

Cablefax Daily™

WHAT THE INDUSTRY READS FIRST

Exit Interview: Outgoing Cable Center CEO Reflects on Tenure

With Jana Henthorn retiring after 17 years at the nonprofit—the last five as its President & CEO—we caught up with her in her final days in the position, how she sees the Center's five-year strategic plan playing out and what's ahead for herself. An edited excerpt follows.

You're retiring on Dec. 31 and then jumping right into a role as an adjunct professor at the University of Denver teaching a class first semester on inclusive leadership as part of its eMBA program. How has your time in cable prepared you for this? I've always been a big proponent of **WICT** and bringing along women and people of color into the mainstream of the industry. But I think inclusive leadership is much more than that. It's changing from the old command and control process to including and listening more to the folks in your company. I think the idea of servant leadership and a lot of the things we're doing in The Cable Center's Intrapreneurship work, where you are really listening to everybody, are part of it. I came from early on in my career the command-and-control kinds of operations, and then watching that evolve over time to something much more inclusive. But there's also the whole entrepreneurial aspect of our industry that's so amazing. I've worked for three really great leaders: *Trygve Myhren* at **ATC**, then I worked for *Glenn Jones* for a number of years, and then I worked for *Nick Davatzes* at **A&E**. Three great people. And then I got the opportunity to go to The Cable Center where

I'm working with this board of amazing people from across the industry. It's been a great privilege to work at The Cable Center because I feel like I'm giving back to the industry that gave me so much.

I understand news about your successor should be announced in the coming weeks. What shape is The Cable Center in for your replacement? The Center is in the strongest financial position we have ever been. We've got all these new initiatives, such as the Intrapreneurship Academy and I feel like it's a good time to get immersed in some new things. **That's interesting about the financials because I know one of the revenue streams for the Center has been renting out its beautiful building in Denver for events. I know COVID has impacted that. So how are you doing so well financially?** Renting out the big beautiful building has been challenging. But it's coming back, we had a tremendous fall. And, you know, fingers crossed for next year and the Hall of Fame. As you know, we did [the HoF] virtually this year, but we still had the sponsorships. Our other big source of revenue is our Intrapreneurship Academy, which we pivoted during COVID to all virtual, and that's going great. We had eight classes in 2021 vs three in 2020, so we really picked up. Now we have four courses: driving innovation, agile leadership, an executive intensive on agile leadership, and then a course called leveraging customer experience, which we just piloted. **I know one of your missions when you took the reins was to make sure the Center isn't just rooted in the past.**



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How do you feel like you've checked the boxes to ensure the Center is forward-thinking? We still are honoring the past: the legacy work we do with oral histories, our technical archives and the Cable Hall of Fame in some ways is honoring the legacy. We call it the head and the heart. The heart pieces are the legacy where we're standing on the shoulders of the entrepreneurs. But we also have the head piece, which is forward-looking, which is about 60% of our work now. And that's really around innovation—what are we going to look like in 30 years and teaching young people in the industry how to think like the entrepreneurs of yore.

What do you think is next for The Cable Center? I think there is going to be more of a focus on expanding The Cable Center internationally and doing programs internationally. We've got a good start with Liberty and our customer experience work is global now.

What about the name? Any talk of taking 'cable' out of it or expanding its scope? There's talk. In fact, rebranding is part of our Vision 2025 plan. We're working on it right now. Will we lose the cable moniker? No, not entirely, but we do have to think about how to be relevant to the younger generation. One of my task forces was ecosystem evolution. It's just not MSOs and programmers anymore. It's streamers, it's all the technology behind streaming, it's **YouTube, Amazon**. All those companies we feel are a part of the ecosystem and could be benefit from our intrapreneurship work.

What else do you plan to do in retirement? This is going to give me some time to spend on the things that I really love. I'm on nonprofit boards around food insecurity, and I'm also

involved with an organization that's working on electing women to national office. I want to be more a part of those things. But I'm still going to be around. I'm still going to be on The Cable Center's board.

REALSCREEN POSTPONED THANKS TO OMICRON

Realscreen Summit has postponed its 2022 event in light of the rise of the Omicron variant. Originally scheduled to run from Jan 25-28 in Austin, Texas, the show will now be held in the second week of June in Dana Point, California. "At this juncture we cannot be certain that we'll be able to execute the caliber of event that delegates have signed up for, as buyers and speakers reassess their plans to travel," Realscreen said on an FAQ page about the postponement. "We are providing as much notice as possible to allow attendees to rebook travel; and hotel reservations booked inside the Realscreen Summit room block at the JW Marriott Austin will not be charged to clients' credit cards and will be automatically cancelled." It's the latest live event to cancel in-person plans amid the rise in positive COVID-19 cases, following in the footsteps of a number of Broadway shows and awards events. It remains to be seen if any other industry gatherings will choose to pull the plug. **CES 2022** is still planning on a live, in-person event in Las Vegas from Jan. 5-8, but it is monitoring the Omicron variant and plans to adjust its plans and health protocols as necessary. Attendees must show proof of vaccination and will be required to wear masks indoors and on CES shuttle buses and transportation services. Each attendee is also receiving a COVID-19 Self Test kit with their badge. A digital version of CES is avail-

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able, but it will not include access to all programming as it did when the show was unable to offer an in-person option. **NATPE Miami**, scheduled for Jan. 18-20, is also continuing to update its protocols. The show, which is being overseen by NATPE's Director of Safety and Health, is only open to vaccinated attendees and will require NATPE staff, service providers and vendors to wear masks. Daily health surveys will be sent to attendees via their mobile devices each day and temperature checks will be in place.

