

November 2009

CableFAX

THE MAGAZINE

Innovation > Leadership > The Cable Community

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POWER PLAYERS

Our Annual Power List of Women in Cable p8

POWER LEADER

WICT's New Chief p6

POWER TECH

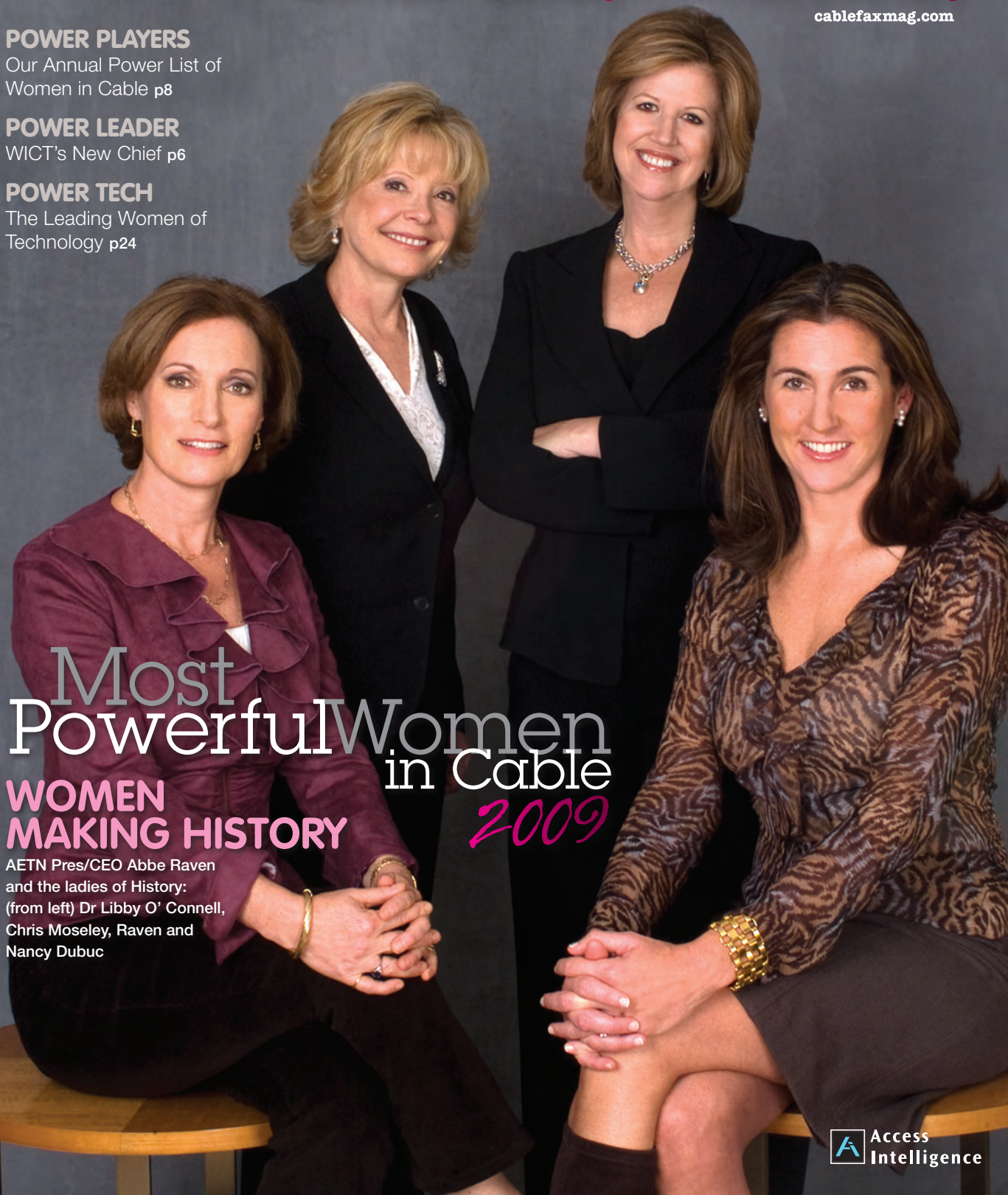
The Leading Women of Technology p24

Most Powerful Women in Cable

WOMEN MAKING HISTORY

2009

AETN Pres/CEO Abbe Raven and the ladies of History: (from left) Dr Libby O' Connell, Chris Moseley, Raven and Nancy Dubuc



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YOU ARE CABLE'S TRUE STAR POWER.

NBC Universal is proud to congratulate all of CableFAX's Most Powerful Women in Cable, especially our own Bridget Baker, Frances Berwick, Jodi Brenner, Bonnie Hammer, Susan Krakower, Susan Malfa, Mary Murano and Lauren Zalaznick.



BRAVO • BRAVO HD • CHILLER • CNBC • CNBC HD+ • CNBC WORLD • MSNBC • MSNBC HD • MUN2
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CableFAX

THE MAGAZINE



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Would a female president make a difference?

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ABBE-SOLUTELY FAB: (from left): History SVPs Dr Libby Haight O'Connell and Chris Moseley; AETN Pres/CEO Abbe Raven; and History Pres/GM Nancy Dubuc.

photo: Tess Steinkolk,
Brown Dog Productions

TAG TEAM CHAMPS: WWE entrusts its operations, image and outcomes (you didn't realize the winners and losers were scripted?) to this talented trio. From left: Donna Goldsmith, COO; Michelle Wilson, EVP, Marketing; and Stephanie McMahon, EVP, Creative Development & Operations. (© 2009 World Wrestling Entertainment, Inc. All Rights Reserved)

- 6 2009 Top Women in Cable—**
Our annual power list of cable's 50 most influential ladies.

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An additional list of influential cable women.

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Cable runs on technology. Our list of women who run that tech.

Alone at the Top

WOW-ING 'EM: Colleen Abdoulah is the sole female President/CEO of a major service provider. p. 17



Ed Note

WHAT IF?



With unemployment nearing 10% and what seems like a daily concern in cable over impending layoffs, it's insensitive to think of a hypothetical. Yet as we put this magazine to press it's difficult not to wonder how things might have been different had Hillary Rodham Clinton, or any woman, become President of the United States.

An immediate reaction might be that a magazine like this, honoring top female executives, loses importance in such a scenario. So does WICT, some would say.

But even with a woman in the White House—likely taking heat for acting too much like a man or not being man enough—we'd still be hard pressed to find female CEOs leading major cable MSOs. Today we have only Pres/CEO Colleen Abdoulah at WOW! (#12 cable op). Nomi Bergman is Bright House Networks' President.

And a female U.S. President would not likely have an immediate influence on the percentage of women in cable's C-level suites. Only 23% in those suites were women in 2008, down from 28% in '07, according to WICT's 2008 PAR study.

Would the White House's occupant influence the way some people think about women who've chosen to enter so-called men's club occupations, like sports reporting? Would capable sports journalists who are also attractive women get the respect they deserve if a woman ran things at 1600 Pennsylvania Avenue?

A highly successful female President of 2 terms would change attitudes in this country, mostly those of very young people. They'd grow up knowing only a female chief executive for 8 years. Other than that, I can envision only minor changes.

Back in the real world of cable 2009, women have made much progress, PAR tells us. It's clear more is needed. We think this magazine will help.

A few words about Steve Goldstein, who until recently was this magazine's managing editor. Steve, who's accepted a new challenge within Access Intelligence, is one of the finest managing editors I've known. He's also one of the nicest and most intelligent people it's been my pleasure to call a colleague.

While Steve worked on this edition, perhaps his most important contribution to it was his mentoring of Jessica Clegg, whom we welcome warmly as our new managing editor. ♣



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SOMETIMES THE BEST MAN FOR THE JOB IS A WOMAN

Rainbow Media congratulates the
CableFAX Most Powerful Women in Cable

including our own

Jennifer Caserta

EVP & General Manager
IFC tv

Kim Martin

President & General Manager
WE tv and Wedding Central

Lisa Schwartz

EVP, Distribution, Operations & Business Development
IFC Entertainment



CableFAX's Most Powerful Women in Cable 2009



We break tradition this year and dispense with much of the commentary we normally provide with the new list of the Most Powerful Women in Cable. The reason for this change is that we're using the space to introduce Maria Brennan, who was chosen to lead WICT into its 4th decade.

Again this year the editors of *CableFAX: The Magazine* assembled its power lists based on hundreds of nomination forms

received from cable professionals. We thank all those who submitted nominations.

We considered the candidate's title, the size of the company the candidate works for, the candidate's influence beyond her company, years served, ratings (for programmers) and our experience covering the industry. As we did last year, the Top 50 women are ranked; the Second 50 are listed alphabetically.

Again we present with WICT a list of leading women in cable tech (p. 24). Our intention is to provoke interest in WICT's Tech It Out effort, which urges professionals as well as high school and college women to consider careers in cable technology. ♣

WICT's New Chief

The first thing you notice about Maria Brennan is her directness. She looks you square in the eye and speaks with confidence. You'd expect no less from the former President of American Women in Radio and TV. Her work with AWRT, particularly its Gracie Awards, exposed her to some of cable's top women, several of whom were Gracie winners. For continuity's sake, the University of

CABLE CONNECTION: Enjoying the '09 AWRT Gracies: (from left) AWRT chief Maria Brennan, actress Keke Palmer and MTV Nets Chairman/CEO Judy McGrath.



