

Cablefax Daily™

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What the Industry Reads First

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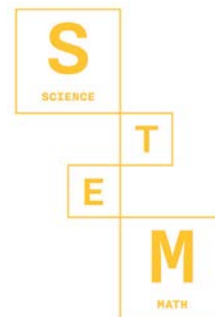
Case Study: Charter Goes Virtual to Keep Hiring

As US unemployment claims continue to rise, there are still some companies that have put out “Help Wanted” signs. Since mid-March, **Charter** has hired more than 4,500 new employees nationwide, switching to virtual hiring for nearly all new workers at the start of the COVID-19 pandemic. This past week, Charter launched a series of military virtual career fairs that focus on different regions of the country. The pandemic ratcheted up the MSO’s use of virtual tactics, but it has actually deployed virtual hiring practices for several years, including web screening applications and video interviews. A spokesperson said Charter was hiring 25% of new workers virtually through February, with that number now at nearly 100%. “Charter has been at the forefront of using virtual hiring technology to recruit and screen candidates, so we were able to transition quickly and seamlessly to virtual hiring when this crisis started,” said *Seth Feit*, group vp, talent for Charter. “Charter provides vital broadband internet, video and phone services, and our employees are critical to keeping our residential and business customers connected. Through the effective use of virtual hiring practices, we have maintained a steady rate of hiring and as the country begins to resume office work, we are well-positioned to hire even more people in the many markets in which we operate.” Charter’s virtual military career fairs kicked off Tuesday for the Midwest/Northeast. They continue through July 16, with the last hiring event targeting the Western US. The fairs are supported by the USO, Department of Defense Military Spouse Employment Partnership, Hiring Our Heroes, Wounded Warrior Project, Centurion Military Alliance and Student Veterans of America. A Charter rep emphasized the company’s commitment to diversity and inclusion, with military hiring a part of that mission. Approximately 10% of Charter’s 100K total workforce identifies as having a military affiliation, with the company committed to continuing to build strong connections with transitioning service members, veterans, reserve members and military spouses—even during the pandemic. “It is an honor to be able to support our transitioning service members with careers at Spectrum,” said *Paul Marchand*, Charter evp and chief human resources officer. “I’m proud of the opportunities we offer to enter civilian life and grow their careers.” With virtual hiring, onboarding is looking different. The first day of work might be a new employee’s first time meeting supervisors and colleagues face-to-face. Charter said that some new hires, depending on their role, may only go to an office to pick up their equipment to work remotely for the time being. During the COVID crisis, Charter has instituted smaller class sizes for

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training courses and additional distance between work stations.

ACA Connects Against FCC's C-band Calculations: There are still problems with how the **FCC** plans to compensate earth station operators as part of the C-band transition, **ACA Connects** said in a filing to the agency Friday. Broadly, ACAC has taken issue with the FCC's proposal of announcing lump sum amounts to be distributed based on the number or types of an earth station's antennas or technology upgrades needed by each specific earth station, saying that would require a revision of the Commission's report and order that exceeds the **Wireless Telecommunications Bureau's** authority. Beyond that, ACAC believes the FCC has it wrong in terms of how much money should be distributed to cover C-band relocation costs. ACAC's own estimate of the average costs of relocating MVPD earth stations, which looked at all possible expenses that should be in a cost catalog and those that are likely to be incurred, came to \$764.5K per MVPD earth station, a number far above any the FCC has proposed thus far. Satellite operators filing their own transition plans last week also took ACAC's view on the numbers. "... what the ACA Connects representatives have seen so far suggests that ACA Connects estimates of the number of antennas at MVPD earth stations, the number of additional satellites that will be needed by satellite operators to offer all MVPD programming, and the number of new IRDs that will be needed at MVPD earth stations were in the ballpark," ACAC said. The association said it would be worthwhile to spend time with FCC experts as well as the Bureau's third-party cost consultant to go through in detail what the FCC's current lump sum cost categories and estimated amounts are based on.

Hinkle Out at WarnerMedia: *Thom Hinkle*, the head of originals for **TNT**, **TBS** and **truTV**, is making his exit from **WarnerMedia** after almost seven years. *Sam Linsky* and *Adrienne O'Riain* have been promoted to lead the originals division for the three cable networks, and both will bear the title of svp, original programming. They'll report to TNT, TBS and truTV gm *Brett Weitz*. There are no details yet on the reasons behind Hinkle's departure.

Connected TV Growth: Connected TV's growth over the past decade has only been accelerated by the coronavirus pandemic, a new report from **Leichtman Research Group** found. Over half of adults agreed they were spending more time watching TV since the pandemic, and over 40% of CTV users said they were using their connected devices more regularly. The study found that four out of five US households have at least one connected TV device, and about 60% of adults use those devices weekly, and 40% use them daily. In 2010, only about a quarter of TV households had any type of connected TV device, and just 5% of all adults used connected TV devices to watch TV weekly, and only 1% daily.

