

Cablefax Daily™

WHAT THE INDUSTRY READS FIRST

Work in Progress: Diversity List Honorees on DEI Next Steps

As the industry prepares to gather virtually for its annual **Diversity Week** next week, there's a lot to think about. Over the past 18 months, many content companies and operators have overhauled their efforts in workplace diversity, equity and inclusion, and individuals are increasingly reflecting on how they can make sure more voices are at the table.

"We are now seeing more leaders that represent people of color, and more leaders that are women, including our very own *Rashida Jones*, President of **MSNBC**, who became the first Black executive to lead a major television news network... While there has been hopeful progress, and much that we're proud of, collectively as an industry and society, we have a lot more work to do to drive lasting systemic change," **NBCUniversal News Group** Chairman *Cesar Conde* told **Cablefax: The Magazine** in its just-released Diversity List issue.

Conde issued the "Fifty Percent Challenge" initiative in July 2020, with a goal for 50% of NBCU News Group's total workforce to be people of color and 50% to be women. Other industry initiatives launched in the past year include **WarnerMedia's** Path to Equity program, which super charges learning and development efforts by having business unit leaders take a hands-on role in a six-hour DEI program that's tailored to each division's specific needs. **Cox Communications** launched its first Asian American & Pacific Islander employee resource group in May 2020, with membership already topping 1,000.

This past June, the **Video Advertising Bureau** launched its first-ever VAB Impact Diversity Summit. "The summit aimed to illuminate how marketers can approach their decision-making around diversity, inclusion and belonging to bring about real, lasting change. Through this event, we wanted to provide actionable takeaways to help people in the industry think differently about how to create a more inclusive mindset," said *Nellie Chung*, VAB's VP of Marketing & Partnerships and one of more than 100 executives featured in Cablefax's Diversity List issue.

The magazine asked these industry leaders whether they felt there had been significant DEI progress in the industry over the past year, and while most felt the answer was yes, they were clear that it's too early to judge how successful efforts have been. "Companies/people need to make this a generational decision with open and honest discussions relative to issues, strategies and initiatives regarding DEI," said *Keith Woodard*, **INSP's** VP of Direct Response & Long form Sales. "Reviewing and adjusting these commitments regularly to remain relevant and effective is essential as is enforcing accountability and transparent dialogue. Each participant should be committed to creating programs within the industry both individually and collectively with the understanding that this is not a trend but a long-term endeavor."

Several Diversity List honorees gave kudos to employee resource groups for helping to set a corporate DEI agenda from within. More than 2000 **ESPN** employees participate in more

#1 "MUST-HAVE"
TRADITIONAL TV NETWORK AMONG A18+



SOURCE: BETA RESEARCH BASIC NETWORK EVALUATION STUDY, JULY 2021. PERCENT OF TOTAL RATING 4/5 ON 5 POINT SCALE ON BEING A "MUST HAVE" CHANNEL. HISTORY IS TIED WITH DISCOVERY AND FOOD NETWORK. RANKING EXCLUDES NEWS AND SPORTS NETWORKS.

than one or more ERGs. “They were ... instrumental in helping the company launch its newest mentoring initiative—Mentoring Circles—which allows employees to receive mentoring from a leader and 3-4 peers,” said Tonya Cornelius, VP of Development, Inclusion & Wellness for ESPN. “Nearly 300 employees are actively participating in the first rollout of the Circles.”

Charter EVP of Network Operations *Magesh Srinivasan* said one of the best initiatives to come out of Charter’s many ERGs are the “Charter Diversity and Inclusion Talks.” “These talks showcase our commitment to DEI through diverse speakers sharing their journey and providing perspectives that I believe promotes more openness in discussing related challenges,” he said.

A+E Networks launched the ACE (Asian Community Excellence) group this year. “With the rise of anti-Asian hate crimes since the pandemic began, it’s been comforting and reassuring to have a safe place where the AAPI community can come together, breed solidarity and share common experiences on how it has affected them mentally and emotionally,” said *Kamna Chan*, VP of Emerging Digital Platforms. “It’s been particularly uplifting knowing there’s a community of support coming from colleagues and an organization that recognizes challenges and rallies with you, especially during these trying times.”

