

Cablefax Daily™

WHAT THE INDUSTRY READS FIRST

Empty Calendar: Clock Ticking on FCC Auction Authority

Spectrum policy battles between government agencies and industry have made headlines in recent months, and stakeholders are pushing Congress to adopt a national strategy that would minimize those spats and fast-track midband spectrum deployments. But the **FCC** won't be able to put that plan into action unless Congress renews its spectrum auction authority before its expiration in six months.

Since the Commission was first granted the authority in 1993, its ability to use competitive bidding mechanisms to distribute spectrum has never been allowed to lapse. Its current authorization is set to expire on September 30 without Congressional intervention, and an inability to renew that authority could lead to potential disruption of the 2.5GHz band auction scheduled to kick off in July.

Witnesses at a **House Communications** Subcommittee hearing on "5G and Beyond" Wednesday pushed lawmakers to renew the auction authority and bake in directions on where the FCC should look for additional spectrum for future auctions.

"Congress has played a leadership role for 30 years in identifying spectrum bands and providing direction to the FCC about what should happen next, and that is an invaluable policy direction that really helps drive consensus across the FCC, **NTIA** and other agencies," **Cisco Systems** Senior Director, Government Affairs *Mary Brown* said. "We have not had for a long time auction authority without some direction in terms of what spectrum

should be up next, and I encourage you to do that again this year."

The witness panel also showed strong support for the Spectrum Innovation Act, legislation from Reps *Doris Matsui* (D-CA) and *Mike Doyle* (D-PA) that would make available up to 200MHz of spectrum in the 3.1-3.45GHz band for non-federal use, shared use between federal and non-federal stakeholders or a combination of the two. The band is currently in use by the Department of Defense, but **Public Knowledge** Director, Government Affairs *Greg Guice* said the procedures laid out in the bill should lead to a smooth distribution of spectrum for commercial use.

"The Act itself sort of sets out there are opportunities for licensing in this band, and there are opportunities for sharing because we learned in the CBRS process if we engage with DoD, we engage with NTIA and the FCC, we can structure a path forward that will result in more spectrum coming online for utilization," he said.

As for the prevention of spectrum clashes like what occurred between the FCC, wireless operators and the airline industry with the deployment of C-band spectrum, Brown said more needs to be done to show all stakeholders that their concerns are being heard and considered throughout the spectrum reallocation process.

"My observation around these issues, and it goes to C-band but also to transportation spectrum and elsewhere, is that the decisions are often challenged by user communities who fear interference and who do not perceive that there's a voice in the decision-making process that addresses their concerns from their perspective," she said. "So to be clear, the user communi-



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ties know a lot about their systems, but they don't know a lot about spectrum sharing or adjacencies, and so we've seen them striking a confrontational pose instead of a collaborative one."

As for solutions to that problem, Brown suggested that the **NTIA's** Institute for Telecommunication Sciences be brought more into the fold on these issues to build engineering consensus. The FCC could also be given the authority to conduct independent engineering research, something a selection of its international equivalents do today.

The witnesses also pushed Congress to begin talking about how the U.S. can be the first nation to 6G, a next step in wireless technology also highlighted by FCC Chair *Jessica Rosenworcel* during an appearance at MWC Barcelona earlier this month. Capable of powering applications like artificial intelligence, 6G could utilize lower spectrum bands as well as high bands.

"For 6G, we need to start planning now to identify spectrum in the 7-15GHz range," **Intel** Global Executive Director, Product and Digital Infrastructure Policy *Jayne Stancavage* said. "6G may also utilize high bands including bands above 95GHz as well as low bands."

FCC OPENS DOOR TO POLE ATTACHMENT REFORM

Broadband providers celebrated the **FCC's** 4-0 vote Wednesday to seek comment on establishing clear rules for how utilities and attachers must share in the costs of pole replacements. With hundreds of billions of federal dollars going to help end the digital divide, there are concerns that broadband buildouts could be hampered by pole attachment spats. "If the government is spending broadband dollars without streamlining infrastructure rules, it is stepping on the gas and the brakes at the same time," said Commissioner *Brendan Carr*. The Republican believes more can be done around pole attachments, encouraging lawmakers to take a look at the exemption in Section 224 that means poles owned by municipalities and electric cooperatives aren't subject to the same FCC rules as poles owned by investor-owned utilities. Carr also used the meeting to repeat the call to reject government-subsidized broadband overbuilding and to encourage private sector investment. His GOP colleague *Nathan Simington* said he's concerned over how often utilities and contractors end up in protracted disputes that hold up broadband deployments. He'd like more legal certainty for pole attachers. FCC Chair *Jessica Rosenworcel* said access to utility poles shouldn't become an impediment to broadband deployment. "Soaring rhetoric about connecting all rarely features these fixtures on the ground, but they are an essential part of our effort to ensure high-speed service reaches everyone, everywhere across the country," she said. The item approved Wednesday seeks comment on several issues, including measures the FCC could adopt to avoid disputes and what scope of refunds it should order when an attachment rate or condition is determined to be unjust.

