

# Cablefax Daily™

WHAT THE INDUSTRY READS FIRST

## Back to Work: Women Leaders Offer Advice for Labor Force Re-entry

The data is starting to come in on the impact the pandemic has taken on women in the workplace and there's plenty to ponder. A **National Women's Law Center** analysis put women's labor force participation at 57.2% in April 2021. Before the pandemic, women's labor force participation rate had not been that low since October 1988. As America confronts the "Great Resignation," women have consistently been leading the quit rate.

Our unscientific poll of the 150 or so attendees at **Cablefax's** Most Powerful Women event Tuesday had 55% of the audience reporting that they knew of at least one woman who left the workforce due to COVID-19. **The WICT Network's** PAR Survey, which launched in November, should provide a deeper dive into how women in the industry have been impacted by COVID. Key findings will be released during next fall's Diversity Week.

A bit of good news is that several industry leaders seem to understand and even appreciate work gaps. "As a leader, I strive to find pathways for employees who have left due to personal life changes. As a parent, I understand the demands of being a caregiver. I also understand those demands can ebb and flow," said **Fox News Media** CEO *Suzanne Scott*, who was featured among **Cablefax: The Magazine's** "Top 10" in its just-released "Most Powerful Women" issue.

Scott recently recruited a former colleague who had taken time away for her family. "I actually believe that the perspective and skills she gained while outside the workplace made her a better manager," she said. "To anyone who has to take a pause, either a medical leave, to care for a loved one or to raise a family—keep in touch. You were hired to do your job for a reason. You have talent. Believe in yourself and be open to the opportunities that come your way."

Cablefax's Most Powerful Women honorees offered a wide

range of advice for getting back into the labor force. **Discovery and Factual** Chief Brand Officer *Nancy Daniels* said that women who've stepped away often sell themselves short. "From managing households to elder care to PTA work, every experience you have are valuable nuggets that can influence your life at work. It's important to have those three to five value points that you can bring to the table and use those as your talking points with how they translate to your professional experience," she said.

**Charter** SVP and Chief Diversity Officer *Rhonda Crichlow* has personal experience with not only re-entering the workforce, but choosing to pursue a different field. "I evaluated my core competencies and how they mapped to different jobs/career paths that were of interest to me. It was also critical that during this time I did not let anyone negate the importance of what I learned and accomplished before I took time off," she said.

**Comcast** HR SVP *Sandra Lau* said that there are many companies, including hers, that are committed to talent seeking to restart their careers and have workforce entry programs for parents and veterans. "You'll find these companies are focused less on gaps in the resume, and more on the skills and competencies it would take to do the job well," she said.

Network, network, network was a popular refrain among the MPWs, but other strategic advice included keeping up with current technologies and practicing interview skills. **OWN** President *Tina Perry* recommended being open to part-time or contract work, saying it could be a good gateway to full-time opportunities. **CTAM** President & CEO *Vicki Lins* suggested job seekers "read, listen to podcasts and attend webinars to gain the knowledge and skills needed to reach the goals you've set."

Speaking of reading, **Cablefax** also asked this year's Most Powerful Women honorees for book recommendations on female empowerment. *Michelle Obama's* "Becoming," *Shonda Rhimes' "Year of Yes"* and *Brené Brown's "Daring Greatly"* were popular answers. **Cable One** President & CEO *Julie Laullis*



Comscore congratulates

**Carol Hinnant**

and all of this year's  
**Cablefax Most Powerful  
Women honorees**



suggested “Courage To Advance: Real Life Resilience from the World’s Most Successful Women in Business,” which is by a nonprofit she belongs to called **Women Execs on Boards**. “It is a powerful collection of 36 stories about how the world’s most successful women have overcome some of life’s biggest challenges to reach the top of their professions,” she said.

**WarnerMedia** Studios & Networks Group Chair *Ann Sarnoff* said her favorite is *Anna Fels’* “Necessary Dreams: Ambition in Women’s Changing Lives.” “This book taught me so much about the psychology of ambition and the differences in the ways men and women approach and embrace it,” she said. Want more reading suggestions? Check [CablefaxWomen.com](http://CablefaxWomen.com) for profiles on all the honorees and their full Q&As.

#### ONE AMERICA NOT SUPPORTING SOHN'S FCC NOM

We have to wonder what Thanksgiving dinner was like for the Herring family. **One America News Network** Founder/Owner *Robert Herring Sr.* clarified in an interview on the network this week that the channel does not support the nomination of *Gigi Sohn* to the **FCC**. His statements, which characterized Sohn as a threat to free speech, contradict those of his son, **Herring Networks** President *Charles Herring*. Herring released a statement of support on One America News’ site in November, calling her a believer in the First Amendment and one of the most knowledgeable people he knows on FCC issues. “My son came out and supported her, but the company itself is not supporting him... there’s no way this company would ever support her and no way I’ll ever let it happen,” Herring Sr. said. “We’ve known her since about 2003 or 2004 and she’s never done anything for us... She shouldn’t be anywhere near the FCC as far as I’m concerned.” Following his son’s statement of support for Sohn, Herring Sr. said he reached out to executives at **Fox News** to apologize, telling them he would straighten the situation out and that there should have been no support from OAN for her nomination. Sohn’s support of conservative media sources came into question during her Senate Commerce nomination hearing. A number of Republican lawmakers questioned her on tweets she’d made in the past referring to

Fox News as state-sponsored propaganda.

