitchen platform.” Mm, mm good.

Best thing about advertising on cable? Cable is a great vehicle to provide targeted reach to key demographics and behavioral target groups, as well as to drive efficiencies in our media plans.

Biggest challenge with cable? While cable penetration has been growing over the years, there are still niche networks that are difficult to rationalize using given limited penetration, low ratings and high cost-per-thousand. Also, despite ratings growth—some cable originals have ratings at parity with broadcast—there is still a high unit load required to create significant impact. We often are confronted with unit overload, just to deliver the gross rating points needed to achieve our reach goals.

The future of ad deals? Media companies have and will continue to offer multiple platforms to engage with consumers. As a result, multiplatform deals will be developed that leverage video across all media (TV, digital, mobile, etc). The trick will be creating the right pricing model to address the different consumer channels and the right sales approach. Agencies and vendors need to construct teams to address video across platforms, because right now some of the leverage exists through the broadcast team and some through the digital team. This approach does not serve the medium or the clients well.



Mike Molnar
Managing Partner
Glow Interactive

A decade ago, Glow Interactive was a small shop churning out banners and Websites. Today—thanks largely to the work of Molnar and his partners

Pete Levin and Ted Kacandes—Glow has become a leading interactive marketing and creative agency and Molnar has become well known within cable, having launched award-winning campaigns for History, A&E, HBO, Showtime, USA, Discovery and many others. But Molnar says cable faces challenges in satisfying advertisers in a fragmented world. “There are so many ways to reach audiences now. I think one of the largest hurdles is a network’s ability to remain synergistic in its integrated marketing approach,” he told us. “Between on-air, digital, video, viral, mobile and social, networks are faced with a continuous need to illustrate to advertisers that they cannot only reach their audience but—more importantly—engage them wherever and whenever that audience seeks content.”

The future of ad deals? I’m seeing deals evolve daily where the core of the advertiser value lives in the digital, mobile and social space. Ten years ago, we used digital media to drive on-air ratings. Today, we see many more examples of on-air using lower-thirds, bugs and promos to drive to digital experiences such as games, quizzes, etc., many of which are ad supported. What will help this continue and even flourish will be the willingness, understanding and acceptance of these mediums by network ad sales teams. Some are excellent at understanding a very unstable but lucrative multiplatform landscape and some are still late to the party.

Are the upfronts still useful? Interesting question. On one hand, how can it not be? Upfronts provide a necessary forum for the networks to showcase programming in search of vital ad dollars. But outdated? Perhaps. If programming is all your network is pushing, then yes, outdated. However, we can now see more nets pushing digital objectives for dollars. After all, I don’t think it’s an argument as to where consumers spend the most time. And for advertisers, digital offers the ability to create “speak to me, not at me” ad experiences. No other mediums can yet claim that fact. And while DVRs have all but erased advertising from my own television, that is not the case with digital, where advertisers can drive an interactive experience, and not just be the filler between an analog viewing experience.

The best thing about advertising on cable? Watching online traffic spike!



Trish Mueller
SVP/Chief Marketing Officer
The Home Depot

Responsible for The Home Depot’s strategic marketing vision, category marketing and brand development,

Mueller was named to her post earlier this year. After joining The Home Depot in 2009 as vp, advertising, Mueller was considered “a natural fit for this role,” a company official told *Direct Marketing News*. Indeed, the ad community has been impressed by The Home Depot’s ability to time ads to the seasons. Mueller revealed some of her secrets recently. Ads in The Home Depot’s \$450m/yr budget are adjustable within a two-week window, if needed, she told *Advertising Age*. The company also keeps a close eye on weather conditions. Having an advertising partnership with The Weather Channel doesn’t hurt either. “We’ve gotten more precise in what we’re doing,” Ms. Mueller told Ad Age. “We’re far more tailored and relevant than we were in terms of content a year ago.” Indeed, The Home Depot bloggers prompt conversations based on current trends, including weather conditions, Mueller told Ad Age. “We’re much more involved in listening to the customers and having an active dialogue with them than we were in the past.” It’s not a surprise Mueller has impressed. Prior to her Home Depot tenure, she was svp, advertising and marketing for The Sports Authority. And she has a cable pedigree, having held a senior post at ShopNBC. Before that, Mueller spent some 15 years with Montgomery Ward, where she held positions in merchandising, field operations and marketing.

Kathy Roznowski Senior Manager of Media and Experiential Infiniti

Roznowski oversees one of the most recognized and marketed car brands, with a mission to ensure that Infiniti’s message goes beyond those infectious TV ads with that soothingly-affluent sounding announcer and crane shots of sleek luxury cars winding around picturesque vistas. Not that there’s anything wrong with those ads! They work. But under her leadership, Infiniti has crafted a more holistic message, most recently with its “Inspiration is Contagious” corporate sponsorship of the NCAA that includes spots across ESPN, CBS and Turner. The ads not only share inspirational stories from coaches but also promote their favorite charities. “The main message—that inspiration is contagious—will flow through all of our messaging on all networks,” she told us earlier this year. “They really all work together, and are all tied to the coaches. It’s not just about Infiniti.” Perhaps that’s the genius of how Roznowski approaches brand messaging. It’s more about the relationship with the audience... although

we have to admit, we still love those crane shots and that announcer.

The best thing about advertising on cable? One of the benefits to using cable is that it is possible to reach viewers who are passionate about food, home improvement, sports, comedy, drama etc... When the consumer is watching content he/she cares about, advertisers tend to have a more engaged audience.

The biggest challenge with cable? There are many cable networks and most have a limited reach. A challenge is finding the right cable networks with programming that reaches the affluent target audience. The reach of some of the primetime programs on cable have increased over the years since many cable networks carry originals with top talent.

The future of ad deals? From a marketer's standpoint, advertising packages should include an integrated approach to selling the cable network or programming. However, advertisers will still need to see pricing and numbers based on individual platforms since the metrics and analysis of each platform is very different.

Stacey Stewart

SVP/Group Director, National Broadcast
J3 Group

J3 Group has always emphasized its comprehensive approach, which combines traditional advertising, marketing and communications into a multi-faceted soup of media outreach. And we continue to hear good things about svp Stacey Stewart's focus when it comes to working with cable—and targeting messages across increasingly diverse platforms. But she told us that cable's unique appeal to advertisers goes beyond its niche nature. "The targetability is always an asset when advertising on cable, but I think the real benefit is the marketing options that many networks offer," she said. "It is great to really be able to work with our partners on creating customized solutions to our clients' marketing needs."

The biggest challenge with cable? Clutter continues to be an issue for all of us. In this age of multi-tasking and DVRs, it's getting increasingly more challenging to hold a viewer's attention through long commercial breaks and find a way to stand out and be relevant to our consumers.

Future of ad deals? I think we are all becoming more media agnostic and are more focused on the consumer than the medium we use to reach them. It becomes important to us to reach consumers within programming and interests that they love regardless of if they

are interacting with that on TV, online, on their phone, or even at a live event.

How can cable better serve advertisers? Improving its accountability would be an easy win. Some networks are definitely better than others at managing delivery and pod positions. On a bigger scale, I think we are all just scratching the surface of what we can do on a marketing partnership level. A really good network partner is willing to sit down, throw out the rules and brainstorm on how to really amplify a program or idea.



Garth Tiedje

Director, National Television
Horizon Media

There's no substitute for experience. That's why Garth Tiedje is in an enviable position. The Cornell graduate's worked for public and private compa-

nies. And he's been on the agency and client side of the business, with stints at Initiative Media, General Motors and Anheuser-Busch. Throughout, he's been involved in television advertising. As such, he's a well-placed observer of the opportunities for cable in advanced advertising. "Since its inception, cable has pioneered the majority of technological advancements in the television industry and the present day is no exception," he told us. "The shared sourcing of cable and the Internet is just beginning to introduce us all to two game-changing initiatives: addressable advertising and interactivity."

