

# Cablefax Daily™

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What the Industry Reads First

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## Diversity Week: Industry Gears Up for Another Week of Introspection

Another Diversity Week kicks off in NYC Mon. It's a gap year, meaning there won't be any new stats or survey results on how the industry is doing when it comes to diversity in the workforce. But **NAMIC** and **WICT** leaders say that doesn't really matter. "In truth, there's no such thing as a gap year," said NAMIC pres/CEO *Eglon Simons*. "The industry is so dynamic and the change so constant, and none of it occurs according to any plan we may have in place for periodically taking the industry diversity pulse. So we monitor, we ask questions, and, to the extent that we can anticipate, we attempt to set a programmatic agenda, both nationally and at the Chapter level, that is timely and agile." WICT pres/CEO *Maria Brennan* said a lot is done to keep last year's survey findings top of mind. "In fact, we probably work harder in a survey gap year to keep diversity and inclusion top of mind. The good news is in our industry, they're very important to driving our business, and our companies by and large think about it and deploy strategies around it," she said. In a gap year, WICT creates by-products, including webinars and best practices, all based off survey findings. This year is a bit of a special one for WICT. It's the organization's 35th anniversary and the 20th anniversary of the Betsy Magness Leadership Institute. A tribute for the 800 Betsy graduates is planned during Sun night's reception. On Mon, the WICT Leadership Conference will open with a befitting tribute to the past, present and future that includes WICT's founders and current members. She's keeping quiet on the details so that we're surprised. "We're going to weave these milestones throughout these 2 days," Brennan said. NAMIC will celebrate its 35th anniversary next year. "Right after the conclusion of Diversity Week, as NAMIC prepares to celebrate its 35th anniversary, we will start planning NAMIC's full year of 2015 activities, which will include reviewing our past conference programs and track's format, and consider making changes in 2015 to make the experience even more compelling and interactive for our attendees," said Simons, who is experiencing his 1st conference as CEO of the organization, having joined NAMIC in June. Both groups have a lot planned for their annual gatherings. Social trend tracker *Guy Garcia* will deliver a keynote at the NAMIC Conference that will address the changing demographics within the marketplace. WICT has added one-on-one coaching sessions to its Leadership Conference—with all 40 slots filling almost immediately. In that vein, there will be more interactive workshops focused on audience partici-

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pation. "You have a lot of brain trust in that audience, so some of these sessions are going to be a back-and-forth dialogue, which is something we're really excited about," Brennan said. WICT, NAMIC and the **Walter Kaitz Foundation** will come together at the end of Diversity Week to co-sponsor an LGBT Workshop on Thurs, something new for Diversity Week. Dr. *Robin Johnson*, educator, author, social theorist and founding faculty director for the LGBT Leadership Institute at the UCLA Anderson School of Business, will moderate the workshop. That evening, Kaitz will hold its annual fundraising dinner, whose theme is along the lines of "the shape of things," looking into the future of diversity. There will be iPads on every table with thoughts from senior cable execs on "the shape of things." *Cat Deeley* of "So You Think You Can Dance" and *Alicia Menendez* of **Fusion** will serve as dinner co-hosts.

**DirectTV's OTT:** DirectTV is readying a new Hispanic OTT package that will launch this year. CEO *Mike White* was relatively mum on it at the **Goldman Sachs** conference Fri, but *Reuters* has reported that **Univision** will be a big part of the package, citing anonymous sources. It will be the first of DirectTV's planned niche-focused Internet video services. White offered a snapshot of 3Q, saying DirectTV had overestimated the long-term value of low-end subs and thus has again raised credit and retention policies. He gave the standard line about feeling confident on a new **NFL** Sun Ticket deal, but had no news. As for the **AT&T** merger, it's expected to close in late 1Q or early 2Q. Last week, the **FCC** sent requests to AT&T and DirectTV for more info, including programming packages, organizational charts and synthetic bundles.

**Rally in Philly:** **Free Press** and the **Media Mobilizing Project** are organizing a rally outside **Comcast's** Philadelphia HQ Mon to demand real net neutrality protections and a govt rejection of the proposed **Comcast-Time Warner Cable** merger. The rally is slated for the same day reply comments in the **FCC's** Open Internet proceeding are due.