Maryland grad and D.C., native is a friend of former WICT chief Benita Fitzgerald Mosley. The new Pres/CEO is a mother of two, an award-winning writer and an FCC Diversity Board member. She also has a good sense of humor. In late October, just days into her new post, Brennan spoke confidently of WICT's future.

CF: What is your message to WICT and the cable industry as you begin your job?

MB: I took this position because I believe deeply in the mission of WICT. I also admire the industry's support of this important organization. And while WICT sits atop a very solid foundation, I believe that collectively we can take it to a new level of import and impact.

CF: What has surprised you about WICT now that you've been in the job for all of a few weeks?

MB: Simply put, the level of camaraderie and collaboration is like nothing I've seen anywhere else.

CF: Five years from now what would you hope women would have accomplished in the cable industry?

MB: Whether it be five, 10 or 100 years from now, it's vital that progress is made for gender diversity at every level. Through the original research found in WICT's PAR Initiative, we offer a powerful tool to closely monitor the progress that women are making. We further offer the industry strategic resources to help create women leaders together.

CF: Does the sluggish economy reduce the enthusiasm that the industry has for advancing women?

MB: Obviously, a sluggish economy reduces all jobs, and that would include jobs for women. Nevertheless, there is no reduction in the enthusiasm the industry has for advancing women. Most recognize that in a time to be prudent women prove time and time again to be a sound investment for companies. ♣



HORIZON MEDIA CONGRATULATES THE MOST POWERFUL WOMEN IN CABLE

NBC Universal

Bonnie Hammer
Bridget Baker
Frances Berwick
Jodi Brenner
Lauren Zalaznick
Mary Murano
Susan Krakower
Susan Malfa

A&E Television Networks

Abbe Raven
Andrea Wong
Chris Moseley
JoAnn Alfano
Dr. Libby Haight O'Connell
Nancy Dubuc
Tana Nugent Jamieson



1. Anne Sweeney
Co-Chair, Disney Media Networks; President, Disney/ABC TV Group

Sweeney ranks high on virtually every media powerbroker list as her division represents \$8bln in revenue, thanks to hits like *Wizards of Waverly Place* and *Dancing with the Stars*. New boys net Disney XD was up 50% in prime households in Q3. Since much of her business centers on kids, she looks up to hers. "Their boundless curiosity and fearlessness...inspires me daily," she says. "Watching them connect with the world... gives me insight into what's next for our business."



2. Bonnie Hammer
President, NBC Universal Cable Entertainment and Universal Cable Productions

Three letters—and they're not WWE, they're USA. The net has been Hammer's crowning achievement, cranking out hit after hit. With originals such as *Royal Pains* sizzling, there's little worry that USA won't continue to reign when *Monk* signs off in December. Plus she has Syfy, which is celebrating its most successful series ever in *Warehouse 13*. Yet Hammer remains humble. She points to a

commencement address at her alma mater, Boston U's College of Communication, as her top achievement in '09. "It was a great experience—worth every second of anxiety," she says.



3. Judy McGrath
Chairman/CEO, MTV Networks

Yes, there have been ratings slips at the flagship, but MTV Nets still pops. Surely you've heard of a diversion from MTV Games called *The Beatles: Rock Band*? And the VMAs-Kanye West dustup proved how buzz-worthy the flagship remains. McGrath sees cable's biggest challenge as "staying in evolutionary lockstep with our consumers as they leap across this new-media landscape. We need to be—and be relevant—everywhere they are, and...work with our distribution partners to monetize all of those multiplying audience connections."



4. Abbe Raven
President/CEO, AETN

The addition of Lifetime to the AETN stable boosts Raven another notch on our list. Yet her huge influence—she runs two Top Ten nets, co-chairs Cable in the Classroom, sits on NCTA's Exec Committee and

AETN is present in 140+ countries—hasn't changed her. She still exudes the class that she had on the way up. AETN SVP Tana Nugent Jamieson says it well: "Abbe Raven runs three companies, but deflects the politics that can seep into the business with grounded-ness and genuineness." Agreed.



5. Cyma Zarghami
President, Nickelodeon/MTVN Kids & Family Group

Now in its 30th year, Nickelodeon is the world's most widely distributed kid's channel, reaching more than 276 mln homes. Under Zarghami, Nick has been the #1 rated cable net in total days for 15 years. Her influence extends to DC, where she testified in July on the Children's TV Act. "After 30 years, we have a generation of young parents who knew us when they were kids," she told a Senate committee. "We've earned their trust, and look forward to continuing to earn it."



6. Melinda Witmer
EVP/Chief Programming Officer, Time Warner Cable

Despite Witmer's tremendous influence in programming negotiations for the second-largest cable op, she remains

humble. When we ask about her top accomplishment this year, she responds, "Managing to drop my son off at school in Massachusetts without blubbering like a baby and embarrassing him." Her top challenge in 2010: "Staying focused...the business is changing so quickly. Customers just want what they want, and want it to work at a reasonable price. Staying focused on what customers really care about seems critical."



7. Lauren Zalaznick
President, Women & Lifestyle Entertainment Nets, NBCU

Zalaznick is a deal-making master, having driven multi-million-dollar cross-company ad sales, particularly for women@and Green. She says her top '09 achievements were "best evers with significant double-digit increases at each brand through revenue, profitability, and/or sales, content, digital, or marketing innovation—after a prior year of 'best evers' that were pretty tough to beat."



8. Jill Campbell
SVP, Eastern Operations, Cox

One of cable's most highly regarded execs, Campbell is a key strategist in Cox's operational realignment, which aims



Most Powerful Women in Cable? We knew it all along...

Congratulations Carol, Ellen, Gail, Joan,
Melinda and Michelle for being recognized
as some of the most Powerful Women in Cable



Carol Hevey



Ellen East



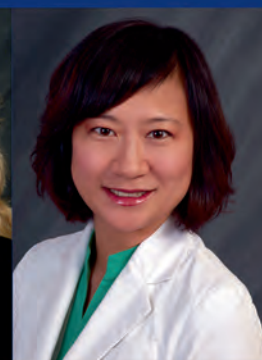
Gail MacKinnon



Joan Gillman



Melinda Witmer



Michelle Kim

And we applaud the 2009 Women in Technology, including our own

Cyndee Everman
Sherisse Hawkins
Charlene Keys
Carolyn Terry

to save \$10m/yr through efficiencies. "Cable," she says, "must continue to stay one step ahead of its competitors, who are more fierce and aggressive with each passing day."



9. Nomi Bergman

President, Bright House Networks

Nomi Bergman's undisputed influence as operational head of the #6 MSO is only half the story. Her other qualities—congeniality, humility, loyalty and fierce dedication to her employees—complete the picture. Nomi's devotion to building relationships inside and outside the company comes neatly packaged with a keen understanding of technology and operational issues.



10. Amy Banse

President, Comcast Interactive Media; SVP, Comcast Corporation

As Comcast plows forward with its OnDemand Online initiative, Banse's role expands. Amy has been out front on every digital initiative. No wonder she counts Steve Jobs, Anne Sweeney and Gerry Laybourne as inspirations. She was instrumental in the acquisition of Plaxo and

movie site Fandango. But her biggest achievement this year? "Finishing the Philly triathlon."



11. Bridget Baker

President, TV Networks Distribution, NBCU

Experience and acumen highlight Baker's oversight of distribution for NBCU's huge cable portfolio. "The complexity surrounding what content is distributed when, where and how is very challenging (and interesting)," Baker says. Her recent successes include distribution deals with top operators, plus NBCU's impressive breadth of content offerings surrounding the '08 Beijing Olympics. Her inspirations include "my smart and driven colleagues, especially the talented women I'm lucky to work with, my husband... and Michelle Obama."



12. Debra Lee

Chairman/CEO, BET Networks

You're doing well when Viacom CEO Philippe Dauman singles your network for its ratings improvement and says he hopes other MTV nets can follow. Lee's next challenge is bolstering Centric, a network aimed at African-American/multi-cultural adults aged 25-

54. It launched in some 45mln homes in September.



13. Nancy Dubuc

EVP/GM, History, History International, History En Espanol and Military History

What fuels Dubuc's meteoric rise at History is her belief that her work is more than a business, more than ad revenue, more than posting History's best ratings year (in '08) or grabbing a trio of Emmys for 9/11 documentary *102 Minutes That Changed America*. "Television is a powerful and lasting medium," Dubuc says. "I'm inspired by the emotional stories we tell on History, especially from *The Greatest Generation*, which helped me better understand what my grandfather experienced...I know someday my children will see those stories...that's reason enough to feel passionate about working at History."



14. Michele Ganeless

President, Comedy Central

As Comedy Central's first female president, Ganeless has proven yet again that women are funny. She's also shown she can deliver one of cable's most recognizable and successful channels. *Fast*

Company ranked her #8 on its *100 Most Creative People in Business* list this year.



15. Andrea Wong

President/CEO, Lifetime Networks

Is it a surprise that Wong says launching *Project Runway* was her top achievement in '09? The former Bravo series became Lifetime's top-rated premiere. "It's gratifying to have *Runway* on our network as it's an important component of our mission to keep evolving Lifetime's brand and make it more contemporary and relatable to women," Wong says.