The biggest challenge with cable? As cable continues to grow, video outlets for this expanding source of content accelerate even faster. And whether our brands are seen on one of more than 500 television networks or on a developing digital video platform, the long tail of video makes this connection more difficult, yet more meaningful.

The future of ad sales? The advancements in the video space closely mirror the early days of the Internet. In both cases, the perils of development initially came at the expense of marketability. Advertisers and content providers alike should recognize the advantages that targeted, cross-platform advertising can offer.

The biggest advantage to advertising on cable?

Cable provides the optimal platform for connecting with target audiences across a multitude of passion points. Advertisers can engage consumers in subtly different ways on various networks, communicating with them in a continually evolving manner depending on their specific viewing experience.



Stephanie Wolff

VP, Associate Director
The Program Exchange
ZenithOptimedia

Wolff has been working in Zenith Media's National Broadcast department since she graduated from college in '98—and all those years of focus and expertise have paid big dividends for Zenith as well as her clients. But her work creating advertising partnerships with cable has been closest to her heart, so Wolff recently devoted her full attention to the cable community as a dedicated cable portfolio manager. What is it about cable that attracts Wolff?

“The best thing about advertising in cable is the creativity you can generate for your brands,” she told us. To be sure, Zenith puts a lot of trust in her abilities. Zenith EVP/Managing Director Dave Elhers told us he sees cable as a “great opportunity” but urges the industry to think “outside the box... Cable needs to continue to look at the great content it produces and how our brands can be integrated into that content in an efficient way to drive ROI for our clients.” With support from the top and years of honed knowledge and experience, Wolff continues to push cable forward to make it a better place for advertisers of all stripes.

“The best thing about advertising in cable is the creativity you can generate for your brands,” she told us. To be sure, Zenith puts a lot of trust in her abilities. Zenith EVP/Managing Director Dave Elhers told us he sees cable as a “great opportunity” but urges the industry to think “outside the box... Cable needs to continue to look at the great content it produces and how our brands can be integrated into that content in an efficient way to drive ROI for our clients.” With support from the top and years of honed knowledge and experience, Wolff continues to push cable forward to make it a better place for advertisers of all stripes.

Best thing about cable? Working on a multi-branded account with various demographics, it's my constant challenge to incorporate brand messaging in a targeted environment. It's amazing to watch an idea come to life.

The biggest challenge with cable? The biggest challenge with cable is keeping pace with the constantly changing programming lineup. My job is to be as strategic as possible when reaching your target demographic in an ideal environment. Working on multiple brands you constantly have to be knowledgeable on what's new in cable and what works best for your brands.

What could cable nets do to better serve advertisers? Cable networks need to be proactive and keep advertisers ‘in the know’ about new, upcoming opportunities and programming on their respective networks at all times. Brands are constantly coming in and out of the marketplace and you never know what thought-starters can be generated for brands.

The Sweet 16... At a Glance

Wendy Clark

SVP, Integrated Marketing
Communications and Capabilities
The Coca-Cola Company

Natalie Conway

SVP/Director of Cable Investment
Starcom

Robin D'Elia

SVP, Activation Group Client Director, LiquidThread
MediaVest

Carl Fremont

Global Media Director, Digitas

Edward Gold

Advertising Director
State Farm Insurance Company

Cheryl Green

SVP, Media Director
Mercury Media

Elizabeth Herbst-Brady

President, MAGNAGLOBAL

Kurt Kane

Chief Marketing Officer
Pizza Hut, Inc.

Joe Kardel

Senior Brand Manager, Kimberly-Clark

Colleen Milway

Global Media Director
Campbell Soup Company

Mike Molnar

Managing Partner, Glow Interactive

Trish Mueller

SVP/Chief Marketing Officer
The Home Depot

Kathy Roznowski

Senior Manager of Media and Experiential
Infiniti

Stacey Stewart

SVP/Group Director, National Broadcast
J3 Group

Garth Tiedje

Director, National Television
Horizon Media

Stephanie Wolff

VP, Associate Director
The Program Exchange
ZenithOptimedia

FAXIES

The Almighty CableFAXIE...

Many have tried to match the power of the Faxie and some have paid the ultimate price for flying so close to the Sun. The honorees profiled below all are worthy of the coveted Faxie nod that literally has made careers and, we believe, promoted truth, justice and the American Way.

Advertising Campaign For a Network

Winner

The Hub

Hub Launch



THE EYES HAVE IT: SpottyWot 'personifies' The Hub's curiosity theme.

Discovery faced a big advertising challenge when it inked a deal with Hasbro to rebrand Discovery Kids into The Hub, a kids net that would combine the fun-and-play feel of Hasbro products with Discovery's own "curiosity" theme. Of course, there were skeptics and doubters. And to be sure, this was more than a rebrand. It was a re-imagining. Yet Discovery pulled it off largely through a well-conceived ad campaign that combined its mission with Hasbro's to create a new "playful, clever and transformative" mantra. In fact, the campaign focused on 3 tracks: Kids 6-11 for after-school

viewing; families that could enjoy the new game show "Family Game Night;" and moms of pre-schoolers aimed at daytime content. Spot buys, print, outdoor, retail promo, online ads and even in-school marketing (80K The Hub posters and 1.6mln bookmarks given away in more than 8K classrooms) rounded out this skillful re-launch.

Honorable Mentions

TBS – Conan on TBS

Did anyone *not* know that Conan was moving from NBC to TBS? Exactly.

TLC – TLC Summer

Just an excellent campaign fusing all the fun of summer into an exciting brew for TLC fans and would-be fans alike.

Advertising Campaign For a Single Program

Winner

Oxygen Media

Hair Battle Spectacular Marketing Campaign

Oxygen set out to educate its audience about the little-known world of "Fantasy Hair" before this premiere, and it did so with the kind of finesse and savvy that any Fantasy Hair Diva worth his or her follicles would defi-

nitely appreciate. The campaign included phone kiosks, subway 2-sheets, urban panels, bus sides and tails, as well as a multiplatform partnership with OK! Magazine, and both national and local cable buys. A live event in Times Square on premiere day involved 5 show contestants battling it out to create hairstyles themed after NYC's 5 boroughs. The result: "Hair Battle Spectacular" was the most watched freshman series in net history in Oxygen's target demos, with a digital ad campaign that overdelivered by 20%. That's some big hair!

Honorable Mentions

IFC - The Increasingly Poor Decisions of Todd Margaret

Looking to target that elusive 18-34 demo, IFC launched a multi-faceted campaign with a national reach and focus on key markets, including retail promos and plenty of digital juice, literally... as it included an iPhone app designed around the show's fictional Thunder Muscle energy drink.

Investigation Discovery - Deadly Women Launch

ID hypertargeted 2 key, 40-something female demos: the "For Better or Worse" group (TV addicts, dominating, etc) and "Pragmatists" (upscale, educated, use TV for education). Together, these groups helped ID outperform the previous season by a whopping 55% in P25-54.

TLC - Next Great Baker

With this "Cake Boss" spin-off, TLC smartly touted Buddy Valastro's brand as a blue-collar persona through myriad traditional spots and well integrated print, online and social media.

WE tv - Joan & Melissa: Joan Knows Best

A well-done and clever campaign on many levels. Our judges loved the art-wrapped moving trucks that drove around NYC, Philly and D.C. to play on Joan's move to L.A.

Community Relations

Winner

Discovery Communications

Discovery Impact: Employee Volunteerism

Discovery likes to do things in a big way, and its 2-pronged approach to employee volunteerism in '10 as it celebrated its 25th anniversary was no exception. The "Discover Your Impact (DYI) Day" involved a global day of volunteerism while its "Discovery Impact: Creating Change" event leveraged Discovery's employee creativity and talent into a 12-hour marathon. Together, Discovery's bold vision on both

counts made it hard to beat in this category despite many worthy nominees (go cable!). In the end, more than 3K Discovery employees from 40 offices worldwide participated in DYI alone, beating the original goal of 2,500 participants. The Boston College Center for Corporate Citizenship says participation in these sorts of initiatives usually runs 30-40%; Discovery beat the average handily by engaging 75% of its employees. That should make all of cable proud.

