

CableFAX Daily™

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What the Industry Reads First

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End Chapter: CTAM Regional Groups Wrap Up

When **CTAM** chapters held their holiday parties this year, a note of sadness joined the festivities. For most, it marked their last gathering as CTAM national phases out support for all chapters at the end of the year. "Our theme was 'Finish with Flourish,' and it set the tone throughout the entire year," said CTAM TX and OK pres *Bruce Levinson* (vp, TV nets distribution for **NBCU**). For the first time in years, the chapter staged a holiday party in a downtown hotel in Dallas and achieved its goal of having all 10 past presidents in attendance. "We wanted to honor the past work of the boards and presidents," explained Levinson. "It was a heck of a run. We had some really amazing events over the years." One of those past presidents in attendance was *Lou Borrelli*, the chapter's 1st president back in '90 (at the time, it was known as the Southwestern region of CTAM). "When I started in cable in the late seventies, we were making it up as we went along. CTAM was the enabler to get smarter quicker," he said. "I don't quite understand why that needs to end. At the party in Dallas, I told them just because there's no chapter, you don't need a national organization to tell you it's a good idea to get together or not. I would encourage people to continue to network and communicate." 12 of CTAM's 13 US chapters will end operations at the end of the year following the CTAM board's decision in '10 to phase out support for the regional entities in order to focus on the CTAM's successful national programs. CTAM Rocky Mountain is going it alone, launching the **Rocky Mountain Cable Assn** on Jan 1 (Website is live at www.rockymountaincableassociation.com). "Of all the chapters, we were one of the strongest," said CTAM Rocky Mountain pres *Mary Millar* (Comcast marketing manager). "When the announcement was made [about discontinuing chapter support]... there was a very strong groundswell of 'we can't let this die.'" Millar said it took almost a year to get all the administrative ducks in a row, and stressed the new association wouldn't have been possible without a very dedicated board. The group will continue past CTAM events, such as the Cable Apprentice program. This year was its last hosting **SkiTAM**, but the event will live on through Adaptive Spirit (it's set for Mar 29-Apr 1 in Vail with **Cox's Joe Rooney** and **Disney/ESPN's Steve Raymond** serving as co-chairs). Rocky Mountain Cable Assoc hopes to expand membership beyond marketing execs, according to incoming pres *Dave Manley* of **Digitas**. "We want to expand our purview, but not so wide we dilute the organization," Manley said, identifying customer operations, sales and product development as areas the new group wants

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to target. CTAM pres/CEO *Char Beales* commended the CTAM chapters for a successful final year. Moving forward, CTAM plans to host a number of nationally organized activities across the US, including a “CTAM Dines” series that will bring cable professionals together for business networking and learning. And not of all the chapters’ signature events will go away. CTAM Carolinas pres *Carla Lewis-Long* (**nuvo TV**, vp, distribution) noted that local **WICT** and **NAMIC** chapters are interesting in trying to continue the chapter’s popular CTAM Golf Event. Similarly, Levinson said it looks like the **TX Cable Assn** will continue its **TexTAM**, a day-long educational event with panel discussions and roundtables. Those other organizations are also hoping to add some of the CTAM chapter members to their rolls. WICT, which allows members 1 chapter membership as part of their national dues, is offering CTAM chapter folks 3 free months of membership. NAMIC will work with its just elected chapter officers to develop membership strategies that will appeal to those chapter members. CTAM has been directing chapter members to both groups. The CTAM chapters won’t be forgotten. Much of the work, memories and history of 25+ years of chapters has been recorded in a “Visual Legacy” that will be housed at the Cable Center beginning in ’12.

Season of Change: Cablevision late Thurs announced that COO **Tom Rutledge** is resigning from the MSO, effective later this month, after serving in the post since ’04. “Everything I hoped for when I came to Cablevision has come true. I am proud of our record of success, and of the strong leadership team that remains in place to continue this work,” said Rutledge in a release. CVC pres/CEO *Jim Dolan* said Rutledge powered and shaped the company’s success over the last decade by “applying a rare combination of technological vision and operational excellence that has delivered results.” CVC declined to comment further. While the MSO has commenced a search for an exec with responsibility for oversight of its cable operations, Rutledge’s move follows the Nov departure of cable and comm pres *John Bickham*.