16. Joan Gillman

EVP, Media Sales, Time Warner Cable

Besides leading Time Warner Cable's advanced advertising strategy, Gillman played a significant role in the foundation of Canoe. In this difficult year she and her team managed to gain share and align for future growth. Next year's challenge: "To effectively and quickly develop and launch new products and services to keep pace with the rapidly changing client needs across our residential, ad sales and commercial businesses."

FELICIDADES



Congratulations to all the CableFAX
2009 Most Powerful Women in Cable,
including our very own **Tonia O'Connor.**

From your entire Univision family.





17. Cathy Avgiris
SVP/GM, Wireless and Voice Services, Comcast Cable

Avgiris oversees one of the fastest-growing residential phone businesses in the country (6.8+ mln subs). And in June she led the launch of Comcast's high-speed wireless data service. Her late father inspires her: "My parents didn't have much of an education, were forced to work with their hands more than their brains, and immigrated... so I could have opportunities they didn't. I know Dad watches out for me from above, and that keeps me motivated."



18. Susan Swain
Pres/Co-COO, C-SPAN

We'd guess Susan Swain looks great in hats. She wears several of them at work. Not only is she C-SPAN's President, Swain is an anchor on *Washington Journal* and executive producer of C-SPAN documentaries. Want more? She oversees programming, marketing, Web sites and a top-notch education effort. That she's accessible to cable groups and us in the press and finds time to root for her favorites during cable's *Battle of the Bands*, well, that makes Swain even more special in our eyes.



19. Eloise Schmitz
EVP/CEO, Charter

Schmitz has led since last year Charter's financial restructuring effort, one of the largest and most complex in US business history. Migrating through the process while maintaining a critical focus on the MSO's operations is a top '09 personal achievement. "This year has proven that it is always possible for each person to rise to the occasion when entering uncharted territory; however, it takes a team working together to really succeed," she says.



20. Mary Meduski
EVP/CFO, Suddenlink Communications

As CFO at a Top 10 MSO, Meduski is one of the most senior female exec in cable. Reporting to CEO Jerry Kent, she helps set strategy and restructured Suddenlink's \$3bln debt arrangements just before the credit crunch. "It's a great pleasure to be a key member of the executive team [that] positioned Suddenlink for continued success, despite the challenging economy," Meduski says.



21. Jennifer Gaiski
SVP, Content Acquisition, Comcast Cable

A 14-year vet, Gaiski the talented multitasker manages a multi-billion dollar content acquisition budget, negotiates contracts and coordinates field ops and communications. "I was very proud this year to help bring a hugely expanded sports offering to millions more customers, as well as working with our cable systems to deliver more HD channels and better services across the board," she says. Better yet, Gaiski also welcomed a new baby into her family in '09.



22. Wonya Lucas
CMO, Discovery Comm

Lucas drives Discovery's marketing and branding here and abroad. As for cable's biggest hurdle, she cites "quickly gaining a clear understanding of consumer behavior and adoption of technology as it relates to DVR and broadband usage and the impact on business models." Co-chair of CTAM's '07 Summit, Lucas owes much to her parents, who "stressed...lifelong learning... and a sense of hard work, collaboration and making a difference."



23. Christine Driessen
CFO, ESPN

Driessen negotiated multi-platform rights worth billions for BCS and the English Premier League, allowing ESPN to launch its first U.K. live-event channel. Her inspiration is Mobolaji Akiode, a former ESPN employee and her mentee "who took a huge risk...to start a basketball camp, Hope-4Girls, in her home country."



24. Sue Naegle
President, HBO Entertainment

Naegle helped revive HBO with a transfusion of *True Blood*, which averaged 12mln total viewers/ep in season two, behind only *The Sopranos*. And talk about clotting, Rentrak's Stickiness Index ranked *Blood* stickiest in prime time (Sept 7-13).



25. Frances Berwick
EVP/GM, Bravo

Berwick spearheaded the launches of *Top Chef*, *Kathy*

Congratulations
Mary
and
Patty!



Mary Meduski
EVP & CFO



Patty McCaskill
SVP, Programming

**Your
colleagues
applaud you
on your most recent industry
recognition, so richly deserved.**



Griffin: *My Life on the D-List* and *The Real Housewives of Orange County* and oversees *Inside the Actor's Studio*, Bravo's longest-running original. Bravo's brand refresh is her top '09 success, adding, "We're up six of seven nights, successfully launched a new night of originals... and created a great new fashion franchise and merchandising arm."



26. Katie Lacey
SVP, Marketing, ESPN

You can thank Katie Lacey for the consistently innovative marketing of the ESPN and ABC Sports brands. Her work can be seen on ESPN's new YouTube page and brand campaign. "My inspiration is my father," she says. "He passed away earlier this year after an amazing 95 years. He raised seven children and... taught us the importance of family, discipline, humility and kindness."



27. Patty McCaskill
SVP, Programming, Suddenlink Communications

One of cable's best golfers, McCaskill's been busy this year. The dean of MSO program officials led a team

that concluded retrans negotiations with more than 100 broadcast groups, renegotiated contracts with major cable nets and licensed content to launch VOD and HD. Patty still managed to serve on the boards of Cable Positive and NCTC. A challenge for cable, she says, "will be developing a navigational tool [for TV Everywhere] that provides seamless search" across multiple platforms.



28. Melani Griffith
SVP, Programming and Video Services, Insight Comm

Known as a tough negotiator, yet respected for her willingness to reach mutually-acceptable contracts, this "working girl" negotiated 60+ deals in short order following Insight's split from Comcast. And she's moving Insight into the digital age by recapturing spectrum for HD and VOD products. Her inspirations are "my family, friends and colleagues."



29. Lynne Constantini
EVP, Affiliate Sales and Marketing, Scripps Networks

No pressure, but Costantini is negotiating carriage renewals for HGTV and Food

Network with most major affiliates. Her tutelage under the late, great Fred Dressler should help as the WICT board member fights for higher license fees, reflecting the new status of HGTV and Food.



30. Eileen O'Neill
President/GM, TLC

What a story. A Discovery intern (unpaid) becomes one of Silver Spring's top network heads. After the successful launch of Planet Green, O'Neill returned to her roots at TLC this year. She credits her "amazing bi-coastal team who absolutely blew me away with their incredible hard work." Indeed, prime time ratings are up 43%. O'Neill has launched several series and seen *Jon & Kate Plus 8* reach pop culture stardom. It's fitting; she developed the series.



31. Sheila Nevins
President, HBO Documentary Films

The leading lady of cable documentaries. In her nearly 30 years at HBO/Cinemax Nevins has earned dozens of Emmys and Peabodys. Besides her Oscars, she's in

the 1st class of CableFAX's Programming Hall of Fame



32. Brooke Johnson
President, Food Network

Food vaulted to its highest ratings and has managed to lower viewer age substantially. And Johnson has changed the way people think about eats, helping to popularize the pop-culture term "food porn." Cable's big challenge? "The lack of consensus between distributors and content providers on how to deal with the new technologies," she says.



33. Marjorie Kaplan
President/GM, Animal Planet Media

Kaplan has turned Animal Planet from a niche net into an entertainment destination—and her upbeat demeanor makes her a joy to be around. The results: Award-winning series and 9 months of year-over-year gains in P2+, M 25-54 and 18-49 (through June '09). Kaplan cites shows like *River Monsters*, *Jockeys* and *Whale Wars* as keys to "moving Animal planet up the food chain... I'm inspired by... the power of this medium to change lives."

Congratulations to all of the 2009 Most Powerful Women in Cable.

Colleen Abdoulah

President/CEO, WOW! & C-SPAN Board Member

Amy Tykeson

President/CEO, BendBroadband & C-SPAN Board Member

and our own

Susan Swain

President & Co-COO, C-SPAN

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Ovation TV Congratulates

Gaynor Strachan Chun

And all of the 2009 Most Powerful Women in Cable for leading the way
and moving our industry forward.



MAKE LIFE CREATIVE.



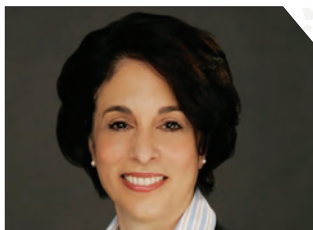
34. Mindy Grossman
CEO, HSN

In the first year after its spin-off from IAC, retail vet Grossman has helped HSN exceed expectations despite a very tough retail environment. She's done so by moving outside the box and launching ads (think product placement tied to product hawking). "Operators and programmers need to ensure [cable] provides features that add value to the [customer] experience...not just more features for the sake of change."



35. Tonia O'Connor
EVP, Distribution Sales and Marketing, Univision

O'Connor was instrumental in convincing operators to continue broad distribution of Univision while paying a fee for the first time. That was her primary success in a year highlighted by "building a top-notch distribution team," she says. With TV Everywhere a key initiative, "the challenge will be agreeing on a ubiquitous technology and appropriate business model that satisfies all stakeholders," she says.



