

CableFAX Daily™

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What the Industry Reads First

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Union No-Go: Cablevision Bronx Employees Vote No to Joining CWA

When **Cablevision** field techs in Brooklyn voted in Jan to join the **Communications Workers of America**, some may have wondered if unionization would sweep through the MSO. But so far, those 270 or so Brooklyn employees remain the only unionized Cablevision workers. On Thurs, Cablevision field service and audit techs in the Bronx voted 74% to 26% against joining CWA (Local 1101). It's the 1st vote since the Brooklyn field techs unionized. With cable largely non-union (and thus avoiding some of the strikes **Verizon** has had to deal with), the vote was watched closely by many. CWA has accused the MSO of leading a vigorous anti-union campaign. "Through countless lies, high-pressure meetings, and underhanded tactics, Cablevision illegally created a climate of such fear and intimidation that a free and fair election was impossible. *James Dolan* personally came to the Bronx not once but twice to play intimidator-in-chief," said an emailed statement Thurs from CWA District 1 vp *Chris Shelton*. "We are confident that federal investigators will find Cablevision's shameful conduct was illegal, and Cablevision workers across the region will continue their fight for justice and respect on the job." A CWA rep said the union will be filing objections to what it calls "illegal and bullying tactics" with the **National Labor Relations Board**. A Cablevision spokesperson said the allegations are false and employees were "in no way coerced," and this is "just sour grapes" over the 121-43 loss. "We are confident that any investigation would show just that," the spokesperson said. The MSO characterized CWA's campaign as one of "misinformation." "Cablevision employees have spoken loudly and clearly that they value their direct relationship with the company, especially in this period of change, growth and dynamic opportunity," the MSO said in a news release. "Our Bronx employees gave this matter careful consideration and independently and overwhelmingly rejected the CWA's campaign of misinformation and false promises." While no other Cablevision employees have joined CWA, Cablevision subcontractor **Corbel Techs** did vote to join the **Intl Brotherhood of Electrical Workers** last month. The union launched thecablevision99.org (a reference to the 99%). The site features a rather skillful hip-hop tune performed by Brooklyn employees encouraging Bronx employees to join, as well as animated videos featuring a fake Jim Dolan. Earlier this month, **Rainbow PUSH** pres/founder *Jesse Jackson* wrote to Bronx techs saying he and the Coalition will do whatever they can "to help you negotiate with management to achieve social justice and find common ground." On Wed, CWA withdrew its attempt to represent CVC's outside plant

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CONTACT

Debbie Vodenos, Publisher
(301) 354-1695 or dvodenos@accessintel.com

Amy Abbey, Associate Publisher
(301) 354-1629 or aabbey@accessintel.com

www.CableFAX.com

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techs in the Bronx, with the MSO saying it faced likely defeat (**Cfax**, 6/28).

At the Portals: The **FCC** will tackle white space, broadband measurement and mapping issues at its July 19 meeting. The Commission will hear presentations on use of white space for wireless broadband, broadband performance, innovative use of maps and open source mapping technology.

Moto Marwan: Longtime **Motorola** exec *Dan Moloney* is leaving Motorola Mobility, with former **Charter** CTO *Marwan Fawaz* taking over the Home Business. Moloney has been with the company for 30 years. Also leaving is CTO *Geoff Roman*. Fawaz most recently was founder and partner at **Sarepta Advisers**.

AMC Heat: It's not just **DISH** that **AMC Nets** stands to lose on Sun. It's started alerting viewers that **AT&T U-Verse's** contract expires as of 12:01am Sun. Visit KeepAMCon.com, and you'll be invited to pick whether you're a DISH or AT&T sub, as it has dueling carriage battles underway. In a statement, AMC noted that the dispute comes only days before its July 15 "Breaking Bad" season premiere: "We have been consistently supportive partners of AT&T and are proud that our investment in original programming has provided so much value to all of our distribution partners. We hope AT&T will recognize this and quickly reach a fair agreement with us, so their viewers don't lose out." AT&T said it's "making every effort" to reach a fair agreement and that it's disappointed that AMC took negotiations public. "We've been in ongoing negotiations to renew this agreement, but AMC Nets is seeking an excessive rate increase in our overall fees for the right to deliver these channels. AMC Networks is asking that AT&T pay nearly double what we believe other competitors pay—including a smaller-sized competitor. We believe the rates they are seeking are disproportionate compared to the viewership we see across their channels," AT&T said. DISH has lobbed similar complaints, adding that some of the programming can be viewed online via **Netflix**. AMC claims DISH's threat to drop the nets really is tied to unrelated **Voom** litigation.