In the States: **Suddenlink** launched any-room DVR for customers with multiple **TiVo Premiere** DVRs. Subs with 3 of the devices can record up to 6 shows at the same time, watch recordings on any TV and have up to 600 hours of recording space. -- **Verizon** lit up additional **4G LTE** markets Thurs including Dover, DE, and Poughkeepsie, NY, extending the network’s coverage to more than 200mln POPs, or 2 out of every 3 Americans.

Retrans: **Heritage Broadcasting Group** has yanked **Fox** affil **WFQX** and **CBS** affil **WWTW** off **DISH** in Traverse City, MI, telling area viewers that the DBS op “continues to dictate the terms of any [retrans] settlement.” **DISH** disagrees with the assessment, of course, and said Heritage is seeking a rate hike of more than 500%. “While Heritage claims their proposal involves just ‘pennies’ more, this is disingenuous,” said **DISH** svp, programming *Dave Shull*. “Their offer would be like demanding \$15 for a gallon of milk, then saying it’s only pennies more per sip.”

Women In Cable: Females represent 30% of the cable industry’s exec ranks, according to **WICT**’s **’11 PAR Survey**, marking the highest percentage since the org’s **PAR Initiative** began in ’03. Women also account for 43% of cable’s full-time employees, up 9% compared to ’09, one-third of the top 10% highest paid workers and one-fifth of board seats, a figure that outpaced Fortune 500 companies by 4%. The ’11 Best Ops for Women in Cable are **Time Warner Cable**, **Cox**, **Comcast**, **Bright House** and **Suddenlink**, while **NBCU**, **Turner**, **Scripps Nets**, **Discovery Comm** and **ESPN** were named the Best Programmers. 25 companies, or 54% of the overall cable workforce, participated in the survey.

Honors: **HBO** (18) and **Showtime** (8) underscored their programming prowess by leading all nets in **Golden Globes** noms, and the pair’s cumulative total of 26 repped 47% of the overall noms. **HBO**’s “Mildred Pierce” scored 4 nods to pace all programs, while “Boardwalk Empire” joined with **Showtime**’s “Homeland”—both tagged a Best Drama—earned 3 each. The other Best Drama noms went to **FX**’s “American Horror Story,” **HBO**’s “Game of Thrones” and **Starz**’ “Boss.” Best Comedy/Musical noms went to **HBO**’s “Enlightened,” **Showtime**’s “Episodes,” **Fox**’s “Glee” and “New Girl,” and **ABC**’s “Modern Family.” Remaining net tallies: **PBS** (5), **ABC** (4), **BBC America** (4), **Fox** (3), **NBC** (3), **AMC** (2), **CBS** (2), **FX** (2), **Starz** (2), **Sundance Channel** (1) and **USA** (1).

Apps: Based on the **NBCSportsTalk** app, **Golf Channel Mobile 3.0** is available for iPhones and iPads (for the 1st time) as a redesigned app offering instant access to news and opinion, scores and video from a single interface. New features include live chats and social media. The app hits Android phones next week.

Ratings: **Style Net** said it was the fastest-growing cable net this year, which also marked the net’s best year in history through YOY increases in delivery among total viewers (+16%), women 18-34 (+52%), women 18-49 (+33%)

BUSINESS & FINANCE

and 18-34s (+49%). -- **HLN** notched its best ever year in total day among total viewers (334K, up 21% YOY).

Programming: **FX** inked a deal *Russell Brand* for 6 30-min eps of an unscripted late night series to debut in the spring. -- Why not milk the cash cow? **History** will follow smash hit "Pawn Stars" with "Cajun Pawn Stars" (Jan 8), featuring a LA shop that allows for the sale or pawn of livestock. -- **Bravo** rolls out *Kathy Griffin* Dec 20 for the comedienne's 4th hour-long special of the year, "Kathy Griffin: Tired Hooker." -- **ESPN** forged with the NCAA a global deal through '23-'24 that covers 24 collegiate championships and the exclusive multimedia rights for the March Madness championship game outside the US.

People: *Vin Zachariah* joined **Mediacom** as svp, field ops and fulfillment. -- *David Wolkis* was upped to vp, prod for **TNT** and **TBS Originals**. -- **Rovi** appointed *Thomas Carson* pres/CEO and a board member, effective immediately. -- **Visible World** tapped *Scott Falconer* as COO and *Dave Nussbaum* as vp, media solutions.