AT&T OFFLOADING XANDR TO MICROSOFT

AT&T's transformation back to a company with wireless at its core continues, and one of the last pieces of the puzzle has fallen into place. It has agreed to sell programmatic advertising business **Xandr to Microsoft**. The deal is the culmination of a decade-long relationship between Xandr and the technology giant, and will combine Microsoft's audience intelligence, technology and global advertising customer base with Xandr's data-driven platform. "Microsoft's shared vision of empowering a free and open web and championing an open industry alternative via a global advertising marketplace makes it a great fit for Xandr," Xandr EVP/GM *Mike Welch* said in a statement. "We look forward to using our innovative platform to help accelerate Microsoft's digital advertising and retail media capabilities." Terms of the deal were not disclosed.

NIELSEN LAUNCHES ONE ALPHA

Nielsen will debut the Alpha version of its new cross-platform measurement solution at **CES** in January. Nielsen ONE is set to launch in 4Q22, and **Disney** and **MAGNA** are among the agencies and advertisers that have chosen to participate in the Alpha. They'll have the ability to measure advertising content across linear and digital platforms and receive holistic ad metrics. Additional enhancements to the platform will be introduced in the months ahead of Nielsen ONE's official launch.

CABLE CENTER APPLAUDS FRONTLINE WORKERS

The Cable Center has named the connectivity industry's group of frontline associates as the honoree of its 2021 Cable Hall of Fame class. The nonprofit made the announcement during its virtual 2020 Cable Hall of Fame celebration last month. Executives from **Comcast, Charter, Media.com, Crown Media Family Networks, NCTA, Cable One, Discovery, AMC Networks** and more teamed up to put together a tribute [video](#) congratulating those employees for their perseverance, dedication and hard work during the COVID-19 pandemic.

GET SMART

Curiosity Stream launched a new bundle that includes access to five other subscription services. Smart Bundle subscribers will gain access to **Tastemade+, SomnTV, Topic, One Day University** and **Nebula** in addition to Curiosity Stream's content library. The bundle is priced at \$69.99/year.

DOING GOOD

Sinclair Broadcast Group raised nearly \$175,000 through a partnership with the **American Red Cross** to assist those affected by the tornadoes that struck states in the South and Midwest earlier this month. The funds are the result of a focused Day of Giving that was held on Dec. 16 across Sinclair's television stations, the **Bally Sports** regional sports networks, **Tennis Channel** and **Marquee Sports Network**. Nearly \$150,000 was raised in individual donations and Sinclair provided a corporate donation of \$25,000. The giving campaign will [continue](#) through Dec. 27.

FCC APPROVES TELEHEALTH PROGRAM APPS

The **FCC** approved an additional 68 applications for funding commitments in Round 2 of the COVID-19 Telehealth Program. These new commitments total \$42.7 million, bringing the total awarded to healthcare providers through the program to more than \$208 million.

BLUEPEAK HEADS TO BLACKWELL

Bluepeak has received franchise approval from the City of Blackwell, Oklahoma, to break ground next year on a high-speed fiber-to-the-home network to service the community. The expansion, which will cost approximately \$3 million, will deliver service to nearly 3,000 residences and businesses in Blackwell. Residential customers will be able to receive up to 5 gigabits of symmetrical bandwidth on the network while businesses will be able to access up to 10 gigabits of symmetrical bandwidth.

PROGRAMMING

Lifetime greenlit "Girl in the Shed: The Kidnapping of Abby Hernandez." The film recounts the story of her survival after being abducted at the age of 14. It is set to debut on Feb. 26 at 8pm ET. – Cookbook author "Mary Berg" is bringing simple and quick recipes to **Food Network** with the new series "Mary Makes It Easy." The 13-episode season will premiere Feb. 5 at 12pm. – **ALLBLK's** longest running series "A House Divided" will return for another season in the new year. Season 4 of the soap opera will arrive on the streamer on Jan. 13.

PEOPLE

Charter upped *Tony Guevera* to SVP, Sales Call Centers. He'll oversee inbound sales call centers for residential customers as well as those serving small and medium-sized business clients. Guevara started his career at **Continental Cablevision**, and joined Charter in 2016 as GVP, Retention after it acquired **Time Warner Cable**. – **Disney** extended Senior EVP/CFO *Christine McCarthy's* contract through June 30, 2024. It was set to expire at the end of 2022. She joined Disney in 2000, rising to her current role in 2015. She also serves on the boards of The Procter & Gamble Company and FM Global. – **MSG Entertainment** tapped *David Byrnes* to serve as EVP/CFO, effective Jan. 24. He's joining from **ViacomCBS**, where he most recently served as EVP, Corporate Finance.