News Split: As expected, **News Corp** announced its intention to explore spinning off its publishing assets from cable, broadcast, **Sky Italia** and other higher-growth businesses. **Miller Tabak** said if no debt is initially allocated to publishing, potential privatization is possible within 5 years. The investment firm noted that while the split hasn't been approved and would take roughly a year, it should help *Chase Carey* focus on the entertainment assets without the distraction of the phone hacking scandal in the UK. *Rupert Murdoch* said in TV interviews Thurs that the split is not related to the hacking scandal. **BTIG** raised NWSA's price target to \$30 on news of the split.

NCTA Doings: We hear a few **NCTA** staffers were let go Thurs in a restructuring that involves the public affairs dept. The trade assoc said it doesn't comment on personnel matters. -- NCTA sr dir for broadband tech *Rex Bullinger* will retire at the end of the month, after 12 years at the trade group. As part of his retirement, the former @Home exec will be the 1st recipient of two distinguished awards from **SCTE** for his contributions to the cable industry: the Lifetime Membership Award and SCTE's new Distinguished Service Award. Both awards, marked with serial #001 and signed by SCTE pres *Mark Dzuban*, will be presented during Bullinger's retirement party at NCTA.

Egads: Thurs' Supreme Court healthcare ruling wasn't a shining moment for the cable nets. **ABC News'** blog reported that Pres Obama initially thought the court had struck down the individual mandate in his healthcare law as he was watching a split screen of **CNN** and **Fox News** announce it wrongly. Minutes later, a White House lawyer and SCOTUS-blog.com helped set the record straight. Check out our Programmers' Page on p5 for more on the flubbed breaking news.

Honors: **AMC's** "Mad Men" marketing, **Comcast's** "The Slowskys," **Disney Channel's** "High School Musical" campaign, **ESPN's** marketing of "MNF," and **USA's** "Characters Welcome" are in the running for **CTAM's** Hall of Fame. 25 marketing leaders will vote on the inductee, who will be announced during the CTAM Summit, Oct 14-16, Orlando. -- **Univision's** *Jorge Ramos* and *Maria Elena Salinas* will receive the Lifetime Achievement Award at the 33rd annual News & Documentary Emmy Awards in Oct. -- Broadcasters may not be fans, but the **CEA** Line Shows electronic event in NY awarded **DISH's** Hopper Whole-Home HD DVR the "Best of Show" award.

Launch Pad: U.K.-based **ThinkAnalytics** struck a deal with a major unnamed U.S. MSO to launch its interactive program guide, said *Richard Dowling*, vp, product services. The guide offers adaptive recommendations, based on viewing pattern information like time of day, set-top box ID and guide activity. It also incorporates live linear metadata. "We are seeing user experience becoming more personalized," Dowling said. The recommendation solution has been deployed by 20 providers (70mln subscribers) worldwide.

BUSINESS & FINANCE

Programming: The Big 10, Pac-12 and ESPN got to keep the Rose Bowl till at least 2026. The extension, which begins Jan '15, includes rights to annual Rose Bowl Game across ESPN platforms through 2026. Additionally, ESPN has secured rights to distribute the game on 3D and around the world through ESPN International. Each year, the game will be played on New Year's Day at 5pm or on Jan 2 when Jan 1 falls on a Sun. -- **Comedy Central** booked 3 new shows starring comedians *Anthony Jeselnik*, *Amy Schumer* and *Ben Hoffman* for a '13 launch. Jeselnik's weekly series is a topical show reflecting his dark, twisted mind, Schumer will topline a sketch series and Hoffman will star in a sketch/man-on-the-street hybrid. -- **Travel Channel** greenlit 2 seasons of "Hotel Impossible" and "Baggage Battles." In the new seasons, hotel fixer *Anthony Melchiorri* will continue to rescue struggling and under-performing hotels while shrewd experts will discover forgotten treasures and hidden finds at top auctions worldwide. Meanwhile, a 3rd season of paranormal investigative series "The Dead Files" will premiere Aug 10, 10pm. -- **MTV's** weekend countdown show "10 on Top" is back for another season with Olympic themed episodes July 7, 11:30am. Expect interviews with celebrities about their favorite Summer Olympic Sports.