Business/Finance: **Liberty Global** completed its approx \$4.5bln acquisition of German cable op **Kabel BW**. -- **Outdoor Channel Holdings** declared a special dividend of 25 cents/share, payable Dec 30 to shareholders of record on Dec 24.

CableFAX Daily Stockwatch

Company	12/15 Close	1-Day Ch	Company	12/15 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DIRECTV:	43.31	(2.05)	CLEARWIRE:	2.04	(0.04)
DISH:	26.18	0.22	CONCURRENT:	3.38	0.03
DISNEY:	35.19	0.03	CONVERGYS:	11.99	(0.08)
GE:	16.79	0.18	CSG SYSTEMS:	14.49	0.17
NEWS CORP:	17.58	(0.04)	ECHOSTAR:	20.86	(0.47)
MSOS					
CABLEVISION:	13.93	(0.07)	GOOGLE:	619.54	1.47
CHARTER:	53.10	0.56	HARMONIC:	4.78	(0.08)
COMCAST:	23.29	0.11	INTEL:	23.31	UNCH
COMCAST SPCL:	23.07	0.08	JDSU:	9.57	(0.06)
GCI:	10.01	0.44	LEVEL 3:	17.49	0.36
KNOWLOGY:	13.99	(0.07)	MICROSOFT:	25.56	(0.03)
LIBERTY GLOBAL:	39.02	1.00	MOTOROLA MOBILITY:	38.80	0.02
LIBERTY INT:	15.31	0.02	RENTRAK:	14.04	0.31
SHAW COMM:	19.17	0.30	SEACHANGE:	7.30	(0.08)
TIME WARNER CABLE:	62.24	0.20	SONY:	17.19	0.09
VIRGIN MEDIA:	21.40	0.06	SPRINT NEXTEL:	2.28	0.01
WASH POST:	353.85	1.80	THOMAS & BETTS:	52.08	0.13
PROGRAMMING					
AMC NETWORKS:	36.22	1.22	TIVO:	9.06	(0.05)
CBS:	24.72	(0.32)	UNIVERSAL ELEC:	15.18	(0.28)
CROWN:	1.22	(0.02)	VONAGE:	2.20	0.06
DISCOVERY:	40.20	0.02	YAHOO:	15.16	0.14
GRUPO TELEVISIA:	20.42	0.12	TELCOS		
HSN:	35.96	0.89	AT&T:	28.79	(0.02)
INTERACTIVE CORP:	40.57	0.58	VERIZON:	38.42	0.16
LIONSGATE:	8.43	0.12	MARKET INDICES		
LODGENET:	2.37	0.04	DOW:	11868.81	45.33
NEW FRONTIER:	1.09	(0.02)	NASDAQ:	2541.01	1.70
OUTDOOR:	7.14	0.10	S&P 500:	1215.75	3.93
SCRIPPS INT:	41.43	0.13			
TIME WARNER:	33.88	0.07			
VALUEVISION:	1.88	(0.07)			
VIACOM:	47.45	(0.02)			
WWE:	9.64	(0.06)			
TECHNOLOGY					
ADVANTAGE:	2.16	0.12			
ALCATEL LUCENT:	1.51	(0.02)			
AMDOCS:	27.68	(0.07)			
AMPHENOL:	41.66	(0.14)			
AOL:	13.72	0.16			
APPLE:	378.94	(1.25)			
ARRIS GROUP:	10.27	0.19			
AVID TECH:	7.49	0.24			
BLNDER TONGUE:	1.15	(0.05)			
BROADCOM:	28.16	(0.29)			
CISCO:	18.04	0.06			

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PROGRAMMER'S PAGE with Chad Heiges and Seth Arenstein

