

CableFAX Daily™

Wednesday — April 1, 2009

What the Industry Reads First

Volume 20 / No. 060

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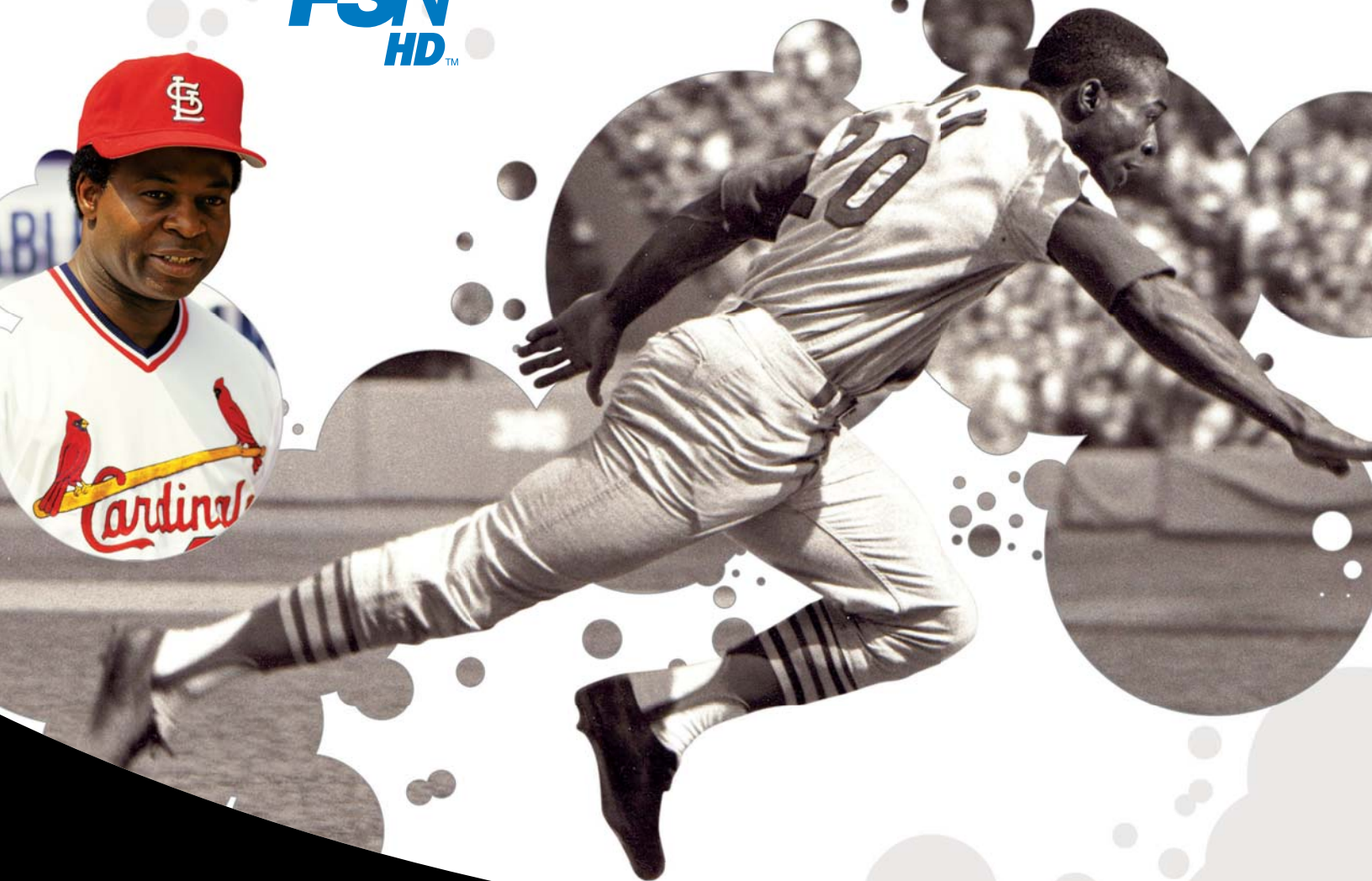
WEDNESDAY

CABLE NETWORKS™

NCTA BOOTH #2013

APPEARANCE/AUTOGRAPHS

Lou Brock
MLB Hall of Famer
3:30pm - 4:30pm



Appearing Thursday:

SPEED

Richard Petty
The "King" of NASCAR
11:30am - 12:30pm

FX

It's Always Sunny in Philadelphia Cast
2:00pm - 3:30pm

Exclusive Sneak Peak:



EXPLORER INSIDE GUANTANAMO

During Exhibit Hours

Don't Miss:

Keynote Speaker

Rupert Murdoch

Thursday, April 2
4:00pm General Session

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Show On: Convention Co-Chmn Rodgers Urges Industry to Visit Hill