**Retrans Showdown:** The Big 4's affiliate boards feel less than stellar about **Sen Commerce's** draft of STELA legislation, which would prevent joint retrans negotiations between 2 independent stations and direct the **FCC** to conduct a rulemaking on whether certain practices (like blocking online video) violates its good faith requirements. Sen Commerce leaders did drop the controversial Local Choice proposal from the draft, but broadcasters want more. "The bill violates this principle by imposing negotiation limitations on broadcasters while allowing the largest cable companies in the country to engage in the exact same behavior," the affiliate groups for **ABC, CBS, FOX** and **NBC** wrote in a letter to cmte leaders Thurs. "The draft bill also is problematic because it asserts unprecedented extension of FCC regulatory authority over private marketplace negotiations, a step that is contrary to the public interest since it would impede the ability of local broadcast stations to compete in a highly competitive video marketplace for popular national entertainment and sports programming."

**Programming:** **TNT** greenlit a second season of crime drama "Murder in the First." The series, starring *Taye Diggs* and *Kathleen Robertson*, will feature 10 episodes. -- **USA Network** announced it will begin airing the 6th and final season of "White Collar" Nov 6, followed by the return of the spy drama "Covert Affairs," which will kick off the 2nd half of season 5. -- **MTV's** "Girl Code" returns for a 3rd season Wed Oct 1. -- **Hallmark Channel** announced that it will air both the premieres and encore presentations of new Hallmark Hall of Fame movies, which previously premiered on **ABC**. The first movie in the series is "One Christmas Eve" (premieres Nov 30), starring *Anne Heche*. -- Think you've seen every kind of reality survival series? Try **Discovery's** "Rival Survival," which brings together 2 real world political adversaries and maroons them on a remote island for a week. The Oct 29 premiere features polar opposites *Jeff Flake* (R-AZ) and *Martin Heinrich* (D-NM), both US senators. -- **Discovery Fit & Health** partnered with **ABC News** for a quick-turn doc on Ebola that will debut Thurs at 8pm. "Ebola: Inside the Deadly Outbreak" will look at the history, containment and medical implications of the this highly infectious disease. -- **Lifetime** will bring back *Tori Spelling* reality series "True Tori" for a 2nd season on Oct 21.

**On the Circuit:** *Judi Allen*, svp, client solutions at **Nielsen**, will keynote the 2014 **WICT** Washington, DC/Baltimore Chapter PowerBrokers Breakfast Oct 16. **Travel Channel** host *Samantha Brown* will emcee.

**People:** Regional news network **New England Cable News** named *Kenny Plotnik* vp of news, effective Oct 6.

**Innovate Much?:** There's still a little bit of time left to register for our TV Innovation Summit at the Grand Hyatt in NYC on Thurs. Check out the incredible lineup of speakers at [www.cablefaxtvsummit.com/agenda](http://www.cablefaxtvsummit.com/agenda).

## CableFAX Week in Review

Company	Ticker	9/12 Close	1-Week % Chg	YTD %Chg
<b>BROADCASTERS/DBS/MMDS</b>				
DIRECTV:	DTV	86.85	(0.47%)	25.76%
DISH:	DISH	65.96	(0.72%)	13.88%
ENTRAVISION:	EVC	4.52	0.44%	(25.78%)
GRAY TELEVISION:	GTN	9.09	(6.29%)	(12.34%)
MEDIA GENERAL:	MEG	15.03	(3.78%)	(33.5%)
NEXSTAR:	NXST	44.10	(4.05%)	(20.87%)
SINCLAIR:	SBGI	28.02	(3.78%)	(21.58%)

Company	Ticker	9/12 Close	1-Week % Chg	YTD %Chg
<b>MSOS</b>				
CABLEVISION:	CVC	19.15	0.05%	6.80%
CHARTER:	CHTR	159.10	0.49%	16.34%
COMCAST:	CMCSA	57.08	2.48%	9.83%
COMCAST SPCL:	CMCSK	56.90	2.61%	14.07%
GCI:	GNCMA	11.63	3.01%	4.30%
GRAHAM HOLDING:	GHC	708.83	(1.82%)	6.86%
LIBERTY GLOBAL:	LBTYA	43.91	5.00%	(30.26%)
LIBERTY INT:	LINTA	28.92	(4.11%)	(1.47%)
SHAW COMM:	SJR	25.19	(0.87%)	3.49%
TIME WARNER CABLE:	TWC	154.31	2.74%	13.88%