Honorable Mentions

Epix - Waiting for Superman Virtual Town Hall

This streamed event moderated by Arianna Huffington helped stimulate awareness, interest and involvement in the much-lauded "Waiting for Superman" documentary while promoting the theatrical release. That's our kind of synergy.

NBCUniversal

USA Network Characters Unite Campaign

We've long been impressed with USA's ongoing campaign to combat prejudice and intolerance by playing on its "characters welcome" credo. And the net continues to plow resources into it year after year.

Outdoor Channel - Outdoor Channel Corps

Outdoor's excellent conservation campaign on National Public Lands Day helped foster ties with partners including everyone from the Safari Club to Comcast, with 2,500 volunteers collecting more than 3K lbs of debris and clearing 20 miles of trails and shorelines.

Corporate Social Responsibility/ Green Campaign

Winner

Discovery Communications

Discovery Impact: Employee Volunteerism

It's unusual that one campaign wins both the Community Relations and Corporate Social Responsibility awards, but Discovery simply rose above the pack with this comprehensive effort that involved the vast majority of its employees in a focused effort to make a difference: "Discover Your Impact (DYI) Day" and "Discovery Impact: Creating Change." For Creating Change alone, Discovery employees donated more than 3K hours of their time, with 40 non-profits gaining publicity and other benefits. Because of the early success, Discovery has designated both the DYI and Creating Change events as annual initiatives.

Honorable Mentions

Big Ten Network - Give Big

With a mission to inspire service and sacrifice, Big Ten Net created 12 video profiles of individuals in the Big Ten community giving back.

BlueHighways TV

BlueHighways TV and Bresnan Celebrate Colorado Farm to Table Greenhouse

This event to dedicate a greenhouse that tripled Colorado Farm to Table's capacity to provide fresh produce to food banks was a beautiful community get-together that highlighted the importance of helping the less fortunate.

Epix – Waiting for Superman Virtual Town Hall

It's believed to be the first time a live streaming event has been used to promote a theatrical film release—and it's only fitting that the film in question is an uplifting documentary about hope and education.

NBCUniversal

Green is Universal e-Cycling Events:

2010 Affiliate Promotion

NBCU has held several "e-cycling" events to keep consumer electronics and other gadgets from ending up in landfills and had collected nearly 3mln tons at last count.

Direct Response Marketing

Winner

Sportsman Channel - Welcome to the Family

Sportsman Channel wanted to get the word out about the whopping 82mln Americans who hunt, shoot and fish—and did so with great skill as it created a mailed direct-response piece that played on a mob-family theme and included custom-labeled pasta and spaghetti sauce. Mobster photos and "rap sheets" of Sportsman-owner Intermedia Outdoors' top publication, TV show and Website rounded out the effort. A follow-up mailer contained a Sportsman-branded miniature brick with time-sensitive ad info tied to it—playing off the "brick-through-the-window" approach to making sure the message was received. All in all, our judges loved the creativity, humor and cleverness—and the campaign helped push '10 ad revenue up nearly 40% over '09.

Honorable Mentions

Charter Communications

"Fall's Coming. Start Smart with Charter"

Charter combined traditional advertising, social media and grassroots/guerrilla marketing tactics in the college market to saturate the back-to-school season. The 2-month campaign drove more than 12K calls, big increases in social media connections and huge brand benefits.

Cox Business Services

Cox Business – "The Future Looks Great from Here"

They say life comes in threes, and Cox built a direct-mail strategy around 3 mailings to be delivered 3 times during a customer's first year with the MSO. The campaign led to a 17% reduction in customer calls and 35% increase in customer retention.

Integrated Marketing Campaign - Operators and Vendors

Winner

Cox Business Services

Custom Fit Cox Business Brand Campaign

It's relatively straight-forward when you want to appeal to a business customer of a particular size. Cox Business Services faces the opposite challenge: it has Internet, data, voice and TV solutions for small, medium and large businesses. More than that, people know the Cox brand as a cable TV provider, not for its business services portfolio. To bolster unaided awareness, Cox Business unleashed a multi-platform campaign positioning itself as the solution for businesses of all shapes and sizes. The dramatic visuals showed employees struggling with ill-fitting technology. But once they switch to Cox Business, their technology transforms to the right size. Net total unaided awareness growth has jumped 83%.

Honorable Mention

Time Warner Cable

Step Thru The Screen Experience at NBA All-Star Jam Session 2010

Time Warner Cable's booth at the NBA All-Star Game Jam Session created awareness of its regional sports net by allowing fans to sit behind a sports desk and talk basketball as the cameras rolled. TWC-branded videos were uploaded to YouTube, and the booth attracted nearly 100K visitors over 4 days, including NBA stars Jason Kidd and Dirk Nowitzki.

Integrated Marketing Campaign - Programmers

Winner

HBO

Boardwalk Empire

HBO does more than make terrific television, it markets it smartly. For *Boardwalk Empire's* launch last September, it positioned the series as an epic crime/period drama with marquee screenwriting from Emmy winner Terence Winter and directorial talent from Martin Scorsese. Targeting men and women 25+, HBO brought the series to the people via partnerships with retail, hotel and casino brands. Appropriately, in Atlantic City casinos Caesars and Harrah's, HBO placed messaging in guests' rooms and staged events throughout the property. It brought sections of the Atlantic City boardwalk to the street-front at Bloomingdales, complete with old street lights and rails. To tout the era of Prohibition, part of Boardwalk's story line, bottles of Canadian Club carried special branding and bars in major cities held speakeasy parties, where you needed a secret "password" to enter. Empire premiered with a 10.1/14 HH rating, the

THIRSTING FOR A FAXIE: HBO touted Prohibition, 20's fashion and gambling for its *Boardwalk Empire* campaign.



best start for an HBO series since '04. The ROI on media value to campaign cost was 5:1.

Honorable Mentions

TBS

Conan on TBS

In this social media age, TBS decided Conan's launch marketing should be fan based. That's why Conan revealed the show's title via online video (nearly 1mln views), let fans pick opening-night guests and allowed fans to follow happenings at his office for 24 hours before the premiere via the coco cam. The premiere drew a robust 4.2mln viewers.

WE tv

2010/2011 Upfront Materials and Trade Company

There was no way media buyers could avoid keeping WE tv top of mind, what with the extensive billboard campaign on NYC buses, in train stations and in newspapers. Oh, and giving out WE tv-branded Kindles during upfront meetings didn't hurt.

Marketing Campaign - Operators

Winner

Time Warner Cable

Payment Center Rebrand

Time Warner Cable's goal was to transform its payment centers into true retail hubs that could properly showcase its products and services—with a bit of glitz. The challenge was designing the centers to appeal to both existing subs as well as sell prospects on the advantages of becoming a customer. As anyone who has seen the result can attest, the MSO succeeds on many levels. Its sleek centers radiate cool, offering tantalizing tech and demos—all within a modern décor that feeds the senses without overwhelming them. Distributors take note: Time Warner Cable is doing it right. And as more centers roll out this year, this MSO may just become the cool cat to beat on the street.

Honorable Mentions**Canoe Ventures****The EBIFany...**

MSO-owned Canoe partnered with CableLabs to launch an EBIF awareness campaign that hit not only B2B stakeholders but also sought to spread the word on the consumer-facing "SelectTV" moniker. Not an easy task, and Canoe continues to do it well.

Charter Communications**'Obsessed with Better' Service Campaign**

When Charter's customer satisfaction ratings came in low, the MSO didn't shift blame. It took action with a multi-faceted ad spot, Web and direct mail campaign that has steadily boosted its rep and customer satisfaction.

