

# Cablefax Daily™

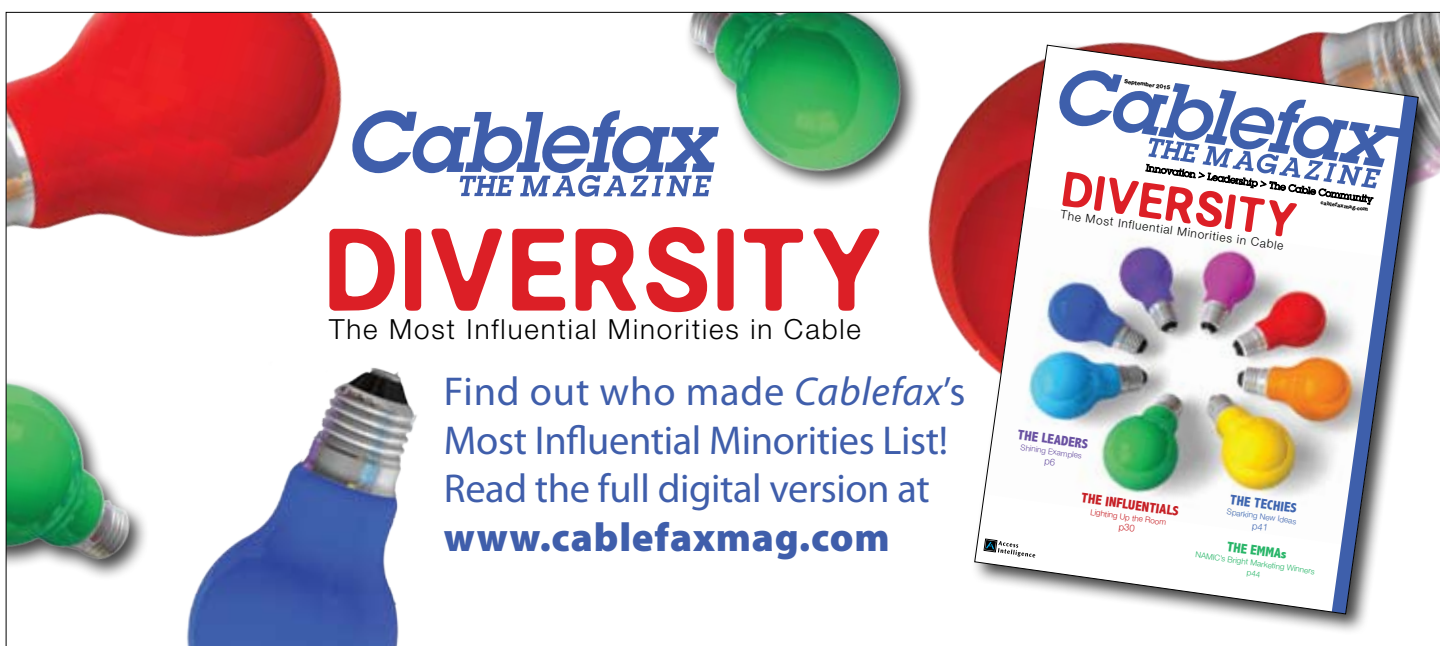
Wednesday — September 30, 2015

What the Industry Reads First

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## Diversity Town Hall: Leaders Discuss Retention for Women, People of Color

When **NAMIC** and **WICT** revealed the results of their biennial diversity employment survey Tues, it showed that the industry has work to do when it comes to retaining women and people of color. While women are increasing at the manager and exec/senior manager roles, the proportion of women who are full-time employees has declined—down 1% since the 2013 survey. Among people of color, entry and mid-level managers of color show a modest increase of 1% since 2013, but turnover rates remain higher than for white counterparts, and promotion rates in the exec and senior management levels for white employees are twice the rate of that for people of color. At a joint **NAMIC** and **WICT** town hall Tues morning, **Comcast** evp and chief diversity officer *David Cohen* said he thinks the fact that retention is the headline illustrates that the industry is maturing. “Five or 10 years ago, we would have been talking about the ability to hire women and people of color and promote them. I’m not saying we’ve licked those problems, but we have made enough progress we can talk about retention,” he said. “It’s frustrating because you get these talented, diverse people in your company. It hurts if you end up losing them.” What helps a little is that some of these people go on to other jobs within the industry, he said. When it comes to retention, flexibility is important, said *Lissiah Hundley*, **Cox’s** exec dir of diversity and inclusion. Waiting for an exit interview to find out the reasons someone is leaving is too late. “We need to start asking the question why earlier. When you’re engaging with them and listening... you’re hearing what their needs are before they’re ready to leave,” Hundley said. All of the execs on the town hall panel spoke of the importance of mentoring and sponsorship. **Suddenlink** has an internal formal, mentor program. “[We are] making sure that it’s paid for... and that the best and brightest are getting access to programs [like those at Diversity Week] and have the tools to do their jobs well,” said Suddenlink evp, CFO *Mary Meduski*. At **Comcast-NBCU**, the company went from 0 to about 70 employee resource groups in the past few years, with 18K employees participating, Cohen said. **A+E Networks** is exploring passion groups, centered on a multicultural approach to solving a business problem. “Organic change comes from within people in an organization. It gets the most power and following,” said *Stacy Green*, A+E Nets evp, global HR and facilities. **Disney** does extensive engagement surveying of employees to measure how they are experiencing the work place, said Disney chief diversity officer/**ESPN** svp, HR *Paul Richardson*. “Most companies are really bad at giving employees constructive feedback, and when it comes



