

CableFAX Daily™

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What the Industry Reads First

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T. Howard: Evolving Cable Internship Still Growing after 20 Years

T. Howard Foundation's 1st intern class of 1995 had 14 interns and 10 host companies. Nearly 2 decades later, 97 interns from 52 colleges and universities are placed with 34 host companies in this year's class, foundation pres/CEO *Jo Pamphile* told us. "Today, we receive more than 1,100 intern applications, competing for nearly 100 summer internships" in NYC, Philly, DC, Atlanta, Charlotte, LA, Stamford and Bristol, CT, and Boston. The nonprofit that seeks to increase young minority representation in cable has seen an increase number of request for interns over the years, including requests for bilingual interns, Pamphile said. Most importantly, the requests have expanded from communications and journalism majors to finance, accounting, marketing, production, IT, and of course social and digital media. What's the group's approach? "We invite HR professionals to share insight and advice during our 2-1/2 day Summer Internship Orientation, a professional development training we provide to prepare THF interns to be successful," according to Pamphile. She noted during Diversity Week in Sept, THF will convene its 2nd HR Diversity Roundtable where it will work with HR professionals to identify ways to improve the program and help companies meet their diversity hiring needs. Meanwhile, more than 150 THF alumni have gained various full-time employment in the media and entertainment industry following college graduation. Over the last 3-5 years, the most desired majors and sought after skills in cable are in the areas of IT, engineering and digital media, said Pamphile. "We are seeing more positions for internships such as digital ad sales, tech engineering, digital media marketing and digital research. We expect to see a lot more focus in these areas as people view programs on a myriad of devices," she said. Here's Pamphile's advice for interns looking to score a permanent position: preparation, professionalism and networking, networking, networking. In addition, "we emphasize the importance of being flexible and coachable." The foundation places an average of 25 to 35 THF alumni a year in full time positions and will launch a "new hire" initiative, the Diversity Advancement Program, in Jan 2015. Many of this year's host companies are programmers/content companies, including **AETN**, **AMC Nets**, **BBC America**, **BET**, **Discovery Comm** and **HBO**. Operator partners include **Comcast**, **Time Warner Cable**, **Verizon** and



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AT&T. Moving forward, THF will reach out to more ops as well as PR firms and ad agencies for potential internship opportunities, Pamphile said.

On the Hill: Kevin McCarthy (R-CA) has been elected House majority leader, a position that opened after Eric Cantor (VA) lost his primary last week and later stepped down as majority leader. In a statement, McCarthy said he was “humbled to have this new opportunity at the leadership table to ensure that our commonsense values are represented in Washington and to make D.C. listen and respond to the priorities of Californians.” Meanwhile, Steve Scalise (R-LA) will take over McCarthy’s old position as House majority whip. Scalise, who was elected to the House in 2008, is the original sponsor of the Next Generation Television Marketplace Act introduced in Dec. The bill proposed to repeal laws including compulsory copyright licenses, eliminate various mandates on private sector companies and consumers, and remove certain FCC broadcast and media ownership rules.

The O’Rielly Factor: In a speech at the Media Institute Thurs, FCC Republican commish Michael O’Rielly urged the FCC to shy away from unnecessary regulations that would harm the video market. The agency almost made a mistake when it tried to impose a la carte rules a few years ago, he said. There is no need for regulation because both MVPDs and OTT providers are “striving to offer more tailored packages” to their subs. In addition, the agency should avoid being involved in rate disputes for video offerings, as the agency is “ill-equipped to determine fair market rates,” he said. However, he said one rule that could be changed without any demonstrable effect on the market is the sports blackout rule, which the FCC is considering eliminating. “Setting aside my personal love of the Buffalo Bills and the number of games I missed over the years due to blackouts, some argue quite compellingly that repealing the rule will not have any impact because the sports leagues and local broadcasters can negotiate this point in their contracts.” If that’s the case, the agency has no role. The league and local broadcasters should continue to find ways to ensure consumers can access content, O’Rielly said. Meanwhile, Netflix would be happy to hear this: O’Rielly believes applying legacy regulations to online video distributors would “undermine these nascent services and limit the valuable competition they provide.” Firing shots again at the Commission’s JSA order, he noted Sinclair’s plan to turn in 3 station licenses as a result of the new rules. These stations are going dark, and viewers in 2 markets are being harmed with the loss of 3 local stations, O’Rielly said.