36. Mary Murano
EVP, TV Networks Distribution, NBCU

Murano played a pivotal role in securing multi-year deals with myriad MSOs, and was key in distributing the '08 Beijing Olympics, the most viewed event in US TV history. "The incredible women that I have had the great opportunity to work with (like Bridget Baker and Gerry Laybourne) continue to inspire me," she says.



37. Amy Tykeson
Pres/CEO, BendBroadband

Few in cable are as heavily involved in national and local affairs as the articulate Tykeson. Besides running BendBroadband, Tykeson is on the boards of NCTA, C-SPAN and Cable-Labs. Yet she's humble and among cable's nicest people.



38. Kim Martin
Pres/GM, WE TV

It's a given that Martin's one of the most charming execs in

cable. But she's far more. For years skeptics doubted WE TV's viability; no longer. WE has found "young, tech-savvy women who are passionate about relationships and weddings," she says. This has yielded a tripling of 25-54 delivery and led to the launch of Wedding Central. Martin notes: "Programmers want to support distributors...as they move content to multiple platforms, but to continue creating compelling content, we must have a system to monetize that content."



39. Nancy McGee
EVP, Marketing, Starz Entertainment

McGee is the point person pushing Starz' rebrand, which focuses on originals. It's working. Starz is riding a wave of record performances in revenue and subscribers, despite the economy. McGee credits her staff, whom she calls "smart, marvelously creative, tireless...and thankfully they seem to like their jobs."



40. Gwen Marcus
EVP/General Counsel, Showtime Networks

As the highest-ranking female at Showtime, Marcus' portfolio goes beyond legal

issues to include business affairs. A philanthropist and board member of the Theatre Development Fund and NY's LGBT Community Center, Marcus has received awards from Cable Positive and others for her prodigious HIV/AIDS fundraising and community service.



41. Chris Moseley
SVP, Marketing, History

The veteran marketer has made brand loyalty her watchword. So it was gratifying when *Brandweek* named History #1 in value among 1,025+ brands measured by BrandIndex. Her philosophy: "Standing for everything means standing for nothing...In a world where brands expand and product offerings proliferate, it's tempting to be a little bit of everything." Her solution: "Marketing...needs to stay focused on a single-minded strategic positioning that defines, differentiates and engages consumers."



42. Laura Michalchyshyn
President/GM, Planet Green

A Peabody and IDA Award winner, Michalchyshyn's

decision in March to follow tough act Eileen O'Neill at Planet Green is evidence of David Zaslav's confidence in her and a willingness to be challenged. "As a leader, I relish developing strong, creative talent in addition to entertaining and powerful programming within a company that encourages risk taking and growth," she says. Already she has inked nearly 20 program deals.



43. Jennifer Dangar
SVP, Domestic Distribution,
Discovery Communications
Not only did Dangar lead CableFAX's '09 Affiliate Sales Team of the Year in securing nearly universal carriage for five HD simulcast services ("We continue to add more so we won't be bored in 2010!" she says), but she has since gained oversight of affiliate marketing. A past Chair of WICT's board Dangar headed the search that hired Maria Brennan as WICT's new CEO.



44. Marlene Dooner
SVP, Investor Relations,
Comcast Corp
Think your job's tough? Dooner keeps investors

abreast of Comcast's business plans and explains the virtues of short-term tactics and long-term strategy. On her watch, Comcast was named one of America's Most Shareholder-Friendly Companies by *Institutional Investor* in 2008.

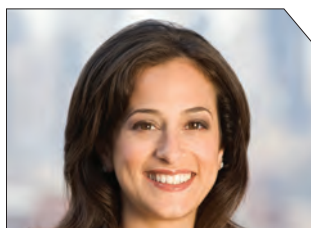


45. Colleen Abdoulah
President/CEO, WOW!
Lots of people think CEOs have a dream job. Abdoulah makes sure her employees live the dream, but customers derive enjoyment, too. "Employees come first here," she says unabashedly (everything Colleen utters is said unabashedly). The Denver-based overbuilder's employees are empowered, freed of silos and told to "obsess" about the "customer experience." A swelled sub base and 8 J.D. Power awards have ensued.



46. Cathy Hetzel
President, Advanced Media & Information Division, Rentrak
Hetzel has made linear TV STB measurement a reality. "My top achievement in '09 was building a talented and highly motivated team

that achieved aggregation of 100% census-level VOD data (70 million STB universe) for our OnDemand service on behalf of our 125 clients," she says.



47. Jennifer Caserta
EVP/GM, IFC
It hasn't taken Caserta long to achieve success at IFC, with the latest being the tremendous exposure in October from the critically acclaimed *Monty Python: Almost the Truth (the Lawyer's Cut)*, a six-part documentary about the iconic comedy troupe. Jennifer executive produced the doc.

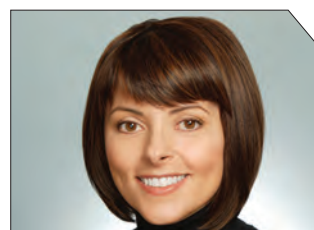


48. Linda Yaccarino
EVP/COO, Turner Ent Ad Sales/Marketing and Acquisitions, Turner Broadcasting
Just think about the size and scope of the "TVinContext" initiative, which Yaccarino helps run. It requires cataloging thousands of scenes from Turner's vast library, plus custom matching ads to place spots adjacent to relevant scenes. "The biggest hurdle for cable...will be to monetize content across all viewing platforms without jeopardizing relationships

with key affiliates," she says. Linda's work with developmental disabilities groups attests to her big heart.



49. Kate Juergens
EVP, Original Prog and Development, ABC Family
Juergens struck ratings gold with *The Secret Life of the American Teenager* and *Make It or Break It* and *10 Things I Hate About You*. Kate's got a knack for finding new talent.



50. Janice Arouh
EVP, Network Distribution & Service, Hallmark Channels
If an award existed for cable's most popular exec, Janice would be a finalist. Indeed, affiliates ranked her Hallmark team among the best in a Dec '08 independent survey; smaller ops named it #1 for personal contact. A CableFAX Sales Hall of Famer, Arouh in '09 secured renewals with most cable and DBS ops, representing 90% of Hallmark's subs. Quick to credit her team, Arouh relishes "coming to my dream job every day" and "enriching families' lives through wholesome, quality...entertainment..." ♣



JoAnn Alfano

EVP, Entertainment, Lifetime

When Lifetime hired the executive producer of *30 Rock* as its programming chief we knew things were going to change. The network best known for women in danger has become, well, funnier. Her first big launch, *Drop Dead Diva*, was a strong addition, averaging about 2.6Mn viewers. And more fun is on the way, we're told. True, Lifetime's always had a slate of acquired, classic hits, like *Frasier*. But with Alfano at the wheel, look for some original surprises.



Kim Armor

CFO/SVP, Business Development, Versus

Armor is the sole female senior executive at Versus. She also is one of its most important players as her financial counsel, management and acumen for finding business opportunities have propelled Versus to rapid growth. The Betsy Magness participant is involved in every business deal and spearheaded a strategic partnership with Yardbarker, which gave Versus a prominent spot across Yardbarker's 700+ affiliate sites, reaching 10Mn unique visitors monthly.



Susan Banks

EVP, Marketing & Creative Services, TV One

Banks is the poster child for making more with less. Her award-winning marketing campaigns—from *Roots* to *I See Black People*—stand up against those created by much larger, more established networks. She leverages her tight marketing budget into a larger arena through cross-promotion and ad partnerships with some of the biggest names in black media. Susan's mother is her inspiration. "There is no greater thrill than to turn on the television and say, 'Mom, look at my work. Look at the positive images we are showing to the world.' Although, I lost her in 2009, I still strive every day [and] know she is smiling and proud of what I do."



Janet Barnard

VP/GM, Northern Virginia, Cox

Barnard's system in the largely affluent (and thus Verizon-targeted) D.C. suburb of Northern VA (270K customers) keeps her profile high. This year N VA launched DOCSIS 3.0, reduced costs YOY and earned its highest customer experience rating in system history. A tireless community participant, Janet's always willing to help cable associations and is in the midst of WICT's Betsy Magness Leadership Institute.



Char Beales

CEO/President, CTAM

A member of the newest Cable Hall of Fame class, Char Beales has done nothing less than reinvent CTAM during the past two years, shifting its goals and structure to align it with a changing industry and making it better able to foster cable growth. Char notes CTAM's top achievement this year is "the remarkable success of our multi-faceted Cable Mover program. It's having a significant impact on saving and acquiring customers at the most vulnerable moment for cable companies—when a customer moves."



Lisa Berger

EVP, Original Programming & Series Development, E!

Under Berger, E!'s slate now includes an eclectic mix that has spurred a record-breaking year, with hits like *Chelsea Lately* and *The Soup* keeping things fresh. She's the dealmaker behind *Keeping Up with the Kardashians* and *The Girls Next Door* and continues to expand E!'s relationships with production partners. Especially notable is her uncanny ability to take existing franchises and spin them off into successful new series. Asked about big challenges, Berger cites "breaking out of the clutter and always making sure we have compelling characters and great stories that resonate with viewers." For inspiration, she turns to myriad TV programs and "all the pop culture, media and stimuli in between."



