

# CableFAX Daily™

Monday — October 3, 2011

What the Industry Reads First

Volume 22 / No. 190

## Woman of the Year: Bergman Says Future Bright, But Glass Ceiling Remains

WICT honors **Bright House** President Nomi Bergman as Woman of the Year at its Touchstones Luncheon Mon. **CableFAX** had a few questions for her, ranging from women in the workplace to Bright House's upcoming iPad app. She answered them all. **You have 3 daughters. What were there reactions to the award?** They are 18, 15 and 11. One just started college last week. I think it's hard for my kids to conceptualize what I do at work. I think it's easier to understand a doctor, teacher or another professional they encounter in their lives. While they hear about cable all the time, I think it's tough to understand. The youngest is definitely coming, the middle hopefully is, and I hope oldest one is but I'm trying not to put that pressure on her. It'll only be her 2nd Mon at school. **Is there anything you hope has changed for when your daughters enter the workforce from when you started?** I'm sad to say this, but I really do believe there is a glass ceiling, and I'm concerned about how slow the progress is to lift it. As the mother of 3 daughters, I'm very excited about the future for them and what's available for them, and I believe they can do anything. I would just say at the same time that there is still a lot of progress that needs to be made. I think happiness is what it's all about. I hope that doors are open for them. **What are the biggest challenges ahead for the industry?** Right now, I think it's the uncertain regulatory climate combined with the abating economy that concern me the most. Very, very scary. **You're on the board of Canoe. Do you have some thoughts on where it's headed?** I still think there is a great and very strong opportunity for Canoe to help our industry pursue opportunities surrounding advanced advertising. We've learned a lot over the past couple years on how to do this more effectively together. I think we're in a much better position to make some meaningful progress now. **Where is Bright House with TV Everywhere and authentication?** We've launched a few of the services, like WatchESPN. We need to work on others with our partner, Time Warner Cable. **So what about the iPad app that TWC launched, might you launch your own?** We're working on that. We just recently submitted our app to the Apple Store and as soon as they approve it, we'll take steps to deploy it to our customers. We're still testing it and making sure we're content with it. It's not ready to launch quite yet. **Why didn't you launch at the same time as TWC?** I think writing the app is probably the easiest part. The much more complicated thing is all the backhaul systems that have to integrate, so we had some work to do on the backend. **What's it been like since your father, Bob Miron, retired?** A few years before

## Partnering With Local Affiliates... ...One City at a Time.



### The C-SPAN Campaign 2012 Bus

C-SPAN's new bus showcases C-SPAN's content and the cable industry's digital platforms. [c-span.org/bus](http://c-span.org/bus)

### The C-SPAN Local Content Vehicles

Three new C-SPAN vehicles tour the country creating content for American History TV and Book TV.

[c-span.org/localcontent](http://c-span.org/localcontent)



# C-SPAN

Created by Cable. Offered as a Public Service.

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: Kate Schaeffer, 301.354.2303, kschaef@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: Debbie Vodenos, 301.354.1695, dvodenos@accessintel.com

my father's retirement, he stepped aside and asked Steve [Miron] and I to run the business. So, we're used to him not being involved in day-to-day activities. But I think our company and our industry miss him the most at an industry level.

**Net Neutrality:** As expected, Verizon filed an appeal of the FCC's net neutrality order in a D.C. Federal Appeals Court Fri, arguing the order modified its existing licenses and can therefore be challenged. The telco's seeks enjoinder of the order on grounds including that it exceeds the FCC's statutory authority and is contrary to constitutional right.


**In the States: Optimum Lightpath** intro'd its next-generation hosted voice service, which is cloud-based and designed for mid-market and large businesses. New features include the capability to keep mobile workforces connected on the go. -- **RCN** now offers its customers in Philly and the Lehigh Valley access to the **TiVo Premiere** service. -- **Verizon FiOS** rolled out its next-generation interactive media guide in Philly, NJ and DE.

**Research:** Hispanics are much more likely than non-Hispanics to use alternate platforms for media consumption, according to a **CTAM** study. 24% of the demo watches streaming or downloaded content on the TV, compared to 15% of total HHs, and the group also streams content more often via laptops/computers (26% vs. 23%), mobile phones (20% vs. 12%) and video game consoles (16% vs. 14%). "Hispanics are extreme entertainment enthusiasts," said CTAM pres/CEO *Char Beales*. Hispanics overindex total HHs by a wide margin in viewing of sitcoms/comedy, sports and cartoons/children's programming across all 4 platforms, and also in viewing of movies across consoles, computers and mobile phones. The 3 greatest percentage differences between Hispanics and overall HHs included video gaming (87%, 59%), watching movies on consoles (63%, 38%) and watching children's fare on TV (63%, 39%). Dramas on TV is the only genre in which total HHs outpace Hispanics. And regarding various activities that consumers are interested in doing on tablets, such as watching TV shows/movies and reading newspapers, Hispanics overindex total HHs in every one.