The cherry blossoms are in bloom, and so is the **Cable Show**. Attendance may be down (as previously reported, **NCTA** is hoping to have about 9600 attendees), but the list of happenings is huge. It marks the 1st year cable has packed several other conferences into "Cable Connection Spring," with **SCTE** Emerging Tech, **WICT** Leadership, **CTAM** Research and other events all slated for the week. You can read more from the heads of various organizations in our special guest columns in **Cfax** show issues. We chatted up Cable Show co-chair/**TV One** pres/CEO *Johnathan Rodgers* about the week ahead. His message was to take advantage of the show being in DC. **How will the recession be reflected in this year's show?** Unfortunately, it will be reflected by lower attendance by both the attendees and exhibitors, but I think we will have less of a drop off than a lot of other industry conventions will have. I think it was brilliant that we had the foresight to pick Washington, DC, because I think that's an easy travel trip for many of our programmers but also a lot of the operators. Washington is key at this time because not only will we spend time in the convention hall, but we really need to get to know our legislators and regulators because I think that's where many of our battles will be fought in the future. **What will having it in DC bring to the show?** In the distant past when I was a broadcast executive, I recall that **CBS** once had its convention here and it was very effective in terms of lobbying efforts. For those of us in the cable industry that live in this area... we go to the Hill all the time. But the ability to bring in some of these other great leaders, I think, will be very impressive. In addition, with our Broadband Nation, we're going to get a lot of Congress people actually coming to us to see what's new in the cable industry. **Is there a particular public policy point cable wants to drive home?** No. At the moment, I don't think there's anything at the top of our agenda. We just know that there will be issues with a new administration coming in and a new **FCC** chmn coming out. It's just crucially important that we make our case. There's a lot of competition out there; the economy is bad. We just want to think ahead. **How's the 1st Cable Connection week going?** **And will these groups, like NAMIC and WICT, get the same level of support?** I wouldn't be surprised if this year for sure NAMIC and WICT get overwhelming support and have great success... My concern is really the fall event because it's in Denver, and that's a lot of travel. That's where the **Kaitz** dinner is. Hopefully, this one will work so we won't have to worry about this, and then we can all devote our time and energy to making the fall week a success. **Favorite Cable**

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Show memory? It's probably New Orleans. It's probably late at night. It's probably after 5 cocktails, and it's just sitting around with world famous people talking the business. That's really what I enjoy.

Charter News: The US Bankruptcy Court for the Southern District of NY ruled **Charter** may continue daily operations during restructuring proceedings, approving the MSO's continuation of current customer programs, employee wage and benefits programs, and fee payments to LFAs incurred before and after the bankruptcy filing. Charter has filed a motion requesting permission to pay trade creditor balances incurred before and after the filing in full and in the normal course, and expects it to be heard in the coming weeks. Meanwhile, the MSO has received notification from **NASDAQ** of a delisting and trading suspension of its common shares, effective with the open of business on Apr 7. Charter expects its common stock to be quoted on the **OTC Bulletin Board** or in the "Pink Sheets" on the same date.

Carriage: **Time Warner Cable** reached a retrans deal with **Cox Media's WSOC** and **WAXN** in the Charlotte area (**Cfax**, 3/27). Terms weren't disclosed. -- **Cablevision** will launch **Style** this week in new markets across NY, NJ and CT, adding more than 2mln new subs. That will put Style's distribution at 62mln. -- **Comcast** will launch **Retirement Living** in its entire WA footprint by year-end. -- **Gospel Music Channel** says upcoming launches, including **Time Warner Cable Milwaukee** and **Green Bay**, will push it to 45mln HHs. -- **RFD-TV** has renewed with **DirectTV** an agreement calling for carriage on the DBS op's most widely distributed programming tier.

DISH Departure: *Carl Vogel* is relinquishing his position as vice chmn of **DISH** and its subsidiaries, according to an **SEC** filing. He is also resigning from **EchoStar's** board and from his post as sr adviser. Gen Counsel *R. Stanton Dodge* was appointed to fill the vacancy on EchoStar's board. Vogel will remain as a sr adviser to DISH and as a member to its board. The former **Charter** CEO stepped down as pres of DISH last year following his son's injury in a severe skiing accident.

