

CableFAX Daily™

Thursday — September 6, 2012

What the Industry Reads First

Volume 23 / No. 172

Here She Is: WICT Woman of the Year Hevey Shares Her Operational Viewpoint

Ahead of next week's **WICT** Leadership Conference and Touchstones lunch, we sat down with **WICT** Woman of the Year and **Time Warner Cable** East Region evp Carol Hevey to talk about the role of women in operations and what lies ahead for cable. Hevey began her career in cable as an administrative assistant in what was then pretty much a mens' club. She rose up through operations, working in call centers and the field, and now leads half of TWC's operating portfolio. (For comprehensive coverage of the **WICT** Leadership conference, including a column from **WICT** pres/CEO Maria Brennan, see **CableFAX's** Monday and Tuesday issues). **You've been in the industry for 30 years. Have you seen WICT's role in the industry change much over that time?** It has changed as the role of women in the industry and the number of women in the industry [have changed]. When I first came into the industry, **WICT** really existed because there weren't a lot of women in the industry. **WICT** served as a way for us to connect and support each other. Over the years, **WICT** created these wonderful development programs for women, with Betsy Magness probably the most recognized. They've certainly grown as an organization and become much more influential in the industry. **Some would say you've taken the road less traveled. How do you think the industry should encourage more women to come up through operations?** The women who want to do that really do need to take that opportunity for themselves. And the industry needs to continue to make those opportunities available. I took the opportunity myself to make the decision to move into roles that were more operationally oriented, and those opportunities were there, so I pursued them. It really has to be a joint effort. The industry can encourage women [in operations], and I think the industry does that. **WICT** provides an opportunity for women to develop the skills they need. At this point and time, I think the industry looks for talented operating leaders, whether they're men or women, to put into those critical roles. **Cox COO Jill Campbell has said operations is in her DNA. Do you feel the same?** Absolutely. I love the problem solving, the execution. I love having an initiative to achieve and bringing a team of people together, and executing against that initiative and solving whatever challenges that might come up along the way. I like the fact that at the end of that there are results that tell you how you did. **While you're based in Charlotte, the East region covers TWC's Northeast operations, NYC and the Carolinas. How do you manage such a large and diverse geography?** I've made it a point to learn as much as I can about the geography

Corporate Licenses

CableFAX Daily
WHAT THE INDUSTRY
READS FIRST.

For group subscriptions to
CableFAX Daily
or company-wide access
contact Amy Russell at
ARussell@AccessIntel.com



www.CableFAX.com

19793



msnbc

#1

**CABLE NETWORK
OPENING NIGHT
OF THE DNC.**

**TUNE IN TO SEE WHY MSNBC IS
THE PLACE FOR POLITICS**

**COVERAGE CONTINUES
TODAY AT 5^{PM}_{ET}**

LEAN FORWARD

Source: Nielsen Fast National Data, 9/4/12, 8pm-11pm, P2+ Live+SD (000),
Subject to Qualifications © 2012 MSNBC Cable, L.L.C., a Division of
NBCUniversal Media, LLC



msnbc

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 ● Editor: Joyce Wang, 301.354.1828, jwang@accessintel.com ● Community Editor: Kaylee Hultgren, 212.621.4200, khultgren@accessintel.com ● Advisor: Seth Arenstein ● Group Publisher, Media Entertainment: Denise O'Connor ● 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, jfato@accessintel.com ● Diane Schwartz/SVP Media Communications Group ● Subs/Client Services: 301.354.2101, fax 301.309.3847 ● Group Subs: Amy Russell, 301.354.1599, arussell@accessintel.com

and the parts of the footprint we serve. I've been fortunate that I've had the opportunity to live in each part of the region at some point... I made sure I have a great team of people and the right structure in place. I have really strong leaders in all parts of the operation that I have a great deal of confidence in. **Given the large swath of geography under your purview, talk to me about the concerns over shrinking discretionary income. Do you see signs of improvement, and are there regions that are doing better than others?** We have seen some signs of improvement. If you look at some of the leading national economic indicators, we see that transferring to consumer behavior. Particularly in the Carolinas, we're starting to see the housing market come back, which is very encouraging. The Northeast and NYC, we're seeing some signs of economic improvement there as well. Maybe not quite as much so in the Northeast and upstate NY as the Carolinas, but definitely seeing some improving trends. **Biggest challenge in the next year and what are you most excited about?** The biggest challenge is probably the same as it was in the prior 12 months, and it really ties back to what we just talked about. With consumers having more choices and being more selective about how they spend their dollars, the challenge is making sure we continue to provide the best possible value in our products or services, and doing it in a way that is compelling for consumers. What excites me the most is probably the same thing. It's working on all the various ways we can deliver on that promise to customers.