**Ratings:** ESPN's Orioles-Red Sox telecast scored 2.12mIn P2+ and a 1.6 HH coverage rating to become the net's most-viewed Wed night MLB feature since '98. -- The season premiere of **MTV's** "The Real World: San Diego" averaged a 2.1 rating among 12-34s to notch the franchise's best premiere in 5 seasons.

**Programming: LightSquared** chmn/CEO *Sanjiv Ahuja* will discuss his company's controversial \$14bln wireless broadband network during "The Communicators" on **C-SPAN** (Sat, 6:30pm ET) and **C-SPAN2** (Mon, 8pm ET). In discussing the legislative pushback LightSquared has endured this year, Ahuja stopped short of blaming competitors such as **Verizon** and **Comcast** for the roadblocks but did say "when you do a destructive business model, it has to make incumbents uncomfortable." -- **TBS** ordered a pilot of "Sullivan and Son," about a neighborhood watering hole in Pittsburgh and counting *Vince Vaughn* as an exec prod. -- **Starz** inked "Spartacus" co-creator and exec prod *Steven DeKnight* to an exclusive 2-year deal. -- *Russell Brand* will be the 1st guest to appear on **OWN's** "The Rosie Show" (Oct 10).

**Business/Finance: Lucas Oil Products** purchased control of **MavTV** and plans to make significant investments to improve the net's value and programming quality. MavTV joins the **Lucas Oil Studio** programming family that produces more than 350 hours of motorsports and lifestyle TV content annually. -- The **FCC** and **DOJ** approved **Level 3's** plan to acquire **Global Crossing** in a \$2bln tax-free, stock-for-stock transaction that would create a global services platform anchored by fiber optic networks on 3 continents that are connected by undersea facilities.



# CAPTURE YOUR SUBSCRIBERS

**WITH MOVIES, BLOCKBUSTER PREMIERES, AND BRANDED ORIGINALS, FEARnet HOLDS ON TO VIEWERS LIKE NO OTHER.**

**OVER 300 TITLES IN 2012**


- 18 World Premieres
- 17 Broadcast Premieres

**EXCLUSIVE ORIGINAL SERIES**

- *Holliston* (Spring 2012)

**ALL CONTENT AVAILABLE FOR AUTHENTICATION**

**INNOVATIVE MARKETING OPPORTUNITIES**



© 2011 Home Entertainment, LLC. All rights reserved.

Ron Garfield: [ron\\_garfield@spe.sony.com](mailto:ron_garfield@spe.sony.com) 310.244.9160 | Mike Severino: [mike\\_severino@fearnet.com](mailto:mike_severino@fearnet.com) 310.255.3627 | [affiliates.FEARnet.com](http://affiliates.FEARnet.com)

**CableFAX Week in Review**

Company	Ticker	9/30 Close	1-Week % Chg	YTD %Chg
---------	--------	------------	--------------	----------

**BROADCASTERS/DBS/MMDS**

DIRECTV:	DTV	42.27	0.59%	5.86%
DISH:	DISH	25.05	(6.39%)	27.42%
DISNEY:	DIS	30.16	1.11%	(19.59%)
GE:	GE	15.22	0.07%	(15.02%)
NEWS CORP:	NWS	15.60	(3.29%)	(4.99%)

**MSOS**

CABLEVISION:	CVC	15.73	(7.42%)	(53.52%)
CHARTER:	CHTR	46.84	(1.56%)	20.29%
COMCAST:	CMCSA	20.92	(2.24%)	(4.78%)
COMCAST SPCL:	CMCSK	20.72	(1.89%)	(0.43%)
GCI:	GNCMA	8.20	5.26%	(35.23%)
KNOLOGY:	KNOL	12.98	(2.55%)	(16.95%)
LIBERTY GLOBAL:	LBTYA	36.18	(2.06%)	2.26%
LIBERTY INT:	LINTA	14.76	(7.63%)	(6.4%)
SHAW COMM:	SJR	20.20	(1.32%)	(5.52%)
TIME WARNER CABLE:	TWC	62.67	(3.27%)	(5.09%)
VIRGIN MEDIA:	VMED	24.35	1.25%	(10.61%)
WASH POST:	WPO	326.97	0.32%	(25.6%)

