

Cablefax Daily™

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What the Industry Reads First

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Strange Summer: Industry Interns in the Time of Corona

When everything began shutting down in March due to the spread of the coronavirus, organizations like **The Emma Bowen Foundation** and the **T. Howard Foundation** had to quickly assess what it could mean for their summer 2020 intern and fellowship programs. Both foundations work to improve the participation of diverse and underrepresented groups in the media and entertainment industries through internship programs that include significant education and networking opportunities, and in-person orientations and conferences in New York City. With COVID-19, everything changed. “We went into teleworking mode and we continued to work and to monitor the development of COVID-19 as it was affecting the cities and consequently would affect the internship program,” said *Jo Pamphile*, pres/CEO of T. Howard. “All of the recruitment had been done, the screening of applications had been done, the formation of our final talent pool was in place and placements had already begun.” About two-thirds of T. Howard’s interns are usually placed in NYC, the epicenter of the pandemic. When shelter-in-place went into effect, many media companies began canceling their internships, making it difficult for the foundations to place students, even virtually. Emma Bowen has so far found about 70 internships for its students. Last year, that number was 190. T. Howard has been able to place about 50 interns. Last summer was 157. In lieu of internships, some companies are offering digital leadership programs, like **AT&T’s** Summer Learning Academy and **Comcast’s** Virtual Development Experience. “While these are unpaid experiences, they’re still virtual learning opportunities that our talent is signing up for and ready to take full advantage of,” said *Raphael Richard Jr.*, T. Howard’s program manager, intern program. Both foundations are providing the full resources of the programs to their students, regardless of if they’ve been placed in an internship or not. “Everyone who had been hired and was in our program, we’re keeping in our program,” said *Michael Barham*, vp of programs for Emma Bowen. “In typical years, we offer scholarships only to students who are interning, this year we’re offering a scholarship to everyone even if the internship was canceled.” T. Howard has opened up its programming and education to its entire final talent pool in the program, as well as its alumni. The foundation traditionally has a two-and-a-half day, in-person orientation in NYC for all of its placed interns to kick off the program. “One of the highlights is the diversity related session where students learn about microaggressions and identity and bias and intersectionality,” said Richard. “We thought about how we wanted to take all those concepts and programming



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that was in the in-person and how to bring it into a virtual setting, so that's how we started." The foundation expanded the orientation into two months of virtual programming, now called the T. Howard Summer Series, which kicked off in the beginning of June. Some of the sessions focus on virtual networking strategies, managing stress and anxiety, the state of the media industry and unconscious bias training. An alumni panel will feature program alumnus, including **Disney** powerhouse *Rosalyn Durant*. Sessions have support from industry orgs and partners like **ViacomCBS**, **Hearst**, **TEGNA** and the **Walter Kaitz Foundation**. Emma Bowen's in-person NYC event pivoted to a virtual conference, set to take place in mid-July. The foundation's career activation program "The Launch" would usually be 50-60% complete by now. This year, Barham estimated as low as 10% have found full-time jobs. "It's been really hard across the board in terms of internships and for those entry-level folks who would be looking for full-time," said Barham. "In some cases we're trying to connect those graduated seniors who normally would be employed full-time to internships." Barham said some of the foundation's partners have brought back seniors for another internship as opposed to a full-time job or hiring a new intern."From the partner side it's someone they know, and they're more comfortable supporting a remote internship. A lot of the challenges we saw is that partners didn't want to bring on a new person and then support them remotely. For them for someone that they're comfortable with and have a little bit of rapport with, they feel a little bit safer in supporting a remote situation."

FCC Gives Date for New Retrans Rules: Rules giving qualified MVPD buying groups the same good faith bargaining protections enjoyed by operators will go into effect on July 20, according to the **FCC**. The regulations were included under the Television Viewer Protection Act, which grants protections to any entity that negotiates on behalf of MVPDs that collectively serve no more than 25% of all households receiving service from any MVPD in a given local market.

Project OAR Goes Live: Project OAR is officially starting live market trials, marking the first time the tech will be used to deliver and manage addressable TV ad inventory outside of linear programming. Through a phased approach, members of the consortium will conduct trials to evaluate how the open standard works with existing sales, insertion and measurement workflows. This month, **Fox Corp**, **ViacomCBS**, **NBCU**, **The E.W. Scripps Company** and **AMC Networks** will begin using OAR. In mid-August, **Discovery**, **Hearst** and **WarnerMedia** will sign on, followed by **Disney**. Commercial deployment will begin in Q420 across 10Mln opt-in smart TV devices.