Ratings: USA (2.4/2.39mln) coasted to an easy 1Q prime ratings victory, powered by 8 of the Q's top 20 telecasts, three-quarters of which were eps of "Burn Notice." Locked in a heated battle with **TNT's** "The Closer" for '09 supremacy among cable originals, the smoldering series' 6 top-20 eps averaged a 4.83/4.76, while TNT's top show closed out 1Q with 5 top-20 eps that averaged a 5.12/5.02mln. **Fox News**, meanwhile, took 2nd among nets with a 1.8/1.74mln, and was followed by **Disney** (1.7/1.68mln) and **TNT** (1.6/1.60mln). **TBS** (1.4/1.38mln) and **Nick at Nite** (1.4/1.37mln) tied in 5th. **CNN's** live coverage of *Pres Obama's* inauguration speech led all 1Q telecasts with 5.9/5.81mln. In Mar, the net podium stand featured **USA** (2.4/2.33mln), **Fox News** (1.9/1.80mln) and **Disney** (1.8/1.71mln). -- **Brag Book: MSNBC** said it defeated **CNN** for the 1st time ever in both total viewers (1.15mln) and 25-54s (375K) in weekday prime during Mar. The net finished 1Q with weekday prime increases among total viewers (+29%) and 25-54s (+9%), plus respective total day rises in the 2 demos of 19% and 10%. -- **Sci Fi** notched 5th among cable nets in Mar among 25-54s (665K), posting gains among women 18-34 (+10%), men 18-49 (+7%), 18-34s (+7%), men 25-54 (+6%), 18-49s (+5%) and total viewers (+4%). -- **A&E** achieved in 1Q its best Q ever, delivering growth among 18-49s (720K) and 25-54s (751K). -- **Nick at Nite** achieved its most-watched Q in history among 18-49s (690K) and men 18-49 (254K). -- **Comcast SportsNet Chicago** delivered Fri night its highest-ever HH rating for a **Blackhawks** game (2.13). -- **Oxygen** scored its best Q ever in prime among women 18-34 (105K), women 18-49 (187K) and 18-49s (243K).

In the States: **C-SPAN Nets** has chosen **Motorola's** video encoding systems to enable its transition from analog to

Source: Nielsen Media Research, Live+Same Day Data, WE tv's "The Locator" season 2 premiere (Sat 3/21/09 9p-10p, P2+ A4000). Subj to qualifications upon request.

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digital distribution. -- Bowling Wed, **MASN HD** will televise 210 MLB games this year, including the home openers of both the Orioles (Apr 6) and Nationals (Apr 13). -- **Rentrak** has inked a linear measurement deal with **The Inspiration Net**, becoming the net's exclusive ratings and data source for media measurement and ad sales

Marketing: **AMC's** new Story Matters Here tagline launches with the May 31 series finale of "Breaking Bad," representing the net's core principle across programming, marketing and internal culture. To advertisers, the net will offer Branded Storytelling, which aims to customize the movie experience to fit advertisers' needs, and the net also plans to relaunch its weekly prime schedule to create themed programming nights where each night becomes story driven. -- **Disney Channel** is launching a phone app in conjunction with the premiere of "Special Agent Oso" (Apr 4, 8am). Parents can log on to PlayhouseDisney.com and register to receive special calls customized to their child after each ep.

MaxFax's Don't Miss: Well, **Cable Connection Spring** really starts today and crams a couple week's worth of meetings into 3 hectic days... **WICT's** Leadership Conference begins with a *Donna Brazile* keynote this am... but the big show starts at 1:30pm with former **FCC** chair (one that actually knew what he was doing) *William Kennard* of **The Carlyle Group** onstage with *Pat Esser*, *Jerry Kent*, *Craig McCaw* and *Brian Roberts*—which should make some news about **Clearwire**... the exhibit floor opens at 3pm—so go place an order (or 12)... there are almost too many good sessions, but don't miss "Jumping Through (**Hulu**) Hoops; Programming for a New Video Paradigm" with *Rich Battista*, *Bonnie Hammer*, *Steve Koonin*, *John Lansing*, *Josh Sapan* and *Van Toffler*... *Torie Clarke* shows up to talk about community ties this afternoon... at 4:30, *Craig Moffett*, *Jason Bazinet*, *Rocco Commisso* and *Jessica Reif Cohen* talk about ARPU in an economic crisis with *Mark Bowser*... at the same time sessions about online viewing in a cable environment and another on targeted advertising take place... **WICT's** 30th anniversary is celebrated at the Convention Center, while the **Cable TV Pioneers** 43rd annual banquet and induction takes place at the Mayflower Hotel (great new class, joins us!). -- **PSM**

On the Show Floor: Brand spanning new **Commerce** Sec *Gary Locke* will officially open the Broadband Nation exhibit along with **NCTA's** *Kyle McSparrow* and **Cablevision's** *Tom Rutledge* at 3pm Wed (Hall C). -- **Washington Redskins** QB *Jason Campbell* will be at **Comcast Sports Net's** booth (1613) from 4:30-6pm. -- Say hi to **Cardinals** great and **MLB** Hall of Famer *Lou Brock* at **FSN's** booth (2013) from 3:30-5pm. -- *Colin Ferguson*, star of **Sci Fi's** "Eureka," will stop by **NBCU's** booth at 3pm (2337). -- **WealthTV** flew in world record cigar roller *Frank Ruiz* from Columbia (3937). -- *Jorge Ramos* will be taping **Univision's** weekly public affairs program, "Al Punto," from the show floor, Thurs, 11am-1pm.