A SLIGHTLY MORE OPEN FCC

The **FCC** had a surprise for those tuning in online for Wednesday's open meeting. The four Commissioners were together for the first in-person meeting since the pandemic began. It also marked the first FCC meeting in the agency's new headquarters on L Street. It was a hybrid gathering, with agency staffers dialing in remotely and no public audience in the meeting room. They instead had to watch a video stream that was plagued with audio problems. There's no immediate timeline for welcoming the public into the building. "We decided to do this meeting in person because we decided it was a first step toward reopening," Chair *Jessica Rosenworcel* told reporters. "We're going to assess how that worked, and we will be in conversation with our Safer Federal Workforce Task Force as well as our union associated interests with respect to reentry, and we'll keep you posted. But we are going to assess how this meeting worked and try to figure out how we can build on what we did today."

FOX NEWS' HALL SAFELY OUT OF UKRAINE

Fox News Media CEO *Suzanne Scott* issued a memo Wednesday morning informing the company that correspondent *Benjamin Hall* is safe and out of Ukraine. He was in a vehicle when incoming fire came in from Russian military. **Fox News' Pierre Zakrzewski** and *Oleksandra Kuvshynova* were killed in the attack. The tragedy has renewed concerns over journalists' safety. **National Press Club** President *Jen Judson* and **National Press Club Journalism Institute** President *Gil Klein* issued a statement calling for an investigation into the matter. "We call for an investigation to determine if this was a deliberate and targeted act. And we emphasize that the targeting of civilians and journalists is considered a war crime," the statement said. "... This was an experienced crew that was taking all standard precautions." In an interview with **NPR**, U.S. Secretary of State *Antony Blinken* said the U.S. is "looking very hard" at whether Russia is purposely targeting journalists, adding other countries are doing the same.

ALLEN FILES BILLION DOLLAR SUIT AGAINST NIELSEN

Byron Allen's Weather Group, Entertainment Studio Networks and **CF Entertainment** are suing **Nielsen** for billions in damages for "fraudulent misrepresentation and fraud by concealment." According to the suit, filed in Illinois's Circuit Court for Cook County, Nielsen conveyed to Allen's companies that its panel system could reliably rate them despite their limited distribution. Allen's companies contend that Nielsen knew that its panel system was unreliable and hid those facts, costing Entertainment Studios and the Weather Group millions in fees. "The industry has suffered billions of dollars in losses, and we can no longer afford these damages. Nielsen needs to quickly address these issues," Allen said in a statement. "If not, I highly expect that Nielsen will

soon face a \$10 billion-plus class-action lawsuit.” No comment by Nielsen by our deadline.

NETFLIX TESTS ACCOUNT SHARING

Netflix is fighting back against password sharing on its platform, testing two features to allow account holders to share their access for an added fee. Over the next few weeks, the streamer will introduce the ability in Chile, Costa Rica and Peru to add an extra member to standard and premium plans and the ability to transfer a profile to a new account. Sub accounts will be allowed for up to two people that do not live with the primary account holder and will cost users in Costa Rica an additional \$2.99 USD on top of their subscription plan rate.

ESPN NABS BUCK, AIKMAN

ESPN made the duo of *Joe Buck* and *Troy Aikman* its new voices of “Monday Night Football.” The two signed multiyear deals with the network and will spend their 21st season together in the booth this upcoming year after previously being on **Fox**. *Lisa Salters* will join them as she returns for her 11th season on MNF. For the 2022-23 season, ESPN will broadcast 22 games with MNF on **ABC** and an international game on **ESPN+**. Buck—who once [reported](#) for ESPN in 1989—and Aikman will also contribute to **ESPN+**.

