

Cablefax Daily™

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What the Industry Reads First

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Behind the Campaign: Five Questions with Comcast's Multicultural Director

Fresh off a Black History Month campaign that included the [short film "Groundbreakers: Heroes Behind the Mask,"](#) Comcast Multicultural Consumer Services exec director Keesha Boyd shares with us some of the thinking behind the initiative. The film and related advertising showcased some of the African American creatives behind beloved super-heroes and animate series. **Now that there's some distance, how do you think Comcast's Black History Month campaign performed?** I'm almost speechless in terms of the amount of engagement and conversation that we got to be a part of with our customers and non-customers in terms of African Americans and sci-fi/fantasy/futurism space. Being able to continue that conversation in a way that was meaningful and to provide content to everyone that was right on time really made the campaign special. For a moment, we got to just sort of be a part of it. It was less about being a campaign and more about participating in a movement and vibe within the community. What was really special about it was being able to highlight such fantastic creators that maybe a lot of people didn't know. **Did you expect "Black Panther" to be the phenomenal event that it is? How much time went into all of this?** We definitely started thinking about it last year. Once the date was released for when Black Panther would be in theaters, we had a hunch that this would be a special time. The genius of the studio to release such a powerful film during Black History Month, we knew it was definitely going to be a moment. We reflected on what we could do that would be complementary to the moment and additive. **MVPDs have a history of curating content. But in this instance, Comcast was creating some original fare. How was that? Did it mean turning to NBCUniversal?** In this instance, we didn't partner with NBCUniversal. We actually partnered with an independent, African American filmmaker named André Wilkins. We've known him and his producing partner through our relationship with **American Black Film Festival**. We partnered with him to make this come alive. The idea of spotlighting these creators behind the scenes, he was actually one of them. Part of this was spotlighting his talents and abilities. This was the first time we created something for everyone to view, not just our customers. That was important for us. **As director of multicultural consumer services, we've made it through February. What are your key goals for the rest of the year?** In addition to growing our customer base, when I think about it from a content perspective, it's really about relevant and timely content offerings and experiences for our

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*We will proudly recognize these
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Cablefax Daily, which will be distributed
at the Cable Hall of Fame Celebration
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customers. I think what you'll see for the rest of this year is us tapping into more special moments the rest of the year. That includes Black Music Month in June. You'll see us stand up some really fun content and engagements. We are launching new content on the platform and will continue to work with our key partners like ABFF and **Black Starz**. And we're really starting to lean into historically black colleges and universities. **Right now, two of the industry's diversity support organizations are in a state of flux, with Eglon Simons retiring from NAMIC and David Porter stepping down from the Kaitz Foundation. Does that concern you at all?** I'm not concerned in the sense that change is good. Both of those organizations have been so key to driving diverse initiatives across our industry and being such great partners within the industry. There's so much support for those organizations, that in my mind it's a matter of the course of business. I expect that whomever is next is going to take them to the next level.

Call to Washington: Senate Commerce's *John Thune* (R-SD) and *Bill Nelson* (D-FL) have called on Facebook CEO *Mark Zuckerberg* to testify before the committee following **Cambridge Analytica** acquiring data on up to 50mln Facebook users. Facebook employees privately briefed committee staff on Thursday, but the social media giant has not submitted written information due by March 29. Bipartisan leaders of **House Commerce** have sent their own letter to Zuckerberg, requesting he testify before the committee.

