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What the Industry Reads First

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Diversity Week: It All Comes Down to Priorities—and Persistence

As always, **NAMIC's** annual conference began Tues with praise for cable's progress on diversity—but the day included stark reminders that the hard slog toward broad inclusiveness continues. **BET Networks'** chmn/CEO *Debra Lee* said too many leaders talk the talk but don't get personally involved in recruiting diverse candidates at the most senior levels "and creating an environment where they can be successful." She said it comes down to specific actions like making diverse hiring part of performance reviews and pouring over the hiring metrics in every department. "You have to look at the numbers," she said. "And the numbers don't lie." **NCTA** pres/CEO *Michael Powell* urged cable execs to remain vigilant about collecting the data and measuring diversity performance—but he said it's really about the effort to "understand the dips... those fits and starts may continue, but that progress line will continue as well." Still, he said the best way for minority execs to get ahead may be to simply find big industry problems and then offer the solutions. "Don't just learn what exists," he said. "Spend a part of your time learning about what's emerging in the world... If you're learning just what's there now, you're already behind." In fact, Powell said even cable tech policy can be a diversity issue, noting that he successfully argued to the **NAACP** and **CWA** that the Title II push on broadband could adversely impact minority communities even as Title II advocates were "co-opting the language of civil rights" to mischaracterize the net neutrality debate (He said many of the same companies pushing Title II "ought to be ashamed" of surveys suggesting they lag behind on diversity within their own companies). **Time Warner Cable Media** pres *Joan Gillman*, meanwhile, said diverse hiring in the real world presents challenges, "and we've been working at it for a very long time... We're not done. It's a constant struggle... We're doing a lot more promotion from within. We're also more deliberate about bringing in raw talent and having a progression for that talent." One challenge: in local ad sales, ops often look to poach sales execs with local contacts from bcst stations in those markets—but "often the pool is not diverse." As a result, TWC has worked more to develop internal talent and search for candidates within other industries like medical sales. In the end, and as noted by BET Nets' Lee early in the day, a more diverse industry all comes down to support and attention from the top, said *Michael Jack*, pres/gm, **NBC4 New York**: "It will happen when a company dedicates the resources to it and when you have people in a position of



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power who won't just talk about it but actually do something," he said, noting that while outright racism has waned in corporate America, the bigger threat in 2014 is simply "institutional apathy." With Diversity Week and the Kaizt Dinner still going strong, we're guessing such apathy won't afflict cable any time soon.

Cable's Wireless Focus: There was 1 clear trend from **Bank of America Merrill Lynch's** investor conference Tues: cable is getting increasingly excited about wireless. "We see everyone coming to the same conclusion. This is a technology the govt should keep allocating spectrum to, and we should keep investing infrastructure and capital dollars," said **Comcast** chmn/CEO *Brian Roberts*. He rattled off some impressive stats, including that 70% of the data today is going across WiFi. The **Time Warner Cable** transaction puts Comcast in an even better spot because it will pick up NYC and L.A., with Roberts explaining that big cities with high congestion and big commutes need WiFi the most. The big question is whether wireless will continue to serve as a churn reducer or if there is a pathway to monetizing it. "I think there could be both," Roberts said, adding that it reminds him of Comcast's decision to eschew circuit-switched phone and wait for IP. "I see the same kind of dynamic with WiFi—there's different versions of WiFi, what are the new revenues associated with it, when do you want to go direct to consumer with some different kinds of products, if ever." Those products or business models may be Internet of Things, WiFi phones, helping wireless companies have WiFi as part of their service or all of the above, he said. Like Roberts, **Cablevision** CFO *Gregg Seibert* isn't sure new products are imperative. "I think new products will ultimately come along. It's not clear to me that new products are necessarily the key to monetizing WiFi," he told conference attendees. That said, Cablevision tests new products on a "fairly regular" basis, many of them WiFi-related. The company's on target for 1mln hotspots by year-end, many of them are dual routers that are being installed in the marketplace. Moving forward, Cablevision has made it a priority to better communicate the value of its WiFi network to customers. "One of the statistics I heard recently is we're over \$30/month in terms of our customers that actively use WiFi on a regular basis in terms of that kind of a dollar saving off their cellular plan," Seibert said. It occupies a lot of thought in "how we position WiFi and how we make sure customers are aware of the great value it provides to them, and we would like to get compensated for it at some point." On Tues, **Time Warner Cable** announced it's launching more than 300 hotspots in San Diego, available for free for local TWC Internet subs. The MSO plans to add hundreds of additional hotspots by the end of the year. Outside Southern CA, TWC WiFi deployment is underway in Austin, Kansas City, Hawaii, Charlotte and NYC with more than 46K hotspots nationwide.