OTHER FCC DOINGS

The **FCC** also voted Wednesday to open a Notice of Inquiry on how to prevent and eliminate digital discrimination to ensure that everyone has equal access to broadband. The Infrastructure Act passed by Congress last year requires the agency to combat digital discrimination and promote equal access to broadband. “Certain forms of discrimination in the United States have an established history, context and pattern. Digital discrimination, in contrast, is not as well defined,” said Commissioner *Geoffrey Starks*. “The Notice of Inquiry we adopt here today is a start.” Commissioner *Nathan Simington* suggested the FCC look at the possibility of broadband providers coming under pressure to terminate and discriminate against customers who post controversial content through their internet service, similar to how social media platforms have banned some users. “I fear that just like other companies, they will find pressure from politicians and political activists increasingly difficult to resist,” he said. – The four Commissioners also adopted an order preventing **Pacific Networks Corp** and its wholly-owned subsidiary **ComNet** from providing domestic interstate and international telecommunications services within the U.S. within 60 days following the release of the order. The move is meant to protect the nation’s telecom infrastructure, with the order noting that the companies are U.S. subsidiaries of a Chinese state-owned entity and “therefore they are subject to exploitation, influence, and control by the Chinese government.” – The FCC announced its final set of approved Connected Care Pilot Program projects, doling out more than \$29.7 million in funding for 16 projects.

ON THE HILL

Sen Elizabeth Warren (D-MA) and Rep Mondaire Jones (D-NY) introduced a bill that would make it illegal to pursue mergers for deals valued over \$5 billion or deals resulting in market shares

above 33% for sellers or 25% for employers. It would also give the government power to retroactively break up “deals that resulted in a market share above 50% or materially harmed competition, workers, consumers, or small or minority-owned businesses.” With no Republican sponsors, it doesn’t seem like it’s going anywhere.

COX UPS SPEED FOR LOW-COST INTERNET OPTION

Cox is doubling the speed of its low-cost internet options ConnectAssist and Connect2Compete to 100Mbps from 50Mbps, effective March 31. More than 500,000 individuals participate in the programs, and Cox has expanded eligibility for them to match criteria in the governments’ Affordable Connectivity program, which offers a \$30 broadband subsidy.

CHARTER HITS \$20/HOUR STARTING WAGE

Charter said it’s fulfilled its pledge to raise its minimum wage to \$20/hour and is currently seeking to fill 2,500 open positions in 41 states. Charter’s careers site features 20 current opening with wages starting at \$20 an hour. The operator announced in April 2020 that it would bring its wage to \$20 in 2022, boosting the starting hourly wage to \$16.50 at the time and to \$18 last year. In 2021, Charter promoted more than 13,000 employees and saw nearly 2,200 employees choose to return to the company after accepting positions elsewhere.

BEIJING PARALYMPICS BREAK VIEWING RECORD

The 2022 Beijing Paralympics were the most-viewed Paralympics in U.S. history. The event had 11.9 million viewers—up 107% compared to the 2018 games—across **NBC**, **USA Network**, **Olympic Channel**, **Peacock**, NBCParalympics.com and the **NBC Sports** app. It was the first time the games were put on NBC in primetime. Top markets included New Orleans with a 2.63 HH rating, followed by Ft. Myers, FL, with 2.42 and Memphis with 1.73.

COMCAST WINS AWARD FOR PANDEMIC EFFORTS

Comcast’s Lift Zones initiative won **SXSW**’s People’s Choice Award. The initiative brought WiFi access to community centers across the country as measures against COVID-19 forced students into distance learning. Over 1,000 Lift Zones were built in 2021 and the company plans to install 250 more in 2022.

AUGMENTED VIDEO COMING TO WOMEN’S HOOPS

Genius Sports Limited and **ESPN** are collaborating to bring AI-powered tracking data and live augmented video to the 2022 NCAA Women’s Basketball Tournament championship and Final Four. ESPN will present data-driven visualizations that include split-second shot probabilities and distances and 3-point special effects.

SANTA FE APPROVES VEXUS PROJECT

Santa Fe approved allowing **Vexus Fiber** to build its 10-gig fiber to the city’s residential and commercial locations. The project will begin in 2022 and will take 24-36 months to complete, costing \$35 million. Vexus will build it along existing public rights-of-way and may look to expand to surrounding areas upon completion.

EDITOR’S NOTE

We’re proud to honor the best in content across all platforms in the **Cablefax Program Awards** 2022 Special Report. Flip to Page 5 for synopses for programming highlights, clips and teasers from the last year. Congratulations to all of the honorees!

Think about that for a minute...