Comcast Extends COVID-19 Relief Efforts: The **FCC's** Keep Americans Connected pledge will expire on June 30, but **Comcast** will continue to offer connectivity services to students and families affected by the COVID-19 pandemic. Comcast will continue to provide 60 days of free internet service to new, eligible Internet Essentials customers through the end of the year, Comcast will also continue to waive the requirement that customers not have a past

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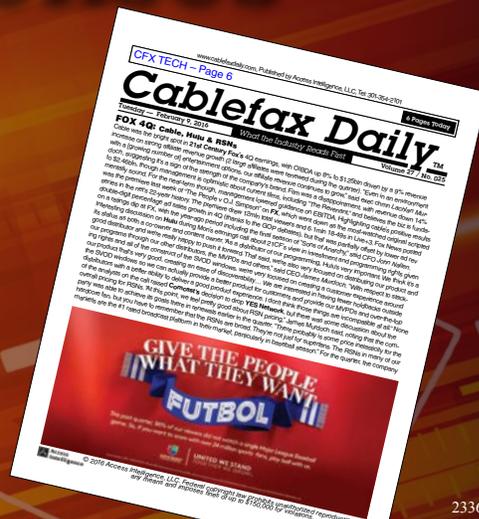
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due balance with Comcast to qualify for the free offer.

Thune Bows Rural Broadband Bill: Senate Communications subcommittee chairman *John Thune* (R-SD) introduced the Rural Connectivity Advancement Program, which would capture a portion of the proceeds from spectrum auctions conducted by the FCC through September 30, 2022, for the buildout of broadband networks. It would set aside 10% of net proceeds from spectrum auction for broadband buildouts. The FCC would be required to use those funds to address gaps in broadband internet access service coverage in high-cost rural areas. The agency could use the money in a technology-neutral manner to address shortfalls in sufficient funding of existing USF High-Cost Programs for the buildout of broadband.

Video Results in VCTA Statement: After an individual wearing a shirt with the logo for **Virginia Telecommunications, Inc** of Mechanicsville, VA, posted a racist rant on social media, outraged individuals tried to find info about the company and have been incorrectly contacting **VCTA**, the Broadband Association of Virginia. VCTA issued a statement clarifying that it's in no way associated with the inflammatory video. "We want to emphasize that this individual is in no way employed by, or associated with, our organization VCTA," group president *Ray La Mura* said. "Our association, its employees and members are appalled by these abhorrent comments. They are not only disrespectful and insensitive, but would not be tolerated by anyone at VCTA." There's not a lot of info available about VTI online, which is likely how people are ending up mistakenly contacting VCTA. A Virginia Telecommunications Facebook page appears to have been created this week in response to the backlash.

Ratings: The first weekend of live LaLiga matches since the coronavirus pandemic shut down sports drew in 1.6 million unduplicated viewers on **beIN Sports** and **beIN Sports en Español** drew in 1.6 million viewers from June 11 to June 14. Viewership peaked on June 13 with 316K viewers.

Tubi Goes to Mexico: **Tubi** launched its AVOD service in Mexico Thursday. The service is available on VIDAA smart OS on Hisense TVs, iOS and Android, and will come to additional devices in the future.

Mediacom Renews CSG Deal: **CSG** and **Mediacom** have extended their 23-year relationship, signing a deal that will keep CSG as the sole provider of billing services to Mediacom's customers through 2025. Mediacom also will leverage additional CSG capabilities including check verification, check refunds and check recovery.

O'Rielly Joins ETC Chorus: FCC commissioner *Mike O'Rielly* is in favor of eliminating the requirement that auction winners for money to support broadband buildout be designated eligible telecommunications carriers. Cable operators have been reluctant to participate in Connect America Fund Phase II or the upcoming Rural Digital Opportunity Fund auction because of the ETC designation, worried it could open them up to regulation, particularly at the state level—a concern O'Rielly acknowledged in a [blog post](#) Thursday. The Republican thinks the issue is a matter for Congress, and thus supports a bill from Rep *GK Butterfield* (D-NC) that [eliminates the requirement](#) that only ISPs designated as ETCs may receive USF dollars. If complete elimination of the ETC designation is not in the cards, O'Rielly suggests other fixes, including a single, uniform application accepted in all states and a time limit for approving applications.

