

# Cablefax Daily™

Monday — September 29, 2014

What the Industry Reads First

Volume 24 / No. 188

## Cable HR: MSOs In Pursuit of Millennials

It's no secret that industries everywhere are tweaking their recruiting strategies to attract more millennials—and cable is no exception. Not only are those under 30 filling entry-level roles, but they're also the market's most sought-after consumers. "We think about the millennial as a potential employee and as a customer," said *Rhonda Taylor*, CTHRA board member and evp/chief people officer at **Cox Communications**. "There is a sense of urgency because when you think about the talent in the marketplace today, it's millennials." Building relationships with college campuses, offering quality career/personal development and using social media strategically appear atop the list of best practices. Millennial employees' desire for face-to-face contact means recruiters are making more and more personal visits to college campuses to meet potential applicants where they are. "We've taken our standard recruitment strategy and grown it to be more personal," said Taylor. For Cox, that personalization often includes word-of-mouth support, partnering new hires with each other in a buddy system and spotlighting current hires a millennial candidate would consider relatable. The MSO employs what **Comcast** execs *Raúl Valentín*, vp of talent acquisition, and senior manager of university relations *Amie Ryno* call a "target school strategy" in which the company hires a disproportionate number of students from universities with a track record for producing best-fit students. "We'll take anyone from anywhere that is a great, qualified candidate," said Valentín. "However, when you think about what builds success over time, it's building a relationship with the university and the student body." Showing millennial candidates how a company can develop them professionally and personally is another important draw, said Taylor: "They're really looking for that. Not just career development but how do they grow as individuals." Cox has established a "Senior Leader Speaker Series" in which interns can meet senior leaders, network and gain visibility. At Comcast, hires can join a network of ERGs, or employee resource groups, to build personal relationships with co-workers around a common interests like ethnic backgrounds, sports, or hometowns. Utilizing social media includes more than tweeting links to online applications. It's also using the platforms to stay connected with candidates and share meaningful info that brings corporate cultures to life. For instance, Comcast organized "Instagram Challenges" in which interns shared photos in response to lighthearted questions and themes. The biggest challenge for cable in

Cablefax's

## CABLE BUSINESS BOOT CAMP

**Who in your company could  
benefit from increasing their  
knowledge of the cable industry?**

The Cable Business Boot Camp is for everyone who wants to stay current and understand all the latest angles of the industry. Our expert trainers are prepared to divulge the ins and outs of cable—everything from the basic ecosystem to the power dynamics to the business and technology arrangements that make cable's world go 'round.

### Attendees Include:

- New Employees
- Distribution Teams
- Finance & Accounting Teams
- Legal Teams
- Ad Agencies
- Executive Assistants
- Industry Analysts
- Marketing & Sales Teams

24377

October 13 • Loews Hollywood • Los Angeles

Register at: [www.cablebootcamp.com](http://www.cablebootcamp.com)

# *Cablefax's* **Program Awards & Top Ops Breakfast** **October 14 • Los Angeles**

Join Cablefax on October 14 at the Loews Hollywood for the Program Awards & Top Ops Breakfast where we'll celebrate those who create amazing content and those who excel in bringing it to the viewers.

## *Cablefax Program Hall of Fame Inductees*



**Nick Grad**  
FX Networks



**Jerry Leo**  
Bravo



**Eric Schrier**  
FX Networks



**Lea Thompsen**  
Currently on ABC Family's  
"Switched at Birth" & ABC's  
"Dancing with the Stars"

*MSO of the Year*



*Independent Operator of the Year*



**Questions:** Diana Rojas at [drojas@accessintel.com](mailto:drojas@accessintel.com) **Advertising:** Diane Schwartz at [dschwartz@accessintel.com](mailto:dschwartz@accessintel.com)

Register at [www.cablefaxprogramawards.com](http://www.cablefaxprogramawards.com)

**Two-day Packages Available:** Join us the day before the awards breakfast on October 13 also at the Loews Hollywood for the Cable Business Boot Camp. We'll walk you through the ins and outs of cable—everything from the basic ecosystem to the power dynamics to the business and technology arrangements that make cable's world go 'round. For more information: [www.cablebootcamp.com](http://www.cablebootcamp.com)

