

Special Work Culture section Pg 4

# Cablefax Daily™

Thursday — June 4, 2020

What the Industry Reads First

Volume 31 / No. 108

## In It Together: SMBs Adapt With Help From Cable

Small and medium-sized businesses have faced some of the greatest challenges associated with the COVID-19 crisis, but the broadband industry has stepped up to help businesses stay afloat and adapt to the new normal to come. **AT&T** was the first to launch a solution specifically designed to support remote workers. Now available in 21 states through the company's fiber and copper lines, AT&T Home Office Connectivity offers remote workers separate network connections with speeds of up to 1Gbps symmetrical with no data caps. AT&T is also offering an internet backup add-on and an additional security package that includes end-point protection, advanced threat protection and deep packet inspection. **Comcast** followed in AT&T's footsteps Monday with the introduction of its own remote business solution, Comcast Business At Home. The idea behind it is to take as much friction out of the internet experience for the remote worker. A business would purchase a dedicated business internet connection for the remote worker and a technician would come into the home to install an extension of the business into the residence. "It's not a replacement for residential connectivity. It's accredit," Comcast vp, product *Christian Nascimento* said. "It's the ability to put that employee on a separate network for security reasons, for bandwidth reasons. Overall, it's a better experience for everybody." Nascimento said Comcast is prepared to offer the service to any number, large or small, of its SMB customers. "If there's not as much demand, there still will be some demand from folks that will want to have those folks that are remote either by choice because they just feel more comfortable at home or by necessity," Nascimento said. Other operators have also stepped up to ease the pain of their SMB customers. **Cox Media**, the advertising division of **Cox Communications**, offered local restaurants free television ads to let consumers know they were open for takeout and delivery services as well as to share new hours of operation. **WOW!** offered to temporarily suspend services and reduce rates to a nominal amount for their business customers that had to close during the pandemic to ease some of those customers' expenses. "We are on standby to assist these customers when they plan to reopen, with extra precautions taken such as wearing masks and gloves and maintaining the recommended social distance when installing new equipment," WOW! told **CFX**. WOW! is also offering a free month of service to new business customers when they sign a term agreement, which includes the company's standard

## THE FAXIES

RECOGNIZING EXCELLENCE IN PR & MARKETING

Your hard work is done – and now it's time for you and your team to get recognized!

Honoring those people, shows, and networks who excel in PR, digital content, marketing, advertising, social media and audience engagement.

Submit your entries by Friday, June 12



Submit your entries now to take advantage of the best price available.

[www.TheFAXIES.com](http://www.TheFAXIES.com)

Cablefax Daily (ISSN 1069-6644) is published daily by Access Intelligence, LLC ● www.cablefax.com ● 301.354.2101 ● Editorial Director: Amy Maclean, 301.354.1760, amaclean@accessintel.com ● Publisher: Michael Grebb, 323.380.6263, mgrebb@accessintel.com ● Senior Editor: Sara Winegardner, 301.354.1701, swinegardner@accessintel.com ● Associate Editor: Mollie Cahillane, 212.621.4951, mcahillane@accessintel.com ● Acct. Exec: Olivia Murray, 301.354.2010, omurray@accessintel.com ● Director of Marketing: Kate Schaeffer, kschaeffer@accessintel.com ● Prod. Mgr: Joann Fato, jfato@accessintel.com ● Kerry Smith, Divisional President, Marketing & Media Group, ksmith@accessintel.com ● Group Subs or Subscription Questions, Client Services: 301.354.2101, clientservices@accessintel.com ● Annual subscription price: \$1,749.00/year ● Access Intelligence, LLC, 9211 Corporate Blvd., 4th Floor, Rockville, MD 20850

60-day satisfaction guarantee and a 2-year price guarantee. **Charter** has also promised to provide one month of free services to any new customer that signs up for **Spectrum Business**. The offer is aimed at reinvigorating small businesses like coffee shops, restaurants and fitness clubs preparing for a return to normalcy. Its advertising arm, **Spectrum Reach**, has offered free creative support to SMBs. “We’ve done about 3800 of those ads to date. That’s a lot of free creative, but I think the advertisers recognize that they had to acknowledge what was going on and try to talk to their customers in a way that would be more relatable than simply trying to sell them something,” said Spectrum Reach pres *David Kline*. “It’s been a huge success.” More than 750 companies and associations have also renewed their commitments through the end of June to the **FCC’s** Keep Americans Connected pledge, which includes small businesses.