Jodi Brenner

SVP, Business & Legal Affairs, TV Networks Distribution, NBCU

Responsible for legal strategy and business development of the multi-billion dollar content portfolio for 16 cable networks, Brenner's current focus is on the legal aspects for distribution of the Vancouver Olympics in '10. Her job demands effective "juggling skills," she says, quick to note that her three sons and husband are never "forgotten in the rush." Brenner's inspirations include Meredith Vieira, Tina Fey and Bridget Baker. "They're smart and vibrant and have flair," she says.



Deanna Brown

President, SN Digital

We love Deanna Brown's all-encompassing attitude when it comes to defining the universe for the Web properties she designs for Scripps brands like Food and DIY. "My inspiration(s) is/are everyone with a passion for food and home," she tells us. On the Food side this year she launched Food2.com, which she calls "the intersection of food, drink and pop culture." She also created Food.com and Foodtv.co.uk. Want more? Brown led the redesign of FoodNetwork.com, the top site in food, and HGTV.com.



Susan M. Bunda

EVP, Content Development & Strategy, CNN

When it comes to CNN's vital program creation and development, look no further than the innovation and drive of Bunda, a key player in garnering audience participation and engagement. She's also taken the lead on *CNN Heroes*, a series about "amazing people who are making the world a better place," she says. CNN's *iReport* initiative is another example of her leadership. In short, she has re-shaped the way CNN reports news. As a result, the network has seen record increases in prime time and Web traffic in the last year. "The biggest hurdle for cable is also the biggest opportunity for growth," she says. "As consumers have more access to new technologies, the challenge is to develop the best consumer experience for them on each of the platforms."



Sherita Caesar

VP, Product Engineering, Cross-Platform Apps & Engineering Analysis (NE&TO), Comcast

A veteran tech whiz who is respected throughout cable, Caesar's biggest recent coup was the successful launch of Caller ID on the TV and PC. "I am inspired by taking on new technical challenges, being part of a winning team, executing well thought out plans, and getting youth interested in mathematics and science to

pursue engineering careers,” she says. Sherita sits on the WICT board and also served as National President for the Society of Women Engineers.



Ann Carlsen
Founder/CEO, Carlsen Resources, Inc

How does a master head-hunter deal with a sluggish economy? If we know Carlsen, she's doing it with her keen business mind, an ability to look beyond resumes and a great sense of humor. We asked her once how long she'd been in cable. Her answer: "We're still awaiting the results of the carbon dating." But when it comes to workplace diversity, Carlsen jests not. Indeed, a long-standing NAMIC, WICT and CTAM supporter, Carlsen Resources sponsored NAMIC's diversity breakfast during Fall Connection Week in October.



Mary Jeanne Cavanagh
EVP, Ad Sales, GMC
Fast-growing net Gospel Music Channel gained credibility when 25-year ad vet Cavanagh joined its ranks in '08. MJ came over from Oxygen and grew revenue by 160+%, forging ties with brands like McDonalds, State Farm and Home Depot. Working for an inspirational channel, MJ's inspiration is her family. Mother Isabel "is an education and community leader, she inspires

me every day to lead by example, work hard and never give up. My children Alexandra and Kyle remind me that every day is a new day with boundless opportunities."



Gaynor Strachan Chun
SVP, Marketing, Ovation TV
Working at Ovation is a labor of love for Strachan Chun. An avid arts supporter, she now gets to take her passion to work as she forges partnerships with local groups that allow cable operators to offer arts events to subs. And cable is all about being local, she says. "With increased competition from a number of sources, cable can only maintain an advantage by connecting with its customers and communities locally, in ways that are relevant and meaningful," she says.



Denise Conroy-Galley
SVP, Marketing & Research, Outdoor Channel
It's easy to see why Denise Conroy-Galley's been a success. She learned from one of the best. "My mother is my inspiration," she says. "As a marketer I often find myself asking, 'What would Miriam do?'" She's taught me an unrelenting work ethic, discipline and to do the hard things first. Perhaps most important, she taught me the importance of persevering when things seem bleakest." Denise, who joins the Betsy

Magness ranks this year, negotiated a strategic partnership with *Field & Stream's* parent Bonnier in '09.



Lauren Corrao
President, Original Programming & Development, Comedy Central
Since Corrao got on board in 2002 as SVP, the network has seen its highest ratings in history. Corrao has attracted A-list talent to Comedy Central, signing series deals with such laugh luminaries as Sarah Silverman, Demetri Martin, Lewis Black, Denis Leary and Jeff Dunham (currently comedy's reigning ventriloquist king), as well as development deals with Jamie Foxx, Ron White, Andy Dick, Judah Friedlander and Ice Cube. In 2007 Corrao was selected to become a member of *Newsweek's* Women and Leadership Advisory Committee, where she has served with esteem.



Parthavi Das
SVP, WICT
Das stepped down as WICT's Interim President when Maria Brennan began Oct 19, yet her leadership merits recognition and a spot on our list. Her resolve is parental. "As immigrants from India [my parents] knew little about American culture, yet they built a strong foundation, one on which my family continues to thrive," she says. "They gifted me with a passion for hard work, loyalty to family and perseverance

to attain personal goals, all attributes that I recognize in WICT members and in the WICT mission—values that inspire me to use my talents to make a difference."



Mae Douglas
SVP/Chief People Officer, Cox
Under Douglas' leadership, Cox placed in *DiversityInc's* Top 50 Companies for Diversity for the fourth straight year, was honored by WICT as the top cable operator for women for a sixth consecutive year, and has routinely placed in *Training magazine's* Top 125 for Training and Development. In '09 she says her top achievement was "the facilitation and movement of talent into and across the company, resulting in targeted coaching for new executives to accelerate their effectiveness and assimilation in new roles."



Ellen East
EVP, Corp Comm, Time Warner Cable
East has long been one of the most influential communicators in cable, leading the function at Cox and now at Time Warner Cable. She played a key role in the spin-off from Time Warner Inc. Beyond that, East chaired WICT's national board of directors, leading the 7,800-member association as it searched for a new

executive director. She'll also pick up ACC's Achievement Award during Fall Connection week. But she tells us her proudest achievement this year was personal: "[Making] a smooth family transition from the Deep South to the Big Apple."



Sahar Elhabashi
COO, Discovery Networks International
Elhabashi in the early 1990s handled elements of MTV's international expansion, and now manages Discovery's global portfolio. That business distributes 19 media brands to some 170 countries and more than 900 million subscribers, up 7% over last year. In Feb 2009 she also became Acting Managing Director, Discovery Networks U.K., overseeing the operation of 11 television brands in the U.K. and Ireland. "It was my biggest challenge and also my most fulfilling undertaking," she says. "We're significantly surpassing budget during the great recession." She has also been instrumental in acquiring Discovery's channel on the Freeview platform in the U.K. (launching in late 2009).



Barbara Fisher
SVP, Programming, Hallmark Channels
With David Kenin's departure, Fisher now runs Hallmark's programming unit, which produces more original movies

than anyone in cable. But she couldn't work any harder than she did previously. "I know this sounds whacky, but there's not a night...that I don't read [a script]...I probably read a script a night during the week and about 10 each weekend," she told us once. What catches her eye? "I'm looking at whether it entertains...whether it has a strong story. Then you can infuse it with emotion. You can't do that in reverse." Hallmark's top 10 prime time ratings prove Fisher knows her stuff.

FX brand "far beyond the [TV and] PC to handheld devices and non-traditional mobile platforms, such as your car's navigational system." Her top accomplishments in '09 include *Sons of Anarchy's* marketing campaign (season 2), FX receiving Promax's highest honor for *Nip/Tuck's* campaign and sharing the Corporate Recognition Award from the LGBT Center of NY for her work on *Nip/Tuck* as well as *The L Word* and *Queer as Folk* when she was at Showtime.

last year, Green is charged with overseeing a revamp of the Fuse brand and firmly establishing the network as an integral piece of Madison Square Garden Entertainment. Leveraging MSG assets to Fuse's advantage, she spearheaded *Fuse Presents Dave Matthews Band*. Fuse carried the concert live from the MSG-owned venue one day before the release of the band's new disc. "Our goal is to make the network the ultimate multi-platform destination for music lovers, a place where they can feel they are truly music 'insiders' in the often inaccessible world of music and entertainment," says the treasurer of the Cable Metro Cooperative Board for the past four years.



Carol Hevey
EVP, Ops, Carolina Region, Time Warner Cable
Hevey is responsible for 2mln subs and 5K employees. She was instrumental in creating a regional operating structure that better serves employees and customers. Besides her involvement with CTAM, WICT, and NAMIC, Hevey has served on the boards of nonprofits and civic organizations in several cities, including the Executive Committee of the Charlotte Chamber of Commerce, the Boys & Girls Clubs of Greater Milwaukee, the Metropolitan Milwaukee Association of Commerce and the Massachusetts Telecommunications Council.



Michele James
Founder, James & Co.
It's not a party until Michele James arrives, and she seems to be ubiquitous on the cable circuit. That's all part of running her headhunting firm, which usually scores big conducting searches for sports leagues like the NFL, NBA, NHL and for venues like Madison Square Garden. A diehard NY Rangers hockey fan, Michele is known for her smarts, sense of humor and charitable streak. At one time or another she's served in key positions with Cable Positive, The Cable Center, The Walter Kaitz Foundation and CTAM.



