

# CableFAX Daily™

Wednesday — March 7, 2012

What the Industry Reads First

Volume 23 / No. 044

## Cox Changes: Campbell Climbs Corporate Ladder at Cox

Jill Campbell was upped to evp, COO for **Cox**, replacing 28-year Cox vet *Leo Brennan*, who retires in May. Campbell most recently served as svp, field ops and was among **CableFAX: The Magazine's** Top Ten highest-ranked "Most Powerful Women in Cable" last year. "I am proud of the fact that I came up through the ranks as a woman in operations and that I'm one of only a few women at my level," she told the mag. "I would love to see more young women follow in my footsteps." Indeed, there haven't been a lot of women in the COO spot for the industry's top MSOs. *Maggie Bellville* served as COO at **Charter** from '02-'05 and now is a consultant in Atlanta. Bellville had a prior stint at Cox as evp, ops, and as she was leaving the MSO, encouraged Campbell (then running Cox Las Vegas) to apply for a job in corporate. "Jill has navigated very successfully at Cox Communications for 30 years," Bellville said Tues. "She has proven to be a great leader and role model for many people. People gravitate to her because she is real. There are no pretensions there." Campbell joined Cox in '92 as dir, communications in OK, taking on a variety of roles at the company, including vp, gm for Cox in CA and NV. As COO, she'll be responsible for overseeing day-to-day operations and ensuring companywide alignment on strategies. "Jill will play a key role in positioning Cox for continued marketplace success... Jill brings a diverse set of leadership skills, extensive operations expertise and a successful track record that we will leverage across the company," said Cox pres *Pat Esser*. Campbell is the 2nd female to hold a "C"-level post in recent memory at the MSO, with longtime Chief People Officer *Mae Douglas* retiring at the end of '11. Last year, **WICT's** PAR study reported that the proportion of women in top exec positions at operators (ie, exec/ senior-level officials and managers) showed no major gains, ranking at 25% compared to 24% in '09. Female appointments to top operations spots are rare enough that they get a lot of attention. "It's been happening, but I don't think it's as natural and as part of day-to-day career progression as it still needs to be," Bellville said. "We're still talking about it. The day has not come yet where it's not special." As part of the changes at Cox, *Alexander Taylor* moves into Campbell's role as svp, field ops. Cox also announced that CFO *Mark Bowser's* job will expand to include oversight of Cox Business and Cox Media.

**At the Portals: DirecTV, Sprint and T-Mobile** joined together with various public interest groups Tues to ask the **FCC** to stop the 180-day informal shot clock on reviewing **Verizon** and cable's \$3.6bln spectrum sale until the companies provide unredacted copies of the commercial agreements that are a part of the deal. While the cable cos (**Comcast, Bright House, Time Warner Cable and Cox**) and **Verizon Wireless** have submitted their agreements, DirecTV & Co complain that they have redacted key info making it impossible to understand the full ramifications of the deals. "As an institutional matter, the Commission cannot allow Verizon and the cable companies to make unilateral determinations that certain information is not relevant to the Commission's public interest determination or is too sensitive to be sufficiently protected by Commission safeguards," said Tues' letter, which also was signed by such groups as **Public Knowledge, Free Press, and the Rural Telecom Group.**



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# CableFAX

## Top Ops AWARDS

### Who are cable's best operators?

**Nomination Deadline March 30, 2012 – Free to Enter!**

Help us compile this influential list of MSOs and Independent Operators by nominating the companies and executives you think should be included in our annual list of leading cable operators. The categories recognize excellence in a variety of areas, including marketing, technology, finance, lifetime achievement, customer service and community involvement. The winners will be honored in our annual Top Operators magazine and during CableFAX awards events later in the year.

#### Independent Operator Awards\*

- Independent Operator of the Year
- Independent Marketer of the Year
- Independent System Executive of the Year
- Independent Customer Service Award
- Independent Technology Award
- Independent Project Launch of the Year
- Independent Financial Exec of the Year
- Independent Lifetime Achievement Award

\* In Conjunction with NCTC and ACA

#### MSO Awards Categories

- MSO of the Year
- Sales Team of the Year
- Community Service Award System-level
- Technology Award
- Financial Exec of the Year
- Regional Executive of the Year
- Customer Care
- Project Launch of the Year
- Leadership Award
- Lifetime Achievement Award

Fill out Form or Enter Online at: [www.cablefax.com/awards](http://www.cablefax.com/awards)

Category of Award: \_\_\_\_\_

Name of Award Candidate: \_\_\_\_\_

Title of Person or Campaign: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Name of Nominator: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

In 400 words or fewer, why does this person/campaign deserve to win an award? (Please be specific and include as much detail as possible.)

Please support the candidacy with any additional material (testimonials, press clippings etc) that you see fit.

### CableFAX

## Top Ops AWARDS

#### Send Entry to:

Mfrench@accessintel.com or  
Mary Lou French  
CableFAX Top Ops  
4 Choke Cherry Rd, 2nd Floor  
Rockville MD 20850

Our Top Ops list will be honored in CableFAX: The Magazine's July issue and during an awards luncheon in September coinciding with CableFAX's annual Program Awards.