Programming: **HBO** is offering all nine episodes of "Watchmen" free Friday through Sunday as an extension of its content highlighting the experiences and voices of POC. The series will be available on HBO.com and free on demand, and the network will air a marathon of the series on HBO and **HBO Latino** starting at 1pm on Friday. -- **Nat Geo** will simulcast ABC News' primetime special to commemorate Juneteenth. "Juneteenth: A Celebration of Overcoming" will air Friday at 8pm across the two nets and feature reporting from Tulsa, Oklahoma; Galveston, Texas; and other cities across the country observing the day. -- **MSNBC** will exclusively livestream the first-ever Faith for Black Lives JusticeCon. Beginning at 9am Friday, MSNBC will air the social justice conference aiming to connect activists, faith leaders and politicians. Speakers will include *Joe Biden* and Sen *Elizabeth Warren* (D-MA).

People: *Frank Tanki* was named gm of **Anthem Sports & Entertainment**-owned **AXS TV** and **HDNET Movies**. Tanki, former gm for **TV Land** and **CMT**, has been working with Anthem for several months on the growth and strategic direction for the channels. -- **NAB** said it tapped *Michelle Duke* for the newly created role of Chief Diversity Officer, effective July 1. She will continue in her role as president, **NAB Leadership Foundation**, overseeing its day-to-day operations as well as developing and managing industry programs in diversity and leadership. -- **BET Networks** named *Tiffany Williams* executive producer, unscripted programming & development. She most recently served as president of unscripted programming and development at **MTV** and has been at **ViacomCBS** for more than a decade.

Editor's Note: **Cablefax's** parent company, **Access Intelligence**, has added Juneteenth as a formal holiday for all employees. As our country grapples with racial inequities and injustice, we'll use this as a day for reflection and education. Your next issue of **CFX Daily** will arrive Monday evening.

Cablefax Dashboard

Hero of the Week



Danays Vichot, Univision: Vichot, director of operations, marketing and promotions for Univision New York, stepped into the battle against the coronavirus with a do-it-yourself solution for protective equipment. With an alarming rate of infected people in her hometown of North Bergen, NJ, Vichot realized there was an urgent necessity for masks and face shields in her area. She saw the deficit as an opportunity to give back and began creating face shields made from plastic water bottles and distributing them to frontline workers and neighbors. The plastic face shields can be washed and reused and helps its wearers protect themselves from water droplets and from touching their face. Vichot has served as director of operations for Univision New York for more than 17 years.

Tweet Tweet

Watchmen @watchmen

#Watchmen begins in Tulsa, 1921 and explores the legacy of systemic racism in America. We're proud to announce @HBO will make all nine episodes available for free this weekend on HBO.com and On Demand, and will air a marathon of the series tomorrow at 1PM ET.

Nickelodeon @Nickelodeon

Proud to celebrate #PrideMonth with the LGBTQ+ community. Learn the meaning behind every stripe in the Pride flag.

Research

- At least one video-related topic trended each day of the six-week analysis covering a variety of genres.
- Ad-supported TV accounted for 72% of total video-related trending topics.
- Filling the void left behind by live sports, entertainment content made up 78% of ad-supported TV programs trending in the top 10 on Twitter.
- With no live sports to watch, people pivoted to watching other sports programming. The 2020 NFL draft and docuseries "The Last Dance" were among the number one top trending Twitter topics.

(Source: [VAB](#))

Quotable

"2020 should remind us, amid a worldwide uprising against generations of racial injustice (on top of a global pandemic), that equality—in both the eyes of our peers and the rule of the law—is not simply given to those who exist on the fringes of society... As we stand in support of the Black Lives Matter movement, this month underlines that while we highlight the joys and challenges of being LGBTQ in this world, we must remember that pride is not just a celebration... whether we fill the streets with joy or with anger, our very existence is worth celebrating, and our very existence is protest.

– **Terron Moore**, editorial director of Logo, NewNowNext and MTV News *announcing* this year's Logo30

We Want to Feature Your Heroes!

On Fridays, Cablefax will feature a local hero. We're looking for stories of employees who are going above and beyond. Maybe they are volunteering in their community, sewing mask covers for hospitals, spearheading supply donations, etc.



Please send a photo and 150-200 words about the person to amaclean@cablefax.com

Contact Olivia Murray at omurray@accessintel.com to sponsor this feature section

PROGRAMMER'S PAGE

ZANo Judgment TV...