OTT: After announcing a pending departure from E!, “Chelsea Lately” star Chelsea Handler is moving to Netflix. The deal includes a stand-up special (premieres Oct 10) based on her tour “Uganda Be Kidding Me,” a new talk show with an updated format starting in 2016 and 4 docu-comedy specials in 2015 on topics such as NASCAR and Silicon Valley.

From the Streets: While AT&T’s argument in its FCC filing that its merger with DirecTV isn’t anti-competitive might evoke skepticism, it’s unlikely to be a deal breaker after some modification, Bernstein Research analysts wrote in a research note. Based on the telco’s merger filings, the analysts see 3 upsides for its wireline strategy post-closing: Avoidance of capex for U-verse-video expansion (leading to a deferment of capex for broadband upgrades), better broadband trajectory in region because of the ability to integrate with a pay TV anchor product, and upside from bundling fixed wireless with DTV, primarily out of region. They noted that AT&T was careful in its FCC filing not to commit to further U-verse video buildouts and said only that “AT&T customers will be able to keep their U-verse video service.”

Ratings: HGTV’s “Flip or Flop” scored a series high among 25-54 with a .92 rating Tues night. The ep was the highest-rated single telecast of any primetime series on the net among that demo since an ep of “House Hunters” in April 2013.

Programming: GSN will premiere new original series “Skin Wars” on Aug 6, and “Idiot Test” on Aug 12. Skin Wars is an 8-ep, hour-long competition show looking for the best body painters in the country while “Idiot Test” is based on the app games featuring 2 contestants facing off in rounds of rapid-fire questions. -- The upcoming rap battle event, “Total Slaughter,” will air as a PPV telecast through distributor iN Demand, which counts major MSOs like Bright House, Comcast, Cox and Time Warner Cable and indie ops as members. Co-produced by Eminem’s

BUSINESS & FINANCE

Shady Films and Electus Digital's WatchLOUD.com, the 3-hour competition will be available live on cable PPV and online, as well as via VOD following the event. – **truTV** will roll out 8 new series over the next 7 months as the net continues its brand and programming transition. The slate includes the summer premieres of the new car-design competition series "Motor City Masters" (June 24) and the reality western "Way Out West" (July 21). In the fall, the net will launch the "Impractical Jokers" spin-off "Jokers Wild" (Sept 25); performance competition show "Fake Off" (Oct 27); its 1st sketch-comedy series "Friends of the People" (Oct 28); the ambush game show "Hair Jacked" (Oct); and "How to Be a Grown Up" (Oct), a comedic take on the relatable trials and tribulations of true adulthood.

People: **One World Sports** tapped *Kristen McNeil* as svp of the Western Division, based in LA. She joined from **Tribune Company** as vp, affil sales, Western Region. *Mark Romano*, previously vp, distribution sales & marketing with **Outdoor Channel**, joined as svp of the Eastern Division, based in NY.

Editor's Note: It's down to the wire, folks. Friday, June 20, is the entry deadline to get those Program Awards nominations in to us. Winners will be announced at the Oct 14 awards breakfast in Los Angeles. Nominate your shows by clicking [here](#).