Enter Online at: [www.cablefax.com/awards](http://www.cablefax.com/awards)

CABLEFAX DAILY (ISSN 1069-6644) is published daily by Access Intelligence, LLC ● www.cablefaxdaily.com ● fax:301.738.8453 ● Editor-in-Chief: Amy Maclean, 301.354.1760, amaclean@accessintel.com ● Exec Editor: Michael Grebb, 818.945.5309, mgrebb@accessintel.com ● Assoc Editor: Chad Heiges, 301.354.1828, cheiges@accessintel.com ● Community Editor: Kaylee Hultgren, 212.621.4200, khultgren@accessintel.com ● Contributor: Seth Arenstein ● Publisher: Debbie Vodenos, 301.354.1695, dvodenos@accessintel.com ● Assoc Publisher: Amy Abbey, 301.354.1629, aabbey@accessintel.com ● Marketing Dir: Barbara Bauer, 301.354.1796, bbauer@accessintel.com ● Prod: Joann Fato, 301.354.1681, cdaily@accessintel.com ● Diane Schwartz/VP and Group Publisher ● Subs/Client Services: 301.354.2101, fax 301.309.3847 ● Group Subs: Barbara Bauer, 301.354.1796, bbauer@accessintel.com

**On the Hill:** House Commerce approved the FCC reform bill 31-16 Tues over the protests of Democrats, who complain it limits FCC authority. The bill requires the FCC to establish shot clocks so parties can know how quickly to expect action in certain proceedings, publish orders before open meetings and limit conditions on mergers to transaction-specific harms

**Super Tuesday:** Not just the news nets follow all this campaigning. Sportsman Channel parent InterMedia Outdoors launched sportsmentvote.com, a Website dedicated to sportsmen and the issues that most affect them in the '12 election. The site doesn't endorse any candidates but gives info on stances and key issues such as conservation and gun control.

**In the States:** Verizon bowed HomeFusion Broadband, a service providing in-home broadband via an antenna hooked and the telco's 4G LTE network that's meant for homes in rural areas with limited broadband options. Plans begin at \$60/month for 10 GB of data, and a 1-time equipment fee of \$200 applies. The launch notably happens without DirecTV, which had been working on a similar service with VZ, and trumps AT&T, which says it hasn't devised a cost-effective way to reach rural homes.

**Multiplatform:** ABC Family intro'd a free video app for the iPad and iPhone offering full eps from shows including "Pretty Little Liars," "Switched at Birth," and "The Secret Life of the American Teenager." -- Frontier Comm's free streaming service TumTiki.com has added more than 300K video titles since launching in Nov and now offers more than 1mln total, including eps from nets such as FX and AMC. The site also features 100K PPV films available through a partnership with Amazon.com.

**Advertising:** Chomping at the bit to spur incremental rev through addressable ads, DirecTV tapped Invision's DealMaker sales system to kick off the initiative later this year. Through the system DTV will be able to manage its addressable business based on aggregated behavioral and demographic characteristics, such as household composition, household income, geographic location, or interest in particular products.

**Ratings:** TBS is proving how 1 shrewd programming acquisition can produce a bang on the ratings front. Powered by syndie series "The Big Bang Theory," the net took 3rd in cable prime last week (1.6/1.59mln) after ranking 4th in Feb (1.5/1.48mln) and 5th in Jan (1.5/1.50mln)—and in Jan and Feb it delivered respective YOY growth in total prime viewers of 26% and 34%. The series gave TBS 3 entries each on the Jan and Feb top 100 telecasts lists, with the trio averaging 4.35mln P2+ in Jan and 3.82mln in Feb. TNT, meantime, continues to struggle. The net saw prime total viewership dip 6% in Jan and 15% in Feb. -- Disney XD scored its most-watched week ever in prime among boys 9-14 (125K).

**Programming:** FX ordered a 4th season of "Justified." -- Nat Geo's honoring the 100th anniversary of the Titanic's sinking with world premieres of "Titanic: The Final Word with James Cameron" (Apr 8) and "Save the Titanic with Bob Ballard" (Apr 9). -- ABC Family acquired ABC's "The Middle" from Warner Bros Domestic Cable Distribution, with the show set to premiere in fall '13. -- Plenty of tattoo series on TV these days, but kudos to Oxygen for putting together an interesting study ahead of the premiere of tattoo artist competition series "Best Ink" (Mar 27, 10pm). Maybe the stats help explain TV's fascination with tats. While 85% perceive that more men sport tattoos, in actuality, 59% are women and 41% are men among the tattooed in the US. Other findings from the study: 33% think President Obama has a tattoo, while 46% believe Sarah Palin has some hidden ink. What's more, tattoos aren't as taboo as they once were. 55% of all parents surveyed approve of their child getting inked someday (even 43% of parents without tattoos).