Time Warner Cable**Hi Life Campaign**

Beautiful kiosks and a clever hook ("hi" used as both a greeting to customers and a play on the idea of high expectations) made for a refreshing and effective campaign.

Marketing Campaign – Programmers

Winners**TBS****Conan on TBS**

When it comes to marketing campaigns, Conan O'Brien and his new pals at TBS didn't go the traditional route, which would have entailed a lot of loud pronouncements about the redhead's move to TBS from NBC. After all, everyone already knew that. So TBS went the other way, engaging fans and letting them virally infect each other with enthusiasm—while stirring up new excitement along the way. Fans got all the news first at www.teamcoco.com. A Conan blimp roamed the U.S. with Foursquare integration. Behind-the-scenes online video was tailored to die hards. Wonder how O'Brien got so much fan support during the NBC controversy? Now you know. He understands how to talk with them, not at them. And TBS gets it, too.

TLC**TLC Summer**

With this campaign, TLC unabashedly took charge of summer with a celebration touting food, family, weddings and all things summer-esque leading right up to its premiere week. Its '10 pool theme involved synchronized swimming in a NYC park (strangely, New Yorkers found that somewhat normal). In the end, TLC's effort helped 17 original shows blaze into summer with a prime premiere average of at least 1mln P2+ viewers. That's a darned good average for a basic cable net. And an AOL homepage takeover broke records for the most clicks for an advertiser on their homepage. Summer may ooze leisure, but the folks at TLC

worked it hard. And it paid off.

Honorable Mentions**A&E Television Networks****The Glades Barnes & Noble Partnership**

In a novel approach, A&E made *The Glades* script available through Barnes & Noble retail and online channels. After logging more than 86K e-book downloads of the script, fans flocked to the premiere, which became the most-watched original drama series in A&E history.

AMC**The Walking Dead's 'Global Zombie Invasion'**

Perhaps no cable marketing campaign has employed so many actors and make-up artists, as well as clever tactics to push a premiere to record ratings.

C-SPAN**C-SPAN Video Library**

C-SPAN's sophisticated and classy marketing of its Video Library launch is just one example of why this public service makes cable prouder every day. 160K hrs of archived footage since 1987, all online for free? Who does that? C-SPAN.

Marketing of a Continuing Series

Winner**HBO****True Blood Season 3**

Ask anyone in the TV biz: The 3rd Season can be tough. But in the case of HBO and its Season 3 premiere of *True Blood*, the net was determined to leverage the devotion of current fans to not only top the excitement of previous seasons for viewers but also, uh... suck in new fans anxious to learn about the "vampires among us." HBO created a 12-week rollout for core fans, rewarding devotees with a nationwide screening event in 50 cities so they could bring their friends and expand the show's audience in the process. It worked: The Season 3 premiere was 38% higher than the previous season with 5.1mln viewers tuning in. And over the course of the season, HBO.com logged nearly 10mln visits (16% more than during Season 2).

Honorable Mentions**Bravo Media****Shear Genius Season 3 Launch Campaign**

Another Season 3 challenge executed beautifully as Bravo promoted *Shear Genius* as "Do or Dye" appointment viewing, with stunts at the Sundance Film Festival, multiplatform advertising and other tactics that resulted in over-delivery by 25%.

LeadDog Marketing Group - CNN**AC 360° Experience: Your Digital Newsstand**

This turnkey affiliate promotion event involved kiosk

areas, iPad integration, and tons of giveaways and contests that keenly balanced promoting the show and affiliate brand messages.

WE tv

Ultimate Wedding Sunday

WE tv combined promo of *Bridezillas* Season 7 and *My Fair Wedding with David Tutera* Season 3 into one big launch event last summer, pumping up ratings on both shows and proving that 2 wedding divas are better than one.

Marketing of a New Series or Show

Winner

AMC

The Walking Dead Series Launch

Just when you thought the zombie craze had run its course, AMC proved with *The Walking Dead* that we just can't get enough of those lovably cannibalistic corpses. In addition to a big presence at Comic-Con (duh!), AMC deployed thousands of "zombies" in 26 cities, garnering lots of press coverage and thrilling fans of animated cadavers everywhere. Additional efforts involved advertising in theaters showing popular horror flicks, tons of social media, a deal with Best Buy to put zombie actors in its stores—and just in time for the Halloween premiere. AMC now touts the premiere as cable's biggest in '10, with 8.3mIn viewers. Long live the zombies!... er, we mean long die... uh, nevermind.

Honorable Mentions

Big Ten Network

Big Ten Icons – Top 50

In Sept '10, Big Ten Network launched its most ambitious programming event in its history. No pressure, right? The net soared with a multiplatform effort that made "Big Ten Icons" the highest-rated show in Big Ten history.

Hallmark Movie Channel

Goodnight for Justice

Hallmark used a multi-layered strategy to win over the press, bloggers and fans with this original movie that re-



GET THE DEAD OUT: AMC dug up zombies for its marketing effort.

united "Beverly Hills 90210" buds Luke Perry and Jason Priestley. The flick became the #4 rated program on all of cable on its Jan 29 premiere despite HMC's only 38mIn subs.

HBO

Boardwalk Empire

Where were you when you heard about *Boardwalk Empire*? It doesn't matter because HBO left no stone or marketing technique/platform unturned in promoting this hit crime drama. And with a 10.1/14 HH rating on the premiere, it was an effort well spent.

IFC

The Increasingly Poor Decisions of Todd Margaret

Well-executed traditional media and online promo, combined with a hilarious Web site and app to celebrate the show's fictional "Thunder Muscle" energy drink... A number of very good decisions contributed to some excellent marketing.

Sony Pictures Television International Networks Vostok Vampire Diaries' Launch Campaign on AXN SCI-FI

A clever campaign that included a contest to win an all-inclusive trip to Transylvania's Dracula Castle. Note to men: Not a good honeymoon suggestion. But great marketing!

TLC

Sarah Palin's Alaska

With only 8 episodes for this buzz-saturated TV reality show, TLC smartly pushed the series as an "8-Week Television Event," with a big focus on premiere tune-in. With 5mIn viewers, it was TLC's biggest HH/P+ rating in network history.

Marketing of a Special Or Documentary/ Documentary Series

Winner

Big Ten Network

Big Ten Icons - Top 50

Sports fans are an agreeable lot—entice them and they'll pretty much do what you ask. In this case, Big Ten wanted them to tune in to "Big Ten Icons," a countdown show featuring the top 50 athletes in Big Ten history. To generate buzz and eventually tune in, Big Ten created eleven 8-foot bobble heads (one from each of the Big Ten schools) and 11 mascots, representing iconic Big Ten athletes. The bobble heads and mascots attended myriad athletic contests; smaller versions were used as prizes in sweepstakes. There was even "a day in the life of a mascot" video launched on the Web, which showed the mascots as they visited Chicago and ate hot dogs, visited the Navy Pier and finally sat down to watch Big

Ten Icons on TV. The show grabbed a 1.04HH rating, a Big Ten record for non-live shows.

Honorable Mentions

CMT

CMT Artists of the Year

Designed to attract 18-49s and go beyond CMT's core to drive occasional viewers to watch the '10 CMT Music Awards, CMT's multi-level campaign included print and online, but also incentives for Starwood Hotel and Delta Airlines rewards members. CMT had its most-watched awards show to date (3mIn total viewers, including 27% who had not watched CMT the previous month).

MLB Network

MLB Network Special Presentation:

1960 World Series Game 7

MLB Net smartly taped a special around this unearthed game—it was recently found in Bing Crosby's basement—in Pittsburgh, whose Pirates won the contest with a dramatic home run. How's this for hype? Every invitation to the taping was accepted, leading to a waiting list of 2K people.