**Locast Comes to Florida:** Broadcast streaming service **Locast** has expanded into the Tampa-St Petersburg-Clearwater, FL, market. It’s now available in 19 US TV markets and report shaving 1mln users. Last July, the Big 4 broadcasters filed a federal lawsuit claiming theft of signal. Locast has argued they waited too long, with the legal challenge coming a year and a half after the service’s January 2018 launch. That case continues to proceed in federal court, with the judge recently granting the parties’ request for a two-month extension for various deadlines given the disruptions caused by COVID-19.

**Wicker Probes Accelerating RDOF:** Let’s get this RDOF party started. That’s the message from **Sen Commerce** chmn *Roger Wicker* (R-MS), who sent a letter to the **FCC** this week asking for info on speeding up the \$16bln Phase 1 auction. It’s set to begin in October. Congress is currently considering a proposal that would require the FCC to allocate RDOF money to broadband providers expected to be the sole bidder to deliver gigabit speeds in a census block or census block groups before the reverse auction commences Oct 22. Wicker said that this change could help bridge the digital divide, but he understands the FCC may have legal and procedural constraints in adjusting the rules. There’s also the issue of having adequate time to review applications. Wicker asks FCC chmn *Ajit Pai* to respond by June 12 to a series of questions, including the Commission’s rationale for processing long-form applications after the auction is complete and how would requiring those applications to be processed by July 31 impact the auction start date.

**Charter Fixes Pixelation Problem:** **Charter’s** video customers across the country were complaining Tuesday night that some video channels were pixelating and freezing. A spokesperson said it was a network hardware issue that was resolved shortly after midnight ET, about three hours after the problem surfaced.

CONGRATULATIONS  
TO ALL THE HONOREES!



CABLEFAX'S WORK CULTURE LIST DIGITAL ISSUE!

Read & Share Profiles at [www.CFXWorkCulture.com](http://www.CFXWorkCulture.com)

**Comcast Lobbying Change-Up:** *Kathy Zachem* is retiring after 13 years leading government affairs advocacy at **Comcast NBCUniversal**, including assisting in the NBCU acquisition. *Mitch Rose* was tapped to replace her as evp, federal government affairs, reporting to chief legal officer and secretary *Tom Reid*. Zachem will transition out of her daily responsibilities June 30, but remain as a company adviser through year-end. Rose, a former chief of staff to the late Sen *Ted Stevens* (R-AK), most recently served as svp, federal government affairs at Comcast.

**CES 2021:** CTA is moving ahead with plans to hold **CES 2021** in Vegas Jan 6-9. With the 2020 show taking place in January, it's one of the few organizations that didn't have to cancel or postpone a major conference due to COVID-19. Organizers said they would expand the show's digital reach, with a wider selection of livestreamed content and other digital and virtual opportunities, including showcasing exhibitors' products and ideas physically and digitally. CES 2021's safety plans include regularly sanitizing spaces, widening aisles to better enable social distancing, limiting touch points and issuing best practices for attendees, such as wearing masks and avoiding shaking hands. "The meetings world is developing and implementing best practices, and we will assess and evaluate the latest solutions in the coming months. We will continue to work with our venues in Las Vegas, update our plans and share them with you," CTA said.

**Altice Refinances Debt:** **Altice USA** refinanced \$1.725bn of debt Tuesday, which will generate interest expense savings of \$33m. In October, \$1.7bn of \$10.875% of notes will become callable, and if rates are similar as current, could yield an additional \$100m of savings. Analysts from **New Street Research** believe this means that Altice's "leverage is manageable, even in a crisis." New Street emerged from 1Q20 with a more "bullish" view on cable and believes that Altice and other cable companies are on track for record broadband net adds this year.

