

Cablefax Daily™

Monday — March 5, 2018

What the Industry Reads First

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#OscarsSoWhite: Fuse Stands With NHMC

The #MeToo and #TimesUp movements have taken hold of Hollywood, but with Oscars weekend upon us, **Fuse** wants to talk representation. The media brand has teamed up with **The National Hispanic Media Coalition** to shed a spotlight on the continued lack of Hispanic representation in entertainment. During the Oscars telecast at 8pm Sunday, Fuse planned to air its commercial-free debut of “Dear White People,” which explores racial identity by following the story of four black students at an Ivy League college who discover a black-face party was thrown by white students. The network was set to intermingle redubbed interstitials during the telecast with footage from the 1950 film “Cyrano de Bergerac” with *José Ferrer*, the last and only Latino actor to win the Academy Award for Best Actor. The footage was remixed to provide commentary on inclusion in the world of entertainment. “Being a voice, a platform for Latinos has been part of our network’s mission from its inception over a decade ago,” Fuse svp of distribution and affiliate marketing *Judi Lopez* said to **Cablefax**. “Our mission is ‘To reflect today, the world we want to create tomorrow’ and it is important to use our position to support the NHMC, Latinos and to advocate for diversity.” Latinos are the largest minority in the US, making up 18% of the population, yet Latino characters only represent 3.1% of characters across film. Latino consumers are no small audience either, buying 24% of all movie tickets. The Fuse partnership is the latest step in a national campaign launched by NHMC to protest the lack of representation of Latinos on-screen and behind-the-scenes in motion pictures. The first #OscarsSoWhite protest was held outside the Oscars Nominee Luncheon on February 5 and the second came at 11am Saturday in anticipation for the awards ceremony the following evening. NHMC also promised to use the hashtag #OscarsSoWhite on **Twitter** to call out the six major film studios, providing sample tweets and the Twitter handles for the studios on its website. NHMC is not one to step away from a challenge, recently asking a federal court to review the **FCC’s** net neutrality order overturning Title II regulations for broadband. Signs of progress for Latinos seemed to appear at the 2018 Golden Globes, with *Guillermo del Toro’s* best director win for “The Shape of Water” and nominations for animated film “Coco.” However, the **CW’s** “Jane the Virgin” and series star *Gina Rodriguez* were snubbed for the first time since the series’ premiere in 2014. Although it now seems like a time of change in the industry, Lopez said there’s “rarely a singular

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miracle moment” when a cultural shift occurs to bring these underserved voices to the top of the heap. “This is why it is paramount that media companies like Fuse continue to utilize our resources to shine a light on these voices and important causes,” she said. “We need to keep standing up for what our audience demands – diversity and inclusion.” As part of the ongoing initiative, Fuse will create short-form content centered on the importance of media representation, which Lopez says will feature “person-on-the-street” commentary.

Auctions Ahead: In a positive sign for the **FCC’s** planned November spectrum auction, **House and Senate Commerce** leadership announced a bipartisan agreement for legislation that reauthorizes the agency and fixes issues for upfront payments for the 28 GHz auction. The bill also authorizes a repack fund to address the shortfall in funding available to relocate broadcasters being displaced by the incentive auction. That drew three cheers from **NAB**, which dubbed it “a significant step” towards fully reimbursing impacted broadcasters. The bill, named for the late *Ray Baum*, also enacts provisions of the Senate-approved Mobile NOW Act to boost 5G by identifying more spectrum for private use (including unlicensed).

Porter Exiting Kaitz: David Porter will step down from **The Walter Kaitz Foundation** on April 13, after nearly 12 years in the executive director role. Kaitz Foundation deputy executive director *Michelle Ray* will serve as interim head. NCTA said next steps, such as whether to launch an executive search, haven’t been determined yet. Porter will begin looking at new career opportunities. During his tenure, Kaitz has raised more than \$20mln for cable diversity initiatives from **NAMIC, WICT** and **Emma Bowen**. The foundation holds a fundraising dinner every fall during Diversity Week, with last year’s gala bringing in more than \$1.6mln. This is the second high profile departure among the industry’s diversity organizations this year, with *Elgon Simons* announcing in January that he’ll retire from his role as pres/CEO of NAMIC. He’s agreed to stay on to help in the search for a new leader. “I particularly appreciate the support of the industry’s leadership, executives and my fellow co-workers. Without their commitment, the work of the Foundation would not have been possible,” Porter said in a statement. “In a period of profound demographic and societal change, I’m proud of our success and I look forward to the industry’s continued efforts to develop a workforce which is truly reflective of society at all levels.”