Company	Ticker	9/12 Close	1-Week % Chg	YTD %Chg
<b>PROGRAMMING</b>				
21ST CENTURY FOX:	FOXA	35.05	(3.04%)	(0.34%)
AMC NETWORKS:	AMCX	62.17	(0.58%)	(8.72%)
CBS:	CBS	57.26	(3.6%)	(10.17%)
CROWN:	CRWN	3.25	(5.25%)	(7.93%)
DISCOVERY:	DISCA	39.66	(8.7%)	(56.14%)
DISNEY:	DIS	89.67	(1.4%)	17.37%
GRUPO TELEVISA:	TV	35.29	(5.03%)	16.62%
HSN:	HSNI	59.44	(2.64%)	(4.59%)
LIONSGATE:	LGF	33.29	1.59%	5.15%
MSG:	MSG	66.76	2.79%	15.94%
SCRIPPS INT:	SNI	78.34	(2.67%)	(9.34%)
STARZ:	STRZA	30.77	(2.38%)	5.23%
TIME WARNER:	TWX	76.81	(0.19%)	10.17%
VALUEVISION:	VVTV	5.03	(2.33%)	(28.04%)
VIACOM:	VIA	79.70	(2.02%)	(9.19%)
WWE:	WWE	15.19	2.91%	(8.38%)

Company	Ticker	9/12 Close	1-Week % Chg	YTD %Chg
<b>TECHNOLOGY</b>				
ADVANTAGE:	AEY	2.42	2.98%	(10.04%)
AMDOCS:	DOX	47.62	(1.59%)	15.47%
AMPHENOL:	APH	104.22	0.10%	16.86%
AOL:	AOL	42.68	(0.42%)	(8.45%)
APPLE:	AAPL	101.66	2.72%	8.50%
ARRIS GROUP:	ARRS	30.52	(0.91%)	25.39%
AVID TECH:	AVID	10.04	18.12%	23.19%
BLNDER TONGUE:	BDR	1.35	(11.18%)	35.00%
BROADCOM:	BRCM	40.38	(0.81%)	36.19%
CISCO:	CSCO	25.16	0.64%	12.17%
CONCURRENT:	CCUR	7.83	0.13%	(4.16%)
CONVERGYS:	CVG	19.15	1.92%	(9.03%)
CSG SYSTEMS:	CSGS	26.60	(2.96%)	(9.52%)
ECHOSTAR:	SATS	51.18	0.12%	2.94%
GOOGLE:	GOOG	575.62	(1.78%)	(48.64%)
HARMONIC:	HLIT	6.74	(2.03%)	(8.67%)
INTEL:	INTC	34.62	(1.09%)	33.36%
INTERACTIVE CORP:	IACI	70.45	(3.19%)	2.62%

Company	Ticker	9/12 Close	1-Week % Chg	YTD %Chg
JDSU:	JDSU	13.43	20.34%	3.39%
LEVEL 3:	LVL	44.66	(2.13%)	34.64%
MICROSOFT:	MSFT	46.70	1.71%	24.82%
NIELSEN:	NLSN	45.05	(3.55%)	(1.83%)
RENTRAK:	RENT	55.90	15.76%	47.53%
SEACHANGE:	SEAC	7.53	(3.95%)	(38.08%)
SONY:	SNE	19.82	2.85%	14.63%
SPRINT NEXTEL:	S	7.00	18.85%	(34.88%)
TIVO:	TIVO	13.75	1.63%	4.80%
UNIVERSAL ELEC:	UEIC	53.59	(3.14%)	40.62%
VONAGE:	VG	3.68	6.67%	55.27%
YAHOO:	YHOO	42.88	8.31%	6.03%

Company	Ticker	9/12 Close	1-Week % Chg	YTD %Chg
<b>TELCOS</b>				
AT&T:	T	34.50	(1.85%)	(1.88%)
CENTURYLINK:	CTL	39.54	(4.65%)	24.14%
TDS:	TDS	25.88	(3.18%)	0.39%
VERIZON:	VZ	48.40	(2.85%)	(1.51%)

Company	Ticker	9/12 Close	1-Week % Chg	YTD %Chg
<b>MARKET INDICES</b>				
DOW:	DJI	16987.51	(0.87%)	2.48%
NASDAQ:	IXIC	4567.60	(0.33%)	9.36%
S&P 500:	GSPC	1985.54	(1.1%)	7.42%

### WINNERS & LOSERS

#### THIS WEEK'S STOCK PRICE WINNERS

COMPANY	CLOSE	1-WK CH
1. JDSU:	13.43	20.34%
2. SPRINT NEXTEL:	7.00	18.85%
3. AVID TECH:	10.04	18.12%
4. RENTRAK:	55.90	15.76%
5. YAHOO:	42.88	8.31%

#### THIS WEEK'S STOCK PRICE LOSERS

COMPANY	CLOSE	1-WK CH
1. BLNDER TONGUE:	1.35	(11.18%)
2. DISCOVERY:	39.66	(8.7%)
3. GRAY TELEVISION:	9.09	(6.29%)
4. CROWN:	3.25	(5.25%)
5. GRUPO TELEVISA:	35.29	(5.03%)

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