#Summit25 Wrap: ACA members came from near and far for last week's 25th **Summit** in Washington. A quick search of **Twitter** shows a plethora of Hill selfies from the association's Lobbying Day. Shortly before the estimated 400 ACA members made their way to meetings with lawmakers and regulators, **House Commerce** chmn *Greg Walden* (R-OR) participated in a Q&A with ACA chief *Matt Polka*. The on-stage interview naturally ventured into net neutrality—a topic Walden called more of a political hot potato than a policy issue. "The left loves it, which is why they don't want to come to the table. They are actually afraid of their base. They don't want to legislate," he said. The Summit was well attended, despite a snowstorm that closed down the federal government on Wednesday. They are a dedicated crew, with some members re-arranging travel plans to make the trip. With flight cancellations and delays, **MCTV's** *Katherine Gessner*, *Elizabeth Kwolek* and *Mona Nowling* decided to skip air travel and make the drive from Ohio. "It usually takes about six hours, but took eight due to bad weather—snow, sleet, rain. Nothing too eventful happened to us, but we did see several accidents along the way," Gessner said. Back in Washington, her father MCTV pres and ACA chmn *Bob Gessner* testified before the **House Communications** subcmte in support of a bill designed to streamline the process by which small communications entities request regulatory relief. He urged passage of the bipartisan legislation, telling lawmakers that it could help ease the financial burden of pursuing regulatory waivers. Summit's activities included a special 25th anniversary dinner at the US Institute of Peace

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Monday night. Among the attendees were some blasts from the past, with speakers such as former FCC chmn *Reed Hundt* and former Congressman and telecom subcommittee chair *Billy Tauzin* on hand. Tauzin's speech was especially emotional as he recounted the more collegial nature of Congress in his day in the 1990s vs today, when a third of the House doesn't even move their families to Washington."

The Price is Right: *Moffett Nathanson* believes the worst is over for **DISH** following the stock underperforming the **S&P 500** by more than 50% over the past year. It has upgraded DISH from "sell" to "neutral." "DISH was badly overvalued," senior analyst *Craig Moffett* wrote, saying its current trading value is what it would be worth to a potential buyer. "By our valuation of the core satellite TV business, DISH's spectrum portfolio is now trading at a reasonable \$1 per MHz-POP."

The Big Apple: *Dawn Ostroff*, pres of **Condé Nast Entertainment**; *Tarana Burke*, co-founder of the **#MeToo Movement** and senior director, **Girls for Gender Equality**; *Scott Rogowsky*, **HQ Trivia** host; and *Simon Doonan*, creative ambassador-at-large for Barneys NY will headline the 2018 **PromaxBDA** Conference. Other speakers include **Hulu** CMO *Kelly Campbell* and **Starz** CMO *Alison Hoffman*. The 62nd annual meeting of entertainment marketers will be held at the New York Hilton in Midtown Manhattan from June 11-14.

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Up Ahead

March 23: Deadline for **Faxies** Nominations

March 27: **Free State Foundation Tenth Annual Telecom Policy Conference**

March 27: **FCC Advisory Committee on Diversity and Digital Empowerment Meeting**

April 4: **WICT Signature Luncheon**

April 4: **21st Annual Cable Hall of Fame Celebration**

April 5-8: **Adaptive Spirit Annual Event**

Research

➤ 87% of customers would be more loyal to a TV service provider that was proactive in ensuring their package and price are always at the best level for them.

➤ 31% of respondents have had a negative interaction or issue with at least one operator in the past year.

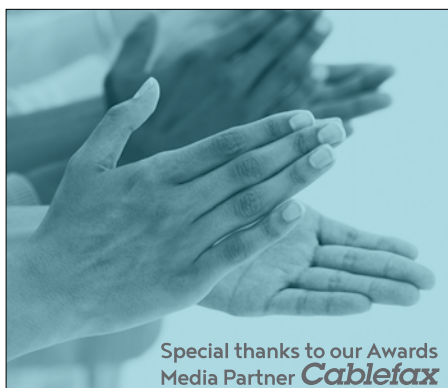
➤ 75% of respondents would cancel their OTT service if the service and support became poor and the provider seemed out of touch with their needs and preferences.

(Source: [Paywizard](#) Research on the US, UK and the Philippines)

Quotable

"If I could live this past week again, I would have definitely had Mark and myself out speaking earlier, but we were trying to get to the bottom of this and make sure we could take strong action. Our commitment is clear. We know this is an issue of trust. We know this is a critical moment for our company, for the service we provide. We are going to do everything we can. There will always be bad actors, and I don't want to minimize that. But we are going to do everything we can to find bad actors on our platform. We're gonna notify users and we're gonna shut them down as fast as we can."

-Facebook COO Sheryl Sandberg on *CNBC's "Closing Bell"*



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