Media Event - Operators

Winner

Time Warner Cable

Signature Home Launch Event

Talk about your dream house makeover. To tout its SignatureHome service to tech industry press last December, Time Warner Cable outfitted a tony NYC townhouse with enough high-tech gear to make an early adopter's mouth water. Everything was first class. Journalists were taken to the home in branded Cadillac Escalades that featured a video screen showing the house's highlights. Journalists were given personal tours or allowed to roam free, taking in a trio of 3DTVs, 9 laptops, 4 DVRs, 6 iPads and Xbox, Wii and Wideband Internet, of course. The house's interior featured the work of Time Warner Cable partners Martha Stewart, Lacoste and "Real Housewife of NY" Jill Zarin, among others. A VIP party in the evening included a red carpet and celebs like Martha Stewart, Bobby Valentine and Jacqueline Bisset.

Honorable Mentions

Time Warner Cable West Region

Time Warner Business Class

Fiber Ring Launch Media Event

Our judges appreciated how Time Warner Cable West made a dry technical accomplishment—the completion of 16 coverage rings across CA to enhance voice, Internet, Ethernet and cable services to businesses—come alive for press and business clients. The tactic was a ring-based theme party featuring rhythmic gymnasts performing with hula hoops, special ring-shaped cakes topped with

whipped cream and blueberries and goodie bags that included ring candies.

Time Warner Cable West Region

Time Warner Cable Masters in 3D

Seeing is believing, so Time Warner Cable West Region held a 2-day viewing party at the Country Club of Rancho Bernardo in San Diego for the public and press so they could watch The Masters in 3D and be educated about cable's plans for 3D.

Media Event - Programmers

Winner

ESPN

ESPN 2010 FIFA World Cup Media Relations

In an impressive move, ESPN acknowledged criticism from soccer purists about its US coverage of previous World Cups and decided to change things. Central to this strategy was recruiting the world's best soccer-booth talent and originating all coverage from the Cup site, South Africa. Beginning in June '09, each month leading up to the Cup, ESPN sent out some 45 news releases providing insights about its planned Cup coverage. All this surrounded two media events. First, in December, ESPN invited US-based foreign press and bloggers to its headquarters in Bristol, CT, to discuss its shift in strategy and to celebrate World Cup Draw Day. Then in April, sports media were invited to NYC to get even more information about ESPN's planned coverage. Eventually, the effort paid huge dividends, with media and fans lauding ESPN's coverage.

Honorable Mentions

HBO

Boardwalk Empire Caesar's/

Harrah's Hotel Domination Promotion

To tout the Atlantic city-based drama, HBO took over casinos and hotels there, scheduling activities with cast members, stationing greeters in 1920's costumes, providing special Prohibition drinks and generally raising awareness of the series.

Investigation Discovery

James Ellroy's Underbelly Bus Tour of L.A.

One of the most memorable press trips ever. For 2 hours, charismatic crime author James Ellroy spoke nearly non-stop, describing famous LA-based murder cases and showing TCA reporters the locus in quo, the scene of the crime.

National Geographic Channel

Inside the State Department Screening

To tout its film about several days in the life of Secretary of State Hillary Rodham Clinton, NatGeo managed to get the peripatetic cabinet member and a slew of her

staff to attend a special public screening of the film. NatGeo also surprised the Secretary, unveiling a huge birthday cake in her honor.

Media Relations Campaign

Winner

National Geographic Channel

Great Migrations Communications Campaign

For National Geographic's largest programming undertaking, its media relations team staged a multi-layered press campaign that included special screenings, a press trip to Kenya, mailing of nearly screeners and full-color books to 600 journalists and a special trade with ABC and Fox (the outlets received exclusive rights to footage in exchange for a coverage commitment). After introducing the series at TCA, special screenings were held in NY, LA and DC, and included interview opportunities and themed after-parties. Select world press were sent on a trip to Kenya that included visits to sites seen in Great Migrations, which was filmed on all 7 continents and took nearly three years in the field to make. In addition to the US debut, the series premiered in 330mln homes in 166 countries and 34 languages.

Honorable Mentions

E! Entertainment Television

Keeping Up with the Kardashians, Season 5

To promote the new season, the entire Kardashian clan was deployed. Family members walked the red carpet, were interviewed at press junkets and appeared on late-night talk shows. The premiere (3.52HH rating) was E!'s 2nd-most watched telecast ever.

ESPN

ESPN Films - 30 for 30

ESPN's task was to get the film press to become aware of its 30th anniversary programming stunt, which had 30 well-known filmmakers creating hour-long sports-related docs. Extensive press releases, online activities and numerous screenings did the trick. The fact that most of the films were excellent gave the project momentum, too.

Showtime Networks

Episodes

Matt LeBlanc's return to TV was the main focus of Showtime's pitch, with the former *Friends* actor doing countless interviews and junkets. Critics were sent the full season of the series, whose premiere grabbed nearly 1mln viewers and retained 91% of "Californication's" (its lead-in) audience.

History - America: The Story of US

To tout its landmark series, History set out a wide net for press, pitching the concept that this was the first time in 40 years that anybody had attempted to do a comprehensive history of America.

Mobile Marketing Campaign

NBCUniversal

Syfy/Shazam Application

You're excused for thinking the Shazam mobile app was good only for recognizing music. That's its primary use, but Syfy and NBCUniversal's Digital Distribution teamed with Shazam to allow Syfy viewers to deploy the app another way. Through numerous ads, viewers were urged to point their Shazam-enabled mobile phones at episodes of *Eureka* and *Warehouse 13*. When they did, Shazam recognized the audio and sent data to users' phones, including exclusive Syfy content from upcoming special episodes, information on a sweepstakes and a link to download Syfy eps on iTunes. Shazam also linked them to Syfy's Facebook page and the *Eureka* show site, where they could download free *Eureka* wallpaper.

Honorable Mention

Bravo Media - Bravo/Foursquare Partnership

Sure, partnering with Foursquare to promote where the Top Chefs eat, Rachel Zoe shops and Millionaire Matchmaker Patti Stanger would go to meet a mate sounds obvious now. But remember Bravo was a pioneer on this. It joined with Foursquare when social media-based locational marketing was in its infancy.

Multicultural Marketing

Winner

International Media Distribution/MYX TV

MYX Mash

Sometimes we forget cable, at its roots, is about entertainment. That was IMD's thinking when it staged a concert during Asian Pacific American Heritage Month last May in the San Francisco Bay area. The goal was to raise awareness of MYX, the Asian-American music network, available on Comcast. IMD secured T-Pain, Brown Eyed Girls and Bruno Mars to perform and covered the Web and other platforms with promotions. IMD also used social media after the event, with YouTube highlights receiving some 650K+ views. More than 4,500 fans attended the concert, as well as local government and Comcast officials.

Honorable Mentions

Cox Arizona

Cox Conexión Arizona Magazine

Cox sent this glossy lifestyle magazine to both Hispanic subs and non-subs; it reduced sub churn and induced non-subs to connect to Cox at a high rate.

Cox Communications

Hispanic Celebrity Campaign

Cox tapped Si TV talent Christian Vera to be the face of its summer ad campaign, Cox's first fully integrated campaign

for the Hispanic market.

Eclipse Marketing Service Inc

Winter 2011 Nexos Latinos Magazine

Time Warner Cable NY, Retention Upgrade Version

Time Warner Cable sends this entertainment magazine to Hispanic subs in the NY DMA to motivate usage and promote retention.

Si TV - Model Latina NYC

Si TV's multi-pronged effort to promote Season 3 involved live casting events, online and VOD activities. Casting attendance rose 100% from S2, and press hits jumped 25%.

PR Stunt

Winner

National Geographic Channel

Everyman Solitary Confinement

NatGeo put 3 volunteers in a simulation of solitary confinement to gain insight on the psychological toll of a practice used in countless prisons. The idea came after the net shot footage from CO State Penitentiary for its "Explorer: Solitary Confinement" episode, which examined whether solitary creates long-term mental problems. And the stunt was used to promote the show. NatGeo set up a 24-7 live Web stream of each volunteer and allowed each to send only outgoing tweets, cutting them off from all other communication with the outside world. The event set a record for NatGeoTV.com as the net generated more than 600K impressions.