**News by the Numbers:** News has historically been about the 25-54 demo, but with more people working and schooling from home, that's shifting. **Fox News** finished May as the second highest cable network in weekday total day across the 18-49 demo, putting it ahead of **Food Network**, **HGTV**, **USA**, **Bravo**, **MTV** and **TNT**, according to **Nielsen**. And yes, it was No 1 (again) for total viewers in total day and prime in May, marking 47 consecutive months in the top spot across all of cable in total day. News nets across the channel guide had ratings wins in May. **MSNBC** finished second in all of cable in total viewers for prime and total day, and "Morning Joe" at 6am delivered its largest lead over CNN ever (1.4m total viewers vs 635K for CNN). CNN, which just celebrated its 40th anniversary, said this was its most-watched May ever in total day and prime among total viewers and 25-54s.

**Distribution:** **FuboTV** added lifestyle streaming network **Tastemade** to its programming lineup.

**Doing Good:** **Disney** is donating \$5m to nonprofit groups working to advance social justice, including a \$2m pledge to the **NAACP**. Additionally, the Disney Employee Matching Gifts program will match employee gifts to eligible organizations. -- **ESPN** will present the Pat Tillman Award for Service to boxing champion *Kim Clavel* at The 2020 ESPYS airing June 21 at 7pm on ESPN. Clavel initially began her career as a nurse before pursuing boxing, but as COVID-19 spread across the country, she returned to nursing working as an overnight nurse at retirement homes and elderly care centers.

**On the (Virtual) Circuit:** **NAMIC** has reimagined its leadership seminar as a virtual, five-day event. The 2020 Leadership Seminar kicks off July 20 at 12pm on Zoom, and will conclude on July 24. The deadline for [applications](#) is June 26.

**Programming:** **WarnerMedia** made the 2019 film "Just Mercy" available for free rental on digital platforms for the month of June. The film is about the work of civil rights attorney *Bryan Stevenson*, and the move is part of WarnerMedia's commitment to the black community. -- **ESPN2** will bring college baseball back on Thursday with the Collegiate Summer Baseball Invitational. The first game kicks off at 7pm. -- **Urban One** is hosting a virtual town hall on Thursday at 8pm. "We Are One: More Than A Hashtag" will stream live on digital platforms across Urban One brands **Radio One**, **Reach Media**, **TV One** and **iOne Digital**. -- *Sean Spicer* will interview *Donald Trump* on Wednesday at 6pm on **Newsmax TV**, with a re-air at 9pm.

**Editor's Note:** Your safety is our first concern. That's why **Cablefax's** Sept 22 Awards Celebration is going virtual this year. We'll unveil our **FAXIES** winners and integrate recognition of the **Cablefax 100, Top Ops & Work Culture List** honorees into our virtual celebration. The good news is that a virtual event gives our FAXIES judges more breathing room. We have extended the entry deadline at [www.thefaxies.com](http://www.thefaxies.com) to June 12 to give you more time to tell us about your most successful campaigns, initiatives, executives and teams.

## THE WORK CULTURE LIST PROFILE:

### CULTURE BUILDER **Hulu**

Hulu is serious about company culture. From flexible paid time off to family support to the annual Hulupalooza day of service, the workforce of 2,500 is bonded in shared goals, freedoms and fun.

“We are trying to be very deliberate around defining and carefully curating the culture here because if you don’t define it, it just gets defined and it goes out of your control,” says Shannon Sullivan, SVP of talent & organization.

Hulugan culture revolves around a set of core company values, culled and refined from continuous employee feedback. “It’s not a top-down, but a ground-up effort, with employees saying what matters to them, why they come to work every day. It’s really important for organizations to have principles that aren’t just defined by leadership, but by the workforce,” Sullivan says.

Which doesn’t mean leadership gets a hall pass. “Everyone on the leadership team has to walk the talk. They have to be passionate about the values and they have to be cultural champions of Hulu,” she says. When recently departed CEO Randy Freer joined the company in October 2017, Sullivan and her HR team took the opportunity to assess Hulu culture drivers. “We did a new series of focus groups and realized 90% of the value statement still felt good, but there were changes we needed to make to address how Hulu was evolving.”

At the core of Hulu culture is a tenor of simply treating employees like adults, Sullivan says, a vibe that manifests itself in myriad ways.

For one, the company offers fully flexible time off for all salaried employees. “We provide general guidance that says, for example, for your health and wellness you should take at least 15 days,” Sullivan offers. “Some team members in a year may take more, some may take less, but it’s all about being accountable and trusting they’re going to get their job done and they’ll manage for themselves.” Managers are guided to ensure team members actually do get out of the office.

