

Cablefax Daily™

WHAT THE INDUSTRY READS FIRST

Adjustment Time: FCC Grants Waivers to EBB Program Participants

It's been roughly three weeks since the launch of the FCC's Emergency Broadband Benefit program, and participants are finding its pain points and seeking relief. The FCC's **Wireline Competition Bureau** granted a limited waiver Friday of the program's rule prohibiting a provider from seeking a connected device reimbursement for households that are not receiving EBB program-supported service by the same provider.

The decision, which came in response to petitions from **Cox Communications** and the **National Lifeline Association**, will grant a waiver to all participating EBB providers offering connected devices through the program.

"We grant this waiver to remove a disincentive that could discourage participating providers from offering connected devices to eligible households by providing certainty as to whether they will be able to claim reimbursement for providing a subscriber with a discounted connected device," the order said.

The WCB also granted limited waivers to **Lumen** and **LICT Corporation** that would allow them to claim reimbursement for EBB program discounts passed through to subscribers that are not enrolled in the National Lifeline Accountability Database by the snapshot date for EBB service provided in May. They also sought a one-month extension of the June 15 deadline by which providers must submit reimbursement claims.

Other waiver requests are continuing to come in, and many of them are also asking for timing extensions or modifications to

how and when they report new subscribers to the Commission.

WOW!'s ask was in-line with some already-granted requests: an additional 30 days to submit their initial reimbursement claim for a new subscriber enrolled in the EBB to the 15th day of the month following the second snapshot date for the subscriber. It said that due to the nature of the EBB program reimbursement process, it will be far more difficult for providers to administer compared to the Lifeline program, especially for providers that are offering subsidies on multiple services.

"Unlike the Lifeline program in which each subscriber receives the same \$9.25 discount per month, EBB providers must calculate the amounts submitted for reimbursement on a subscriber-by-subscriber basis," **WOW!** said in its petition. "Furthermore, providers under the Lifeline program have one year from the snapshot date to submit a reimbursement claim for a Lifeline subscriber, but providers under the EBB program are only given 15 days."

Cable One and its subsidiaries are making a similar ask. In its petition for waivers, the company said it understood the need for the Commission to have subscriber data as quickly as possible to get an estimate of when funding will run out and offered up a solution for the delay in reporting could cause.

"Accordingly, to assist the Commission in forecasting the continued availability of funds under the EBB Program, Cable One agrees to provide the Commission and/or USAC with a good faith estimate of the total amount Cable One expects to seek in reimbursement based on the monthly snapshot on

THE FAXIES

RECOGNIZING EXCELLENCE IN PR & MARKETING

Awards Celebration:
Friday, June 10 at 4pm ET

Cablefax is PROUD to announce 2021 finalists for **The FAXIES**, the ultimate awards program in the b2b media space. The FAXIES honor 2021's marketing & PR campaigns as well as the executives and teams who brought them to life. During this pandemic year, these achievements are nothing less than extraordinary.

Join us when the winners will be announced.

View the Finalists and RSVP for Event at
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or before the 15th of the month... for any newly-enrolled EBB subscribers,” the company said in a supplement to its initial petition. “Upon grant of its waiver request, Cable One will then submit its reimbursement claim for any newly-enrolled subscribers by the 15th day of the next month following the first snapshot date for that newly-enrolled subscriber.”

FCC WANTS MORE STAFFERS IN FY22

The numbers are in, and the **FCC** is requesting \$387.95 million in budget authority from regulatory fee offsetting collections for its FY22 budget. That’s up \$13.95 million, or 3.7%, from the \$374 million it requested in FY21. Some of that funding would go to increasing the Commission’s staff. It is requesting 1,550 full time equivalent workers, up 78 from 2021’s total of 1,472 staffers. “In recent years the Commission has lost a significant number of FTEs that possessed institutional knowledge in critical areas such as economists, auctions and policy attorneys, engineers, investigators, project managers, contracting offers, IT specialists, and accountants,” the Commission said in its request. The agency is requesting \$128.621 million for the spectrum auctions program, a 4.4% drop from its FY21 numbers. That decrease was made possible due to cost reductions of the fund administrator contract for the Commission’s TV Broadcaster Relocation Fund and rent savings from the agency’s move to a new headquarters. Among the strategic goals listed in the budget estimates was a “100 Percent” broadband policy that would see the Commission focus on an agenda that would help bring affordable, reliable high-speed broadband to every corner of the nation. “The COVID-19 pandemic put a spotlight on the serious