5 Qs with AETN svp, distribution, marketing and business development Mark Garner: What's important about [the **NCTA**] show? The focus on authentication and entitlement [of content] has gotten more of my focus than anything we're doing. How distributors and other content providers are going to embark to provide a full plate of content to consumers on any device, authenticated by their subscription TV provider... will be complex... and is the future of our industry... this is part of the shift from growth to value, which I think will be the subject of hallway chatter, along with the economy. **What are the hurdles with authentication?** It's really an unknown now. Each distributor probably has a different view of how it will

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THE TUDORS
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work, what content they will provide, the business rules they'll put into place and where they'll authenticate content. **Time Warner** and **Comcast** have different perspectives on it... over time I think we will come to some coalescence on a set of standards and business rules. **What can you do to get ready for this changing environment?** Some operators have told us they're going to trial authentication. That's an opportunity for us to learn by participating in those trials. **What did you learn with your interactive TV trial with Charter L.A. (Cfax, 12/16)?** We're still getting data from Charter and **TNS**. We found since this is such a new arena, pulling the data together is not as easy as we thought it would be. But preliminary data shows people want to engage with the content on the television, more than I thought. The take rate on engagement was exponentially greater than we expected. **As a tourist, what do you want to do in DC?** I want to take an hour and walk around Georgetown with my wife, who will be at the show. I've never done that.

Customer Care: **The Cable Center** is spearheading a 4-hr track Fri devoted to customer care, a particularly poignant area as competition continues to heat up. The track aims to "raise the level of discourse" on the subject, said The Cable Center svp, programs and education *Jana Henthorn*, and will feature academics and cable execs discussing best practices in measurement of customer satisfaction. Attendees will see new original research on customer satisfaction methodologies used by cable ops representing 86% of homes passed, she said, plus learn how to develop a deeper understanding of customers and implement a key driver to customer loyalty. The Cable Center, said Henthorn, has ramped over the last 3 years its related programs, which include graduate courses in customer experience management and twice-annual meetings among customer execs at the top 10 MSOs. "Customer expectations have gotten more demanding... new solutions are needed," said Henthorn.

Online: **ESPN** and the **Disney/ABC TV Group** have reached an agreement to launch several ad-supported channels on **YouTube**, and **Disney Media Nets** retains the option to sell its own advertising inventory within the short-form channels. Rollout is scheduled for mid-Apr for **ESPN** and early May for **ABC**, **ABC News**, **ABC Family** and **SOAPnet**.

Tru2Way & EBIF: **Macrovision** announced that its "Connected Platform" solution will support tru2way tech. It also announced the new Passport tru2way solution, a fully integrated interactive program guide for tru2way enabled devices. The industry is still in its early days when it comes to tru2way. "The industry is still figuring out exactly what it will mean to them. We'll probably see next year experimentation," said *Corey Ferengul*, evp, product management and marketing at Macrovision. "We're expecting late summer fall, more MSOs more limited trials... trying to figure out what has to be different for the consumer vs is this an upgrade..." -- **Cox** chose the **NDS Professional Services** team to manage and implement its end-to-end tru2way system deployment, slated for a summer launch. -- **BIAP** is poised to demonstrate this week its EBIF platform, ad widgets and TV widgets at 6 different booths indicated by "EBIF at Work" signs.

Going Green: **Ubee Interactive**, formerly **Ambit**, is highlighting its green product line at the show. This includes a compact IP set top using a patent-pending liquid cooled heat dissipation system and a multi-state power scheme that the firm says lowers power consumption by more than 50%. "[Customers] are all asking for it. It comes up now in RFQs because of the sensitivity to the environment," said *Maria Popo*, Ubee Americas pres.

Research: 2.5mln broadband homes in the US and Canada are ready to buy Internet-connected TVs if they are priced at \$100 premium over regular sets, reports **Parks Associates**.

VOD: The **Comcast Media Center** will introduce this week "Express Lane," a service featuring automated workflows and remote management capabilities to allow nets, advertisers and MSOs to accelerate VOD content delivery to near real-time by publishing content directly into CMC's distribution platform.

Programming: **Science Channel** is teaming with *Popular Science* for "Popular Science: The Future Of" (Jun), a

**What's the best way to
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Reach Hispanic hearts.**



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BUSINESS & FINANCE

10-part series spotlighting the technological and scientific advancements that will shape our lives over the next 25 years. -- **Investigation Discovery's** "On the Case with Paula Zahn" (Oct) will see the journalist interview controversial and key figures in various mysteries and investigations.

Advertising: Scheduled to launch in '10, **Black TV News Channel** has forged a partnership with **Carol H. Williams Advertising**, which becomes a minority stakeholder in the net and will exclusively handle its advertising, marketing and PR services.

Public Affairs: History is stepping up its annual "Take a Veteran to School Day" this year by bringing veterans directly to classrooms via broadband for a National Teach-In in Oct. A panel of historians and veterans will answer questions from a live audience of students as well as from student email.