Yes, the shutdown finally gave us time to watch all the critically acclaimed programming that we never bothered to watch in the past. But why do that when we can instead revert to the safety of a closed-ended flick that actually... ends? It doesn't even have to be good. In fact, sometimes bad is better as long as the TV agrees to let us go to bed before the sunrise. Here are five ranging from great, good, fine, okay and unwatchable:

GREAT - "The Platform" (**Netflix**) - This Spanish-language movie about a multi-level prison in which food is lowered down on a platform, leaving those above overfed and those below starving, is essentially a satire about capitalism. But so well done that it's worth enduring the subtitles. **GOOD** - "The Vast of Night" (**Amazon**) This bizarre take on a "Twilight Zone" episode features some Sorkin-esque dialogue and 1950s nostalgia against the backdrop of an alien abduction mystery. It ultimately has little place to go, but the daring cinematography, acting performances and B-movie weirdness make it worth a watch. **FINE** - "Lockout" (**Netflix**). This 2012 movie that no one saw in theaters features a space prison, a tropey, wise-cracking hero (*Guy Pierce*) and lots of ridiculous and implausible scenarios obscured by endless action sequences. It's Con Air meets Escape from New York. In space. In other words, surprisingly watchable. **OKAY** - "Killing Gunter" (multiple services). While it could have been so much better, you have to give props to "SNL" alum's *Taran Killam* for recruiting *Arnold Schwarzenegger* to play a hit man outwitting a hapless band of Smokin' Aces-esque contract killers—all framed as a mockumentary (or several). It never reaches greatness, but it doesn't have to. It's just fun. **UNWATCHABLE** - "The I-Land" (**Netflix**). OK, this is technically a series, but it might as well be a movie because no mortal could ever make it past the first episode of this horribly acted, terribly written, utterly unwatchable disaster. That's all. I dare you to make it through the first 20 minutes. I double dare you. - *Michael Grebb*

Reviews: "Perry Mason," premiere, 9pm, Sunday, **HBO**. It's 1932 Los Angeles and Perry Mason (yes that Perry Mason) is a private eye with almost every vice you can imagine. He's split from his wife and young son, he drinks and smokes, and is in perpetual need of a shave and a clean shirt. He's got plenty of ties, though, he buys 'em at the morgue. An actor who knows how to play a subversive, *Matthew Rhys* (FX's "The Americans") is strong in this noir role. *John Lithgow* as Mason's mentor and the wonderful *Tatiana Maslany* (**BBC America's** "Ophan Black") as a superstar preacher bolster the cast. Though ep 1 drags at times as Mason seeks a baby killer, the pace picks up nicely in ep 2. - "Agatha Christie's Seven Dials Mystery," streaming from June 19, **BritBox**. Move back just a few years from "Perry Mason" and you have the setting for this *Agatha Christie* classic. Yes, it's a good thriller, with a young aristocrat intertwined in murder and other mayhem, but it's the cast that sets this film apart. Sir *John Gielgud* and the inimitable *Rula Lenska* star in this treat from 1981. - **Notable:** "Juneteenth: A Celebration of Overcoming," 8pm ET, Friday, **National Geographic**. To honor the holiday celebrating the end of slavery in America, Nat Geo simulcasts **ABC News'** special. - *Seth Arenstein*

Basic Cable P2+ Prime Rankings* (06/08/20-06/14/20)		
Mon-Sun	MC US	MC US AA (000)
FNC	1.055	3,242
MSNBC	0.577	1,774
CNN	0.515	1,582
HGTV	0.422	1,296
TLC	0.387	1,189
TBSC	0.334	1,025
HALL	0.325	998
HIST	0.254	780
USA	0.252	776
FOOD	0.233	715
DISC	0.221	679
INSP	0.210	646
HMM	0.203	623
TNT	0.198	610
TVLAND	0.190	585
A&E	0.182	559
FRFM	0.173	532
ADSM	0.173	531
ID	0.167	513
GSN	0.163	500
BRAVO	0.159	488
SYFY	0.145	447
WETV	0.142	436
NICKELODEON	0.140	430
NATGEO	0.139	428
ESPN	0.136	419
NAN	0.133	410
FX	0.131	401
CRN	0.130	399
BET	0.126	386
LIFE	0.126	386
APL	0.125	383
TRAVEL	0.122	374
AMC	0.121	371
MTV	0.120	370
E!	0.113	347
OXY	0.113	346
WGNA	0.110	338
NKJR	0.107	329
PARA	0.107	328
DSNY	0.101	309

*P2+ L+SD rankers are based on national Nielsen numbers, not coverage.



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