CABLEFAX DAILY (ISSN 1069-6644) is published daily by Access Intelligence, LLC • www.cablefax.com • 301.354.2101 • Editor-in-Chief: Amy Maclean, 301.354.1760, amaclean@accessintel.com • Associate Publisher: Michael Grebb, 323.380.6263, mgrebb@accessintel.com • Editor: Joyce Wang, 301.354.1828, jwang@accessintel.com • Sr Community Editor: Kaylee Hultgren, 212.621.4200, khultgren@accessintel.com • Advisor: Seth Arenstein • Jr. Acct. Exec: Olivia Murray, 301.354.2010, omurray@accessintel.com • Dir of Market Dev: Laurie Hofmann, 301.354.1796, lhofmann@accessintel.com • Prod: Joann Fato, jfato@accessintel.com • Diane Schwartz, SVP Media Comms Group, dschwartz@accessintel.com • Group Subs: Laurie Hofmann, 301.354.1796, lhofmann@accessintel.com • Sub Questions, Client Services: 301.354.2101, clientservices@accessintel.com • Annual subscription price: \$1,599/year • Access Intelligence, LLC, 4 Choke Cherry Road, 2nd Floor, Rockville, MD 20850

this arena is dealing with the general lack of understanding surrounding what a cable company does. Comcast responded to misconceptions by choosing to refer to itself primarily as a “media and technology company” which “has lift for us in the whole space,” said Valentín. “We’re just trying to educate them on what it means to be a large cable company and the maturity that comes with that.”

**Comcast Names Customer Experience Exec:** To step up customer experience for Comcast services, the MSO named *Charlie Herrin* svp, customer experience, reporting to CEO *Neil Smit* and COO *David Watson*. In the newly created role, Herrin, a 15-year industry vet and previously svp of product design and development, will ensure “we are delivering the best experience to our customers every time we interact with them—from the moment a customer orders a new service, to the installation, to the way we communicate with them, to how we respond to any issues.” Herrin most recently led the design team behind the MSO’s X1 platform. “X1 was a breakthrough for us, and we need the best customer service to accompany these great products... Charlie will begin his new role immediately, but will continue to work with our CTO, *Tony Werner*, and his current team until a new head of product design and development is in place,” Smit wrote in a blog post Fri. While Comcast has made efforts to improve its customer service with initiatives like shorter appointment windows, launching self-service apps and upgrading its customer service centers, the MSO has acknowledged the need to do more. “Now it’s time to take the next step forward in that transformation,” Smit wrote. “Our customers deserve the best and we need to work harder to earn their trust and their business every day by exceeding their expectations.”

**Carriage Talks:** Suddenlink’s carriage deal with **Viacom** expires this week, and the companies are still negotiating. A Fri update from the MSO’s site Suddenlinkonyourside.com seemed to suggest a potential blackout due to fee increase. “Because Viacom still demands a significant pay increase, despite declining viewership, Suddenlink asked for a price for only the Viacom channels that our customers watch the most,” the update said. In June, the programmer parted ways to some 60 mostly rural distributors including **Cable One**.

**At the Portals:** There are few cable-related issues on the agenda for the **FCC**’s next open meeting on Oct 17. Among items to be considered is an NOI to explore innovative developments in the use of spectrum above 24 GHz for mobile wireless services and how the agency can facilitate the development and deployment of those technologies. The FCC will also consider a Report and Order that aims to promote the deployment of wireless infrastructure in order to provide advanced wireless broadband services. Another item on the agenda is an NPRM regarding measures to encourage the final conversion of low power TV and TV translator stations to digital service, and mitigating the potential impact of the broadcast incentive auction and the repacking process.

**Ratings:** Thurs night’s **Orioles-Yankees** game, *Derek Jeter*’s last game at Yankee Stadium, was the most-viewed game telecast on **YES**, averaging 1.25mln viewers in the NY DMA. The game, which might be the most-viewed game ever on any NY regional sports net, peaked at 1.99mln viewers from 10:15 to 10:30pm. The pre-game show averaged 304K viewers, the 3rd-most-viewed pre-game show ever on the net, while the post-game show averaged 400K viewers, the 5th-most-viewed Yankee postgame show ever on YES.