Tara August, **Turner Sports’** SVP of Talent Relations and Special Projects, was recognized in the issue as the 2021 D&I Champion for her work opening more doors through a mentoring program, inaugural summit for HBCU students interested in careers in sports and the expansion of the diversity of Turner Sports and Bleacher Report’s talent pipeline. “Diversity is a critical force of forward momentum for any progressive entity,” she

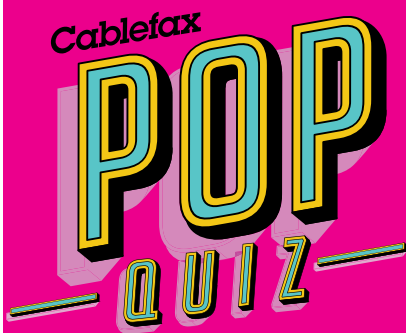
said. “When I think of all that has been done for generations in the fight for equality, diversity and justice, it pains me to think of the sacrifices which have been made while challenging me to think about the small part I can play to ensure that the trials of history were not in vain. Forward motion is its own reward.”

CARROLL’S CURTAIN CALL

AMC Networks COO *Ed Carroll* will be stepping down at the end of the year after 34 years at the programmer. Carroll, who became COO back in 2009, has spearheaded the development of some of the company’s greatest hits including “Mad Men,” “Breaking Bad,” “Killing Eve” and “The Walking Dead.” More recently, his focus has shifted to the growth of the programmer’s niche streaming services as well as the launch of the bundled AMC+ offering. The news comes just one month after longtime AMC Networks President/CEO *Josh Sapan* announced his intention to transition into the role of Executive Chairman on Sept 8. “For decades, Ed has been the heart and soul of AMC Networks,” Sapan said in a statement. “In a business where credit for achievement can be actively sought, Ed looked for none, choosing to make all around him look good. His kind is rare.” Carroll’s resume includes serving as gm of **Bravo** when AMC Networks was known as **Rainbow Media** (NBCU bought Bravo in 2002). There, he launched shows like “Inside the Actors Studio” and “Queer Eye for the Straight Guy.”

MAGNOLIA NETWORK FINALLY ARRIVING ON LINEAR

We finally have a date for the linear launch of **Magnolia Network**. **DIY Network** will be transformed into Magnolia on January 5 at 9pm ET with the linear premiere of “Fixer Upper: Welcome Home.” Viewers with an active DIY Network subscrip-



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

Last week’s answer: Monk’s Cafe was the fictional coffee shop from “Seinfeld.”

Kudos to last week’s winner: Raiyyan Ahmed, Cable One

“The Simpsons” originally appeared as a short on what TV show?

[CLICK HERE TO ANSWER](#)

tion in their existing linear TV package will automatically have access to Magnolia Network at that time. The linear network will also feature episodes from the slate of originals that have already become available on **discovery+** through Magnolia's digital previews. That includes "The Johnnyswim Show" and "Super Dad." Some DIY Network DNA will stick around in the form of shows like "Maine Cabin Masters" and "Bargain Mansions," which are both set to air new seasons on Magnolia. This launch has been a long time coming, and one that like many others was impacted by the ongoing COVID-19 pandemic. The linear network was originally set to launch in the summer of 2020. Ultimately, the decision was made to push that back and debut some original programming on discovery+ and the Magnolia app in July to create buzz ahead of an eventual linear launch.

C-SPAN ON THE GO

C-SPAN has launched a free mobile app offering videos of the day's political highlights. Users will be able to watch live or on-demand coverage of House and Senate hearings, White House events and more. Cable and satellite TV customers will also be able to watch the C-SPAN, **C-SPAN2** and **C-SPAN3** linear networks on the app. C-SPAN Radio will also be available for audio listeners.

PTC WANTS MORE CLARITY ON STREAMING RATINGS

The **Parents Television and Media Council** isn't satisfied with the **TV Parental Guidelines Monitoring Board's** efforts to establish best practices for content ratings on streaming platforms. The board released guidance for how streamers can better incorporate ratings into their services earlier this month, but PTC said much still needs to be done to correct the inconsistencies that exist in how programs are rated across platforms. "Amazon Prime, for example, bases restricted content on age, not on content rating—leaving some ambiguity as to what Amazon considers appropriate for a 16-year-old, for example, that would be too mature for a 13-year-old, but not explicit enough to be restricted to viewers 18 and over," PTC president *Tim Winter* said in a statement.