Honors: YES nabbed 12 **NY Emmys** Sun night (13 if you add in a Web win), the most of any net and a record for the RSN. **MSG** picked up 10 (12 including Web awards).

People: Rogers appointed *Nadir Mohamed* pres/CEO. -- Board member *Elrick Williams* was named pres/CEO **The Africa Channel**. -- **Gospel Music Channel** hired former **Si TV'er** *Lisa Delligatti* as svp, affil sales. -- **Cox** tapped *David Bialis* as svp, Western Div; *Percy Kirk* as svp/gm, OK; *Marilyn Burrows* as svp/gm, Las Vegas; and *David Blau* as svp/gm, Omaha, NE.


CableFAX Daily Stockwatch

Company	03/31 Close	1-Day Ch	Company	03/31 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
BRITISH SKY:	24.82	1.01	AMDOCS:	18.52	0.36
DIRECTV:	22.79	0.39	AMPHENOL:	28.49	0.25
DISH:	11.11	0.10	APPLE:	105.12	0.63
DISNEY:	18.16	0.31	ARRIS GROUP:	7.37	(0.12)
GE:	10.11	0.18	AVID TECH:	9.14	(0.13)
HEARST-ARGYLE:	4.16	0.04	BIGBAND:	6.55	0.28
NEWS CORP:	7.70	0.18	BLNDER TONGUE:	0.91	0.01
MSOS					
CABLEVISION:	12.94	0.27	BROADCOM:	19.98	(0.07)
CHARTER:	0.02	(0.01)	CISCO:	16.77	0.46
COMCAST:	13.64	(0.01)	CLEARWIRE:	5.15	0.17
COMCAST SPCL:	12.87	0.12	COMMSCOPE:	11.36	0.45
GCI:	6.68	0.15	CONCURRENT:	3.62	0.05
KNOLOGY:	4.12	0.12	CONVERGYS:	8.08	0.26
LIBERTY CAPITAL:	6.98	0.00	CSG SYSTEMS:	14.28	0.55
LIBERTY ENT:	19.95	0.39	EHOSTAR:	14.83	(0.05)
LIBERTY GLOBAL:	14.56	0.27	GOOGLE:	348.06	5.37
LIBERTY INT:	2.90	(0.13)	HARMONIC:	6.50	0.08
MEDIACOM:	4.03	(0.03)	INTEL:	15.03	0.31
SHAW COMM:	15.15	(0.08)	JDSU:	3.25	(0.38)
TIME WARNER CABLE:	24.80	(0.45)	LEVEL 3:	0.92	0.04
VIRGIN MEDIA:	4.80	0.04	MICROSOFT:	18.37	0.89
WASH POST:	357.10	3.84	MOTOROLA:	4.23	0.03
PROGRAMMING					
CBS:	3.84	0.05	OPENTV:	1.51	0.07
CROWN:	2.05	0.05	PHILIPS:	14.87	0.29
DISCOVERY:	16.02	0.03	RENTRAK:	9.00	(0.01)
EW SCRIPPS:	1.35	0.16	SEACHANGE:	5.72	0.20
GRUPO TELEVISIA:	13.64	0.20	SONY:	20.63	(0.12)
HSN:	5.14	0.23	SPRINT NEXTEL:	3.57	0.00
INTERACTIVE CORP:	15.23	(0.01)	THOMAS & BETTS:	25.02	0.61
LIBERTY:	22.10	0.56	TIVO:	7.04	0.25
LODGENET:	1.59	0.15	TOLLGRADE:	5.80	0.02
NEW FRONTIER:	1.65	0.10	UNIVERSAL ELEC:	18.10	0.32
OUTDOOR:	6.82	0.31	VONAGE:	0.40	0.02
PLAYBOY:	1.97	0.15	YAHOO:	12.81	0.11
RHI:	1.52	0.02	TELCOS		
SCRIPPS INT:	22.51	0.67	AT&T:	25.20	0.04
TIME WARNER:	19.30	1.07	QWEST:	3.42	(0.09)
VALUEVISION:	0.70	0.06	VERIZON:	30.20	(0.02)
VIACOM:	18.67	0.07	MARKET INDICES		
WWE:	11.54	0.08	DOW:	7608.92	86.90
TECHNOLOGY					
3COM:	3.09	0.10	NASDAQ:	1528.59	26.79
ADC:	4.39	0.14			
ADDVANTAGE:	1.41	(0.09)			
ALCATEL LUCENT:	1.86	0.08			


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GUEST COLUMNIST

Broadband Nation: Showcasing Cable to Washington

When we decided to bring the Cable Show to Washington, D.C. in 2009, we knew we'd have a new Administration, a new Congress and many new business developments. But never could we have imagined the massive economic challenges our nation has since encountered. These challenges present our industry an even greater opportunity to tell our story, and show how cable is a positive economic force providing consumers with quality, affordable services.