Adrienne Gary
EVP, Human Resources, Fox Networks Group
Gary is responsible for about 3,500 employees throughout Fox Networks Group. Under her leadership, the company has avoided significant layoffs, not an easy task. This year, she also helped launch and staff Hulu.com, Belief.net and two regional sports nets—Fox Sports Houston and Carolinas. A WICT board member, Gary says family inspires her. "My parents...taught me to dream big dreams and that anything was possible. My mom was an engineer and a pioneer for women in the workplace. My father was the most charming gentleman I've ever known."



Donna Goldsmith
COO, WWE Inc
Recently named the second-most influential woman in sports by *Forbes* (auto racing's Lesa France Kennedy was #1), Goldsmith handles anything to do with WWE's business—from TV distribution to toy licensing—here and in 145 countries abroad. In her first year as COO she notes for the six months ended in June "our operating profit is up approximately 15% vs the prior year." On the personal side, the former soap opera actress says she's inspired by "people with a strong work ethic, a sense of humor (mandatory), who don't watch the clock and shower me with candy (Reese's peanut butter cups preferred!)."



Pam Euler Halling
SVP, Brand Strategy & Research, Insight
Working closely with President Dinni Jain, Pam spearheaded successful on-camera brand campaigns, including a series aimed at humanizing the MSO's employees by featuring their outside interests and enthusiasm for local sports teams. One spotlighted CEO Michael Willner with originality and humor. "Consumers have multiple choices for how they receive and view content. The younger demo is moving toward devices other than TVs," the winner of our '09 Lifetime Achievement Award says. "Marketing our products now requires a whole new way of thinking."



Kiera Hynninen
EVP, Marketing, National Geographic Channel
A veteran of Kraft Foods and The Weather Channel, Hynninen tells us her "most valuable inspiration comes from customers' and viewers' insight. In today's changing landscape, it's critical as a strategic marketer to understand how consumer behavior impacts our distribution partners and advertisers, so we can deliver above expectations." And deliver she does, as her team won 11 Mark awards last year and 11 ProMax/BDAs this year. During the '09 Mark awards, the Nat Geo team broke Discovery Channel's 1998 record for a basic cable network, winning 16 awards.



Tana Nugent Jamieson
SVP, Drama Programming, AETN
AETN made a strong foray into scripted originals thanks to Nugent Jamieson's signing of Patrick Swayze and Benjamin Bratt to star in a pair of series. She also inked Kevin Costner to develop a Western mini and is in development talks with Jerry Bruckheimer. Yet her best work just might be raising triplets or supporting two kids through Plan USA. "I'm inspired by strong women, successful and ambitious but down to Earth...like [AETN chief] Abbe Raven," she says.



Stephanie Gibbons
EVP, Marketing and On-Air Promotions, FX
Gibbons is anticipating the day when she can extend the



Valerie Green
SVP, Marketing, Fuse
Tapped for the SVP post



Loretha Jones

President, Original Programming, BET Networks
BET's ratings are on the rise, and it's thanks to a slate of new, original programming that Jones helped develop. She's constantly on the lookout for something new and water cooler-worthy. Sometimes that's something edgy. After months of a rumored Michael Vick reality series, BET announced it would premiere an eight-part docu-series early next year about the controversial quarterback's comeback. Time will tell if she can pull this off, but it fits with the topical programming (Michael Jackson, Barack Obama) that the net's been running.



Suzanne Kolb

CMO, E! Entertainment and The Style Network; GM, E! Online
Kolb leads marketing, communications and brand alliances for Style and E!, and also oversees E! Online and Mystyle.com. She even works with the international division to direct global brand strategies. Kolb says she's "amazed by all the ways we can connect with our viewers. From the one to one relationship of Twitter to the mass reach of RSS fed billboards." Meanwhile, Kolb has also been an incredibly strong advocate of pro-social causes, including efforts for responsible drinking and against breast cancer.



Lori LeBas

SVP, Strategy & Business Operations, ESPN
LeBas expanded her role in June to include oversight of digital ad sales for Web, mobile and broadband services. "Mastering the art of digital ad serving and understanding the intricacies of driving sales, satisfying advertisers and having state-of-the-art support systems to make it all happen" made for a fruitful '09, she says. Why is TV Everywhere crucial? "TV is still king, the Internet is queen and mobile is prince...all deserve great content."



Victoria Lowell

SVP, Marketing & Ops, Animal Planet
The network's number two executive, Lowell is described as "the hub of the wheel, operationally and creatively" by a colleague. The Proctor & Gamble vet is an asset with ad sales, branding and creative partnerships. Her inspiration is her grandfather, "a decorated Marine pilot, who fought in three wars and was shot down several times. At 89 he was still swimming a mile a day, fighting to recover from a stroke and stage IV cancer. He passed away...but he inspires me...to face challenges head on, take risks and never give up."

and Time Warner Cable can continue to play a critical role in the U.S. economy."



Susan Malfa

SVP, Bravo and Oxygen
Malfa's experience in ad sales is hard to match. And that's why she's so effective in helping to lead Bravo and Oxygen's ad sales across platforms. She launched the Women at NBCU media and marketing initiative. She gains inspiration from "building my terrific team and leading the marketplace with innovative products that help clients and agencies be heroes so everyone can float to the top!" Malfa came to the job with a bevy of experience, having served as an SVP at Court TV and, before that, in executive positions at Comedy Central. In fact, Malfa has been all around cable, having worked as an account exec at Food and Travel Channel earlier in her career.



Michelle Kim

GVP, Chief Counsel, Time Warner Cable
Responsible for all legal matters related to programming, Kim was instrumental in several high-profile transactions consummated in late 2008 and early 2009. Continuing a theme among our *Powerful Women* this year, Kim's self-described high watermark was extracurricular: "My top achievement in 2009 was taking the time off to travel and pursue my personal interests, including eating my way across San Sebastian and Barcelona, among other epicenters of gastronomy," she says.



Susan Krakower

SVP, Strategic Programming & Development, CNBC
Called a "programming whiz" by *Fortune*, Krakower's more than doubling of CNBC's ratings is linked to a strategy of helping ordinary people invest their money—particularly men. "I used to joke that programming to men is linear and easy, but the reality is men are complex individuals," she says. "A lot is going on inside their heads—ESPECIALLY when it comes to money!"



Vicki Lins

CMO, Canoe Ventures
Talk about pulling double duty. For most of 2008, Vicki was still SVP of Marketing & Communications for Comcast Spotlight while fulfilling her current role at then-nascent Canoe Ventures. "We are working to secure cable's leadership position in advertising," she says. "Of course, keeping expectations realistic is part of the challenge... Canoe is a startup and going from ground level to orbit always has its bumps... but we're getting there!" Her latest challenge is developing a communications strategy for potential privacy issues. Meanwhile, Lins enjoys reading *The Jungle Book* with her three-year-old son, especially when it comes to Baloo's musical outlook on life: "Bare necessities... Forget about your worries and your strife."



Gail MacKinnon

EVP, Government Affairs, Time Warner Cable
In the past year, MacKinnon built from scratch a government relations team and created the company's D.C. office as it spun off from Time Warner Inc. Her top achievement in 2009: "Getting the necessary regulatory approval for the separation of Time Warner Cable from Time Warner and opening [the D.C.] office, staffed by a diverse group of the most talented, smart and well-respected professionals in Washington." Biggest hurdle for cable in 2010: "Keeping the government out of our business so that the industry



Cyndi McClellan

EVP, Program Strategy & Research, Comcast Entertainment Group
Since advancing to EVP in Feb, McClellan now heads research and strategic planning for E! Entertainment, The Style Network, G4 and FEARnet while still handling acquisitions and scheduling for E! and Style. She also oversees E!'s popular

series *E! True Hollywood Story* (which celebrated its 500th episode) and *THS Investigates*, which showed significant growth under her watch in 2008, driven by an influx of 18-34 viewers. And she helped build E!'s *Movies We Love* franchise. In 2008 she secured rights for several New Line Cinema movies. "Cable will continue to benefit from the broadcast viewer migration, but these increases will stall as viewers watch more and more content online," she says. "Proper measurement of content on all platforms is critical to maintaining business models and monetizing that rich, committed online viewership in a meaningful way."



Stephanie McMahon

EVP, Creative Development & Ops, WWE
Talk about a dream job. Stephanie McMahon oversees guest selection for WWE programming. "Monday Night Raw's celebrity hosts garnered a 15% increase in ratings [for the program vs '08]," McMahon notes as she rattles off their names: "Since June we've had Donald Trump, Shaquille O'Neal, Jeremy Piven, Al Sharpton and Cedric the Entertainer, among others." But McMahon has pushed WWE's influence outward, too, landing wrestlers on *Project Runway*, *Saturday Night Live*, *The View* and *Extreme Makeover: Home Edition*.



Tricia Melton

SVP, Entertainment Marketing, TBS, TNT, Turner Classic Movies

One of the industry's most influential marketers, Melton has helped launch 11 TNT and TBS originals, including *The Closer*, *Hawthorne* and *Dark Blue*. The inspiration for this cable veteran, who's also a CTAM and WICT member? "My mother, who said, 'Do what you love and love what you do.' My husband, who gives me the ability to follow mom's advice. And Turner's Steve Koonin, who believes creativity means stirring things up. Or, as he puts it, 'Oysters only make pearls when they're irritated.'"