On the (Virtual) Circuit: **NAMIC** extended the deadline to apply for its virtual leadership seminar to June 29. The five-day event takes place July 20-24.

Social Initiative: **Lifetime** is launching an initiative to shine a spotlight on powerful women. "#FierceFemaleFriday" begins Friday and celebrates women who have made impactful contributions to the world. Lifetime's social feeds will honor one woman a week, famous or not. The first set of women include people such as *Laverne Cox*; *Emily Langlois*, an ER nurse from Bowling Green, KY; *Catresa Hampton*, a single mother and essential worker who has never missed a single shift, and more.

Ratings: **Food Network's** "Worst Cooks in America" posted double-digit ratings gains in its season premiere on June 21 at 9pm. The episode reached more than 3.3mln viewers, and double-digit gains of 30% vs YOY benchmarks.

Programming: **ESPN** will televise "NBA Countdown: NBA Schedule Release" Friday at 7pm. The one-hour show will reveal the game matchups and national TV schedule for the **NBA** seeding games. -- **SEC Network** will showcase the 2019 football season over the course of two weeks, kicking off on June 29. Each day's programming will take place from 10am to midnight and mirror the corresponding week of the season. -- Season 4 of "Wynonna Earp" will premiere on **Syfy** July 26 at 10pm. Due to the pause in production, the first six episodes will end in a mid-season finale on Aug 30 at 10pm, and production on the final six episodes is set to begin later this summer. -- **Quibi** picked up *Chrissy Teigen's* "Chrissy's Court" for a Season 2. -- Comedian and actor *Jay Pharoah* will host "Nickelodeon's Unfiltered." The remotely produced six-episode game series premieres July 11 at 8:30 pm on **Nickelodeon**.

Cablefax Dashboard

Hero of the Week



Thomas De Napoli, ViacomCBS Velocity: De Napoli, senior director of creative strategy & cultural intelligence at ViacomCBS Velocity, teamed up with colleagues at design and marketing agency BigStar and social media agency One Two Collective to launch [Essential Provisions Group](#). The idea was to show gratitude to frontline medical workers and support local restaurants by funding meals for New York and Brooklyn area hospitals, EMS stations and clinics. This month, the group hit its goal of donating 1000 meals, with 250 meals going to hard hit hospitals in NJ through a partnership with black, woman-owned restaurant Cornbread: Farm to Soul. In NY, the group worked with Naama Tamir, the founder and owner of Lighthouse. Essential Provisions Group was created by De Napoli in partnership with Big Star's Josh Norton and Carson Hood and One Two Collective's Melissa McNutt and Elizabeth Hood.

Tweet Tweet

Peacock @peacockTV

If you can figure out what's happening in these new shots from *Psych 2: Lassie Come Home*, you might actually be a psychic.

Hotwire Communications @gethotwire

Happy International Women in Engineering Day - today we want to celebrate the outstanding achievements of [#womenengineers](#) & we also want to encourage women to explore more [#STEM](#) opportunities to help us [#ShapeTheWorld](#). [#INWED20](#) - TAG a women engineer you know! [#womenintech](#)

"While women hold more than 80% of the jobs in the United States, but only 13% are engineers, we need more women to fill these STEM positions and drive our competition. I am committed to being female engineers and giving more of us the opportunity to advance our careers by joining the engineering profession and job opportunities."

— *Michelle Davis*
November 18, 2019

Research

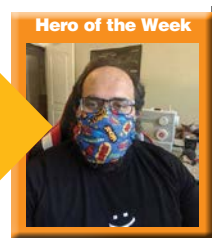
- US consumers had an average of 12 paid media and entertainment subscriptions pre-COVID-19.
 - 80% of US consumers now subscribe to a paid streaming video service. They now pay for an average of four services, up from three pre-pandemic.
 - 27% of US consumers cited using at least one free ad-supported streaming video service during the pandemic for budget-friendly entertainment.
 - A third of US consumers and nearly half of Gen Z and Millennials said video games helped them get through this time.
- (Source: [Deloitte](#))

Quotable

"There are no health concerns that people should be thinking about. Verizon takes very seriously the health of the residents and the communities in which we build our networks... All of our facilities, including the small cells that we use for 5G are actually in compliance with FCC safety standards... I think what it is about making sure we educate people on the application because with any new technology, you have to learn how to use it and how to use it to its maximum capacity and ability. Part of our job at Verizon is not only delivering you the connectivity, but making sure that you know how to apply it. – **Verizon svp/chief corporate social responsibility officer Rose Stuckey Kirk** speaking on 5G during *Collision@Home*

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