Discovery’s Top Up: Days ahead of the closing of its acquisition of **Scripps Networks Interactive, Discovery Communications** elected to exercise the cash top-up option under the merger plan. Assuming the merger closes as expected Tuesday, Scripps shareholders electing mixed consideration or not making an election will get \$65.82 in cash and 1.0584 shares of Discovery Series C common stock for each Scripps share. Those who choose cash will get \$90 for each share, while those electing stock consideration will get 3.9392 shares of Series C stock per share.

Gigabit Launch: **Atlantic Broadband** continues to boost the number of Gigabit markets in its footprint. The latest launch is in Aiken, SC, and surrounding communities. Promotional pricing starts at \$79.99/month for new residential customers and \$239.99/month for business customers with a three-year agreement. Atlantic Broadband launched Gigabit speed service to Miami Beach in August.

Programming: **Showtime** is offering docuseries “The Trade” for free to all non-subs. The five-parter exam-

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<p style="font-weight: bold; font-size: 14px;">“BREAKING BAD”</p> <p style="font-size: 10px;">Vince Gilligan, creator; AMC</p> <p style="font-weight: bold; font-size: 14px;">NOMI BERGMAN</p> <p style="font-size: 10px;">Advance/Newhouse</p> <p style="font-weight: bold; font-size: 14px;">JOHN BICKHAM</p> <p style="font-size: 10px;">Charter Communications</p>	<p style="font-weight: bold; font-size: 14px;">BALAN NAIR</p> <p style="font-size: 10px;">Liberty Latin America</p> <p style="font-weight: bold; font-size: 14px;">RICHARD PLEPLER</p> <p style="font-size: 10px;">HBO</p> <p style="font-weight: bold; font-size: 14px;">NEIL SMIT</p> <p style="font-size: 10px;">Comcast Corporation</p>
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ining the impacts of the opioid epidemic on both sides of the border is available on **YouTube**, Showtime.com, SHO.com and across multiple TV and streaming providers' websites and apps. -- **Hallmark Movies Now** is adding ten Christmas movies to its lineup in March, including "Chilly Christmas" starring *Tom Arnold*. Outside of its yuletide offerings, the service will also offer "A Way Back Home," "Avalon," "For Love and Honor" and more. -- **Investigation Discovery** renewed "Fatal Vows" for a sixth season. -- **ESPN** has come to a long-term rights agreement with the Sun Belt Conference, extending their current agreement through the 2027-28 college season. As the exclusive media partner of the Sun Belt Conference, ESPN will deliver coverage of more than 500 conference-controlled events on ESPN's linear nets and streamer ESPN Plus. -- **A+E Networks** is honoring Women's History Month with short form series "Biography presents: History, Herstory." It will premiere stories of prominent women from history across **History**, **Lifetime** and **A&E** in primetime slots throughout the month.

People: **WWE** elevated *Brian Flinn* to chief marketing and communications officer. He's been with the company since 2012, most recently as evp, marketing and communications. Flinn will continue to report to WWE co-pres *Michelle Wilson*.

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Citizens Telephone & Cablevision will experience a 105% increase in broadcaster fees in the next 3 years. "It's crazy & unsustainable," their President says, "If gas prices did that, a tank of gas would go from about \$30.00 to about \$70.00." #TVRansom bit.ly/2GxJWiA

11:56 AM - 1 Mar 2018

Scott Cleland
@SCleland Follow

#5G kudos to @BrendanCarrFCC for his leadership to accelerate 5G small cell deployment with small & fast reg approval process that reduces cost by 80%! Installing backpack-size boxes shouldn't take building inspectors & zoning processes bit.ly/2HUJCAZ @FCC @AjitPaiFCC

9:22 AM - 1 Mar 2018

Up Ahead

- March 5-7 - [Deutsche Bank 2018 Media, Telecom and Business Services Conference](#)
- March 6 - [Cablefax Digital and Tech Awards](#)
- March 9 - [12th Annual Cable Apprentice Competition](#)
- March 20-22 - [The ACA Summit, ACA's 25th Anniversary Celebration](#)

Research

- Only consumers who subscribe to at least 3 TV services are more likely to say their viewing needs are "very well met."
 - 22% said the growing number of TV services made it "easy to choose what's best for me," an 11% drop from 2017.
 - 69% would rather access all their content from a single source than access sources individually.
 - 43% prefer services that allow them to choose and pay for the networks they want, even if it means paying more per network.
- (Source: Hub Entertainment Research's "The Best Bundle: Consumer Preferences in a Peak TV World")*

Quotable

"I don't want to be disparaging of DISH, but I think there's no comparison to Sky. First of all, DISH doesn't own any content. We look at Sky as a media company, Sky News, Sky Sports, Sky Movies, their tremendous presence in the content creation not just the distribution. It feels much more to us like what we have when Comcast got together with NBCUniversal. Second, their market presence and success is very different with the variety of competition in the United States."
Comcast CEO Brian Roberts
speaking to UK investors about Sky bid

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