**PROGRAMMING**

AMC NETWORKS:	AMCX	31.95	(6.3%)	(19.82%)
CBS:	CBS	20.38	(4.94%)	6.98%
CROWN:	CRWN	1.43	8.33%	(45.42%)
DISCOVERY:	DISCA	37.62	(5.71%)	(9.78%)
GRUPO TELEVISIA:	TV	18.39	(5.45%)	(29.08%)
HSN:	HSNI	33.13	(5.69%)	8.09%
INTERACTIVE CORP:	IACI	39.55	(1.91%)	37.80%
LIONSGATE:	LGF	6.91	0.73%	6.14%
LODGENET:	LNET	1.69	1.81%	(60.24%)
NEW FRONTIER:	NOOF	1.10	0.00%	(41.8%)
OUTDOOR:	OUTD	5.72	(10.63%)	(20.22%)
SCRIPPS INT:	SNI	37.21	(8.69%)	(28.1%)
TIME WARNER:	TWX	29.97	0.27%	(6.84%)
VALUEVISION:	VVTV	2.36	(19.73%)	(61.37%)
VIACOM:	VIA	48.36	(4.28%)	5.45%
WWE:	WWE	8.91	(4.3%)	(37.43%)

**TECHNOLOGY**

ADVANTAGE:	AEY	2.26	(3.42%)	(28.03%)
ALCATEL LUCENT:	ALU	2.83	(2.75%)	(4.39%)
AMDOCS:	DOX	27.12	(0.62%)	(1.27%)
AMPHENOL:	APH	40.77	(2.3%)	(22.75%)
AOL:	AOL	12.00	0.76%	(49.39%)
APPLE:	AAPL	381.32	(5.68%)	18.22%
ARRIS GROUP:	ARRS	10.30	1.28%	(8.2%)
AVID TECH:	AVID	7.74	(8.19%)	(55.67%)
BIGBAND:	BBND	1.28	(5.88%)	(54.29%)
BLNDER TONGUE:	BDR	1.15	(6.5%)	(45.24%)
BROADCOM:	BRCM	33.29	(3.59%)	(23.56%)
CISCO:	CSCO	15.50	(0.7%)	(23.38%)
CLEARWIRE:	CLWR	2.33	(3.32%)	(54.76%)
CONCURRENT:	CCUR	5.59	3.52%	10.47%
CONVERGYS:	CVG	9.38	0.21%	(28.78%)
CSG SYSTEMS:	CSGS	12.64	(1.48%)	(33.26%)
ECHOSTAR:	SATS	22.61	2.59%	(9.45%)
GOOGLE:	GOOG	515.04	(1.99%)	(13.29%)

Company	Ticker	9/30 Close	1-Week % Chg	YTD %Chg
---------	--------	------------	--------------	----------

HARMONIC:	HLIT	4.26	(1.84%)	(50.29%)
INTEL:	INTC	21.34	(3.72%)	1.45%
JDSU:	JDSU	9.97	(24.75%)	(31.15%)
LEVEL 3:	LVL	1.49	0.00%	52.04%
MICROSOFT:	MSFT	24.89	(0.68%)	(10.82%)
MOTOROLA MOBILITY:	MMI	37.78	(0.32%)	29.83%
RENTRAK:	RENT	12.59	(9.55%)	(58.26%)
SEACHANGE:	SEAC	7.70	(0.52%)	(9.94%)
SONY:	SNE	19.00	(0.11%)	(46.79%)
SPRINT NEXTEL:	S	3.04	(4.4%)	(28.13%)
THOMAS & BETTS:	TNB	39.91	2.05%	(17.37%)
TIVO:	TIVO	9.34	(7.16%)	8.23%
UNIVERSAL ELEC:	UEIC	16.39	4.00%	(42.23%)
VONAGE:	VG	2.60	(6.81%)	16.07%
YAHOO:	YHOO	13.17	(10.47%)	(20.81%)

**TELCOS**

AT&T:	T	28.52	2.41%	(2.93%)
VERIZON:	VZ	36.80	2.56%	2.85%

**MARKET INDICES**

DOW:	DJI	10913.38	1.32%	(5.74%)
NASDAQ:	IXIC	2415.40	(2.73%)	(8.95%)
S&P 500:	GSPC	1131.42	(0.44%)	(10.04%)