Deborah Adler Myers

GM, Science Channel; EVP, Prog, Discovery Emerging Networks

Does Debbie Myers ever slow down? Since March '08, she's launched 50+ series and dozens of specials. The roster of talent she's brought to Silver Spring—Whoopi Goldberg, Morgan Freeman, Paula Zahn and Danica McKellar—isn't bad either. And from the "How I Spent My Summer" department, Myers testified on Capitol Hill in July about ways to enhance the relevance of space exploration to address national needs. Ever a team player, Myers is on loan to OWN, the Oprah Winfrey Network.



Christina Norman

CEO, OWN: The Oprah Winfrey Network

Norman spent more than 17 years at MTV, eventually ascending to president of MTV and, before that, VH-1 where many credit her for turning that net around in the early 2000s. Oprah and Discovery hope Norman can bring that magic to bear at OWN, where she will be starting from scratch. "Jumping into the biggest challenge of my career—launching the Oprah Winfrey Network is definitely my achievement in the making," she says. "It has been a packed few months of building the team, crystallizing the vision, taking advantage of all that cable is today in order to create something new and lasting." Her inspiration? Oprah, of course. Did you have any doubt?



Dr Libby Haight O'Connell

Chief Historian/SVP, Corp Outreach, AETN

O'Connell is a wonderful hybrid. An academic who's anything but academic, much of her time is devoted to outreach. Besides her work with schools—more than 500K students enjoyed her Abe Lincoln teach-in—she spends "several nights each week in uncomfortable shoes," spreading History's message at functions. Libby also heads History's on-site video

business, the vids are seen in Smithsonian museums and at National Park Service sites. Some of her most rewarding outreaches are Intervention Town Hall meetings, where families receive help with addiction. Libby's especially proud of her Take A Veteran to School program, which lets students learn from vets.



D'Arcy Rudnay

SVP, Corp Comm, Comcast Corporation

Put simply, Rudnay's the ultimate voice of Comcast. She positions the company with major news outlets and helps generate features in national newspapers and business magazines. She draws inspiration from Comcast founder Ralph Roberts. "I have never seen Ralph utter a disrespectful word or behave in a manner that would make others uncomfortable," she says. "That is my definition of inspiration, leadership and class." Her top achievement for 2009? "Hiking the Inca Trail with my husband and daughter for four and a half days this past summer," she says. "It was incredibly beautiful and challenging, but most of all, it was wonderful to have time with our 22-year-old daughter."



Colleen Fahey Rush

EVP, Strategic Insights & Research, MTV Networks

As head of MTV Networks' research department, Rush helps the company maintain strong connections with audiences. Last year her team conducted more than 500 studies and delivered 225 presentations to 7200 media execs. "The big challenge [for the industry] is getting at the most accurate audience measurement, and rounding out our understanding of how consumers are accessing content across screens," Rush says. "There has been some progress, but we need to accelerate. With the recent formation of the Coalition for Innovative Media Measurement, we should see more."



Louise Sams

EVP/General Counsel, Turner Broadcasting System; President, TBS International

Should you need an international perspective on a cable issue, contact Louise Sams. Not only does The Princeton alum run Turner's global business, she also directs legal affairs for Turner's news, entertainment, animation and corporate units worldwide. Indeed, she tells us that what we call TV Everywhere literally is everywhere. "We have the issue internationally - our consumers want non-linear services that complement our linear channels and we need to provide those in an economically viable model." Solving this issue here and abroad will be cable's biggest hurdle, Sams says.



Ellen Schned

SVP, Affiliate Marketing & Dist, CBS College Sports

It's hard to name a cable affiliate who's not worked with Schned. Or one who's not been impressed by her smarts, determination and sense of humor. A WICT leader, a Wonder Woman and possessor of one of the fastest cameras in cable, Ellen is among the most creative dealmakers in the business, willing to stage effective affiliate events seemingly on demand. Indeed the former Court TV exec and lawyer credits "innovative tactics" for closing deals that "added nearly 10 million new subs in '09, many of them digital." Her creativity also shone in the work she did on the award-winning *NCAA March Madness* on VOD.



Rebecca Schulte

SVP/GM, Comcast SportsNet Mid-Atlantic

Everyone we talk to about local DC sports raves about Rebecca Schulte. Now it's our turn. We've seen the quality of Comcast SportsNet productions rise several notches since Rebecca arrived from Fox Sports Net, in March '07. More than that, the scope of the network's programming has widened significantly, it carries 500+ live sporting events yearly. It's seen in nearly 5mln homes in the Washington, DC, metro area. Rebecca "grew up playing a

variety of sports...I was working at Fox when they got NFL rights in '94 and I was part of the launch team," she says. "I've worked in sports media ever since."



Lisa Schwartz

EVP, Dist, Ops & Business Dev, IFC

A consummate dealmaker, Schwartz pioneered transactional VOD with the introduction of IFC In Theaters, which allowed simultaneous release of films theatrically and to VOD. The CTAM U alum and WICT mentor augmented that in '08-'09 with IFC Festival Direct, which let film lovers view top indie titles outside the festival circuit. Her scope includes operational responsibility across premium VOD, theatrical, home video, cable, broadcast, SVOD, foreign sale and portable devices.



Amy Smith

SVP, Freedom Region, Comcast Cable

Smith steered the integration of Philadelphia and New Jersey to form the Freedom Region, Comcast's largest system, and simultaneously guided her team through choppy economic waters while fending off Verizon. All this while delivering DOCSIS 3.0 speed increases, the accelerated launch of Project Cavalry upgrades and significant

customer service improvements. She cites with pride "our enhancements to the customer experience during an extraordinarily challenging period of change." Meanwhile, Smith's region plays a huge role in the trial and rollout of the company's digital upgrade, switched digital video, the introduction of complimentary Wi-Fi service at 150 New Jersey rail stations, Tru2Way and other initiatives. Smith is an avid equestrian who participates in competitions.



Mimi Thigpen

SVP, Strategy & Dev, Cox

While working through hundreds of interdependencies, tech challenges and relationship sensitivities, Thigpen collaborated with Motorola and Cisco to standardize Cox's IPG and create efficiencies and revenue opportunities. Cable needs "an unrelenting focus on making our operations more robust, technologically advanced and open," she says. "Most important, we need to listen to our customers and solve their needs."



Carole Tomko

President, Discovery Studios; President/GM, Discovery Health Media and FitTV; Board Member, Discovery/Hasbro JV Tomko just seems to be taking in more and more—and loving it. Not only does she

oversee Discovery Studios (the top domestic content provider for Discovery nets), but the brass recently tapped her to sit on the board of the Discovery/Hasbro joint venture. Other recent accomplishments include opening a West Coast production facility and launching a branded entertainment division within Discovery Studios that creates custom content for 40+ advertisers. "Working with John Hendricks on the *Curiosity* series—the biggest initiative in Discovery's history—is absolutely the cherry on top," she says, citing her kids as her biggest inspiration. "Their natural passion for learning drives me to create excellent programming that always satisfies curiosity."



Rita Tuzon

EVP/General Counsel, Fox Networks Group

Tuzon manages Fox Networks' extensive legal team, which reviews thousands of contracts and deals yearly. Fox Nets chief Tony Vinciguerra counts Rita as one of his closest advisers. Tuzon is immediate past president of the Board of Directors of the Legal Aid Foundation of Los Angeles and also serves on the board of the National Geographic Channel. She draws inspiration from a Ghandi quote: "You must be the change you wish to see in the world." The quote inspires her "every day to evaluate how I approach life and its challenges. They constantly remind me that with determination and perseverance, one person's efforts can make a meaningful difference."



Indira Venkat

SVP, Audience & Research, Travel Channel

The stereotype of research executives is that they're cloistered away in their offices, crunching numbers. Well, some of Venkat's time is spent like that, but she's a very hands-on researcher. Since joining Travel's Executive Team in '08 she's led the creation of a business unit comprised of consumer-facing platforms that crosses into programming, interactive, research and Travel Channel Studios. The unit collaborates on creating content that can be easily integrated across platforms.



Michelle D. Wilson

EVP, Marketing, WWE

What recession? Wilson proudly notes "the 25th Anniversary of *WrestleMania* in Houston set records and welcomed 73K fans from 50 states, 24 countries and 7 Canadian provinces. That's more fans than attended Super Bowl XLIII." She adds, "The milestone event generated \$52 million in gross sales, setting a record for the highest grossing live event in WWE history." The former US Tennis Association marketing chief also helped WWE sign pacts with 7-Eleven and Pepsi Max as partners for *SummerSlam* PPV. ♣



Top Women

By Jessica Clegg

As we've done for several years, we join with WICT to present an alphabetical list of distinguished women working in cable technology. This year we've largely dispensed with traditional profiles in favor of hearing from the women themselves.

The picture is improving in terms of numbers of women in cable tech. When it is released next month, WICT's 2009 PAR Initiative will report a substantial increase in the percentage of women in cable technology. The previous PAR said women were 15% of cable's tech workforce. In the U.S., women are 15%-25 % of all technology workers.

The new PAR highlights effective collaboration between MSOs and local technology schools to recruit women into roles rarely held by women, such as field technicians. One MSO, for instance, works with a women's program at a local construction school to identify potential recruits. Another operator partners with a community high school.