#### YOUTUBE TV RETURNS TO ROKU

**Roku** and **Google** have set down their swords, agreeing to a multi-year deal that will bring **YouTube TV** back to the Roku channel store and keep the **YouTube** app on the platform. “This agreement represents a positive development for our shared customers, making both YouTube and YouTube TV available for all streamers on the Roku platform,” Roku said in a statement on **Twitter**. Roku officially removed YouTube TV from its channel store in early May, with the former claiming the vMVPD was trying to force it to accept technical requirements that would have placed additional costs on consumers. YouTube TV developed a workaround for customers quickly, making the service available through the YouTube app, which was still available in the Roku channel store through a separate carriage deal that wasn’t up until this month.

#### CARRIAGE

**YouTube TV** added **Game Show Network** and **getTV** to its base package, available to all customers starting today. **Sony Cine** is slated to be added to YouTube TV’s Spanish-language add-on package.

#### BROADCASTERS STAND AGAINST SPONSOR NOTICES

**NAB**, **MMTC** and the **National Association of Black Owned Broadcasters** are continuing to fight against an **FCC** order mandating broadcasters disclose programming that has been sponsored by foreign governments. In a filing regarding their lawsuit against the FCC with the U.S. Court of Appeals for the DC Circuit, the groups argued that the Commission lacks the authority to implement such a requirement. They said the Communications Act of 1934 limits a licensee’s duty of reasonable diligence to obtaining from employees and others with whom the licensee directly deals with in connection to a program information that would allow the licensee to make an announcement tied to sponsorship identification. “Nothing in the law affords the Commission the latitude to require broadcasters to conduct research or investigations using any



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sources of information other than persons with whom broadcasters deal directly,” the groups said in the filing. “Adopting a diligence standard that requires broadcasters to investigate programming lessors using Department of Justice and Commission websites is beyond the FCC’s statutory authority and contradicts its longstanding approach to sponsorship identification.”

#### OPENVAULT SNAGS VELOCIDATA

**OpenVault** acquired **VelociData** in a move to expand its engineering and R&D capabilities and add Tier 1 customers to its client portfolio for the first time. Velocidata’s Tier 1 footprint runs across the U.S. and into Latin America, and the company uses stream computing paradigms to enable real time capture of huge amounts of data. The acquisition comes after an investment from three of OpenVault’s existing customers—**Service Electric Cablevision, Service Electric Cable TV & Communications** and **Blue Ridge Communications**. It was targeted toward driving expansion via M&A as well as organic growth. “We had a lot of things on our product roadmap that they had already completed in theirs. They had Tier 1 experience,” OpenVault CEO *Mark Trudeau* told **CFX**. “They’re very strong on the engineering side, but they didn’t have a true sales organization, and we had that infrastructure in place. The more we looked at them... it just became pretty obvious that two plus two could equal five or more.” He believes the combination of OpenVault and VelociData will allow him to provide more actionable solutions around optimizing networks and relieving congestion to the company’s clients rather than just data and analytics surrounding broadband usage.

#### MARKEY, THUNE BACK PRIVATE ROBOCALL TRACING

Senators *Ed Markey* (D-MA) and *John Thune* (R-SD) introduced legislation Wednesday designed to support efforts from private entities to trace back the origins of illegal robocalls. For instance, the bill, called the Robocall Trace Back Enhancement Act, is an extension of the TRACED Act and would put additional backing behind **USTelecom**’s Industry Traceback Group. That group is the entity selected by the **FCC** to conduct private initiatives to find the origin of suspected illegal robocalls.

#### FUBO CLOSSES MOLOTOV ACQUISITION

**fuboTV** closed its acquisition of French streaming company **Molotov SAS**. Molotov’s product lineup includes its direct-to-consumer live TV streamer and AVOD service **Mango**. fuboTV

plans to leverage Molotov’s marketing funnel and strategies for international growth while Molotov will use technology from fubo to accelerate its subscription growth. Molotov will continue to be based in Paris and run by *JeanDavid Blanc*, who has been named President and will report directly to fuboTV CEO *David Gandler*.

#### RATINGS

**Hallmark Channel** is the most-watched cable network in 4Q21 to-date among W25-54, thanks to its Countdown to Christmas programming event. The premieres of “Eight Gifts of Hanukkah” (Dec. 5) and “A Very Merry Bridesmaid” (Dec. 6) were the most-watched cable programs of the day on their air dates, averaging 1.6 million total viewers and 2.8 million total viewers, respectively. – **ESPN** just had its best Week 13 of MNF since 2013, with an audience of 14.97 million across **ESPN, ESPN2, ESPN Deportes** for Monday’s Patriots-Bills match-up. Season-to-date, MNF is averaging 13.2 million viewers a game, up 11% from 2020 and 4% from 2019.