# Want to find a new cable super star in 2012?

Search candidates in the Cable360 Job Boards

Go to [www.cable360.net/jobs](http://www.cable360.net/jobs)



# BUSINESS & FINANCE

**People:** Brian Lando was elevated to svp, dev at **Scripps Nets**. -- **Cablevision** hired former **Viacom** exec **Kelly McAndrew** as vp, corp communications. She replaces **Kim Kerns**, who becomes svp, comm for **The Madison Square Garden Company** (home of Madison Square Garden, **MSG Net**, the Knicks and **fuse**).

-- **Steven Lerner** was named vp, programming for **HGTV** and **DIY**, overseeing the Knoxville-based group of the nets' newly merged programming teams. Lerner, along with **Freddy James**, svp, program dev and production who manages the programming group in NY, will report to **HGTV gm Kathleen Finch**.

**On the Circuit:** **WICT** announced its Strategic Touchstone Partners for '12, the highest level of year-round support of **WICT** professional dev, research project and advocacy initiatives. This year's partners: **Comcast**, **Time Warner Cable**, **Turner Broadcasting**, **AMC Nets/WETv** and **Suddenlink**. **WICT** Catalyst Touchstone Partners (mid-level support) include **Bright House**, **Cox**, **Disney**, **ESPN**, **MTVN**, **NBCU** and **Scripps Nets Interactive**. **Cable One** is a **WICT** Inspire Touchstone Partner.

**Business/Finance:** **Discovery** **Nets Intl** acquired a 20% stake in French pay TV company **Televisa**, becoming a strategic partner that will provide strategic counsel and access to its female lifestyle library of programming.

## CableFAX Daily Stockwatch

Company	03/06 Close	1-Day Ch	Company	03/06 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
DIRECTV:	45.91	(0.57)	CLEARWIRE:	2.08	(0.09)
DISH:	29.54	0.14	CONCURRENT:	3.68	(0.07)
DISNEY:	42.00	(0.7)	CONVERGYS:	12.22	(0.13)
GE:	18.42	(0.43)	CSG SYSTEMS:	15.82	(0.28)
NEWS CORP:	19.44	(0.4)	ECHOSTAR:	29.42	(0.36)
<b>MSOS</b>					
CABLEVISION:	13.93	(0.36)	GOOGLE:	604.96	(9.29)
CHARTER:	60.90	(1.45)	HARMONIC:	5.57	(0.18)
COMCAST:	28.92	(0.18)	INTEL:	26.61	0.07
COMCAST SPCL:	28.35	(0.23)	JDSU:	12.49	(0.4)
GCI:	10.24	(0.27)	LEVEL 3:	23.57	(0.75)
KNOWLOGY:	17.99	(0.05)	MICROSOFT:	31.55	(0.24)
LIBERTY GLOBAL:	49.32	(0.7)	MOTOROLA MOBILITY:	39.69	0.01
LIBERTY INT:	18.58	(0.03)	RENTRAK:	20.31	0.01
SHAW COMM:	20.22	(0.31)	SEACHANGE:	6.85	(0.11)
TIME WARNER CABLE:	77.78	(0.83)	SONY:	20.36	(0.37)
VIRGIN MEDIA:	24.68	(0.3)	SPRINT NEXTEL:	2.39	(0.04)
WASH POST:	389.44	(1.04)	THOMAS & BETTS:	72.02	(0.23)
<b>PROGRAMMING</b>					
AMC NETWORKS:	44.15	(1.16)	TIVO:	11.11	(0.35)
CBS:	29.08	(0.79)	UNIVERSAL ELEC:	18.74	(0.26)
CROWN:	1.17	(0.03)	VONAGE:	2.15	(0.1)
DISCOVERY:	46.57	(0.95)	YAHOO:	14.41	(0.2)
GRUPO TELEVISIA:	20.45	(0.49)	<b>TELCOS</b>		
HSN:	36.55	(0.28)	AT&T:	30.73	(0.27)
INTERACTIVE CORP:	46.35	0.01	VERIZON:	38.69	(0.31)
LIONSGATE:	13.39	(0.41)	<b>MARKET INDICES</b>		
LODGENET:	3.21	(0.1)	DOW:	12759.15	(203.66)
NEW FRONTIER:	1.12	(0.04)	NASDAQ:	2910.32	(40.16)
OUTDOOR:	6.14	(0.38)	S&P 500:	1343.36	(20.97)
SCRIPPS INT:	43.99	(1.55)			
TIME WARNER:	36.51	(0.45)			
VALUEVISION:	1.59	(0.07)			
VIACOM:	53.06	(1.41)			
WWE:	8.91	(0.15)			
<b>TECHNOLOGY</b>					
ADVANTAGE:	2.19	(0.07)			
ALCATEL LUCENT:	2.24	(0.14)			
AMDOCS:	30.05	(0.49)			
AMPHENOL:	55.09	(0.7)			
AOL:	17.04	(0.71)			
APPLE:	530.26	(2.9)			
ARRIS GROUP:	10.92	(0.13)			
AVID TECH:	10.30	(0.22)			
BLNDER TONGUE:	1.30	(0.06)			
BROADCOM:	34.16	(0.62)			
CISCO:	19.48	(0.12)			

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