Election '12: Tues was **NBCU's** night. **NBC** led all broadcast and cable nets during the 10pm hour of the Democratic National Convention (5mIn total viewers), with sibling **MSNBC** taking 2nd place (4.1mIn). **CNN** followed with 3.9mIn. **Fox News**, which dominated ratings for the Republican National Convention, was last among the 6 major broadcast nets and cable news nets. It netted 2.4mIn total viewers.

At the Portals: The **FCC** added mobile to its broadband measurement program to give consumers more info on the performance of mobile carriers like **AT&T** and **Verizon** and to "spur competition among service providers." The agency will discuss ways to measure mobile broadband during its Sept 21 open meeting. The 4 biggest wireless carriers and **CTIA** have agreed to participate. In a statement, FCC chmn *Julius Genachowski* highlighted the need for transparency, saying extending the measurement initiative to wireless devices will help improve mobile networks and programs. The 1st "Measuring Broadband America Report" examined offerings from the 13 largest wired broadband providers in '11, establishing that most providers were delivering at or above advertised speeds.

Google Fiber: Digital video provider **Avail-TVN** will feed content to **Google Fiber** TV subs in Kansas City, making content available from studio, broadcast and cable. Meanwhile, Google's fiber experiment on Wed welcomed **FCC** commish *Ajit Pai*, who grew up in KS. During his visit, the Republican cmsr called on states and local communities to adopt broadband-friendly policies when it comes to rights-of-way. Pai also urged the FCC to create "model regulations, guidelines, or best practices for rights-of-way management" that will help fiber deployment.

On the Hill: Rep *Anna Eshoo* (D-CA) is speaking out against **NCTA's** partial opposition to the **FCC's** rules related to the Commercial Advertisement Loudness Mitigation Act. As the original author of the CALM Act, she takes issue with the cable group's argument that the rules should be limited to commercial ads, rather than also including promotional material. Promos are typically for upcoming programs and are not being broadcast in exchange for remuneration. "The distinction between promotional materials and other forms of advertising would not be readily apparent to a consumer and thus shouldn't be treated differently in the context of the Commission's rules," Eshoo wrote in a letter to the FCC chmn.

Retrans: First came **AT&T**, now **Cablevision**. The MSO signed a renewal with **CBS** O&Os that also includes continued carriage of **Showtime**, **Smithsonian Channel** and **CBS Sports Network**. The deal includes NY's **WCBS**, as well as Denver's **KCNC** and Philly's **KYW**. Cablevision, however, still hasn't reached a pact with **Tribune**. The MSO dropped **WPIX** and other Tribune **MyNetworkTV** and **CW** affils Aug 17. It lost Hartford Fox afil **WTIC** and **WGN America** on Aug 26.

Programming: **Bravo** greenlit the 5th season of docu-series "The Rachel Zoe Project" as Fashion Week starts. -- **TBS** ordered a 10-ep, 2nd season of family series "Sullivan & Son," which averaged more than 2.5mIn viewers in Season 1. -- **NBC News** and **TV One** confirmed contributors and panelists for their "TV One: One Vote Matters" coverage of the '12 Democratic National Convention on Thurs. On the guest list: *Valerie Jarrett*, senior adviser to *President Obama*, National Urban League CEO *Marc Morial* and Congressional Black Caucus head *Emmanuel Cleaver* (D-MO). *Tara Wall*, a *Mitt Romney* campaign advisor, will provide the Republican National Committee's response. -- **TNT** picked up *Dwayne "The Rock" John-*

BUSINESS & FINANCE

son's reality competition series "The Hero," set to premiere next summer.

People: **Suddenlink** tapped **Gregg Graff**, formerly of Insight, as svp, sales. -- **Oxygen** named **Roger Guillen** svp, creative dir. Guillen was vp, Olympic Creative Director for **NBC's** 2012 London Olympic Games. -- **E.J. Conlin** was upped to svp, marketing and comm for **RLTV**. -- **CNN** hired **Rick Lewchuk** as svp, creative services.

On the Circuit: Segway inventor Dean Kamen will headline **SCTE** Cable-Tec Expo in Orlando next month. He also should be a great resource for cable ops interested in telemedicine, as he holds hundreds of patents for medical devices that have expanded the frontiers of healthcare. In addition, his company **DEKA** is working on a power source that leverages the principles of the Stirling Engine to convert almost any fuel into electrical power with high efficiency, and to do so in a system that is clean, quiet, easy to use, easy to maintain and has a long operating life.