#### PROGRAMMING

“La Fortuna” will premiere two episodes on **AMC+** on Jan. 20. Two new episodes will be available to stream weekly, every Thursday. – **INSP** is kicking off 2022 with the premiere of crime drama “County Line” on Jan. 7 at 3pm ET. It will be followed later in the month by the debut of “Blue Ridge” on Jan. 21 at 3pm ET. – **HGTV**’s *Carneon Hamilton* is ready to help renters extend their personality into their temporary homes. “Reno My Rental” premieres Jan. 14 at 10pm on HGTV and will be available to stream on the same day on **discovery+**.

#### PEOPLE

**Premier Communications** announced that COO *Ryan Boone* will serve as CEO, beginning Jan. 1. Outgoing CEO *Doug Boone* will continue to serve as Premier’s EVP of Strategic Initiatives. Premier provides voice, video and internet services in Northwest Iowa. – Several C-suite changes over at **INVIDI**, with *Howard Fiderer* promoted to COO from Chief Product Officer. *Niru Krishna* becomes the highest-ranking female officer in INVIDI history with her promotion to Chief Innovation Officer, and *Prasad Sanagavarapu* transitions to Chief Business Officer from SVP, Corporate Development.

#### EDITOR’S NOTE

Don’t forget. Friday is the deadline for **Cablefax**’s Program Awards. We’re seeking the best content out there, regardless of platform. Enter at [CablefaxProgramAwards.com](https://www.cablefaxdaily.com).

WarnerMedia

CONGRATULATES

**KATRINA CUKAJ**

and all the 2021 Cablefax Most Powerful Women honorees.

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## Think about that for a minute...

### Municipal Assets

Commentary by Steve Effros

I read an article the other day that reminded me of the incident which helped me coin the name of this column; “Think About That for a Minute.” I’ve recounted this before, so I’ll keep it short. It was in the 1980s and I was representing the industry before the Pennsylvania Congressional delegation on Capitol Hill. Several members got up complaining that cable companies were not answering their phones fast enough when there was an outage. They noted that they never got the same complaints from their constituents about their telephone service.

I could only say; now think about that for a minute! If someone’s telephone service is out, then they can’t call to complain in the first place! Some members of the delegation actually got the point.

So back to the recent news article. Here’s what the lede said: “‘It was a big asset to the town’: Unable to keep up with technology, cost, Russell sells town cable TV system.” In short, this town in Massachusetts found out what many other towns that incautiously jumped into the municipal ownership of cable/broadband systems learned: it’s neither an easy nor inexpensive business, and you better really know what you’re doing before you try.

This is an old story, one I fear we’re going to witness a lot more in the coming years if the current efforts to boost municipal ownership with federal money are successful. The feds weren’t the first to promote municipal ownership. There’s long been a mini-industry of consultants, engineers and policy-wonks pushing the idea that, just like municipal telephone, power and garbage pickup, cable should be considered a “public utility” and as such, should be financed and run by the local government.

Well, think again. While it’s true that once “cable” became “broadband” as well, and COVID convinced us all of the importance of broadband connections in the home, we start to look a lot more like a public utility. But there are major differences, and ignoring them while appreciating the “asset” does not eliminate the reality that this is a technology that is literally moving at the speed of light, is not easy to maintain, is expensive to

service, and has myriad complications and constantly morphing business plans.

To be sure, the community benefits from the “asset” of a good cable/broadband system. But getting the money to build one and keeping it going are very different things. Putting up poles and running electric or telephone lines, as many municipalities do, particularly in smaller communities, sometimes works. But that’s in part because both telephone and electric technology are essentially static and in neither case is the operator also expected to be responsible for the content that is being delivered.

Not true with our business. More and more there are calls for local internet service providers to be directly responsible for, or have to be concerned about, the content. Surely on the cable side the local operator is totally responsible for the programming contracts that result in which services are being offered. What happens when a town system decides to carry Fox and not MSNBC or the other way around? What are they going to do about all the new “MAGA” program services being cooked up which will demand carriage?

And that’s just one part of the challenge. Does the Town invest vast new resources to move from HFC to FTTH if they even know what that means? Do they know that “upgrades” are necessary (and cost) in ever-shorter intervals? We’ve been waving these flags for years and yet some folks refuse to see or listen to history, which should foretell the fate of that “municipal asset.” In this case, Comcast has bought the remains of the system. Good move on the part of the town!



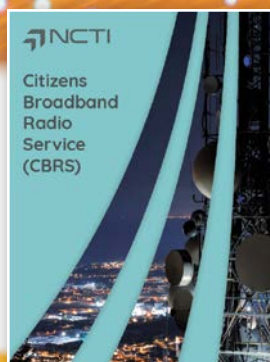
*Steve*

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(Steve Effros was President of CATA for 23 years and is now an advisor and consultant to the cable industry. His views do not necessarily reflect the views of Cablefax.)

## New Course!

- Learn about Citizens Broadband Radio Service (CBRS), its spectrum, and how frequencies are allocated
- Discover the opportunities associated with using these frequencies
- Gain insight into the challenges that lie ahead for those who haven’t purchased CBRS licenses



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