**WINNERS & LOSERS**

**THIS WEEK'S STOCK PRICE WINNERS**

COMPANY	CLOSE	1-WK CH
1. CROWN:	1.43	8.33%
2. GCI:	8.20	5.26%
3. UNIVERSAL ELEC:	16.39	4.00%
4. CONCURRENT:	5.59	3.52%
5. ECHOSTAR:	22.61	2.59%

**THIS WEEK'S STOCK PRICE LOSERS**

COMPANY	CLOSE	1-WK CH
1. JDSU:	9.97	(24.75%)
2. VALUEVISION:	2.36	(19.73%)
3. OUTDOOR:	5.72	(10.63%)
4. YAHOO:	13.17	(10.47%)
5. RENTRAK:	12.59	(9.55%)

Congratulations, Nomi.

WICT's Woman of the Year.

From your friends at



# CableFAX Luncheon

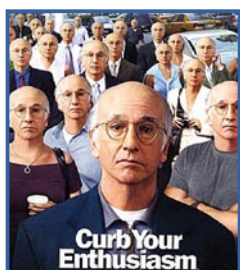
October 18, 2011 ■ Noon–2 p.m. ■ Renaissance Hollywood Hotel & Spa

# CableFAX PROGRAM AWARDS

## CableFAX Programming Hall of Fame



**Abbe Raven**  
President & CEO  
AETN



**Curb Your Enthusiasm**  
Long-running comedy  
series – HBO



**Chelsea Handler**  
Host, “Chelsea Lately” –  
E!



**Gary Marsh**  
President and Chief  
Creative Officer – Disney  
Channels Worldwide



**Henry Schleiff**  
President & GM –  
Investigation Discovery  
and Military Channel



**Jacqueline Hernández**  
COO – Telemundo



**John Landgraf**  
President – FX



**Johnathan Rodgers**  
President & CEO – TV One



**Kyra Sedgwick**  
Actress, “The Closer”  
TNT



**Mark Haines**  
CNBC Anchor,  
posthumous – CNBC

## Congratulations to all the Honorees

Join us as we celebrate the Top Ops, Hall of Fame and Program Awards Finalists on October 18 in Hollywood.  
To register for the event visit: <http://www.cablefax.com/programawards>

Sponsored by:



Advertising Contacts: Debbie Vodenos, Publisher 301-354-1695;  
[dvodenos@accessintel.com](mailto:dvodenos@accessintel.com)

Amy Abbey, Associate Publisher, 301-354-1629; [aabbey@accessintel.com](mailto:aabbey@accessintel.com)

# CableFAX Roundtable

## Diversity Dealings

This month's roundtable discussion delves into diversity as the industry heads to NYC for a week of diversity-themed events and conferences. We asked the chairs of **WICT** and **NAMIC**, **Cox** vp, programming **Kathy Payne** and **CBS TV** evp, **HR Ray Gutierrez**, respectively, to weigh in on Diversity Week's re-emergence after a brief hiatus and other issues. This marks the 2nd Diversity Week since it was reinstated as its own week. Also joining our panel are **Walter Kaitz Foundation** exec dir **David Porter** and **Cox** chief people officer and **NAMIC's** 1st Diversity Champion Award winner **Mae Douglas**.



**Mae Douglas**



**Raymond Gutierrez**



**Kathy Payne**



**David Porter**

### Why bring back Diversity Week?

**Gutierrez:** Re-establishing Diversity Week helps keep the focus on this important issue. The cable industry has been committed to increasing diversity in our ranks for a long time, but there's still more to be done. **NAMIC**, **WICT** and **Kaitz**, collectively participating in a week of events makes sense from a logistics standpoint. These organizations all have unique constituencies and programs, and Diversity Week provides a concrete forum for educating the industry as well as showcasing individuals and companies who have been instrumental in advancing the cause.

**Payne:** It's a great one-stop shop for the industry to glean best practices for workplace diversity and inclusion programs, as well as an extraordinary opportunity to reconnect with your industry peers. In **WICT's** case, we are able to hold our largest leadership development event, showcase amazing women leaders at our Touchstones Luncheon, and participate in mutual events with **NAMIC** and the **Kaitz Foundation**. As evidenced by the growing attendance for the **WICT Leadership Conference**, our members and key stakeholders are fully onboard with reinstating Diversity Week and **WICT** taking part in it.

