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What the Industry Reads First

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Up and Coming: Emma Bowen, T. Howard Celebrate Cable Intern Milestones

With summer winding down, another successful internship season has wrapped. Just business as usual for the media and broadband industry, which has long fostered mentorship programs. Intern pipelines **The Emma Bowen Foundation** and **T. Howard Foundation**, which recently celebrated their 30th and 25th birthdays, respectively, have adapted to the constant industry shifts, seeing change as an opportunity to be innovative and help the industry grow with the right candidates. Both foundations are celebrating the accomplishment of the largest group of diverse students placed in cable-industry internships. Emma Bowen saw almost five times the number of applicants this year as it did in 2017 (1139 applicants), placing 192 in internships while T. Howard has placed 187 and still continuing through September. The dynamic changes in the industry have opened up new career paths for interns. "There's more opportunities from social media to accounting that are a big part of the industry, and those internships are opening up at our partner companies," said Emma Bowen CEO *Rahsaan Harris*. Technology, product management and analytics have been particular areas of growth in recent years for T. Howard. When it comes to recruiting the next class, it's about more than just technical know-how. These organizations work to set up interns to be well-rounded professionals. "Rotational programs are becoming popular for companies to be able to transition students into professionals. They want to make it meaningful to the interns to be a part of the company and its future," said *LaShika Howard*, T. Howard's director of career and alumni services and diversity partners. T. Howard hosts a three-day diversity training for incoming interns to practice skills such as networking, professional development, and public speaking, as well as more non-traditional and niche skillsets. Emma Bowen Foundation's Hiring Program helps students through webinars, one-on-one counseling, resume support, interview prep and job search guidance. As the industry prepares for Gen Z's entry into the workforce, both companies are prepared to handle whatever is thrown at them by partnering with more unique companies. **Facebook**, **Spotify**, and the **NBA** are more non-traditional media spaces that are opening up to partner with T. Howard to "have interns help with app creation, industry research and even cybersecurity," says *Raphael Richards Jr.*, program manager, internship program of T. Howard Foundation. One of the ways the industry is meeting the younger generation's needs is by turning to former interns. *Brittany*

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Jean-Baptiste, an Emma Bowen alum and **Comcast** employee meets with Comcast interns once a week, focusing on what they are interested in learning about. “This generation is looking for purpose and passion in their work, not just a paycheck. We have talked about anything from professional development and passion projects,” she says. Jean-Baptiste is one of the many intern alums still working in the industry. Both T. Howard and Emma Bowen pride themselves on their extensive alumni networks, making sure current students are kept in touch with alumni for support and future endeavors. “I would not be where I am today if it were not for The Emma Bowen Foundation,” Jean-Baptiste says.

DISH and ACC Network Strike Handshake Deal: **DISH** and **Sling TV** will now carry **ACC Network**, just in time for the start of college football season. The deal was struck right before kickoff of the first **NCAA** game carried on the net Thursday at 8pm. Defending champ Clemson went on to defeat Georgia Tech 52-14. DISH subscribers with America’s Top 120+ or above, the Regional Action Pack or the Multi-Sport Pack, have the channel available. ACCN went live on Sling Orange Thursday evening for the game, and is now available on Sling Orange Sports Extra. ACC Net still lacks carriage from **Comcast** and **Cox**. The net is set to air five college football games during Week 1. Friday night Wake Forest Demon Deacons take on Utah State Aggies, and three different games will be broadcast on Saturday: The NC State Wolfpack against the East Carolina Pirates, the Virginia Tech Hokies against the Boston College Eagles, and the Virginia Cavaliers against the Pittsburgh Panthers. As for a renewal for Disney-owned **FX** and **Nat Geo**, **ESPN** says productive conversations are happening with DISH.

Starz Staying on AT&T’s Lineups: **AT&T** and **Starz** reached a new multi-year content carriage agreement Friday, avoiding adding one more carriage dispute to this summer’s tally. The comprehensive deal includes the Starz and Starz Encore premium linear and HD channels, on-demand, HD on-demand and online services for AT&T’s DirecTV, AT&T TV and U-verse customers.

AT&T Ends Union Battle with Southeast CWA: **AT&T** has struck three tentative agreements with **CWA** District 3 in its Southeast contract negotiations. The three agreements include the Southeast wireline agreement, BellSouth Telecommunications - Utility Operations and AT&T Billing Southeast. The five-year agreements cover about 20K employees in Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina and Tennessee. The agreements will be submitted to union members for ratification votes within the next few days.

Ease of Use, Show Availability Still Top Dogs for Consumers: When it comes to deciding on a streaming service,



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ease of navigation and favorite show availability drive consumers' default TV decisions. That, according to the latest research from **Hub**, also in large part determines the success of new and existing services. Three additional factors play a strong role: access to live programming, strong content variety and how easy it is for consumers to binge shows. Right now, no one service is delivering on all of these assets. According to Hub, traditional pay TV still wins in access to live programming, **Netflix** scores in its lack of commercials, **Hulu** has the best access to the latest shows and **Amazon** continues to have the greatest general variety. Streaming services continue to gain popularity over linear viewing with only 33% of consumers saying the first thing they turn on when they want to watch programming is linear TV from a pay-TV provider. It's now just as likely that a consumer defaults to a streaming service as it is that they will linear TV (45% versus 47%).

Ratings: The fourth season premiere of **Hallmark Channel's** "Chesapeake Shores" on Aug 25 averaged a 2.4 household rating and 372K W25-54, locking it in as the second most-watched non-sports program of the day. The episode reached 3mln unduplicated total viewers in L+3, averaging 2.4mln total viewers.

Programming: **WWE's** "Smack-Down Live" now has a new name. The show will premiere as "Friday Night Smackdown" when it arrives on Fox on Oct 4 at 8pm.

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Up Ahead

Sept 13-17: [The IBC Show](#); Amsterdam

Sept 16: [WICT Touchstones Luncheon](#); NYC

Sept 16-18: [CCA Annual Convention](#); Providence, Rhode Island

Sept 17-18: [33rd Annual NAMIC Conference](#); NYC

Sept 23-26: [Advertising Week](#); NYC

Sept 30 - Oct 3: [Cable-Tec Expo](#); New Orleans, LA

Research

- > Austin is the top streaming market in terms of reach, with 70% of the adult population having streamed content in May 2019.
- > Streamers are younger, earn more and have likely attained more education than non-streamers
- > 82% of adult streamers watch linear broadcast stations, and almost 90% watch linear cable networks.
- > 77% of streamers have access to broadcast stations and cable networks via traditional cable providers or vMVPDs.

(Source: Nielsen's Local Watch Report 2019)

Quotable

"I've been fortunate in my life that I've had people be very generous to me. I'm more fortunate than most people are, financially, and I know how much it means to people and how much of a difference it can make for them. People who don't make as much money as me don't do so because they don't deserve it. Sometimes, it's just about luck. Lisa is one of those folks I've come across in my life that have such a positive attitude. And this just felt right."

– **Anonymous Comcast exec** speaking to [Philadelphia Magazine](#) about \$1K tip.

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