CableJobs

The Trusted Talent Resource

Tacoma Power is recruiting for a Telecommunications Manager, Assistant position. Under the direction of the General Manager, this position manages Sales and Marketing, Business Systems, and Customer Care and Network Support Services functions of Click! Network.

Click! Network has retail and a wholesale operation. It offers Cable TV as a retail service, and high-speed Internet over cable modem and high capacity data services including Metro Ethernet and SONET over fiber optics as wholesale products. Additionally, Click! supports multiple communications functions/services for Tacoma Power and general government.

Apply online at www.cityoftacoma.org/jobs

CableFAX Daily Stockwatch

Company	09/05 Close	1-Day Ch	Company	09/05 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DIRECTV:	52.85	0.55	CONCURRENT:	4.05	(0.01)
DISH:	32.28	1.26	CONVERGYS:	15.80	(0.04)
DISNEY:	50.76	1.10	CSG SYSTEMS:	21.55	0.08
GE:	20.66	0.15	ECHOSTAR:	28.99	0.56
NEWS CORP:	23.91	0.23	GOOGLE:	680.37	(0.67)
MSOS			HARMONIC:	4.59	UNCH
CABLEVISION:	15.11	0.29	INTEL:	24.41	(0.01)
CHARTER:	78.10	1.02	JDSU:	11.21	0.02
COMCAST:	33.74	0.21	LEVEL 3:	21.74	0.04
COMCAST SPCL:	32.99	0.21	MICROSOFT:	30.36	(0.03)
GCI:	9.24	(0.22)	RENTRAK:	17.29	(0.23)
LIBERTY GLOBAL:	56.24	0.23	SEACHANGE:	8.58	0.37
LIBERTY INT:	18.66	0.10	SONY:	11.07	(0.23)
SHAW COMM:	20.31	(0.09)	SPRINT NEXTEL:	4.95	0.15
TIME WARNER CABLE:	89.37	0.89	TIVO:	9.41	(0.14)
VIRGIN MEDIA:	27.68	0.24	UNIVERSAL ELEC:	15.70	0.13
WASH POST:	348.60	(6.26)	VONAGE:	2.19	0.07
PROGRAMMING			YAHOO:	15.12	0.23
AMC NETWORKS:	39.77	0.32	TELCOs		
CBS:	35.56	(0.38)	AT&T:	36.93	0.12
CROWN:	1.72	0.01	VERIZON:	43.75	0.05
DISCOVERY:	55.24	(0.04)	MARKET INDICES		
GRUPO TELEvisa:	23.16	0.03	DOW:	13047.48	11.54
HSN:	45.09	(0.39)	NASDAQ:	3069.27	(5.79)
INTERACTIVE CORP:	51.47	(0.6)	S&P 500:	1403.44	(1.5)
LIONSGATE:	15.29	0.07			
LODGENET:	0.36	0.00			
NEW FRONTIER:	1.48	(0.02)			
OUTDOOR:	6.93	(0.07)			
SCRIPPS INT:	60.12	(0.22)			
TIME WARNER:	42.25	0.90			
VALUEVISION:	1.92	0.02			
VIACOM:	49.85	(0.12)			
WWE:	8.72	(0.05)			
TECHNOLOGY					
ADDVANTAGE:	2.27	0.02			
ALCATEL LUCENT:	1.06	(0.04)			
AMDOCS:	32.25	(0.11)			
AMPHENOL:	60.39	(0.97)			
AOL:	33.76	0.28			
APPLE:	670.04	(4.93)			
ARRIS GROUP:	13.54	(0.2)			
AVID TECH:	9.42	0.05			
BLNDER TONGUE:	1.10	0.10			
BROADCOM:	34.92	(0.42)			
CISCO:	18.91	(0.09)			
CLEARWIRE:	1.60	0.07			

**CONNECT
ENGAGE
TRANSFORM**

THE WICT 2012
**LEADERSHIP
CONFERENCE**

SEPTEMBER 10-11
DURING DIVERSITY WEEK
HILTON NY

REGISTER **WICT.ORG**

THE WICT 2012
**LEADERSHIP
CONFERENCE**

SEPTEMBER 10-11
DURING DIVERSITY WEEK
HILTON NY

THE WICT 2012
TOUCHSTONES
LUNCHEON

SEPTEMBER 10
11:15 AM TO 1:15 PM
HILTON NY

Women in Cable Telecommunications

Think about that for a minute...

Do They Know?