AT&T-DirectTV Comments: Filings were trickling in to the **FCC** Tues, the deadline for initial comments and petitions on **AT&T's** proposed \$48.5bln acquisition of **DirectTV**. Just as it did with **Comcast-Time Warner Cable**, **Public Knowledge** filed a petition to deny the merger. Its list of concerns includes the potential of AT&T pushing customers away from wired connections onto wireless ones that might not suit their needs, reducing the number of pay TV options in U-verse markets and increasing AT&T's incentive to discriminate against online video. Among those supporting the merger is **CWA**, which believes it will advance the broadband buildout and benefit consumers and workers. The union has said the proposed \$45.2bln Comcast-Time Warner Cable deal must be carefully reviewed by federal regulators and raises concerns about quality jobs, competition, consumer costs because of its size.

Scripps OKs DISH's OTT Play: **Scripps** and **DISH** reached a multi-year contract renewal that includes rights for the satellite provider's upcoming OTT service. DISH also has deals with **Disney** and **A+E Nets** for the platform. The Scripps agreement includes VOD and authenticated live and VOD programming, and widens **DIY** and **Cooking Channel's** distribution by including them in the America's Top 200 package.

WICT's Pearls: In **WICT's** closing general session, part of its "Pearls of Wisdom" series, women thought leaders served up inspiring nuggets of advice gleaned from past successes. **IFC** pres and gm *Jennifer Caserta* told the crowd that being able to embrace change is "the most important skill a leader can have... you even have to be ready to change your entire brand," whether it's the one you work for or your personal brand. And she should know. Each network she's worked at "went through an identity overhaul," she said. "When you enter a leadership position, you're going to have to change some things. Your tone, your demeanor," she said. But it's important to remain yourself at the same time. "Hold on to your roots," she said, even though that means at some point you might have to dye them. When *Vy Higginsen*, exec dir, **Mama Foundation for the Arts**, teaches teens gospel

music in Harlem, she asks them to “leave the baggage at the door” so they can “let the music in.” It’s something executives should keep in mind as well. “Be mindful of your baggage because sometimes you bring it to work,” she said, warning it can affect yourself and others. **Al Jazeera America** news anchor *Richelle Carey*’s message was to try and change the conversation about women, which in her experience is not always positive. A board member for **Men Stopping Violence** and advocate for domestic abuse victims, Carey said “every day in small ways you can change the conversation about women, about violence against women, about victim blaming... My voice matters and your voice matters.” *Jana Bennett*, pres, **FYI** and **LMN**, said that curiosity, something she inherited from educator parents, has been the key to her fruitful career. “Curiosity can keep driving you to take risks and make changes throughout your career,” she said. “The great thing about TV is that it feeds off of new ideas. And it’s really good to feel like you’re on a quest.”

5Qs With Crown: We spoke with *Bill Abbott*, pres & CEO of Crown Media Family Networks, about Hallmark Movie’s rebrand, life as an indie and developments in daytime. The full interview is at Cablefax.com, but here’s an excerpt. **With the rebrand of Hallmark Movie Channel to Hallmark Movies & Mysteries, how is your programming strategy shifting?** We’re basically zeroing in on what’s made the channel successful today... We’ve had a lot of success with building distribution, growing ad sales, growing ratings and we’ve seen that a lot of the content that is in the mystery genre is extremely well received... While it’s a rebrand, it’s more a further definition of what the network really is. Out of the gate in October, we’re launching original high profile content for 4 consecutive Sunday nights. The Hallmark Channel has, over the course of time, really become the destination on Saturday nights for viewers looking for movies and series and we’ve had a lot of success there, so Sunday night is really what we’re staking out for Hallmark Movies & Mysteries.

Programming: IFC renewed “Maron” for a 3rd season to debut in the spring. -- **Shalom TV** is rebranding as **JBS, Jewish Broadcasting Service**. -- **VH1** ordered “T.I. & Tiny: The Family Hustle” spin-off series “Tiny & Shkinah’s Weave Trip.” The 8-ep, half-hour weekly show following T.I.’s wife will debut Oct 13. -- *Nik Wallenda*, “The King of the Highwire,” is back with his new “Skyscraper Live with Nik Wallenda” special on **Discovery Channel** Nov 2. The live event, following his tightrope walk in Chicago, will be available around the world in more than 220 countries.

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BUSINESS & FINANCE

Working Moms: Cisco, Discovery Comm, Turner, Verizon and Viacom made *Working Mother* magazine's annual list of Best 100 Companies based on leadership in establishing policies, programs and corporate culture that supports working moms, including child care, flexible work arrangements, paid parental leave and advancement of women. In honor of the 100 Best Companies, Working Mother has declared Oct 21 as National Flex Day to increase awareness for the importance of workplace flexibility.