EBB SURPASSES SIX MILLION MARK

More than six million households have enrolled in the **FCC's** Emergency Broadband Benefit program since its May 12 kickoff. Nearly 1200 broadband providers are now taking part in the program and offering new and existing customers a \$50 subsidy to qualifying households on their monthly broadband bills. Since the program's start, one of the biggest questions has been how long the \$3.136 billion appropriated for the EBB would last. As of now, it seems like the funding will last into the new year. To date, \$600 million has been claimed with nearly \$546 million of that coming in the form of monthly broadband support. The other \$53.9 million is tied to one-time \$100 connected device discounts offered on a computer, laptop or other connected device.

3Q RATINGS

Fox News can boast that it finished 3Q21 as the most-watched network in prime and total day among total viewers, averaging 2.37 million and 1.36 million, respectively. It's the icing on the channel's birthday cake, considering the newser turns 25 next week. It leapfrogged ahead of its cable news competition, with

MSNBC finishing as the second most-watched network in prime at 1.27 million. **ESPN** was a close third at 1.24 million, followed by **HGTV** (1.09 million) and **TLC** (896,000). **CNN** ranked 8th, averaging 822,000 viewers in prime, though it snagged 4th in total day (598,000 viewers). The so-called news demo was less tuned in during 3Q, not surprising given that we're not in the middle of a presidential election. CNN and MSNBC both delivered their lowest-rated quarters in the 25-54 demo since 2014 and 2015. CNN averaged 188K among 25-54s in prime, down 52% YOY, while MSNBC was off 51% at 161K. Fox News easily led the demo at 377,000, but still saw a 37% decline.

VIACOMCBS, VIDEOAMP PARTNER ON ADVERTISING

ViacomCBS partnered with software and data platform **VideoAmp** on a new way to plan, transact and measure national media campaigns. As part of the partnership, ViacomCBS will use VideoAmp's proprietary TV Viewership dataset to guarantee linear media transactions against both age and gender demographics. It will also use that data to deliver media campaigns against customized advanced audience segments through Vantage, ViacomCBS's advanced ad platform.

FUBOTV LAUNCHES ONLINE MERCH STORE

Is orange your color? **fuboTV** launched an online store selling branded merchandise from the streamer and its upcoming Fubo Sportsbook. Products currently featured on the Fubo Shop site, shop.fubo.tv, include clothing, outerwear and accessories with customized fubo logos.

PROMOTIONS

Hulu and **Uber Eats** are teaming up to offer the service's subscribers discounts on orders from their favorite restaurants. Eligible Hulu, Hulu (No Ads) and Hulu + Live TV subscribers will receive six months of access to Eats Pass, a monthly subscription that offers unlimited \$0 delivery fees on orders over \$15 and 5% off eligible orders). Eats Pass subscribers will also receive savings on rides, including a 10% discount on three eligible rides each month.

PROGRAMMING

Season Two of "When Hope Calls" is arriving on **GAC Family** on December 18 at 8pm with a two-part premiere. The premiere will mark a return to acting for *Lori Loughlin*, who will guest star as her character Abigail Stanton from "When Calls the Heart." The spinoff series of When Calls the Heart first debuted on **Hallmark Movies Now** in 2019. – **Fox Nation** will debut limited series "COPS: All Access with Geraldo" on October 1 in conjunction with the return of the iconic show on the streaming platform. *Geraldo Rivera* recently signed a multi-year deal to remain with **Fox News Media** as a correspondent-at-large continuing to **FNC** and Fox Nation.

PEOPLE

Gloria Ponce was named Senior Creative Executive for **WarnerMedia Kids & Family**, while *Sowon Sawyer* was tapped as VP of Program Planning. Before joining **WarnerMedia** earlier this year, Ponce spent three years at **Netflix** managing international originals for youth audiences. Sawyer previously led the scheduling strategy for **SundanceTV** at **AMC Networks**.