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THE MAGAZINE

# DIVERSITY

The Most Influential Minorities in Cable

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to women and minorities, they are even worse,” he said. While formal programs are important, don’t forget more casual efforts. Hundley said she’s a “living example of retention promotion at its finest” and the powers of indirect sponsorship. Her supervisors included her at the table in briefings with Cox pres *Pat Esser* about this panel. When his first grandchild was born this week, preventing him from participating, Esser said “Lissiah’s got this” and sent her in his place. Other take-aways included making diversity objectives part of performance reviews. Meduski said Suddenlink evaluates people on their ability to create a diverse organization and it is a part of formal succession planning. Comcast-NBCU has qualitative diversity metrics that it evaluates. “There is absolutely no doubt in my mind... that we have focused a very wide swath of our company in diversity inclusion in a way that we never focused on it before,” Cohen said. “I think the vast majority of managers in our company understand that if they’re not personally focused on diversity and inclusion, this is probably not the company for them.” *Check out Cablefax.com for more on the Diversity Study’s findings.*

**Rentrak/comScore to Merge:** Data analytics companies joined the pay-TV consolidation game Tues, with **comScore** and **Rentrak** announcing they will combine in a stock-for-stock merger. The deal was already approved by both boards. Under the terms, Rentrak will merge into a wholly-owned subsidiary of comScore. comScore shareholders will own around 66.5% and Rentrak shareholders will own around 33.5% of the combined company. comScore’s CEO *Serge Matta* will lead the new company as CEO. Dr. *Magid Abraham* will remain as the exec chmn. *Bill Livek*, Rentrak’s current vice chmn/CEO, will serve as the company’s exec vice chmn/pres. *Mel Wesley* will continue as the CFO, and *David Chemerow*, Rentrak’s current COO/CFO, will serve as a strategic advisor to the CEO, focused on the successful integration of the two companies. The combined company’s board will consist of 12 directors—8 from comScore and 4 from Rentrak. “The combination will enable the company to introduce a more comprehensive and precise set of solutions for measuring media consumption and advertising across platforms, setting the standard for the next generation of cross-platform measurement solutions,” the companies said.

**From Charter’s CFO:** Charter is expected to close the **Time Warner Cable/Bright House** transactions by the end of the year, CFO *Christopher Winfrey* said during the **Deutsche Bank** Leveraged Finance Conference Tues. “We learned what were some of the key drivers for why **Comcast** didn’t close... And we were able to come out very quickly and address a bunch of issues that were in the public interest,” he said. In addition, regulators already have most of the information from TWC and Charter from the failed Comcast/TWC deal, he said. Winfrey also noted Charter’s proposed deal has approvals from some of the most vocal opponents of the Comcast deal, including **Netflix** and **Cogent**.

**Comcast Launches Watchable Beta:** Comcast launched a beta version of ad-supported video service, Watchable, featuring web-based content from 30 digital partners. The service, available for free without a Comcast subscription, is on iOS, watchable.com and X1. Initial content partners include **AwesomenessTV, BuzzFeed, CelebTV, Discovery Digital Networks, Flama, Machinima, NBCU** and many more. Content is divided into categories like Auto, Entertainment, Food & Travel, and Sports. “Over time, we’ll add additional network partners, make the experience more personalized, and include new options to share content with friends,” Comcast chief biz dev officer *Sam Schwartz* wrote in a blog post. Comcast is reportedly offering creators a 75% cut of ad revenue.

**Diversity Week Notebook:** **Time Warner Cable** COO *Dinni Jain*, **NAMIC** Conference co-chair and **Cablefax: The Magazine’s** #1 in its Most Influential Minorities list, talked about the importance of diversity in terms of not surrounding yourself with people who all see things the same. “Harmony is optional,” he said. That means leaders need to be willing to be told they’re wrong, Jain said at NAMIC and Cablefax’s breakfast honoring the Most Influential Minorities and EMMA winners. “There’s a lot happening out there with competition, and the new generation rising, the millennials, are right now better represented by some of our biggest competitors to come—the **Googles, the Apples** and **Amazons** of the world,” Jain said. “We need to make the changes structurally as a business to stay at the top of that. I think that will come by embracing the members of this younger generation.” -- **NCTA** pres/CEO *Michael Powell* praised the industry for “exceptionally hard work to advance the mission of diversity.” He noted that in the past year, tech companies began to self-report some of their diversity data. Of **Twitter, Facebook** and **Google’s** 41K employees, 1.8% (758) are black, according to EEO1 reports. “I commend them for reporting, but in this day and age, that’s abysmal,” Powell said. -- Pretty cool to share the room with TV legend *Norman Lear* at Tues’ L Patrick Mellon Mentorship lunch. At 93, his main message was that everyone is responsible for moments that lift up another person that they don’t know about. “Each of us help in ways we

# BUSINESS & FINANCE

don't understand," he said, describing how he met a woman, then 31, who thanked him for putting her as a little girl in a background scene. Twenty years later, he met the woman again, now 51. She had read his book, where he described this blue and gray sweat-shirt that made him feel a little taller, braver and stronger even when he felt all alone. "You were my blue and gray sweatshirt," she told him.