CableFAX Daily Stockwatch

Company	06/19 Close	1-Day Ch	Company	06/19 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DIRECTV:	85.03	0.72	CONCURRENT:	7.73	(0.15)
DISH:	59.81	0.19	CONVERGYS:	21.26	0.02
ENTRAVISION:	5.51	UNCH	CSG SYSTEMS:	25.39	(0.14)
GRAY TELEVISION:	11.52	(0.27)	ECHOSTAR:	52.40	(0.05)
MEDIA GENERAL:	17.81	(0.42)	GOOGLE:	554.90	1.53
NEXSTAR:	44.23	(1.39)	HARMONIC:	7.40	(0.1)
SINCLAIR:	29.67	(1.34)	INTEL:	30.09	0.16
MSOS					
CABLEVISION:	17.44	UNCH	INTERACTIVE CORP:	68.85	0.03
CHARTER:	148.25	(0.4)	JDSU:	11.86	0.21
COMCAST:	52.94	0.28	LEVEL 3:	44.64	(0.96)
COMCAST SPCL:	52.45	0.28	MICROSOFT:	41.51	(0.14)
GCI:	10.69	(0.22)	NIELSEN:	47.52	0.19
GRAHAM HOLDING:	702.85	8.20	RENTRAK:	51.26	(3.08)
LIBERTY GLOBAL:	42.80	(0.02)	SEACHANGE:	8.00	(0.05)
LIBERTY INT:	29.13	0.25	SONY:	16.84	0.54
SHAW COMM:	24.95	(0.31)	SPRINT NEXTEL:	8.46	(0.06)
TIME WARNER CABLE:	143.72	0.87	TIVO:	12.58	0.30
PROGRAMMING					
21ST CENTURY FOX:	35.37	UNCH	UNIVERSAL ELEC:	46.81	(0.23)
AMC NETWORKS:	62.05	1.28	VONAGE:	3.57	(0.03)
CBS:	60.37	(0.86)	YAHOO:	34.68	(0.26)
CROWN:	3.50	(0.02)	TELCOS		
DISCOVERY:	75.65	(1.27)	AT&T:	35.36	0.16
DISNEY:	83.77	0.19	CENTURYLINK:	37.29	0.36
GRUPO TELEVISIA:	34.46	0.28	TDS:	25.99	(0.01)
HSN:	56.96	0.53	VERIZON:	49.47	0.05
LIONSGATE:	27.31	0.63	MARKET INDICES		
MADISON SQUARE GARDEN:	59.90	0.61	DOW:	16921.46	14.84
SCRIPPS INT:	82.06	1.36	NASDAQ:	4359.33	(3.51)
STARZ:	29.61	1.19	S&P 500:	1959.48	2.50
TIME WARNER:	69.35	0.08	TECHNOLOGY		
VALUEVISION:	5.01	UNCH	ADDVANTAGE:	2.91	(0.15)
VIACOM:	86.94	(0.04)	ALCATEL LUCENT:	3.57	(0.08)
WWE:	11.60	(0.15)	AMDOCS:	47.70	(0.03)
TECHNOLOGY					
AMPHENOL:	97.41	0.41	APPLE:	91.86	(0.32)
AOL:	37.98	0.53	ARRIS GROUP:	33.42	0.50
APPLE:	91.86	(0.32)	AVID TECH:	7.40	0.05
ARRIS GROUP:	33.42	0.50	BLNDER TONGUE:	0.98	(0.01)
AVID TECH:	7.40	0.05	BROADCOM:	38.36	(0.1)
BLNDER TONGUE:	0.98	(0.01)	CISCO:	24.71	0.08
BROADCOM:	38.36	(0.1)			
CISCO:	24.71	0.08			

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PROGRAMMER'S PAGE

A 10-Part, Michael Bay Apocalypse...

