

# Cablefax Daily™

Monday — October 5, 2020

What the Industry Reads First

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## About Time: Cable Industry Conversations on Racial Injustice

The nation has come face-to-face with the movement for equality and justice in a way that hasn't been seen in years. The nationwide conversation has pushed those across our industry to reflect on what racial injustice means for both business and the world at large, and what can be done within companies to promote positive change—topics that will be highlighted during the [industry's Diversity Week](#), which kicks off Monday.

A number of those named to **Cablefax: The Magazine's** Diversity List agreed that these conversations, while difficult, are necessary for progress. *Brie Miranda Bryant*, svp of unscripted development & programming at **Lifetime**, described these talks as “the most raw, needed and provocative peek into this nation's looking glass that the world has been privy to in decades.” **Cox** chief strategy officer *Sujata Gosalia* said today's dialogue feels different than past conversations about race, giving her hope for real change.

As many in the nation marched in protest over the deaths of *George Floyd*, *Breonna Taylor*, *Ahmaud Arbery* and more, many of those on our list believe that these conversations should have taken place long ago. **Univision** CMO/pres, entertainment *Jessica Rodriguez*, honored as a 2020 Trailblazer, hopes the current climate will “finally pave the way to justice, equity, equality and in America.” She said that in order for companies to show a sincere commitment to diversity and inclusion, they must make D&I a core value and create a set of actionable habits, such as tying diversity efforts to employee and division goals and compensation and creating development and leadership programs that elevate diversity at the most senior level of the organizations.

*Steve White*, president of **Comcast Cable's** West Division, encouraged the industry to take a hard look at who it's partnering with. “The industry can ... do more to support and help minority- and People of Color-owned small-to-medium sized businesses,” he said. “There's a significant need for technology support and marketing consultation within this sector that we can all be working to better understand and embrace.” *Byron Allen*, chmn and CEO of **Allen Media Group** and No 1 on this year's Diversity List, agreed. “One of the tough conversations this industry needs to have concerns the greatest trade deficit in America—the trade deficit between corporate America and Black America,” he said. “White corporate America needs to stop with the excuses and start doing business with Black

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- David Atman, President, Lindsay Broadband

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America. This will start to put an end to the economic genocide.”

While there has been progress in recent months, there is still more to be done. “It must continue until a national solution is developed that is unilaterally enforced,” said *Jo Pamphile*, pres/CEO of **T. Howard Foundation**. **Crown Media Family Networks** pres/CEO *Wonya Lucas*, who described being racially profiled in her predominantly white neighborhood of 20 years, said these conversations are tough to have. But she has hope for future change. “My neighbors’ support was encouraging. Our conversations can be exhausting; however, worth it.”

LGBTQ+ Executive of the Year *Howard Lee*, pres of **TLC**, also echoed a positive note. He described the movement as “a good start and a glimmer of hope.” “I’m optimistic that through this latest string of horrific tragedies, the focus on allyship has gained momentum and real conversations are taking place,” he said. (*Read the Diversity issue as well as Q&As with all of the honorees [online](#).*)

**Record Attendance for WICT Leadership Conference:** When **WICT**’s annual [Leadership Conference](#) kicks off Monday, it will be doing so with more attendees than ever before. As of Friday afternoon, a record 843 people had registered for the virtual conference, which is \$799 for members and \$999 for nonmembers. The previous WICT conference high was in 2018 with 818 attendees. “Even though everyone is bursting for knowledge and creativity, we’ve had a lot of Zoom conferences, we’ve had a lot of GoToMeetings and online webinars. So we were a little bit worried. Are people livestreamed or virtual conferenced out right now? Evidently not,” WICT pres/CEO *Maria Brennan* told **CFX**. She gives a lot of the credit to 2020 WICT Board Chair and Conference Committee Chair *Sandy Howe*, evp/pres for **Technetix, Americas**, as well as the conference planning committee and WICT team. “The power of the WICT board of directors and who they’re able to bring to WICT cannot be understated. They use their clout every day to help support women in the industry and WICT,” Brennan said. This year’s conference lineup includes a keynote Tuesday from “Grit” author *Angela Duckworth* as well as sessions featuring industry powerhouses such as **Charter** CTO *Stephanie Mitchko-Beale*, **NCTA** pres/CEO *Michael Powell* and **Discovery** Lifestyle Brand chief *Kathleen Finch*. Approximately half of this year’s audience are first-time conference goers, up from a normal average of about 40%.