**Discovery Day: Discovery Comm** hosted its 1st investor day in NYC Tues. The company's investment in content across its channels means it's positioned well for earnings growth during the next 3 years, CEO *David Zaslav* said during the event. He expects ad sales to be up in the mid-single digits this quarter. "We are confident in the long-term outlook for our business and foresee continued growth in the years ahead, which we expect will produce significant free cash flow and value for shareholders," he said. Execs highlighted Discovery's strong international performance, thanks to its direct-to-consumer products in EU including Eurosport Player and DPlay, featuring entertainment and live events. The company will launch an authenticated TVE offering for **Discovery Kids** in Latin America dubbed Discovery Kids Play. The 3-part international strategy is: growth audience and share, own and control must-have IP and create and expand powerful brands, said *Jean-Briac Perrette*, pres of **Discovery Nets Intl.**

## Cablefax Daily Stockwatch

Company	09/29 Close	1-Day Ch	Company	09/29 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
DISH:	56.38	(0.12)	CONVERGYS:	22.86	0.19
ENTRAVISION:	6.40	(0.15)	CSG SYSTEMS:	30.25	(0.15)
GRAY TELEVISION:	12.78	0.48	ECHOSTAR:	41.86	(0.34)
MEDIA GENERAL:	13.80	0.16	GOOGLE:	595.31	0.42
NEXSTAR:	47.04	3.53	HARMONIC:	5.77	(0.07)
SINCLAIR:	25.34	(0.1)	INTEL:	29.28	0.52
TEGNA:	21.86	(0.39)	INTERACTIVE CORP:	64.59	(0.03)
<b>MSOS</b>					
CABLE ONE:	427.98	UNCH	LEVEL 3:	41.63	0.06
CABLEVISION:	32.12	(0.39)	MICROSOFT:	43.49	0.20
CHARTER:	167.77	(4.33)	NETFLIX:	98.35	(1.12)
COMCAST:	55.21	0.40	NIELSEN:	45.23	(0.3)
COMCAST SPCL:	55.64	0.33	RENTRAK:	43.31	(0.51)
GCI:	16.87	(0.23)	SEACHANGE:	6.28	0.25
LIBERTY BROADBAND:	50.22	(1.27)	SEACHANGE:	6.28	0.25
LIBERTY GLOBAL:	42.50	(0.59)	SONY:	23.61	(0.44)
SHAW COMM:	19.08	0.23	SPRINT NEXTEL:	3.74	(0.25)
SHENTEL:	42.16	0.34	TIVO:	8.70	(0.06)
TIME WARNER CABLE:	174.03	(1.9)	UNIVERSAL ELEC:	41.74	(1.16)
<b>PROGRAMMING</b>					
21ST CENTURY FOX:	25.83	0.64	VONAGE:	5.83	0.01
AMC NETWORKS:	70.29	(0.43)	YAHOO:	28.29	0.69
CBS:	38.99	0.32	<b>TELCOS</b>		
CROWN:	5.28	0.27	AT&T:	32.06	0.16
DISCOVERY:	26.36	(1.42)	CENTURYLINK:	24.68	0.07
DISNEY:	99.57	1.08	FRONTIER:	4.69	(0.05)
GRUPO TELEVISIA:	25.69	(0.31)	TDS:	24.69	(0.31)
HSN:	58.17	0.08	VERIZON:	43.53	(0.22)
LIONSGATE:	35.81	(1.01)	<b>MARKET INDICES</b>		
MSG:	68.85	0.07	DOW:	16049.13	47.24
SCRIPPS INT:	48.15	(0.12)	NASDAQ:	4517.32	(26.65)
STARZ:	36.59	(0.72)	S&P 500:	1884.09	2.32
TIME WARNER:	66.59	0.13			
VIACOM:	43.94	(0.32)			
WWE:	16.61	0.08			
<b>TECHNOLOGY</b>					
ADDVANTAGE:	2.23	(0.07)			
AMDOCS:	56.23	(0.83)			
AMPHENOL:	49.71	0.24			
APPLE:	109.11	(3.33)			
ARRIS GROUP:	25.80	(0.11)			
AVID TECH:	7.82	(0.1)			
BLNDER TONGUE:	0.63	(0.05)			
BROADCOM:	50.53	(0.05)			
CISCO:	25.66	UNCH			
COMMSCOPE:	25.39	(0.14)			
CONCURRENT:	4.70	(0.07)			

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