People: **MSG Ent** named *Robin Korn*, evp, strategic marketing.

CableFAX Daily Stockwatch

Company	06/28 Close	1-Day Ch	Company	06/28 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DIRECTV:	47.62	0.09	CLEARWIRE:	1.15	UNCH
DISH:	27.55	0.25	CONCURRENT:	3.88	(0.12)
DISNEY:	47.82	(0.05)	CONVERGYS:	14.42	(0.09)
GE:	20.20	0.07	CSG SYSTEMS:	16.81	(0.09)
NEWS CORP:	22.27	(0.14)	ECHOSTAR:	25.72	(0.17)
MSOS					
CABLEVISION:	12.96	0.25	GOOGLE:	564.31	(4.99)
CHARTER:	70.00	0.35	HARMONIC:	4.09	(0.15)
COMCAST:	31.04	UNCH	INTEL:	25.83	(0.39)
COMCAST SPCL:	30.59	0.06	JDSU:	10.48	0.08
GCI:	8.11	0.05	LEVEL 3:	21.16	(0.33)
KNOWLOGY:	19.65	(0.03)	MICROSOFT:	29.91	(0.26)
LIBERTY GLOBAL:	48.56	0.26	RENTRAK:	19.69	0.02
LIBERTY INT:	17.22	(0.01)	SEACHANGE:	7.87	UNCH
SHAW COMM:	18.77	(0.14)	SONY:	13.72	(0.09)
TIME WARNER CABLE:	80.02	0.02	SPRINT NEXTEL:	3.26	0.13
VIRGIN MEDIA:	23.76	(0.43)	TIVO:	7.96	UNCH
WASH POST:	369.78	4.40	UNIVERSAL ELEC:	12.12	(0.11)
PROGRAMMING					
AMC NETWORKS:	36.01	(0.53)	VONAGE:	1.95	(0.14)
CBS:	31.76	(0.22)	YAHOO:	15.45	(0.07)
CROWN:	1.68	(0.01)	TELCOS		
DISCOVERY:	53.10	(0.35)	AT&T:	35.39	0.20
GRUPO TELEVISA:	21.12	(0.27)	VERIZON:	43.97	0.19
HSN:	39.85	0.65	MARKET INDICES		
INTERACTIVE CORP:	44.34	(1.28)	DOW:	12602.26	(24.75)
LIONSGATE:	14.46	(0.29)	NASDAQ:	2849.49	(25.83)
LODGENET:	1.41	(0.01)	S&P 500:	1329.04	(2.81)
NEW FRONTIER:	1.60	(0.02)			
OUTDOOR:	7.10	(0.16)			
SCRIPPS INT:	56.09	0.09			
TIME WARNER:	37.87	(0.13)			
VALUEVISION:	2.05	(0.03)			
VIACOM:	50.87	(1.02)			
WWE:	7.62	(0.04)			
TECHNOLOGY					
ADVANTAGE:	2.10	0.06			
ALCATEL LUCENT:	1.53	(0.07)			
AMDOCS:	29.14	(0.1)			
AMPHENOL:	53.23	(0.52)			
AOL:	27.50	0.19			
APPLE:	569.05	(5.45)			
ARRIS GROUP:	13.65	0.06			
AVID TECH:	7.05	0.01			
BLNDER TONGUE:	1.20	0.05			
BROADCOM:	32.48	(0.41)			
CISCO:	16.48	(0.25)			