Honorable Mentions

Bravo Media - Top Chef: Just Desserts Day

How to win loyal followers for a new *Top Chef*-themed show? Hand out free desserts across the country, partnering with OpenTable.com and more than 200 retailers. And how about a Dessert Truck in NYC, LA and Chicago. Mmmm...

HBO - Boardwalk Empire Bloomingdales Promotion

This partnership with the legendary high-end retailer involved a one-night stunt at its NYC store involving live actors in the window and other show-themed tie-ins.

HBO - Boardwalk Empire Caesar's/Harrah's Hotel Domination Promotion

HBO worked with Caesars Atlantic City to bring its 1920s crime drama to life before its premiere with a star-studded viewing party and other promos. One example: 1,920 rooms for \$19.20 per night. Clever.

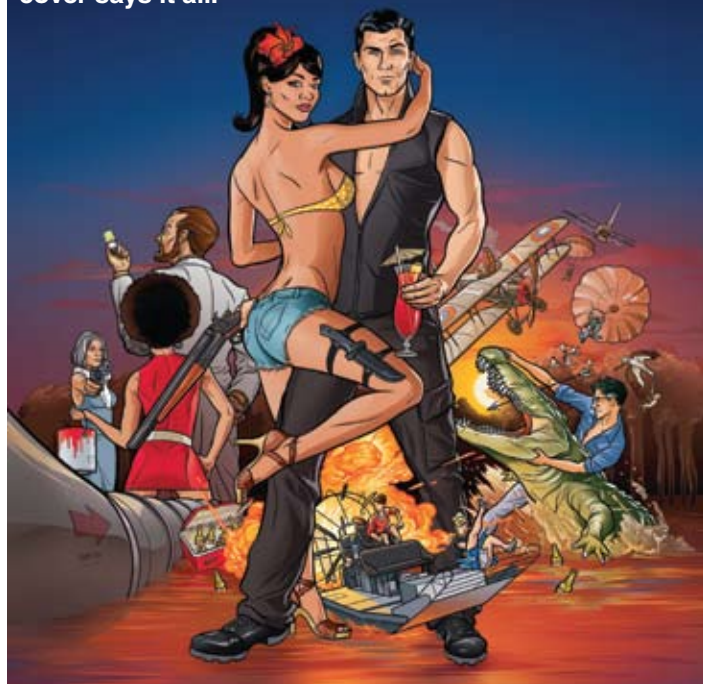
HBO - True Blood Season 3 Midnight Screening Event

Fans could attend a creepy midnight screening to catch up on Season 2 and get a glimpse of Season 3, capped off by a Q&A with creator Alan Ball and cast members.

TLC - TLC Summer - Times Square pool

Two words: Synchronized swimmers. TLC set up a truck/mobile pool across from Radio City Music Hall, filled it with

ON TARGET: The funny Archer press kit cover says it all.



7,200 gallons of water and let the swimmers take over. Give-aways. Talent appearances. Overall, a very summery stunt.

Press Kit

Winners

A&E Television Networks - Teach: Tony Danza

One of the most clever kits we've seen. Touting actor Tony Danza's year-long teaching gig in an inner-city Philadelphia school, the press kit actually was a student's marble composition notebook, complete with black speckled cover. Adding to the fun, each of 500 notebooks was personalized with the recipient's name on the front, scrawled in what looked to be handwriting. Then inside were pages of notes about Danza and prominent students in the classes that he taught in this docu-series. Of course the notes were done in handwriting style, pictures were taped onto pages and there was quite a bit of doodling. The back of the book contained blank pages, perfect for jotting down one's thoughts... or making spitballs.

FX - Archer

FX overlooked no details in this kit, which came housed in an inter-departmental manila envelope (remember those?), complete with signatures of the agents and staff at ISIS, the dysfunctional secret intelligence agency where he-man/chauvinist pig Sterling Archer is the most dysfunctional of all. The kit adheres to the over-the-top zaniness of this animated series, using cartoon images of all, including producers and creators, and amusing bios. We're told executive producer Matt Thompson was born in Scotland in 1518.

Realizing he was immortal, Thompson traveled to the new world. After 400 years he was hired at a Bennigan's in Atlanta. Even the PR people got into the act, signing the press release as Agents Scott Seomin and Erika Bouso.

Honorable Mentions

A&E Television Networks - The Hasselhoffs

A totally tongue-in-cheek kit that combined a calendar with hilarious parodies of Hasselhoff (for Sept's Jewish holidays picture, Hasselhoff in a black coat and beard; for Valentine's Day in February, it was Hasselhoff all in red holding a box of candy).

FX - Rescue Me

FX's oversized press kits have become the stuff of legend for media types, with this year's Rescue Me kits emblazoned with a photo of a eerie-looking Denis Leary on the cover with the word Rescued written on his forehead in smoky grease.

National Geographic Channel - Great Migrations

National Geographic's biggest programming initiative deserved a stellar press kit and this one certainly delivered. Indeed, media received a gorgeous kit loaded with excellent color photos of animals, a hardcover book commemorating the landmark series and of course review copies, which showed the spectacular film that took nearly 3 years of field work to make.

Showtime Networks - Shameless

The art in this oversized press kit was as offbeat as the family members featured in this dark comedy, including one memorable photo of an unshaven, unkempt William H. Macy face down in a drunken stupor.

Sprout - Sprout Press Kit

Talk about breaking through the clutter, Sprout's kit was housed in a soft, purple fuzzy cover, making it eye catching and unforgettable.

Programming Stunt

Winner

ION Media Networks - Cruisin' for a Bruce'n'

ION's Crusin' for a Bruce'n' weekend stunt showed once again that Bruce Willis' popularity has yet to, er, die hard. ION's challenge was to connect three Willis films (*The Siege*, *The Whole Ten Yards* and *The Fifth Element*) that it planned to show during a mid-August weekend. The films are from different genres and spanned more than one decade. After intensive screening and brainstorming, ION decided pushing Willis' tough guy persona was better than promoting the films themselves. Willis delivered for ION, with a 26% improvement in ratings for weekend movies for 25-54s and a 47% jump for 18-49s.

Honorable Mentions

Investigation Discovery

Black Widows Week

While America was eating turkey, whacky Investigation Discovery spent Thanksgiving Week touting shows about "women who kill for thrills." Viewers were told to be grateful these women aren't at your dinner table. Or are they?

ION Media Networks

Back to the Future Trilogy

To drive increases in the 25-54 demo for parts 1, 2 and 3 of *Back to the Future*, ION created a music video that stitched together highlights of the trilogy; ratings jumped 91%.

Ovation

Sacred to Profane

With the arrival of spring holidays Easter and Passover, arts network Ovation assembled documentaries and films that both praised and blasted religion, including *The Satanic Verses Affair* and *Little Buddha*.

Public Affairs Campaign

Winners

History Channel - America The Story of US

OK, it helps when you have a fellow named Barack Obama kicking off your campaign about a six-part comprehensive history of America. Another piece of assistance comes when you decide to make the entire production available free to every school and accredited college in the country, the largest educational outreach in AETN history. Add to that partnerships with The Library of Congress, the Smithsonian, the President's Committee on the Arts and Humanities and various state and local education and history associations. In conjunction with the series there were kickoff events, history and video contests and a special Webcast for teachers and students. So, you get the picture.

RLTV - RLTV Prime Votes: Election 2010

RLTV knew its 55+ demo would be a critical factor in the mid-term elections of 2010 since seniors are more likely to vote than younger people. The network reasoned it was its duty to mount a multiplatform effort to inform viewers of their power in determining the election results. Among the highlights: daily news segments every weekday covering stories and trends important to mature voters and hosted by Sam Donaldson and John Palmer; town hall events with Time Warner Cable, AARP and others; and a pair of 90-minute televised events covering topics relevant to senior voters.