**Porter:** Diversity Week allows the industry to annually come together and recommit itself to the goal of creating a truly inclusive environment where everyone can rise to their potential.

**Douglas:** It's an opportunity to remind ourselves why this industry is a great place to work; to illuminate areas where we are doing well and areas we need to improve and network and connect with our colleagues

### What are the industry's diversity strengths?

**Douglas:** As an industry, we sponsor diversity organizations that offer leadership development for executives that serve as complements to individual company programs

**Porter:** Many of our companies are led by individuals who personally believe that a diverse workforce is a business imperative. These leaders include diversity metrics among the many factors they consider in pay and promotions. Companies that connect these rewards appropriately motivate their employees to create a more inclusive environment in which everyone can thrive.

**Payne:** The industry's greatest strength is its willingness to be measured. By participating in **PAR**, conducted this year in conjunction with **NAMIC's** **AIM** survey, the industry demonstrates its true commitment to tracking diversity. They want to know where they stand and what the best companies are doing to produce results. That is a committed business approach—because without benchmarks and hard data, you are shooting in the dark. With major funding for this joint initiative coming from the **Kaitz Foundation**, it is another concrete statement of support by the industry.

**Gutierrez:** Within our industry there is a long history of striving for more inclusion, training and advancement of women and people of color as attested by the cable industry's embrace of **NAMIC**, **WICT** and the **Kaitz Foundation**. Support for employees to join **NAMIC** and **WICT** and attend their conferences and education programs has always been strong. As you will see from this week's release of the preliminary results of the joint **NAMIC/WICT** employment survey, our industry is making progress in diversifying its ranks.

# CableFAX Roundtable

## What are the weaknesses?

**Gutierrez:** We still need to increase diversity at the senior management level. NAMIC has experienced great success in preparing multi-ethnic professionals for progression into the senior ranks through its Executive Leadership Development Program now entering its 11th year. More than one-third of the program's 340 alumni have received promotions or assumed additional responsibilities. The program's reach was recently expanded through fellowships, underwritten by the Kaitz Foundation, to allow qualified professionals from small industry MSO's and programmers to participate.

**Douglas:** We still have opportunities to improve. In some areas of diversity and inclusion strategy, we are not on par with key competitors.

**Payne:** We still want to see more women in the top positions—the C Suite, and on the boards of directors. We know from research by Catalyst and others that this is what really drives change. We know from PAR that there has been progress. However, until we are at parity in terms of numbers and pay levels, our work is not done.

## Has diversity taken a backseat with companies focused more on the bottom line during these times of economic weakness?

**Porter:** No, many of our companies recognize that a diverse workforce better positions them to creatively come up with solutions to navigate the country's economic challenges.

**Payne:** While we can't speak for individual companies, there is a significant amount of data that shows us the higher the level of gender diversity, the more profitable the companies are. So if companies are not strengthening their gender diversity, they are not doing all they can to improve the bottom line.

**Gutierrez:** While companies will always be focused on the bottom line, diversity has become such an integral part of our goals that there is still a lot of emphasis on this issue.

**Douglas:** All companies have had to make choices to attain their business objectives/financials. I don't think diversity has taken a back seat—just impacted in similar ways as other company initiatives by having reduced budgets. Although budgets may have been impacted, the diversity and inclusion work has continued with more focus.

## How is cable doing when it comes to diversity on television programming?

**Gutierrez:** Cable has been at the forefront of producing programming that fully reflects the customer base. At Showtime, we've been providing opportunities for minorities in front of and behind the camera for a long time, and other networks have as well. At CBS, we facilitate comprehensive outreach to the writing, directing and talent communities, through the CBS Diversity Institute.

**Payne:** Television is evolving and cable is a major part of that evolution. When you have programmers that are from diverse backgrounds and experiences, that tends to show up in the decisions that they make about who and what to put on television.

**Porter:** Cable networks are increasingly developing more original content. This has created the opportunity for development of great new programs with diverse casts and diverse people behind the camera.

## What's the biggest misconception about diversity?

**Porter:** That you have to sacrifice quality to achieve a diverse workforce.

**Douglas:** That it only applied to people of color. Each of us has some diversity dimension.

**Gutierrez:** That it's simply the right thing to do with a myopic focus being placed on the social aspects versus seeing the intrinsic value to companies. It really is good for business.