C-SPAN Board Re-elects Esser: The C-SPAN board re-elected **Cox** pres **Pat Esser** to serve a 2nd term as chmn of the board's executive committee at the annual meeting of the net's board this week. **Amy Tykeson** is leaving as C-SPAN dir and exec committee member, having sold her company *BendBroadband* earlier this month. **Jerry Kent**, chmn/CEO of **Suddenlink**, was also named to the committee. In addition, **Cablevision** pres **Brian Sweeney** joined the board, replacing CEO **James Dolan**, who served since 2012. Esser joined the 21-member C-SPAN board and its executive committee in 2005.

People: Mediacom upped **Joseph Commisso** to group vp, corporate finance, reporting to evp/CFO/treasurer **Mark Stephan**.

CableFAX Daily Stockwatch

Company	09/16 Close	1-Day Ch	Company	09/16 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
BROADCASTERS/DBS/.....			CONVERGYS:.....	19.03.....	(0.11)
DIRECTV:.....	87.02.....	0.08	CSG SYSTEMS:.....	26.52.....	0.10
DISH:.....	65.54.....	(0.2)	ECHOSTAR:.....	50.90.....	(0.25)
ENTRAVISION:.....	4.40.....	0.05	GOOGLE:.....	579.95.....	6.85
GRAY TELEVISION:.....	8.93.....	(0.16)	HARMONIC:.....	6.61.....	0.12
MEDIA GENERAL:.....	15.01.....	(0.07)	INTEL:.....	34.93.....	0.39
NEXSTAR:.....	44.04.....	0.04	INTERACTIVE CORP:.....	69.44.....	(0.26)
SINCLAIR:.....	27.51.....	(0.39)	JDSU:.....	13.55.....	(0.01)
MSOS					
CABLEVISION:.....	19.19.....	0.07	LEVEL 3:.....	45.24.....	1.18
CHARTER:.....	161.42.....	1.53	MICROSOFT:.....	46.76.....	0.52
COMCAST:.....	57.23.....	0.21	NIELSEN:.....	44.72.....	0.32
COMCAST SPCL:.....	56.91.....	0.16	RENTRAK:.....	51.87.....	(0.66)
GCI:.....	11.03.....	0.04	SEACHANGE:.....	7.17.....	(0.06)
GRAHAM HOLDING:.....	731.14.....	4.90	SONY:.....	20.25.....	0.38
LIBERTY GLOBAL:.....	43.49.....	(0.23)	SPRINT NEXTEL:.....	6.77.....	(0.17)
LIBERTY INT:.....	28.80.....	0.07	TIVO:.....	13.71.....	0.27
SHAW COMM:.....	25.74.....	0.54	UNIVERSAL ELEC:.....	52.29.....	(0.28)
TIME WARNER CABLE:.....	154.66.....	0.66	VONAGE:.....	3.42.....	0.02
PROGRAMMING					
21ST CENTURY FOX:.....	34.75.....	(0.16)	YAHOO:.....	42.71.....	0.16
AMC NETWORKS:.....	62.16.....	0.11	TELCOS		
CBS:.....	56.90.....	0.16	AT&T:.....	34.95.....	0.26
CROWN:.....	3.25.....	0.06	CENTURYLINK:.....	39.60.....	(0.04)
DISCOVERY:.....	39.45.....	0.10	TDS:.....	25.72.....	(0.03)
DISNEY:.....	90.27.....	0.19	VERIZON:.....	48.96.....	0.40
GRUPO TELEVISA:.....	35.35.....	0.45	MARKET INDICES		
HSN:.....	59.42.....	0.17	DOW:.....	17131.97.....	100.83
LIONSGATE:.....	33.50.....	(0.3)	NASDAQ:.....	4552.76.....	33.86
MSG:.....	66.47.....	0.04	S&P 500:.....	1998.98.....	14.85
SCRIPPS INT:.....	78.10.....	(0.03)			
STARZ:.....	30.42.....	(0.15)			
TIME WARNER:.....	76.76.....	0.56			
VALUEVISION:.....	5.12.....	0.01			
VIACOM:.....	80.01.....	0.69			
WWE:.....	14.80.....	(0.21)			
TECHNOLOGY					
ADVANTAGE:.....	2.42.....	(0.04)			
AMDOCS:.....	47.66.....	0.19			
AMPHENOL:.....	103.99.....	0.37			
AOL:.....	42.43.....	0.15			
APPLE:.....	100.86.....	(0.77)			
ARRIS GROUP:.....	30.91.....	1.30			
AVID TECH:.....	10.06.....	0.31			
BLNDER TONGUE:.....	1.31.....	0.01			
BROADCOM:.....	40.43.....	0.14			
CISCO:.....	25.22.....	0.16			
CONCURRENT:.....	7.68.....	(0.11)			



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