Commentary by Steve Effros

I wrote a piece last April about my trials and tribulations trying to navigate my way to watching season one of "Game of Thrones." I was ultimately successful at figuring out the maze of navigation possibilities from my service provider, but it took 18 clicks to get there. And this is from what is billed as one of the most advanced navigation systems available. That's clearly not good enough, and I still maintain that at the end of the day,



when delivery and programming are commoditized, those who provide the best consumer experience will be the winners.

This goes just as much for the availability of programming itself as to the issue of ease of finding it. I had an experience the other day that definitely put up a red flag for me that not only do we have a lot more to do, but there are challenges and potential pitfalls that may not have even been considered.

My wife and I wanted to enjoy the old, classic movie "Never on Sunday." This 1960 gem with Melina Mercuri, while wonderfully dated, is still a joy to watch, especially Mercuri's gleeful abandon in the lead role. Simple, right? It's an old, classic movie. Should be easily available. I picked out the letters on my "search" page from FiOS and, much to my surprise, no luck. Not in the "Video on Demand," not in the "Pay per View." It didn't show up as available from any of the other programmer service archives either (I get them all, and heck, Zorba the Greek was available through TCM). But "Never?" Never.

I've stopped paying for Netflix because I get the Amazon Instant Video collection as part of my "Amazon Prime" payment of \$79/year. So I switched over to my Roku box and fired up Amazon. Typing in "Never

on Sunday" resulted in yet another disappointment. It wasn't there. I checked the Netflix library on my iPad out of curiosity, and lo and behold, there it was! But this just didn't seem right. I had trouble believing that Amazon did not have this classic in their library, so I tried again. However, I was not as fastidious in the way I typed in the search. I left out the capitalization. There it was! They had it all along, it's just that by some strange programming (no pun intended) glitch, the search engine would only recognize what I was looking for if I selected an all-lower-case version of the name.

We enjoyed the film. But it reinforced for me both how challenging it appears to be to make it easy for customers to find what they want, and how important it is to do it well.

To be sure, this is a minor glitch, a good computer programmer can solve it with relative ease. But how many others are there out there? With the advent of computer sign-up for various services and the similarity of the programming libraries, it does not require much for a consumer to switch from one to another service. Something as simple as having programming but making it a little harder for me to find it, or not letting me know you have it because of a simple little error in the programming can make the difference between retention and loss.

A word to the wise should be sufficient. We, as an industry, have to focus on making sure we let our customers know what's available and how to easily get it. If we don't, someone else will.

Steve

T:202-630-2099
steve@effros.com

(Steve Effros was President of CATA for 23 years and is now an advisor and consultant to the cable industry)

EARLY BIRD REGISTRATION • ENDS TOMORROW • SAVE \$200

OCTOBER 14 – 16 • ORLANDO • 2012

insights
CTAM



summit
CTAM

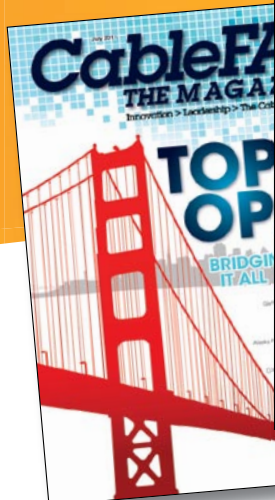
**TWO CONFERENCES
• ONE PRICE •**

Deepak Chopra, Chopra Foundation • Jon Feltheimer, Lionsgate • Susie Fogelson, Food Network and Cooking Channel • David Gregory, NBC News • Dan York, DIRECTV

CTAMconferences.com

CableFAX

Subscribe
Today and
SAVE
\$200!



FOR MORE THAN 20 YEARS,

CableFAX Daily has provided original cable news in the fast-moving cable industry.

A long history and deep reach within the cable business sector enables readers to get immediate market knowledge needed to stay profitable.

CableFAX Daily's quick email delivery alerts you to coverage on: TV Everywhere/ authentication, finance, regulatory, advertising, digital TV, programming, ratings, broadband, mobile and more.

Subscribe now to **CableFAX Daily**, and get \$200 off a 1 year subscription.
That's 249 issues for only \$1,295.

CableFAX Daily will be delivered to you via email in PDF format.

Name: _____

Title: _____

Company: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone Number: _____

*Email: _____

(required for delivery of issues)

Important Money-Back Guarantee:

If you are ever dissatisfied with your subscription, you may cancel at any time and receive a refund for all unmailed issues.

Please fax form to 301-309-3847, or phone 1-888-707-5808 to speak with a customer service representative.

Multi-user and site license subscriptions are also available. Please contact Amy Russell for custom pricing:
301-354-1599 or arussell@accessintel.com