**Payne:** That change happens overnight. It takes work, perseverance, and time. A core belief in the importance of diversity and inclusion is what sustains this concerted effort. You also need to be able to make the case as to why it should happen rather than simply wishing it were so.

## Do you think it's significant that NCTA has its first African-American CEO?

**Payne:** Without question, and particularly someone with such a strong track record supporting diversity initiatives as Michael Powell has. During his tenure as Chairman of the FCC, he instituted the first Diversity Committee, among other notable actions.

**Gutierrez:** As I mentioned before, it's still a challenge for professionals of color to break into the senior ranks and take a seat at the table. The fact that such an esteemed business leader of color is working at the forefront of our industry is significant.

**Douglas:** No. I think the industry is privileged to have Michael Powell because of his Washington experience and leadership.

## GUEST COLUMN

### The Business of Measuring and Strengthening Diversity

The cable industry has faced significant consolidation challenges in recent years. Smart businesses approach tough economic times by seeking cost savings and efficiencies, while maintaining or increasing output. The non-profit associations that support the industry hold themselves to the same standard. Our Boards of Directors, members and key supporters push us to do more—keeping an eye on the bottom line and approaching our work like a business.



**Maria Brennan**

Part of that business mindset is measurement. You need to know where you stand, what is working and what is not.

Without data and benchmarks, you are shooting in the dark.

The business of Women in Cable Telecommunications (WICT) and the National Association for Multi-ethnicity in Communications (NAMIC) is to strengthen gender and ethnic diversity in the industry. We approach that goal by benchmarking progress and better understanding the best practices used by the most successful companies. Measuring diversity is the first step in strengthening diversity.

This year, we have responded to those who have challenged us to do more and deliver consistent results by consolidating our two employment benchmarking tools—WICT's PAR Initiative and the newly rebranded NAMIC AIM survey. On Tuesday, during a joint Town Hall as part of Diversity Week, we will release the survey results. The industry has strongly supported this partnership, through generous financial support from the Walter Kaitz Foundation, as well as with participation from programmers and operators representing 54 percent of the industry's workforce.

Launched in 1999, the NAMIC employment survey, formerly entitled, "A Look Toward Advancement: Multi-ethnic Employment in the Communications Industry," provided a baseline of statistics and perceptions about the state

of multi-ethnic diversity in the cable telecommunications industry. This newest iteration of the NAMIC employment survey, now called the NAMIC AIM (Advancement Investment Measurement), will provide rich data that companies can use to support goals for sustainable growth of multi-ethnic diversity, and will further strengthen NAMIC's role as a key industry resource for the cultivation of a diverse talent pipeline.

Since 2003, the WICT PAR Initiative has measured the status of women employees in the industry based on three criteria: Pay Equity, Advancement Opportunities and Resources for Work/Life Support. A comprehensive advocacy program helping companies to set goals, institutionalize practices, measure progress and achieve results, PAR showcases best practices. Each year, the PAR Initiative grows more valuable as a resource for measuring and supporting the advancement of women in the cable telecommunications industry and has been supported both by WICT's 20 chapters nationwide and the industry.

We worked with the Society for Human Resource Management (SHRM) to create and administer the combined survey. In doing so, we reduced the total number of questions by over 70 percent in comparison with the previously separate surveys, while still giving us the data we need to inform our constituents.

NAMIC and WICT, through their joint partnership on this research, demonstrate a resolute commitment to ensure that the industry has access to uniform data that is vital to sustaining a strong pipeline of diverse talent. You will learn the survey results at the Town Hall meeting. Until then, we are proud to demonstrate that we well understand the business of measuring and strengthening diversity.

*Maria E. Brennan is pres/CEO of WICT and Kathy A. Johnson is the outgoing pres of NAMIC*



**Kathy Johnson**

**CableFAX Webinar:**

**October 12, 2011 | 1:30 – 3:00 pm ET**

### Social Media for Cable: What Works for Your Bottom Line

Social media continues to drive marketing and audience engagement, and nowhere is that more apparent than within the cable industry where watercooler buzz and word-of-mouth can make or break a product or show. Join us as industry experts from Time Warner Cable, Bravo and Charter share their tips and best practices for social media's pivotal role in cable's future success.