**OTT:** Amazon’s original series “Transparent” became available to Prime members Fri. The 10-ep series featuring an LA family forced to deal with long-held secrets can be accessed via the Amazon Instant Video apps for Amazon Fire TV and tablets, Fire phone, iOS platforms, **Roku**, Xbox, PlayStation, Wii, as well as other connected devices such as smart TVs.

**Programming:** **Starz** is offering multi-platform, nationwide sampling of the 1st 2 eps of its new original half-hour comedy series “Survivor’s Remorse” starting Sept 27, a week ahead of the show’s linear debut. Participating distributors covering 78mln video HHs will offer linear, on-demand and online sampling of the 6-ep 1st season. -- **Syfy** booked 6 additional 1-hour eps of its competition series “Wizard Wars,” which challenges young magicians with original magic using a random assortment of everyday objects. The series is expected to return in Jan, featuring magicians from Chicago, Philly, Las Vegas and more.

**Editor’s Note:** Don’t miss out on the **Cablefax** Program Awards and Top Ops breakfast taking place in Los Angeles on Oct 14. Hall of Fame inductions include **Bravo**’s *Jerry Leo*, **FX**’s *Nick Grad* and *Eric Schrier*, and **ABC Family**’s *Lea Thompson*. Registration info available [HERE](#).



## CableFAX Week in Review

Company	Ticker	9/26 Close	1-Week % Chg	YTD %Chg
<b>BROADCASTERS/DBS/MMDS</b>				
DIRECTV:	DTV	87.09	(0.72%)	26.11%
DISH:	DISH	64.92	(0.11%)	12.09%
ENTRAVISION:	EVC	3.95	(7.93%)	(35.14%)
GRAY TELEVISION:	GTN	8.18	(8.6%)	(21.12%)
MEDIA GENERAL:	MEG	13.13	(12.87%)	(41.9%)
NEXSTAR:	NXST	40.86	(7.87%)	(26.68%)
SINCLAIR:	SBGI	26.32	(2.88%)	(26.34%)

**MSOS**

CABLEVISION:	CVC	17.79	(7.2%)	(0.78%)
CHARTER:	CHTR	156.84	(1.42%)	14.68%
COMCAST:	CMCSA	54.24	(4.41%)	4.37%
COMCAST SPCL:	CMCSK	54.00	(4.58%)	8.26%
GCI:	GNCMA	11.12	(4.39%)	(0.27%)
GRAHAM HOLDING:	GHC	700.00	(4.09%)	5.53%
LIBERTY GLOBAL:	LBTYA	43.56	(1.8%)	(30.81%)
LIBERTY INT:	LINTA	28.35	(2.21%)	(3.41%)
SHAW COMM:	SJR	24.55	(3.38%)	0.86%
TIME WARNER CABLE:	TWC	145.09	(5.27%)	7.08%

**PROGRAMMING**

21ST CENTURY FOX:	FOXA	34.44	(2.02%)	(2.08%)
AMC NETWORKS:	AMCX	59.05	(5.69%)	(13.3%)
CBS:	CBS	54.56	(2.41%)	(14.4%)
CROWN:	CRWN	3.10	(5.49%)	(12.18%)
DISCOVERY:	DISCA	39.00	(3.7%)	(56.87%)
DISNEY:	DIS	88.74	(1.04%)	16.15%
GRUPO TELEvisa:	TV	33.90	(3.99%)	12.03%
HSN:	HSNI	61.18	1.90%	(1.8%)
LIONSGATE:	LGF	31.20	(8.02%)	(1.45%)
MSG:	MSG	66.60	1.03%	15.67%
SCRIPPS INT:	SNI	78.10	(0.27%)	(9.62%)
STARZ:	STRZA	32.18	6.17%	10.05%
TIME WARNER:	TWX	75.66	(2.75%)	8.52%
VALUEVISION:	VVTV	5.19	(4.07%)	(25.75%)
VIACOM:	VIA	77.34	(4.47%)	(11.88%)
WWE:	WWE	14.18	(3.47%)	(14.48%)