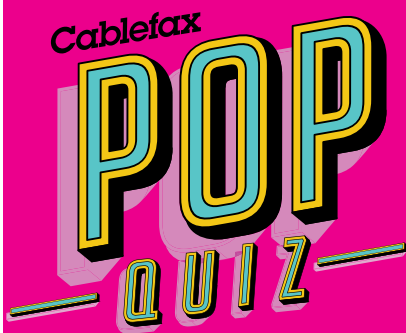
broadband gaps that exist across the country, including in rural infrastructure, affordability for low-income Americans, and at-home meaningful access to essential infrastructure for 21st century success,” the request said. “In response to the COVID-19 pandemic and the challenges that many Americans face, the agency should advance access to communications that are essential for Americans to work remotely, learn remotely, receive healthcare, and engage in commerce.” Also included were goals promoting diversity, equity and inclusion; enhanced public safety and national security.

INTRODUCING WARNER BROS DISCOVERY

Warner Bros Discovery will be the name of the entertainment company that will emerge from the merger of the assets from **WarnerMedia** and **Discovery**. Future company CEO *David Zaslav* said the name represented the combination of Warner Bros storied history in the business with Discovery’s global brand and desire to inspire others. “There are so many wonderful, creative and journalistic cultures that will make up the Warner Bros Discovery family,” he said. “We believe it will be the best and most exciting place in the world to tell big, important and impactful stories across any genre—and across any platform: film, television and streaming.” The initial wordmark for the proposed company will also include the line “the stuff that dreams are made of” from the “Maltese Falcon” to honor the legacy of Warner Bros.

WWE SHAKEUP

WWE announced three additions to the organization’s senior leadership team, as well as three new board members. *Jamie Horowitz* comes from **DAZN**, where he was evp, global content



Name the actor who has pranked late night’s Conan O’Brien for years with clips from the movie “Mac and Me.”

One winner will be selected each week for a Starbucks gift card

[CLICK HERE TO ANSWER](#)

Last week’s answer: “You Can’t Do That on Television” introduced the world to Nickelodeon’s green slime. Kudos to last week’s winner: Patrick McOwen, Effectv

and joins WWE as evp, development and digital. *Samira Shah* joins WWE as general counsel and corporate secretary from *Moda Operandi, Inc*, where she held the same role. *Matt Drew* has been appointed svp, international. He also came from DAZN, where he was evp, rights acquisition. *Nick Khan*, WWE's newest president and chief revenue officer, joins the board with *Connor Schell* and *Steve Koonin*. Schell, a former content chief at **ESPN**, is founder and CEO of a new unscripted content venture with **Chernin Entertainment**. Former **Turner** exec Koonin is the CEO of the **NBA's** Atlanta Hawks and State Farm Arena.

CELEBRATING PRIDE

Showtime will release over 50 hours of LGBTQ+ programming throughout June to celebrate Pride Month. Highlights include "The L Word," "Queer as Folk," "Work in Progress" and "XY Chelsea." The programmer is also partnered with the **Human Rights Campaign** to expand its collaboration on "Queer to Stay," an initiative aimed at supporting and preserving businesses that serve the LGBTQ+ community. In 2021, the initiative will support at least 20 businesses, twice the number of businesses it donated to in 2020. It is accepting applications from qualifying businesses on its website until 11:59pm ET on July 31. – **HBO Max** launched spotlight page ShineOn Tuesday in honor of Pride 2021. The page highlights the streamer's LGBTQ+ creators and content library, including programs like "It's A Sin" and "Euphoria" as well as documentaries like "The Trans List" and "Wig." The streamer will also release exclusive playlists by "We're Here" stars *Bob the Drag Queen*, *Eureka O'Hara* and *Shangela Laquifa Wadley* on the app's homepage. – **Spectrum On Demand** will provide movies highlighting LGBTQ+ stories in its On Demand portal under "Pride Month." Highlighted films include "Bohemian Rhapsody," "Dating Amber," "Boy Erased," "The Kids Are All Right," "And Then We Danced" and "Rafiki."