Honorable Mentions

Big Ten Network - Give Big

A campaign that informs about volunteer opportunities and inspires viewers to join them, Give Big highlighted Big Ten athletes like Iowa's John Heineman to raise \$19K to help Iowa's City Free Medical Clinic.

GMC**Be Positive, Act Positive, Live Positive –
Stop Violence, Presented by Comcast**

GMC joined Comcast Freedom Region and Center for Family Services for a month-long awareness campaign that attacked Camden, NJ's crime rate, the highest in the country.

NBCUniversal**USA Network Characters Unite Campaign**

In these partisan times, a network that uses a multi-platform approach to emphasize what brings us together rather than what keeps us apart gets our respect.

Ovation**92nd Street Y's Poetry Center Schools Project**

Arts network Ovation joined with Time Warner Cable of NY City to publicize the plight of a 22-year-old poetry outreach program at the 92nd Street Y that reaches some 1500 high-school students yearly.

Social Media Marketing**Winner****Bravo - Bravo Talk Bubble/RHNYC Season 3**

With all the reality TV fare in the world today, it's hard to stand out. But thanks to discipline and social media savvy, Bravo created enormous buzz around its *Real Housewives of New York City* Season 3 premiere. The net created a "Talk Bubble" around the series, letting fans interact on a weekly basis with the housewives through social media but also integrating with multiplatform ads, viral videos and other methods. All told, the effort led to the highest-rated season finale in the show's history and triple-digit increases in social media views and engagement. We can only say... bravo!

Honorable Mentions**A&E Television Networks - The Glades Social Media**

By cleverly using a variety of social media platforms and engaging bloggers, A&E was able to drive big results.

Discovery Communications**Discovery Channel's MythBusters**

Discovery drove significant page views using several social media platforms, including excellent engagement with celebrity tweeters.

Bravo Media - Bravo/Foursquare Partnership

Bravo truly is ahead of the curve when it comes to using geo-location to engage with fans through social media. Its Foursquare partnership continues to use early adopters as influencers of others—and that's very, very smart.

HBO - Eastbound & Down Season 2 –**Kenny Powers Tribute Mash-up**

HBO just seems to "get" Eastbound fans, with social media engagement that perfectly fits the show's sensibility.

Tchotchke**Winner****The Hub****Out-of-the Billboard-inary Bag**

The Hub gave media buyers a piece of itself with this creative tchotchke. Literally. At holiday time, the children's network distributed large shopping bags to affiliates that were made of pieces of billboards. Yes, you read that correctly. The bags began life as roadside billboards touting The Hub. The resulting 1,100 one-of-a-kind bags generated great word of mouth in the media community and impressed our judges for their creativity and eco-friendliness. Even better than the flurry of calls The Hub's ad sales team received from curious media buyers was the fact that ad agency execs carrying the bags around literally became walking billboards for The Hub.

Honorable Mentions**HBO - Eastbound & Down Season 2 Mullet**

We're not sure how comfortable the combination baseball cap and attached mullet was for amateur softball players to wear in the field, but the sight gag certainly was a home run in terms of promoting the baseball-themed comedy series.

International Media Distribution - Floating Globes

IMD wanted its holiday gift to remain on executives' desk, not be re-gifted, and thus remind them of IMD's global reach. Global mission accomplished.

The Tennis Channel - 2010 US Open Gift Bag

Our judges loved the practical contents of the bag (plastic water bottle, fan, sunscreen etc), but also the comical elements, including breath mints to keep fans' mouth fresh.

Turner Broadcasting - Fuji Instant Camera Gift

By giving upfront attendees logo-emblazoned cameras as gifts Turner emphasized its excellent, er, image.

Trade Show Marketing and PR**Winner****The Hub****Hub TV Comic Con Experience**

The last place any marketer can get away with schlock is at the famously and wonderfully nerdy Comic Con convention where even the slightest hint of corporate-ness could land an enterprising marketer in the doghouse. Not this time. Despite marketing to people who probably know more about the folklore surrounding its iconic brands than even the brand managers themselves, The Hub put skeptics to rest with its 10K-sq-ft ballroom space at a nextdoor hotel, giving fans a full immersive and interactive brand experience. A "Transformers Prime" photo station. A G.I. Joe/Cobra Industries I.D. badge creation center. A "Fraggle Rock" design studio. That's a formula for success in Nerdville.

And 500 visitors filled the venue at all times. Optimus Prime would be proud.

Honorable Mentions

HBO - True Blood Season 3 – Comic Con

When it comes to cult fetishes like vampires, there's nowhere better to roam than at Comic Con. And HBO did it right, bringing out all the stars and making fans feel part of the show.

Karmaloop TV

Launch at NCTA's "The Cable Show 2010"

Even if you're not in the "Verge Culture" celebrated by Karmaloop TV, it was hard not to hear about it at The Cable Show as the emerging net gave us daily "live art happenings" at its booth and other goodies, like an appearance by skiing sensation Shaun "The Flying Tomato" White.

NBCUniversal - NBCUniversal Connection

Never one to waste an opportunity, NBCU held a big party at its Universal Studios Hollywood theme park during the Cable Show. The event showcased its brands to more than 3,400 attendees, including execs from major distributors.

Time Warner Cable - NCTA 2010 "My World"

As host MSO, Time Warner Cable tricked out NCTA's My World exhibit to resemble a house beaming with cable tech, including a sports bar. If only we all lived in that house.

Video/Use of Video Or Moving Image

Winner

HBO

True Blood Season 3 – Oh, Sookie

When you want to create some viral buzz, there's one sure-fire way to do it: Call in Snoop Dogg. HBO discovered the Power of the Snoop when it convinced the rapper to create a homage music video to sing the praises of *True Blood*. It now has 2.5mln unique views. It's hard to argue with the Snoop when he raps "he gave tru blood... I smoke tru bud." Or his classic invite to "do it in the daytime"... you know, it's a rebellious vampire thing. And in the final stroke of Snoopified genius, the video features Sookie-lookalike dancers. When Snoop pulls up to Merlotte's Bar & Grill in a Cadillac emblazoned with the license plate "Tru PIMP"; you can only sigh, "Oh, Sookie..."

Honorable Mentions

Cartoon Network

Firebreather

Cartoon used YouTube to create awareness and excitement around its original movie "Firebreather" about a teen who ends up half-dragon. Cartoon broke the mold and got lots of attention for it.

Oxygen Media

Hair Battle Spectacular

Oxygen's use of landscape advertising in NYC fused the old school with the new school, with great results.

Viral Marketing Campaign

Winner

Big Ten Network, Bobblethon (Big Ten Icons)

Sometimes a simple idea works well. To publicize its biggest programming initiative, "Big Ten Icons," a countdown of the best athletes in Big Ten history, Big Ten Network created several campaigns around bobbleheads of a great athlete from each of the Big Ten schools. But it also virtually put these bobbleheads online and challenged fans to tap the little fellas (with requisite boing and bobble motions). Once you tapped in, you could also link information about the contest to your Facebook page or tweet about it. Even better, the school whose bobblehead was tapped the most won a \$10K donation for its alumni association. The bobbleheads were tapped nearly 1mln times and helped Big Ten Icons to become the most-watched non-live show in Big Ten history.

Honorable Mentions

Cartoon Network

CN Hole in the Wall New Game Show Series Launch

To generate excitement for game show "Hole in The Wall" (and distinguish it from earlier versions on other networks), Cartoon did multiple homepage takeovers/roadblocks, most importantly of the wildly popular YouTube Fred Channel (2mln+ subs). Hole in the Wall debuted as CN's #1 show.

OWN: The Oprah Winfrey Network, Network Launch

One month before OWN went live, a theme song written for the network, Will.i.am, was picked up by Web and broadcast outlets. The song went viral, bolstering buzz for the launch, whose media coverage was immense.