**TECHNOLOGY**

ADVANTAGE:	AEY	2.32	(1.27%)	(13.75%)
AMDOCS:	DOX	46.27	(2.49%)	12.20%
AMPHENOL:	APH	101.82	(2.02%)	14.17%
AOL:	AOL	44.55	4.38%	(4.44%)
APPLE:	AAPL	100.75	(0.21%)	7.52%
ARRIS GROUP:	ARRS	29.20	(2.72%)	19.95%
AVID TECH:	AVID	10.34	2.99%	26.87%
BLNDER TONGUE:	BDR	1.33	(12.5%)	33.00%
BROADCOM:	BRM	40.61	(0.68%)	36.96%
CISCO:	CSCO	25.00	(0.79%)	11.46%
CONCURRENT:	CCUR	7.47	(1.45%)	(8.57%)
CONVERGYS:	CVG	17.93	(3.39%)	(14.82%)
CSG SYSTEMS:	CSGS	26.67	(1.22%)	(9.29%)
ECHOSTAR:	SATS	49.24	(3.62%)	(0.97%)
GOOGLE:	GOOG	577.10	(3.18%)	(48.51%)
HARMONIC:	HLIT	6.39	(5.19%)	(13.41%)
INTEL:	INTC	34.26	(1.61%)	31.97%
INTERACTIVE CORP:	IACI	65.98	(3.23%)	(3.89%)

Company	Ticker	9/26 Close	1-Week % Chg	YTD %Chg
JDSU:	JDSU	12.91	(3.22%)	(0.62%)
LEVEL 3:	LVL	44.58	(5.61%)	34.40%
MICROSOFT:	MSFT	46.41	(2.34%)	24.06%
NIELSEN:	NLSN	44.64	(1.04%)	(2.72%)
RENTRAK:	RENT	60.87	11.16%	60.65%
SEACHANGE:	SEAC	7.05	(4.47%)	(42.02%)
SONY:	SNE	17.42	(1.53%)	0.75%
SPRINT NEXTEL:	S	6.42	(6.69%)	(40.28%)
TIVO:	TIVO	13.01	(2.69%)	(0.84%)
UNIVERSAL ELEC:	UEIC	51.28	(0.35%)	34.56%
VONAGE:	VG	3.28	(10.87%)	38.40%
YAHOO:	YHOO	40.66	(0.66%)	0.54%

**TELCOS**

AT&T:	T	35.28	0.37%	0.34%
CENTURYLINK:	CTL	40.31	(1.08%)	26.56%
TDS:	TDS	24.49	(3.24%)	(5%)
VERIZON:	VZ	49.77	(1.15%)	1.28%

**MARKET INDICES**

DOW:	DJI	17113.15	0.01%	3.24%
NASDAQ:	IXIC	4512.19	(1.48%)	8.04%
S&P 500:	GSPC	1982.85	(1.37%)	7.28%

## WINNERS &amp; LOSERS

**THIS WEEK'S STOCK PRICE WINNERS**

COMPANY	CLOSE	1-WK CH
1. RENTRAK:	60.87	11.16%
2. STARZ:	32.18	6.17%
3. AOL:	44.55	4.38%
5. AVID TECH:	10.34	2.99%
5. DOW:	17113.15	0.01%

**THIS WEEK'S STOCK PRICE LOSERS**

COMPANY	CLOSE	1-WK CH
1. MEDIA GENERAL:	13.13	(12.87%)
2. BLNDER TONGUE:	1.33	(12.5%)
3. VONAGE:	3.28	(10.87%)
4. GRAY TELEVISION:	8.18	(8.6%)
5. LIONSGATE:	31.20	(8.02%)

**Cablefax** MOST POWERFUL  
THE MAGAZINE WOMEN IN CABLE

**Advertise Today!** Promote your brand and honor your female colleagues in our print and digital issue of Cablefax: The Magazine

**Bonus Distribution at:** WICT Betsy Magness Graduate Institute  
**Contact:** Diane Schwartz, SVP, Group Publisher at dschwartz@accessintel.com



**Publication Date:** Nov. 6  
**Ad Space Close:** Oct. 16