CARRIAGE

Law&Crime will launch on **Flow**, a subsidiary of **Cable & Wireless Communications** operating across the Caribbean and Latin America. This expands the network's reach to an additional 500,000 households in 16 countries across the regions.

HONORS

NAB will host "The Future of Media and NAB Technology Awards" June 17 at 2pm ET on the NAB Amplify platform. The event will announce and celebrate the 2021 recipients of the NAB Engineering Achievement Awards and Digital Leadership Award. The event will kick off with a keynote conversation between **Kearney** partner/Americas media lead *Mike Chapman* and *Sam Matheny*, evp/CTO of NAB. The Engineering Achievement Award celebrates individuals for outstanding accomplishments in the broadcast industry—one in radio and one in television. The Digital Leadership Award recognizes individuals who had a significant role in transforming a traditional broadcast business to succeed on digital media platforms in a measurable way.

WICT NOTEBOOK

WICT's Annual **Executive Development Series** returns November 3-5. The series, designed with a focus on mastering skills necessary for success at the director and vp level, consists of two programs that can be taken in any order. The first seminar, Executive Leadership Presence, introduces participants to a toolkit of 12 specific attributes, skills and mindsets helping them build knowledge and expertise. It runs November 3-4. The second seminar, Leading with Power and Authenticity, helps build upon existing skills of function and management to develop your own voice in executing them. It takes place November 3-5. The seminars can be taken in any order and registration is on a first-come, first-serve basis.

PROGRAMMING

Food Network and **Cooking Channel** have approximately 400 hours of programming set to premiere through the rest of 2021 across their linear channels and **discovery+**. The slate includes more than 30 new titles and 25 returning shows. Highlighted new programs are "No Recipe Road Trip with the Try Guys (wt)," "Ben and Jerry's: The Cold Wars (wt)" and "Grill of Victory." Favorites returning include "Chopped," "BBQ Brawl" and "Guy's Grocery Games." – **AVOD Haystack News** launched the first of several dedicated news streaming channels for June. Now streaming is the "Tulsa Race Massacre 100-Year Anniversary" channel, which is available until Friday and commemorates the centennial anniversary of the violent event. A "Pride Month 2021" channel runs through June 30 while "Juneteenth" runs June 15 through June 21. Streaming June 23-June 26 is "Derek Chauvin Sentencing," which will carry his sentencing for the murder of *George Floyd*. – **Bally Sports West** and the **LA Clippers** will televise the first augmented broadcast of a live sporting event on a regional linear platform with "Clippers Kids Cast powered by Bally Sports" on Wednesday at 7pm PT. The program will feature graphics and commentary to connect with and attract a young audience. Commentators include Clippers radio voice *Noah Eagle*, Bally sports analyst *Corey Maggette* and 10-year-old sports reporter *Pepper Persley*. – "The L Word: Generation Q" Season 2 premieres August 6 on streaming and on-demand for all **Showtime** subscribers, ahead of its linear debut on August 8. Each new episode of the season will be available Fridays to stream via on-demand. The first half of the season will air Sunday nights at 10pm while the second half will move to Monday nights at 9pm.

PEOPLE

Jaclyn Rann Cohen joined **Family Entertainment Television** as evp, content acquisitions and strategy. Rann Cohen spent more than two decades at **ViacomCBS**, most recently serving as evp, content strategy & acquisitions at **TV Land**.

EDITOR'S NOTE

Don't forget to answer the **Cablefax** Trivia Question on page 2. We're selecting one winning answer each week to win a Starbucks gift card.