**Register Now at: [www.cablefax.com/socialmediaoct12/](http://www.cablefax.com/socialmediaoct12/)**

# 2011 CableFAX Program Awards Finalists

## Best Actor in Cable - Platinum

- Khandi Alexander – Treme, HBO
- Bryan Cranston - Breaking Bad, AMC
- Peter Dinklage - Game of Thrones, HBO
- Joseph Fiennes – Camelot, Starz
- Jon Hamm - Mad Men, AMC
- Stacey Keach - Lights Out, FX
- Edgar Ramirez - Carlos Sundance, Channel

## Best Actress in Cable - Platinum

- Eve Best - Nurse Jackie, Showtime
- Mireille Enos - The Killing, AMC
- Elisabeth Moss - Mad Men, AMC
- Katey Sagal - Sons of Anarchy, FX

## Best Cable Program - Platinum

- AMC - Breaking Bad
- AMC - Mad Men
- FX - Rescue Me
- FX - Sons of Anarchy
- HBO - Game of Thrones
- Sundance Channel - Carlos
- USA Network - Burn Notice

## Best New Cable Program - Platinum

- AMC - The Killing
- AMC - The Walking Dead
- HGTV - Selling New York
- IFC - Portlandia
- Showtime - Shameless

## Best Writer - Platinum

- AMC - Matt Weiner - Mad Men
- AMC - Vince Gilligan - Breaking Bad
- BBC America - Neil Cross - Luther
- HBO - Terence Winter - Boardwalk Empire
- Showtime - Paul Abbott - Shameless

## Best Online-Only/Mobile Extras for a Linear Show

- Sprout - Good Night Star
- WE tv - Braxton Family Values Mini-Site

## Best Online-Only/Mobile-Only Show

- E! Entertainment Television - E! News Now

- EPIX - EPIX Presents: Waiting for Superman Virtual Town Hall
- G4 - Feedback
- NBA Digital - The Jump (on NBA.com)

## Best Opening Sequence

- CNBC - Investing in America: A CNBC Town Hall Event with President Obama
- ESPN - NBA on ESPN: 2010 NBA Finals Open
- IFC - Portlandia (Dream of the 90s)
- WE tv - Braxton Family Values

## Best Video on Demand Program/Special

- Cox Media - What's Cooking with Eddie
- Sprout - Nina Sleeps
- Time Warner Cable - Carolina on Demand High School Sports

## Best Actor/Actress/Host Comedy

- Fred Armisen – Portlandia, IFC
- Iris Bahr – Svetlana, HDNet
- Kathy Griffin - Kathy Griffin: 50 and Not Pregnant, Bravo
- Joel McHale - The Soup, E! Entertainment Television

## Best Actor/Actress/Host Drama

- Idris Elba – Luther, BBC America
- Eva Green – Camelot, Starz
- Melissa Leo – Treme, HBO

## Best Actor/Actress/Host Family Friendly

- Chica the Chicken - The Sunny Side Up Show, Sprout
- Sarah Jessica Parker - Battle of the Nutcrackers: Dance-off, Ovation

## Best Actor/Actress/Host Food

- Padma Lakshmi - Top Chef, Bravo
- Zane Lamprey - Drinking Made Easy, HDNet
- Adam Richman - Man v Food, Travel Channel

## Best Actor/Actress/Host Music

- Mark Hoppus - Hoppus on Music, Fuse
- Dolly Parton - Dolly Celebrates 25 Years of Dollywood, Hallmark Channel

## Best Actor/Actress/Host News/Public Affairs

- Dan Rather - HDNet
- Ryan Seacrest - E! Entertainment Television
- Paula Zahn - On the Case with Paula Zahn, Investigation Discovery

## Best Actor/Actress/Host Other

- Anthony Bourdain - Anthony Bourdain: No Reservations, Travel Channel
- Joel McHale - 2011 Spirit Awards, IFC
- Jeremy Wade - River Monsters: Demon Fish, Animal Planet
- Martha Stewart - The Martha Stewart Show, Hallmark Channel

## Best Actor/Actress/Host Reality/Game Show

- Heidi Klum - Project Runway, Lifetime
- Art Mann - Art Mann Presents, HDNet
- Jerry Springer – Baggage, GSN
- Martha Stewart - The Martha Stewart Show, Hallmark Channel
- David Tutera - My Fair Wedding with David Tutera, WE tv

## Best Actor/Actress/Host Regional

- Paul Lisnek - Comcast Chicago

## Best Actor/Actress/Host Sports

- Mike Breen, Mark Jackson and Jeff Van Gundy - NBA on ESPN, ESPN
- Michael Schiavello - "The Voice Vs", HDNet