The new Administration and Congress seek to boost and strengthen the economy. One of their choices was to invest in a service that our industry first brought to residential America: broadband. As part of the stimulus package that Congress passed in Feb, broadband was singled out for \$7.2 billion. While we don't yet know how these funds will be distributed, the goal is to extend broadband access to every corner of the U.S., and to every American within reach. Right now, both Congress and the Obama Administration are intensely focused on ways to increase the number of consumers using broadband. As the nation's leading broadband provider, our industry strongly welcomes this focus.

A strong broadband infrastructure is an important driver of economic growth and global competitiveness. The use of funds from the stimulus to promote broadband can help achieve both short and longer-term economic goals. It can fund programs to help bring broadband to the small percentage of the nation's homes with no physical access to broadband. Funding could also help overcome other barriers to adoption such as affordability, the lack of



Kyle McSlarrow

a computer or other equipment needed to connect to the Internet, and low levels of digital literacy. By connecting America, broadband creates jobs, helps students learn, and opens doors to new opportunities.

Cable has already invested \$146 billion in private capital to build the most extensive broadband network in America, which is available to 92% of U.S. households. Here at the Cable Show, we are telling the story of how broadband helps America via Broadband Nation, our 20,000-square-foot interactive exhibit. This "Main Street America" exhibit demonstrates how broadband technology has changed the

way we live, work and play. This is a hands-on opportunity to experience innovative new technology products and services for the home, school, and office, as well as specialized applications for medical centers, schools and much more.

By simply looking around your home, office and school, we can see how broadband has changed our lives. And while cable is now deploying ultra fast broadband service to residential and small and medium sized enterprises, we know there are more enhancements and better services right around the corner. We expect many Members of Congress, the Administration and other policymakers to visit the Cable Show. Our goal is to have them walk away, first, with a better understanding of how important our industry is to our economy and as an engine of investment and innovation and, second, with an appreciation of the significant value proposition we offer consumers for all of our services in an incredibly dynamic and competitive marketplace. It's a great story to tell and we are proud to tell it.

(Kyle McSlarrow is pres/CEO of the NCTA).

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GUEST COLUMNIST

A New Focus on Women in DC

Coming together for an annual industry gathering like The WICT Leadership Conference or The Cable Show, you can count on hearing certain topics repeated in conversations—compelling keynotes and sessions, great restaurants, fun receptions and parties. Meeting in Washington DC soon after a new administration has taken office, the conversation is likely to take on a more political flavor—the next FCC Commissioner, the new federal budget... and the best restaurants.

Rarely has pay equity for women been a centerpiece of these conversations, but it is precisely because we are in DC and because of the new administration's agenda that it is now.

President Obama chose The Lilly Ledbetter Fair Pay Act as the first piece of legislation he signed into law, sending a clear signal that women are a priority of his administration. Less than a month ago, the President created the White House Council for Women and Girls, remarking that ensuring the next generation of women have "...no limits on their dreams, no obstacles to their achievements..."

When WICT released the 2008 PAR Initiative results last November, "good" pay equity policies (those aligned with business growth goals and requiring accountability) were reported in less than a quarter of participating companies. This points to an unnecessary vulnerability for our industry at a time we can scarcely afford another risk.

Pay equity is often mistakenly thought to benefit only women. With 82% of recession layoffs having targeted

jobs held by men, many households now struggle on 78 cents for every \$1.78 previously earned by a working couple. Pay equity benefits the entire household, but it doesn't stop there.



Benita Fitzgerald-Mosley

Our companies benefit from proactively aligning pay equity policies to overall business goals and applying accountability in hiring and advancement practices, as called for in WICT's Call to Action to the industry last year. With further pay equity legislation on deck, like The Paycheck Fairness Act approved by the House in January, strong policies can help avert the question of whether an organization is at punitive risk.

Pay equity is good for the economy. For the first time ever, women are poised to become the majority of the American workforce. For the economy to make a full recovery, it will rely on the earnings of women to play a leading role in bringing us out of the recession. This potential is strengthened considerably when every paycheck is a fair reflection of work rather than gender.

As more industry companies endorse the national agenda of pay equity by voluntarily adopting formal pay equity policies, WICT will continue to promote our industry's success as an example for the rest of corporate America.

Pay Equity, Advancement Opportunities and Resources for Work Life Support are an economic imperative for the success of our industry. By prioritizing pay equity legislation, President Obama has indicated that PAR issues are also the foundation of economic recovery for our country.

(Benita Fitzgerald Mosley is pres/CEO of WICT).

C-SPAN AT 30: 39 MILLION REGULAR VIEWERS



30 years ago, the cable industry launched C-SPAN. A new survey conducted by Hart Research Associates reports that today 20 percent of cable TV viewers watch C-SPAN at least once or twice a week.*

C-SPAN viewers are politically active.