The idea to compile this list came from former WICT chief Benita Fitzgerald Mosley, an engineer herself, as a way to tout efforts to get women and girls interested in technology careers.

The outgrowth of WICT's technology efforts, the Tech It Out Initiative, launched in 2006. It addresses the challenges cable faces in recruitment and retention of women in technology by building awareness of the tremendous opportunities for women in the telecommunications technology sectors. WICT sees four key audiences for targeted outreach: women employed both inside and outside of the cable industry; young women poised to begin their careers; and middle-to high school-age girls.

Regarding the 2009 list, new WICT chief Maria Brennan said, "These highly regarded professionals leverage their strategic insight and expertise to develop the technology and products that define the cable telecommunications industry."



Susan Adams

SVP, Engineering,
Comcast

Adams' technical leadership was critical to successful deployments of DOCSIS 3.0, Universal Caller ID, tru2way and business class services.



Maureen Andersen

Director, R&D Program
Management, Cisco
Service Provider Video
Technology Group

The Air Force veteran helped finalize the system and set-up tech requirements for a major new set-top and systems customer.



Nomi Bergman

President,
Bright House Networks

Bergman's solid tech background is well known. On her mind is "the growing challenge of integration—from the customer experience all the way to our back-office—which is required to successfully deploy new products and services."



Sabrina Calhoun

VP, Engineering, Bright
House Networks

A former Women in Tech winner, Calhoun is excited about Start Over technology. It "allows our customers to start over a program up to the last remaining minute...this feature is extremely valuable for those of us who like to channel surf and often end up missing the first part of a program..."



Sherita Caesar

VP, Product Engineering,
Comcast

Articulate and intelligent, this veteran engineer is responsible for the design efficiency and economic implications

of products, services and technology investments of cross platforms.



Laurie Dean Baird

Director, Technology
Partnerships, TBS

Baird sees the beginning of a bright tech future: "We are beginning to see interactive trials on linear platforms, dynamic and contextual advertising. And with the TV Everywhere concept spearheaded by Time Warner we will soon be able to provide consumers with our content wherever/however they prefer."



Grace Egan

VP, Engineering &
Product Management,
Time Warner Cable

For Egan, cable's biggest challenge will be offering "simple and easy-to-use features... as customers become more mobile, cable must enable features anywhere, any time and on any device," she says.

Women in Cable Tech



Cyndee Everman

VP, Business Support Systems, TW Cable
Everman's taken a hands-on approach to getting women into the field, helping to organize a Tech It Out event with the WICT Carolinas chapter. "Hopefully, we planted a few seeds that day," she says.



Kristine Faulkner

VP, Prod Dev and Mgmt, Cox Business
Faulkner spearheaded the development and deployment of commercial products such as Cox Business Internet and Cox Optical Internet.



Charlotte Field

SVP, Systems Engineering, Comcast Corp

One of the industry's leading engineers, the former Women in Tech award winner led the development of an end-to-end lab for Comcast.



Yvette Kanouff

Chief Strategy Officer, SeaChange Intl

Among the most articulate technologists in cable, Kanouff says, "We've seen a lot of time-shifting and three individual screens, but now we're seeing the reality of content sharing and advertising as one service, allowing our subscribers to pause their shows and pick them up on another device where they left off...."



Susan Grant

EVP, CNN News Services

Named by Women in Technology as one of its Women of the Year in Technology ('06), Grant is excited by "creating and implementing con-

sumer-focused strategies that leverage innovative technology...."



Vicki Hamilton

SVP, Enterprising Performance, TBS

Hamilton has a clear plan to encourage women to pursue tech careers. "Help create, identify and leverage opportunities for learning and exposure, [create] targeted rotational internships, [and encourage] formal teaching by executive women in the industry... Knowledge is power!"



Sherisse Hawkins

VP, Software Dev, Time Warner Cable

Hawkins is jazzed about development of third-party applications. "We are finding more ways to engage with consumers...to offer new products and services. Interactive applications using

EBIF is just one example," she says.



Rhonda Holt

SVP, Technology, TBS

"The biggest hurdle for cable technology is arriving at a model that accommodates consumers' desire for more choice in how and when they view content. Can traditional content-creation and distribution models transition to a paradigm that shifts more control to the consumer? How can we help get from here to there?"



Lisa Hsia

SVP, Digital & New Media, Bravo

For Hsia, a revolution of women in tech is "already in the works." She says, "A few years ago I was invited to a dinner for "women in mobile." And in saying that, the person meant—all the

women in mobile—at one table! That is no longer possible. We'd have to rent out an entire stadium now."



Marsha Humphreys-Gee

VP, IT, Suddenlink

Humphreys-Gee is particularly interested in the analog to digital migration. "I look forward to casting my vote in a presidential election from my recliner and thinking, 'I am part of this!'"



Barbara Jaffe

SVP, Network Ops, HBO

The '09 winner of the Women in Tech Award, Jaffe is an inspiration to women who'd like to move to tech from other parts of cable, a thrust of WICT's Tech It Out effort. Jaffe began in accounts, but HBO tech guru and now Cable Hall of Famer Bob Zitter "gave me a chance," she says.



Marva Johnson

VP, Technology and Industry Affairs, Bright House Networks

Interactive video and management of video will be key, Johnson says. "It will allow us to extend our value to consumers by leveraging the greatest strengths from the traditional cable video platform in combination with the best features of the Web...to deliver relevant content to multiple screens...when and where the end users want it."



Trish Jones

SVP, Strategic Audience, Solutions, TBS

For Jones, the most exciting change in the field has been "seeing media and technology come together in ways that are transforming how we do business." She says, "As convergence manifests itself, whether in the form of TV Everywhere, the newest advanced TV offerings or the latest generation of smart phones, it's exhilarating to be at this intersection and working to make our companies and industry stronger."



Mari Katsunuma

VP, Digital, Bravo

Katsunuma is focused on the consumer. "It's important to let

[them] make decisions about how they want to consume media. Net neutrality is important for innovation, but also for keeping trust with consumers," she says.



Jennifer Kavanagh

Director, Interactive Marketing, Oxygen

The convergence of linear and broadband is critical, Kavanagh says. It's also a major challenge. "I think embracing broadband, even as added value to a paying subscriber, is a step in the right direction," she says.



Charlene Keys

VP/GM, Ops & Voice, South Carolina Division, Time Warner Cable

Keys is an advocate of the bundle of voice, video, and data. "As a consumer, I am eager to experience the level of interactivity that will emerge as a result of this technology. And as a business person, I am energized by its market potential."



Vicki Marts

Director, Video Engineering, Cox

The 2006 recipient of the Women in Tech award, Marts has literally worked her way up the ranks, beginning as a

pole climber and making numerous other stops throughout her 25-year career. She's now directing engineering in several states.



Gwynne McConkey

SVP, Ops & IT, Lifetime

One of cable's few female IT chiefs, McConkey's high on the intersection of broadcast and information technologies. "The vision of 'ingest once, use everywhere' with integration to business systems, governing rights, scheduling and advertising is now truly within reach," she says.



Susie Kim Riley

Founder and CTO, Camiant Inc.

Riley is one of the most articulate technology executives and is very much in demand as a speaker. The company she founded, Camiant, provides policy control and application assurance technology.



Sandy Sexton

VP, Finance Tech & Quality Services, Scripps

Sexton says to get girls in the business grab them early: "Having interns in the cable technology areas is another avenue to showing women the career possibilities. We also

need to showcase women who have made a career in cable to women who are interested in technology."



Veronica Sheehan

SVP, Network Ops, TBS

Sheehan is excited about TBS's effort to get students interested in technology. "We are reaching students at an even younger age through high school leadership development programs," she says. "Next year, we will be adding a technology track that will give students exposure to the many paths they might consider as they begin to think about their continuing education and careers."



Carolyn Terry

VP, Engineering, L.A. South Div, TW Cable

Terry sees great potential in True2Way. "While it will take some time to transition the consumer to owning their CPE devices, over time I see this as a major benefit to our industry in reducing the significant capital investment we make each year on CPE devices."



Mimi Thigpen

SVP, Strategy, Cox

Thigpen collaborated with Motorola and Cisco to standardize

Cox's interactive program guide, creating efficiencies and revenue opportunities. She had also been instrumental in Cox's wireless strategy.



Aimee Viles

VP, New Media, Bravo

"Standardization of new technologies is critical...to allow the content community...to grow and develop new forms of programming and brand experiences," Viles says.



Sue Wante

Area VP, Metro Boston East Area, Comcast

Wante's operational acumen has her overseeing more than 150 cities and towns and 800,000+ customers.



Paula Weaver-Carroll

VP, Base Products Assurance Engineering & Quality Assurance, Bright House Networks

"We should continue to reach out through local programs such as the Great American Teach-in, job fairs and career days to help inform women about the exciting opportunities" in cable, she says. WICT's Tech It Out, mentoring and educational efforts are very beneficial, too, she says. ♣

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We salute 2009's

Most Powerful Women in Cable

We're proud of our own **Brooke Johnson, Sandy Sexton and Lynne Costantini**, and we celebrate all the women who have been honored for their leadership in the industry.