Never a dull moment in the pilot ep of TNT's *Michael Bay*-produced original series "The Last Ship," premiering June 22, 9pm ET. The storyline of the book-based series is simple: A crew of a lone naval destroyer teams with a (hot) microbiologist attempting to find a cure for a global pandemic that wipes out most of the planet's population. However, each ep of the tightly paced series could be its own almost unbearably tense mini-film, according to exec producer *Steven Kane*. "Every episode is another adventure, with lots of mysteries, twists, and surprises. That's the big take away," he told us. "Like a great summer movie, 'The Last Ship' is part of a great tradition of a picaresque adventure stories, a genre that got its start with Homer's *Odyssey* and continued through great series like 'Star Trek' and 'Battlestar Galactica,'" he said. Beyond that, the show is grounded in reality, making it even scarier, unlike most of the end-of-world scenarios that involve some kind of supernatural element, exec producer *Hank Steinberg* said. The authenticity, through TNT's partnership with the US Navy, also sets the series apart. The DC premiere earlier this month saw cast members walking the blue carpet, sailors mingling to music from a Navy band, and the march of the Color Guard. The cast trained with real sailors and officers, and spent weeks filming in port in San Diego, *Eric Dane*, who plays the ship's commanding officer Tom Chandler, told us at the premiere. "This character is very honorable. I am not so sure I have played that many honorable characters in my career," he joked. *Michael Wright*, TNT's head of programming, told a room full of men and women in uniform at the premiere: "While it's a work of fiction, it's a powerful reminder of the extraordinary things that members of the US military do and the sacrifices you all make in order to keep the country safe for us." - *Joyce Wang*

Reviews: "Teen Wolf," season IV premiere, **MTV**. Sometimes viewers just want to shutter their intellect and be entertained. This seems to be the idea behind "Teen," a vampire fantasy that features decent production values, a telegenic cast, a sprinkling of violence and girl power, all easily trumping story and character development. Last season was "Wolf's" best, as ratings grew 50% with +3-day playback, averaging 2.7 (persons 12-34) and 3.1m total viewers. It's also MTV's most social series ever. -- "Rizzoli and Isles," Tues, 9p, **TNT**. Light entertainment is the priority, with characters barely moving beyond stereotypes. Fortunately, rough-edged detective Rizzoli (gorgeous *Angie Harmon*) and polished medical examiner Isles (*Sasha Alexander*) are strong enough to carry a crime series where the tension of police work is broken with side plots and attempts at humor. You can't argue with numbers, though; entering season 5 last week, "R&I" was among cable's top 3 series for the past 3 years. -- "Almost Royal," premiere, Sat, 10p ET, **BBC America**. The net's first original comedy is a quirky gem, hewing to BBC Am's formula that mixes British and American elements. The faux docu-series follows young royal siblings Poppy and Georgie Carlton on their first U.S. tour. An entertaining interview with them at cablefax.com yields precious few insights into these enigmatic yet hilarious aristocrats. - *Seth Arenstein*

Basic Cable Rankings (6/09/14-6/15/14)			
Mon-Sun Prime			
1	USA	0.8	1979
2	HIST	0.7	1785
2	DSNY	0.7	1782
2	FOXN	0.7	1715
5	TNT	0.6	1576
5	TBSC	0.6	1469
5	A&E	0.6	1403
8	HGTV	0.5	1336
8	FX	0.5	1261
8	NAN	0.5	1194
8	DISC	0.5	1127
8	ESPN	0.5	1109
8	NBCS	0.5	968
14	TLC	0.4	1058
14	ADSM	0.4	1040
14	FAM	0.4	1019
14	FOOD	0.4	996
14	SYFY	0.4	910
14	ID	0.4	808
14	DSE	0.4	102
21	LIFE	0.3	813
21	BRAV	0.3	791
21	AMC	0.3	774
21	SPK	0.3	770
21	VH1	0.3	741
21	TRU	0.3	682
21	CMDY	0.3	672
21	HALL	0.3	588
21	DSJR	0.3	539
30	MSNB	0.2	597
30	APL	0.2	590
30	BET	0.2	562
30	MTV	0.2	546
30	ESP2	0.2	521
30	NGC	0.2	513
30	LMN	0.2	491
30	OWN	0.2	489
30	TVLD	0.2	452
30	EN	0.2	447
30	WETV	0.2	438
30	NKJR	0.2	435
30	CNN	0.2	411
30	OXYG	0.2	387
30	TRAV	0.2	377
30	DXD	0.2	374
30	GSN	0.2	373

*Nielsen data supplied by ABC/Disney



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