- 90% of C-SPAN viewers say they voted in 2008.
- 35% have contributed money to a political campaign.
- 32% have written their member of Congress, senator, or local elected official.

*For more information and complete survey results, visit c-span.org/30years.

CABLE CARES

No Question: Cable Cares

It was an exhausting day for cable's volunteer troopers, but their tired souls were happy by day's end.

So were plenty of DC residents.

Cable Cares began around 7am Tues as a team from **WE tv**, their **Rainbow** colleagues and **Cable Positive** descended on **MetroTeen AIDS'** DC offices to assemble furniture, unpack boxes and pack bags of condoms and information cards.

And this was no junior-level effort. WE tv gm *Kim Martin*, leading the furniture assemblers, was by all accounts one of the most handy in the group. And Rainbow chief *Josh Sapan* handled the task of packing condoms like an old pro. Where did he acquire such dexterity?

This was only one of Cable Positive's efforts. At the same time, Cable Positive chief (and part-time chef) *Steve Villano* was joined by volunteers from **Fox**, **NCTA**, **CTAM**, **TV One** and **Suddenlink** packing lunches for homebound residents.

Food was one of the themes of the day a few blocks away as **The Sportsman Channel** and volunteers from **Comcast**, **Si TV**, **The Cable Center**, Rep *Chris Carney* (D-PA) and our own *Michael Grebb* served up excess meat from hunters as elk and bison chili that provided lunch for more than 150 homeless at DC's Central Union Mission as part of its "Hunt. Fish. Feed" effort.

The meal was the 8th such effort for TSC this year as it targets cities with the largest homeless populations.

But this was only the appetizer in TSC's buffet, the network's *Kim Hawkins* said.

At its NCTA booth (3347), TSC will let cable partners grab bucks (you'll see) and will match the money they grab with a donation to DC's Capitol Area Food

Bank.

\$1 will provide 3 meals at the Bank, Hawkins says, and TSC's goal is to buy 7500 meals. At TSC's "Buck the Recession" party Tues night, it will collect \$1 from each partygoer for the Bank effort.

At Hart Middle School, in one of DC's poorest sections, **Gospel Music Channel** donated sheet music, instruments and food for more than 800 families. "We put our money into this instead of our booth," Gospel's *Jim Weiss* said as parents picked up boxes of food from a huge truck.

To nourish the souls of Hart students, Gospel brought guitarist *Robert Randolph* and his band to perform for the kids.

Randolph's group had the kids (and a few teachers) hopping. They screamed when Randolph brought 2 of the school's students onstage to join his band on drums.

"If we can inspire a few kids with this music, it will have been worth it," GMC chief *Charley Humbard* said. Amen. SA

No LOL in HIV

The press got a quick look at the final campaign of **Cable Positive's** YAMI-U students.

In a word, amazing.

Using a high school yearbook theme, the 20 young students assembled an integrated text, online, linear and print campaign aimed at their peers that is sure to strike a chord. Mixing humor and serious HIV/AIDS facts, the campaign shows everyone (jocks, nerds, popular kids) can contract AIDS. Here's hoping the campaign's anchor, a yellow emoticon (a digitized unhappy face), will become an icon. Cable operators, support this campaign. It will be available from Cable Positive for free. SA



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The Cable Industry's Greatest Public Service Challenge: Saving a Generation

Three powerful forces have been building over the past several decades, and Cable Positive brought them together for the first time ever this week in Washington DC—with a big boost from the Motorola Foundation—with one single goal: saving a generation.

Culminating just as the NCTA convention began this week, Cable Positive convened 17 carefully selected young people for a full 7 days at the inaugural Youth AIDS Media Institute (YAMI) University, with a clear eye on the future.

The youth-aged 17-23 traveled from communities of color in Boston, New York and Washington DC to the nation's capitol for a jam-packed week of intensive training on HIV/AIDS and how best to communicate educational messages to their peers, using video, cell phones, blogs, vlogs, Twitter, Facebook and You Tube.

Following years of planning and hard work by Cable Positive and Motorola staff—and a remarkable grant of \$250,000 from the Motorola Foundation—the powerful forces of youth, AIDS and multiplatform media were harnessed to craft a full-scale educational campaign about HIV/AIDS.

With direct, hands-on assistance from a team of trainers from Cable Positive & Motorola—and using the tools of new Motorola cell phones—the talented young people created a multimedia social advocacy campaign consisting of a 3-minute video, which serves as the



Steve Villano

foundation for a print/Web/mobile HIV/AIDS educational campaign, aimed at their age group.

The simple genius of the Cable Positive/Motorola Foundation's Youth AIDS Media Institute is that it integrates the explosion of new HIV infections among the 13-24 youth demographic, with the astounding use of cell phones and text messaging among that same age group.

Why not, Cable Positive and Motorola asked, use the technology of one, to fight the tenacity and trauma of the other?