Hulu’s parental benefits have gotten more progressive. Last June, the company reached its goal of offering gender-inclusive leave for all parents, and significantly beefed up its return-to-work support. For nursing parents traveling for work, Hulu supports Milk Stork breast milk delivery service. The company also partners with Lactation Lab, which will test breast milk for nutritional value and toxins. Also new is 40 hours per year of subsidized in-home child care.



Also significantly boosted is Hulu’s emotional intelligence curriculum, under the Elevate banner. “We’ve doubled down on our EQ curriculum,” Sullivan says of the program Hulu piloted in 2019 that saw 400 of the company’s then-2,200 workforce sign up the day it was offered. Today, 35% of total employees have completed Elevate, and the company has added deeper

dives into various aspects of the curriculum, including a segment on “Understanding Your Stress and Emotions During Times of Change.”

Continuing education offerings also continue to expand. Hulugans can benefit from a tuition assistance program that offers up to \$5,000 a year for higher education courses, a \$200 stipend to purchase books or attend a workshop, and engage in the continually evolving Hulu-verse Learning program, first implemented in 2018.

“We have curated it down,” Sullivan says of the digital learning library. “We polled Hulugans to find out what they’re most interested in and they’re very interested in technical skills, things like database management, project management foundation, presentation skills. So we have some general softer skills and some deeper technical skills in there. We’re very much focused on Hulugans being passionate about their own career development.”

*(This profile is abridged from the Work Culture List magazine)*

**Sponsored by**

**Carlsen Resources inc.**  
EXECUTIVE SEARCH  
Cable • Media • Entertainment • Technology • Diversity

**Carlsen Resources inc.**  
EXECUTIVE SEARCH  
Cable • Media • Entertainment • Technology • Diversity

**Carlsen Resources applauds all of this year’s honorees committed to building and maintaining inclusive, supportive and open company cultures that uplift and celebrate all employees. Since 1989, we have taken great pride in helping our clients build teams that expand and develop strong, positive and diverse cultures. It is clear more than ever just how critical this is, and we are here for you today to plan for tomorrow.**

EXECUTIVE SEARCH : CANDIDATE SOURCING & RESEARCH : TALENT PIPELINES : DIVERSITY & INCLUSION STRATEGIES : COMPETITIVE ANALYSIS : ORGANIZATIONAL PLANNING

[www.carlsenresources.com](http://www.carlsenresources.com)

## Think about that for a minute...

### Understanding

Commentary by Steve Effros

One of the primary undercurrents I have written about in this column for years is our reasonable pride at having been the creators and maintainers of an incredible telecommunications infrastructure and the associated services we provide. But I have also long been very concerned about the impact our infrastructure, and the resultant broadband/Internet revolution has created. And as critically important, our responsibility regarding that impact.



We can talk about censorship, edge providers, “bully pulpits” that have turned into bull-horns, legal liability and all the associated issues of social networks, tweets, “fake news,” photo ops and the like some other time. Today I want to focus on one thing; what’s happening on our streets and cities.

We need to talk about basic, fundamental, gut-wrenching education. We, as an industry, have a unique opportunity right now to educate in the middle of a crisis. The way you do that is by widespread distribution of information and ideas. Our specialty, our expertise. Not only on the system side, but on the programmer’s side as well.

I just watched an 18-minute video of Trevor Noah extemporaneously talking about race, privilege, power and the “social contract” we all try to live by. It’s the most powerful encapsulation of another perspective that I, as one of those “privileged,” have ever seen. I really didn’t understand it until now, not at the level Noah managed to reveal. For me it was transformative. I urge you to watch it;

[https://www.youtube.com/watch?v=v4amCfVbA\\_c](https://www.youtube.com/watch?v=v4amCfVbA_c)

I believe everyone in America should see it. You don’t have to agree or disagree, and we can all hope and work toward doing more, and doing better in our own ways. But that has to start with understanding.

T:202-630-2099  
steve@effros.com

*(Steve Effros was President of CATA for 23 years and is now an advisor and consultant to the cable industry. His views do not necessarily reflect the views of Cablefax.)*

# #CUZ<sup>OF</sup>CONNECTIVITY

## We want to hear from YOU!

Show us how you are staying connected with the hashtag #CuzofConnectivity

We are all in this together!