**SCOTUS Taking On Media Ownership:** **SCOTUS** will hear an appeal from broadcasters and the **FCC** on a lower court ruling blocking changes to broadcast media ownership regulations. The Third Circuit Court of Appeals ruled to vacate most of the FCC’s efforts to deregulate broadcast ownership in September 2019, including the Commission’s decision to eliminate rules limiting the number of TV and radio stations one company can own in the same market. “Upon review, I hope that the Supreme Court will affirm the FCC’s reforms, which empower struggling local news outlets to thrive in



The image shows the cover of the Cablefax Diversity issue. The cover features the Cablefax logo at the top, followed by 'THE MAGAZINE' and the tagline 'Innovation > Leadership > The Cable Community'. The word 'DIVERSITY' is prominently displayed in large, colorful letters. Below it, there are three circular icons labeled 'THE LEADERS', 'EXEC OF THE YEAR', and 'THE INFLUENTIALS'.

## CONGRATULATIONS TO ALL THE HONOREES!

This year more than ever, Cablefax is proud to continue our longstanding recognition of the top multi-ethnic industry executives, based on their accomplishments and influence.

In this issue, Cablefax unveils some new distinctions, including LGBTQ+ Exec of the Year, D&I Mentor of the Year, Thrivers Under 30, Trailblazers and Diversity Organization honors.

Enjoy the digital issue and also read expanded Q&A with The Leaders at [www.CablefaxDiversity.com](http://www.CablefaxDiversity.com)

today's increasingly competitive media landscape," FCC chmn *Ajit Pai* said.

**Indy Show Breaks Record:** Proving yet again that there is plenty of appetite for virtual events, **ACA Connects** and **NCTC** said their three-day virtual Independent Show (Sept 29-Oct 1) saw a record 848 registered participants. Of that total, 624 were member operators. The conference logged an average daily viewing time of 120 minutes (includes on-demand, live and operator-only minutes).

**Programming: Warner Bros'** film "Roald Dahl's The Witches" will skip theaters in the US and head straight to **HBO Max**, beginning Oct 22. It will hit theaters worldwide Oct 28. -- **Peacock** will debut two new original shows "The Mehdi Hasan Show" and "Zerlina" on Oct 5. They'll stream exclusively on Peacock's news commentary channel The Choice.

**People: Comcast** senior evp *David Cohen* was appointed to **PNC's** board. Before joining Comcast in 2002. -- **Vice Media** named *Nadja Bellan-White* its new global CMO. She'll be the first to take the newly created position. She comes over from **Ogilvy & Mather Worldwide**, where she served as an executive partner. -- *Glenn Woroch* has been named chief economist of the **FCC**. Woroch is adjunct professor emeritus at University of California-Berkeley, where he has also served as the executive director of the Center for Research on Telecommunications Policy at the Haas Business School.

## Cablefax Dashboard

### Tweet Tweet



Steve Scully is moderating the next debate and the only correct format is to have CSPAN callers ask the questions with no time limits on them. (the questioners)  
10:35 PM · Sep 29, 2020 · TweetDeck



Connecting 15K students is a key part of our #Project10Million mission to erase the schoolwork gap. Even one kid without internet access is one too many!  
Thanks @GMA and @ReeveWill for focusing on this important issue!

### Research

- The COVID-19 pandemic has accelerated digital transformation at 59% of surveyed organizations, and 66% said they have been able to complete initiatives that previously encountered resistance.
- Some 55% said the pandemic has resulted in "permanent changes to our organizations strategy."
- 64% have acknowledged a shift towards more cloud-based business activities.

(Source: **IBM**)

### Quotable

"You're reluctant—as somebody who has said from the very beginning that I wanted to be as invisible as possible, and to enable them to talk—to rise to the point at which you begin to interject more and more. First to say, please don't interrupt,' then 'Please obey the rules,' and third,' This isn't serving the country well.' Those are all tough steps at real time, at that moment, on that stage... As a practical matter, even if the president's microphone had been shut, he still could have continued to interrupt, and it might well have been picked up on Biden's microphone, and it still would have disrupted the proceedings in the hall." – **"Fox News Sunday" anchor Chris Wallace talking to the NYT on the first presidential debate**

### Up Ahead

- Sept 29-Oct 8: Advertising Week 2020**
- Oct 5: WICT Leadership Conference**
- Oct 6-9: NAMIC's 34th Annual Conference**
- Oct 12-15: SCTE-ISBE Cable-Tec Expo**
- Oct 19-29: NAB New York**
- Dec 4: 2020 Cable TV Pioneers Induction Ceremony**

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