With the completion of the YAMI-U educational and advocacy campaign this week, it's being made available to cable systems, networks, Websites, and text-messaging services around the country—as well as to hundreds of community-based AIDS Service Organizations and clinics. Cable Positive is also providing a workbook and online toolkit to outline the process of how best to use this new multiplatform HIV/AIDS awareness campaign to combat the disease among its most vulnerable population.

I cannot think of a better way for cable systems of all sizes—from Comcast to Cable One to Continental Cable, for cable networks from Discovery to ESPN & MTV, and for hardware firms like Motorola & Cisco—to invest their money to save an entire generation.

It's the cause that has driven me through my 9-year tenure as President/CEO of Cable Positive, and it's both a legacy and a leap into the future, of which I am proudest.

(Steve Villano is the pres/CEO of Cable Positive).

CableFAX

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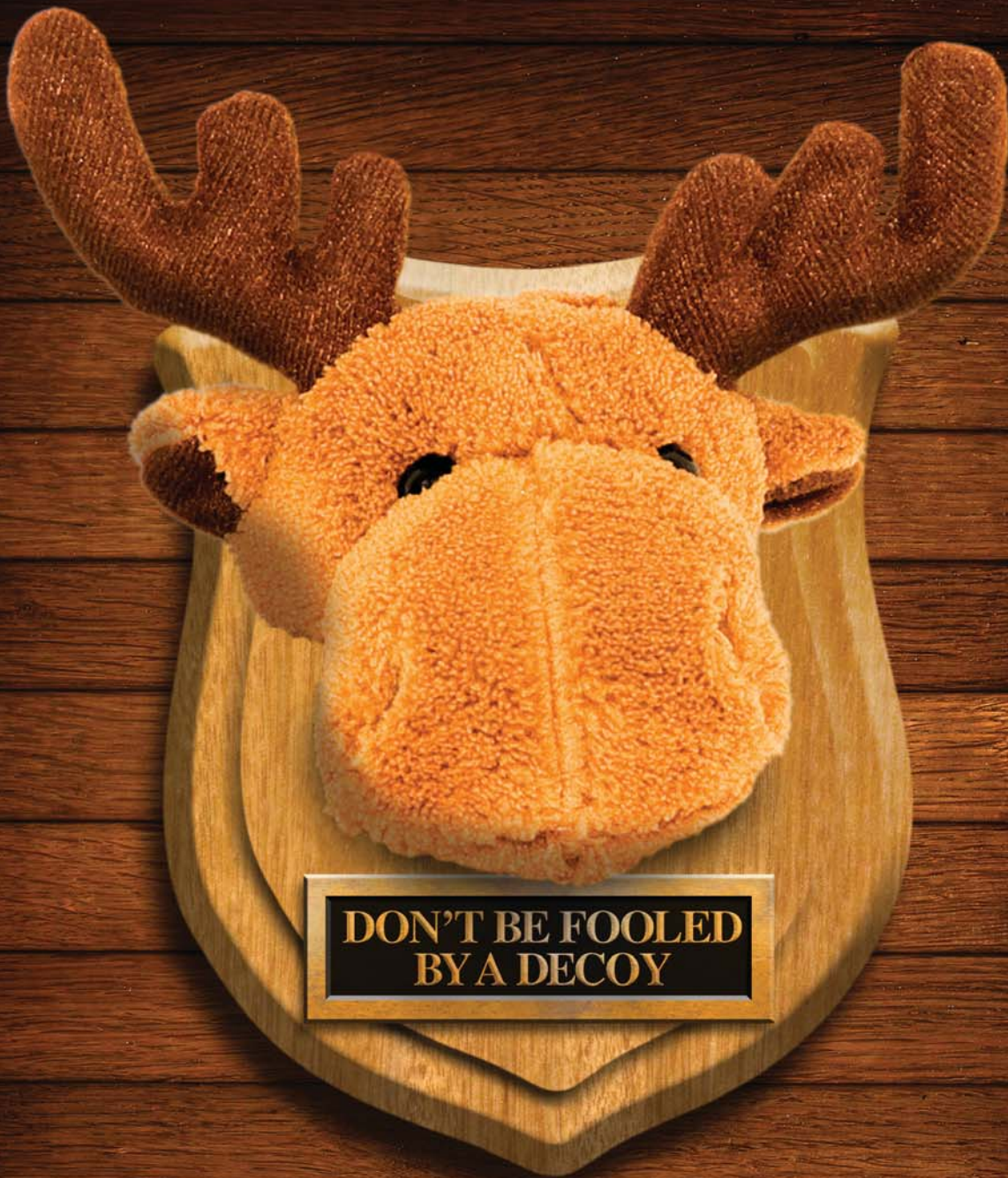
Late Entry Deadline: May 8, 2009

Luncheon: September 16, 2009

Location: Grand Hyatt New York, NY

www.cablefaxprogramawards.com





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