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PROGRAMMER'S PAGE

Breaking News Fail

CNN endured criticism, ribbing and downright snark Thurs after reporting on-air that the Supreme Court had struck down the individual mandate of Pres Obama's sweeping healthcare law. Others also got the news wrong initially, including **Fox News**, but CNN seemed to weather the biggest social media backlash—although measuring such a thing isn't an exact science. Possibly it was due to kicking a man while he's down, with CNN's ratings slide (2Q was a 21-year low) making it an easy target. While the news net corrected itself a few minutes later on-air, it was too late to stop CNN's own breaking news Twitter feed from repeating the error, as well as a torrent of tweets by individual CNN reporters and talent who later had to backpedal. To make things worse, CNN's Website went live with a "Mandate Struck Down" headline, prompting dozens of Tweeters to repost the screengrab while calling it CNN's "Dewey Beats Truman" moment. Fox News' on-screen banner morphed from "Supreme Court finds health care individual mandate unconstitutional" to court "upholds parts and invalidates parts of health care law" to "Supreme Court rules individual mandate will become a tax," according to *Politico*. *AP* was lauded for calling it right. In a statement, CNN said it regretted that it "didn't wait to report out the full and complete opinion regarding the mandate. We made a correction within a few minutes and apologize for the error." **C-SPAN** didn't try to dissect the decision, instead featuring a live feed of Scotusblog on the screen. To be fair, the decision did at first state that the mandate could not stand under the commerce clause—but it went on to qualify that it could pass muster if framed as a tax. Yes, it's complicated. But nothing could dampen the Schadenfreude-fest enveloping the Web Thurs, perhaps best summed up by the following tweet we discovered out there: "#CNN reports that Darth Vader is Luke Skywalker's farmer." Don't worry, CNN. This too shall pass...

Reviews: "Weeds," season premiere, Sun, 10p, **Showtime**. Actors love to hover near death on screen. It's often a perfect setting for drama. As "Weeds" begins its 8th and final season, much of ep 1's drama is hospital based. Of course, to call what happens in that room drama is a misnomer. Yes, somebody's in a coma (we won't say who), but that's a minor detail. The setting assists in making things hilariously quirky and entertaining. -- "My Cat From Hell," Sat, 8p, **Animal Planet**. With the success of "Dog Whisperer," we can't blame Silver Spring for attempting a feline version. Enter *Jackson Galaxy*, who looks like a cross between a rocker and Beldar Conehead, but who clearly has a way with cats, and people. He also gives off a controlled aggressive vibe, completely different from *Cesar Millan*. -- "America's Lost Treasures," premiere, Wed, 9p, **Nat Geo**. Owing its concept to **PBS'** "Antiques Roadshow," this amusing series seeks American antiques, but it's done with panache, allowing hosts *Curt Dousset* and *Kinga Philipps* to field test their discoveries before one treasure is sent to the Nat Geo museum in D.C. -- "Trip Flip," premiere, Thurs, 9p, **Travel**. Fun seeker *Bert Kreischer* takes unsuspecting tourists on an atypical, thrill-filled 3-day adventure. It doesn't hurt that ep 1 is in New Orleans.

Basic Cable Rankings (3/26/12-6/24/12)			
Mon-Sun Prime			
1	USA	2.1	2110
2	TNT	1.9	1933
3	HIST	1.8	1806
4	DSNY	1.7	1644
5	ESPN	1.6	1555
6	FOXN	1.4	1392
7	TBSC	1.3	1328
8	A&E	1.1	1097
9	FX	1.0	977
9	DSE	1.0	70
11	ADSM	0.9	918
11	HGTV	0.9	912
11	FOOD	0.9	911
11	SYFY	0.9	893
11	FAM	0.9	832
11	BRAV	0.9	817
11	NKJR	0.9	637
18	DISC	0.8	844
18	LIFE	0.8	830
18	TLC	0.8	789
18	AMC	0.8	782
18	TRU	0.8	700
23	CMDY	0.7	651
23	MTV	0.7	646
23	ID	0.7	527
26	SPK	0.6	623
26	TVLD	0.6	610
26	NAN	0.6	591
26	MSNB	0.6	579
26	BET	0.6	567
26	LMN	0.6	474
32	APL	0.5	532
32	VH1	0.5	491
32	HALL	0.5	462
32	EN	0.5	447
32	NBCS	0.5	390
32	NGC	0.5	386
38	CNN	0.4	381
38	ESP2	0.4	365
38	OXYG	0.4	331
38	NKTN	0.4	228
42	TRAV	0.3	320
42	HLN	0.3	313
42	DXD	0.3	269
42	OWN	0.3	244
42	GSN	0.3	240

*Nielsen data supplied by ABC/Disney

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