Green Through White

During his 1st presser as **Showtime Sports** evp/GM, *Stephen Espinoza* was relegated to the background. That's not a knock on Espinoza, it's simply an inevitability when **UFC** pres *Dana White's* involved. The brash, opinionated and impossibly energetic White joined Espinoza Thurs in announcing a renewed deal with Showtime for MMA franchise **Strikeforce** (operated by the UFC owners), which this year will feature up to 8 live events on the premium net including women's bouts. If you don't know White, it's time to get acquainted. To millions of young fight fans, he's the czar of MMA, which is beginning to hit the mainstream like a subcutaneous needle prick. Non-PPV TV execs have smartly noticed the groundswell of the combat genre. Showtime has had a relationship with Strikeforce since '07, but **Fox** recently stepped into the MMA ring with a mammoth deal that features content on **FX**, **Fuel** and **Fox Deportes (Cfax, 8/19)**. Fox's 1st UFC feature scored 5.7mln viewers to become most-watched pro fight on any net since '03. Now, White's attempting to shoot for similar success with Strikeforce. "I want to build [Showtime's] numbers, I want to blow this thing up," he said. Slated for Jan 7, the 1st Strikeforce card of '12 will benefit from a simultaneous nationwide preview of Showtime that will hit 60mln homes—a stroke of marketing genius. Espinoza said Showtime and Strikeforce will work together to provide the best fight programming available, while White was feverish in his protestations that Strikeforce is not the UFC's stepchild. Irrespective of the fight quality, Showtime must be geeked about White's renewed zeal in and commitment to the property. Forget the expletives that fly like haymakers when he speaks, for White knows what young males want and is the ideal frontman for an exploding programming genre. In White's corner is the place for TV execs to be, like it or not. *CH*

Highlights: "Method to the Madness of *Jerry Lewis*," Sat, 8p, **Encore**. It's one-sided, but what a story, with footage from the King's personal vault. The talking heads, besides the 85-year-young Lewis, include *Seinfeld*, *Spielberg* and *Eddie Murphy*. And don't miss the Lewis films before and after. *SA*

Worth a Look: "Steve Niles' Remains," Fri, 10p, **Chiller**. No question, Chiller pulled out the marketing stops for its 1st original film. TV critics received a small, heavy package containing a handsome wooden box of cards, poker chips and "Steve Niles' Remains," a Vegas-based zombie film. Reminiscent of **AMC** hit "The Walking Dead," Remains pits a group of humans against a horde of voracious zombies. Remains gets some things right; the zombies are plenty scary. But the humans are so shallow and pointless you almost root for the zombies. — "Christmas Comes Home to Canaan," Sat, 8pm, **Hallmark**. If you could listen to *Billy Ray Cyrus* without seeing him during his scenes, you'd luxuriate in his buttery warm, southern voice. Unfortunately for Cyrus, TV is a visual medium and his ruggedly handsome visage barely registers emotion during this story of a single father raising four children on a remote farm. Despite the stoic Cyrus countenance, it's one of Hallmark's better holiday efforts. *SA*

Basic Cable Rankings
(12/05/11-12/11/11)

Rank	Network	Mon-Sun Rtg	Prime (000s)
1	USA	2.3	2303
2	ESPN	1.9	1863
2	DSNY	1.9	1836
4	FAM	1.6	1564
5	FOXN	1.5	1460
6	A&E	1.4	1384
6	DISC	1.4	1350
6	TBSC	1.4	1350
6	HALL	1.4	1222
10	TNT	1.3	1330
10	HIST	1.3	1267
10	NFLN	1.3	748
13	SYFY	1.1	1128
13	FX	1.1	1076
15	ADSM	1	976
15	FOOD	1	965
17	LIFE	0.9	913
17	HGTV	0.9	862
19	MTV	0.8	808
19	NAN	0.8	799
19	BRAV	0.8	795
19	TLC	0.8	788
19	AMC	0.8	766
19	TRU	0.8	766
19	DSE	0.8	54
26	TVLD	0.7	668
26	MSNB	0.7	637
26	LMN	0.7	545
26	NKJR	0.7	520
30	CMDY	0.6	604
30	EN	0.6	560
30	BET	0.6	549
30	ID	0.6	442
34	SPK	0.5	520
34	VH1	0.5	482
34	CNN	0.5	479
34	HMC	0.5	243
38	ESP2	0.4	437
38	APL	0.4	409
38	NGC	0.4	350
41	HLN	0.3	338
41	TRAV	0.3	318
41	CMT	0.3	287
41	DXD	0.3	255
41	OXYG	0.3	254

*Nielsen data supplied by ABC/Disney

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