## Best Actor/Actress/Host Talk Shows

- Andy Cohen - Watch What Happens Live, Bravo
- Lynn Doyle - It's Your Call with Lynn Doyle, The Comcast Network
- Michael Kay – CenterStage, YES Network
- Graham Norton - The Graham Norton Show, BBC America



# 2011 CableFAX Program Awards Finalists

## Best Show or Series Animals/ Nature

- Animal Planet - Whale Wars: To the Ends of the Earth
- Nat Geo Wild - Great Migrations

## Best Show or Series Animated

- FX - Archer
- The HUB TV Network - My Little Pony Friendship is Magic
- The HUB TV Network - Transformers Prime

## Best Show or Series Children's

- Disney Channel/Disney Junior - Jake and the Never Land Pirates
- Disney Channel/Disney Junior - Mickey Mouse Clubhouse
- The HUB TV Network - R.L. Stine's The Haunting Hour: The Series

## Best Show or Series Comedy

- BBC America - Gavin & Stacey: Season Three
- EPIX - Eddie Izzard: Live at Madison Square Garden
- FX - It's Always Sunny in Philadelphia
- FX - Louie
- HDNet - Svetlana
- IFC - Portlandia

## Best Show or Series Documentary

- CNBC - The Facebook Obsession
- HDNet - Dan Rather Reports: A National Disgrace
- National Geographic Channel - Restrepo
- OWN: Oprah Winfrey Network - "Becoming Chaz"
- Sundance Channel - Brick City
- The Style Network - Too Fat for 15

## Best Show or Series Drama

- A&E - The Glades
- ABC Family - The Secret Life of an American Teenager
- AMC - Breaking Bad
- AMC - The Walking Dead
- BBC America - Luther
- FX - Justified

## Best Show or Series Education/ Instructional

- HGTV - Color Splash Miami
- HGTV - The Antonio Treatment
- Sportsman Channel - In-Fisherman TV

## Best Show or Series Faith Based/Religious

- GMC - Christmas with a Capital C
- GMC - The Way Home

## Best Show or Series Family Friendly

- Hallmark Channel - Smooch
- HGTV - House Hunters
- WE tv - Downsized

## Best Show or Series Food

- Bravo - Top Chef
- Cooking Channel - Extra Virgin
- Food Network - Good Eats
- Food Network - The Best Thing I Ever Ate

## Best Show or Series Music

- EPIX - The Black Eyed Peas: The E.N.D. World Tour
- Fuse - Hip Hop Shop
- GMC - 42nd Annual GMA Dove Awards
- Hallmark Channel - Dolly Celebrates 25 Years of Dollywood

## Best Show or Series News

- CNBC - CNBC's Man vs. Machine
- E! Entertainment Television - E! News
- HDNet - HDNet World Report

## Best Show or Series Other

- E! Entertainment Television - E! Live from the Red Carpet
- G4 - Attack of the Show!
- Lifetime - Amanda Knox: Murder on Trial in Italy
- Travel Channel - Anthony Bourdain No Reservations
- Animal Planet - Whale Wars: To the Ends of the Earth
- RLTV - Atrial Fibrillation

## Best Show or Series Public Affairs

- Bay News 9 - Political Connections
- Comcast - CN100 - Chicago - Political Update - Richard M. Daley Special
- RLTV - Prime Votes National Forum

## Best Show or Series Reality/ Game Show

- A&E - Beyond Scared Straight
- Bravo - The Real Housewives of Beverly Hills
- DIY Network - The Vanilla Ice Project
- E! Entertainment Television - Keeping Up with the Kardashians
- Food Network - Worst Cooks in America
- History - Swamp People
- WE tv - Braxton Family Values

## Best Show or Series Regional

- Comcast Chicago - Day of Honor
- Fox Sports Midwest - This One's For You St. Louis Cardinals Telecast to Afghanistan
- Pennsylvania Cable Network - The Farm Show

## Best Show or Series Sci Fi

- BBC America - Being Human Season Three
- BBC America - Doctor Who: Season 6
- SyFy - Eureka
- SyFy - Warehouse 13

## Best Show or Series Sports

- Big Ten Network - "The Journey: Big Ten Basketball 2011"
- ESPN - NBA on ESPN: 2011 Western Conference Finals
- Universal Sports Network - Take a Seat: Sharing a Ride Across America

## Best Show or Series Talk Shows

- Bravo - Watch What Happens Live
- CNBC - The Suze Orman Show
- E! Entertainment Television - Chelsea Lately
- RLTV - Taking Care with Joan Lunden