BIG HEADS BIG HEARTS? Ohio State cheerleaders surround Brutus (left) and Jesse Owens.

Marketer of the Year

Winner

**Sean Bratches - EVP, Sales & Marketing
ESPN**

This *CableFAX* Sales Hall of Famer oversees ESPN's marketing, advertising sales, affiliate sales, research and even special events. A man of many hats, Bratches truly drives the thematic feel of every ESPN effort, including classics such as the "This is Sportscenter" campaign as well as one-time initiatives like the net's massive effort around the 2010 FIFA World Cup in S Africa, which drove record ratings for ESPN largely because of the awareness Bratches' team created. In '10, Bratches also hired away Carol Kruse from The Coca-Cola Co. Her experience with loyalty programs and promos will no doubt pay big dividends for ESPN as it continues to deepen its connection with sports fans. Bratches has also overseen new affiliate deals that have enabled more authenticated content and other multiplatform advances. There's far too much to list here, so just trust us. This guy is good.

Honorable Mentions

Kent Rees – SVP, Marketing

Current

Rees just joined Current from IFC, and with his fingerprints all over IFC's "Always On. Slightly Off" tagline—we're guessing Current's anxious to put Rees' skills to the test.

**Denise Conroy-Galley – SVP, Marketing & Research
Outdoor Channel**

Conroy-Galley not only launched Outdoor Channel Corps to promote volunteerism and conservation in '10 but her stewardship of the net's "Biggest Summer Ever" promo led to a 72% jump in primetime HH from June to Aug.

Jeff Gregor – CMO

TBS/TNT/TCM

He's the guy behind the Conan promo campaign, which *CableFAX* has recognized with several well-deserved awards. But Gregor has also expertly led a team of 130 marketers, herding their wide range of disciplines to a common vision.



CUDDLY COWBOYS: Outdoor's Conroy-Galley builds team spirit through volunteer work and off-site events.

Bill Bergofin – SVP, Marketing and Promotion

Versus

Bergofin's on- and off-air marketing strategies have helped Versus break records with its NHL and college sports content, as well as drive growth in several other properties.

Marketing Team of the Year

Winner

Outdoor Channel

Under SVP Denise Conroy-Galley, Outdoor Channel gets consistent results with a close-knit, 14-member team of marketers and researchers touting the outdoor lifestyle to 34mln subs. The launch of volunteer initiative Outdoor Channel Corps was one example of the kind of leadership and teamwork that makes this team one of the hardest working and most effective in cable. This small team managed 2,500 volunteers in 8 states as they collected 3,000 lbs of debris. All this as the net began its first year broadcasting 100% in HD, with a record 12 new shows and a big summer promotion that helped spike ratings. Meanwhile, Conroy-Galley holds bi-yearly team building days, including "cowboy action shooting" and paintball. It's these kinds of bonding activities, combined with hard work and passion, that helps this small team get such big things done.

Honorable Mentions

TBS/TNT/TCM

It's not all about Conan, as this team also saw big recent success marketing new hits like "Rizzoli & Isles" and "Are We There Yet?" We're sure there's more greatness to come.

TLC

TLC's marketing team exceeded so many goals in '10, we can't list them all here. But whether it was a fabulous up-front presentation or savvy marketing around controversial shows like "Sister Wives" and "Sarah Palin's Alaska," this team is one of the best in cable.

PR Executive of the Year

Winners

**Nicole Nichols - SVP, Communications & Strategy
OWN: Oprah Winfrey Network**



Plenty of PR people are able to promote established networks. For more than one year, Nicole Nichols' job was touting a network that had yet to go live and whose namesake hadn't yet quit her full-time job. Not to worry, a savvy veteran, Nichols created, managed and sustained a campaign for one of cable's largest launches. Tapping relationships she'd created over many years, Nichols unveiled OWN in stages, each month

providing more and different information about the network to old and new friends in the media press via a variety of platforms. The quiet professional made a splash by getting the boss herself to appear at the TV Critics Association press tour, just days after OWN went live on Jan 1 '11. Nichols' efforts resulted in nearly 10K launch stories and more than 500mln impressions. And she's only just started.

Richard Licata - EVP, Corporate Communications Showtime Networks



It's hard to say when the changing of the guard occurred, the moment when Showtime and later Starz began to give HBO some real competition. Odds are, Richard Licata had more than a little to do with it. This eternal optimist is known informally as the Emmy King for his ability to get attention for Showtime originals

during Emmy season, Showtime's recent spate of Emmys proves it's not only good to be the king, but also good to have him as your PR person. It was Licata who greened the Emmy process, sending voters a password to access entire seasons of Showtime nominees online instead of sending them bulky packages of discs. Fittingly, the rest of the industry now follows the king's tactics. Now that he's our co-PR person of the year, they should also bow down to him.

Honorable Mentions

Alyssa Corcoran, SVP, Communications NBCUniversal

One of cable's best, Alyssa Corcoran's portfolio includes USA Network, Syfy, CNBC, MSNBC and Bravo. A fine athlete, she also oversaw press for NBCU's distribution of enhanced cable content from the 2008 Beijing Olympics.

Georgia Juvelis, VP, Corporate Communications Rainbow Media Holdings

There's no more innovative PR professional in cable than Georgia Juvelis, whose string of stories in top-tier publications is the envy of many communications professionals.

PR Team of the Year

Winner

Discovery Communications

Corporate Affairs and Global Communications Team

We could laud Discovery Communications' Corporate Affairs and Global Communications Team for promoting the Emmy-winning nature co-venture with the BBC "Life." Or the savvy way it supported the launches of 3 joint venture networks: OWN: The Oprah Winfrey Network; children's net The Hub; and the 3D channel joint venture with IMAX and Sony called 3net. Then there was the professional way it handled things during and after a gunman held several employees hostage for hours in Discovery headquarters on

Sept 1. Instead, we'll give the biggest nod to its establishing Discover Your Impact Day, where employees volunteered to do community service. The goal had been to get 50% of Discovery's 3K global employees to join; 75% did. It now will be an annual event.

Honorable Mention

Big Ten Network - Big Ten Network Communications

Ironically Big Ten Net has a tiny communications team. Yet the team's influence is large, including its 1400% growth on Twitter, 2400% rise on Facebook and its Beacon award from ACC.

Public Affairs Executive of the Year - Operator

Necole Merritt - VP, Public Affairs

Cox Communications

When it comes to cable operators, few have as good a reputation with both customers and the local communities they serve than Cox. And helping to keep that reputation alive (as well as greatly expand it) is Necole Merritt, who oversees Cox's relationship with the media, public and local communities. We've been most impressed with her close stewardship of Cox's ongoing "Take Charge!" Internet safety initiative with TV host and children's advocate John Walsh. With so many kids online and creating detailed profiles through social media sites and interactions, never has it been more important for kids and parents to understand the risks. Merritt's work with Walsh helps create awareness of these issues, allowing families to more safely use Cox's broadband products. It's that kind of advocacy that helps preserve Cox's stellar reputation.

Public Affairs Executive of the Year - Programmer

Susan Haspel - VP, Corporate Community Affairs

NBCUniversal



One of the creators in 1989 of NBC Universal's "The More You Know" public service campaign, Susan Haspel has received numerous awards for her work, including an Emmy and a Peabody. In 2010, Haspel expanded the campaign to NBCU's cable portfolio, using cable talent and inventory to greatly expand its scope.

She has also employed other new techniques, including social media and a new creative design emphasizing still photography. Haspel also spearheaded the campaign's partnership with The First Lady, who will be contributing messages to The More You Know regarding childhood obesity. In addition to her work on The More You Know, Haspel leads NBCU's corporate responsibility strategy.

WINNING!

Congratulations to Carole Hart from your colleagues
at Time Warner Cable Media for being inducted
into CableFAX Sales Executive Hall of Fame.