Splinternet

Commentary by Steve Effros

OK, last week I outlined what appears to be happening with the dis-integration of the internet on the international level. A lot of other commentators have started focusing on the same thing. The term that seems to say it best is “splinternet” so I’ll use that one too. But I fear that the “international” focus, looking at China creating a “great firewall,” or Russia now blocking virtually any major Western applications is only one part of the story.

The other part of what’s going on that potentially can have an even bigger impact right here at home is a multi-pronged challenge to some of the basic underpinnings of how edge providers and ISPs operate today. Change those foundations and you change the whole internet experience.

Please understand that, given what I’ve been preaching for a while now, I’m not opposed to some significant changes. I think the current structure is doing far more damage to society than we anticipated and we have to look at ways to undo some of that damage. But it has to be done rationally, not scattershot.

A few examples of standing back and seeing the full potential impact of these seemingly unrelated “shots” should give you the idea of what I’ll be writing a lot about in the coming months, starting out with the “big kahuna:” Section 230. That’s the key that allowed ISPs and “edge providers” like Google, YouTube or Facebook to avoid responsibility for the things users put on their services. If they were legally liable for the statements “published” on their sites, then you can be sure a lot of the, yes, crap that is now floating around on the internet would be gone.

As we are all aware, there are now numerous legislative proposals to either eliminate or somehow restrict the reach of Section 230. I’ve noted before that its elimination would fundamentally change the broadband internet as we know it. Good? Bad? A worthy conversation. But there are other things going on, too, that could have similar effects and so far have gotten lost in the noise of the international stuff and Section 230.

Let’s take copyright infringement, for instance. There is a case against Cox at the moment, led by the music industry (Sony, Warner, Universal et., al.) that has a \$1 Billion dollar liability award attached to it right now. That’s with a “B.” Of course it’s going through the appeals process, and of course the penalty is absurd. But the underlying issue of what an ISP has to do if a user is found to be infringing, or improperly downloading or uploading copyrighted material without paying for it would apply across the board, and several other ISPs are facing similar suits.

If the actions Cox took, or in this case didn’t take by not throwing someone off their system, that is, refusing to supply broadband access, after the infringement was noticed and the infringer warned, it could result in ISPs denying a whole lot of folks broadband access. One, um, random example: The Trump Campaign during the last election used all sorts of music that it turns out they failed to get permission to use. What do you think the reaction would have been if they had their broadband access cut off? Enough said.

Another example: cities and towns are trying to impose fees on YouTube, Google, Apple, etc., because they are using “streaming” to deliver in essence the same service cable companies deliver. But cable companies have to pay a 5 percent “fee” to the city for using the streets, while the streamers do not. The cities are losing revenue. So far the courts have not agreed, but will a fee for some services be next?



If so, consumer costs go up. The splinters are all over the place.

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.)

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SPECIAL ISSUE

March 16, 2022

CFX PROGRAM AWARDS 2022



Leveling the Financial Playing Field Through Education
APRIL 22, 2021

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 Jack E. Kosakowski President & CEO, Junior Achievement	 Nathalie Molina Nino Managing Director, Holdings Investor, Entrepreneur, Author
 Jay Clayton Former Chairman, U.S. Securities and Exchange Commission	 Gorick Ng Career Advisor, Harvard Author, The Unbroken Circle, Secret to Starting Your Career, Off Right

INSIDE

Read all about the Cablefax Program Award Winners.

CONGRATULATIONS!

The Cablefax Program Awards celebrates niche content and honors programming, regardless of where the content originated or how consumers watch it. In this special issue, Cablefax proudly reveals the winners of the 2022 Program Awards. The pandemic has accelerated viewers' already voracious appetite for content. From Freeform's breakout new series "Cruel Summer" to AXS TV's clever music collectible program "Rock My Collection" to Food Network's self-shot documentary winner "Restaurant Hustle," there's a show that will appeal to every viewer.

Congratulations to all the First, Second and Third Place Winners. Read more and view show clips at www.CablefaxProgramAwards.com

AWARDS



First Place: The 55th Annual Cable TV Pioneers Banquet — Cable TV Pioneers

COVID played a surprisingly positive role for "The 55th Annual Cable TV Pioneers Banquet" as the new at-home streaming format of watching the annual gala helped expand viewership. For 55 years, the Cable TV Pioneers Banquet has honored the achievements of outstanding men and women who have contributed to the growth and success of the cable industry. Unlike other award shows, the banquet stands out with its fun and roast-like tone filled with guest interviews and highlights of milestones from previous years. The 2021 virtual event garnered significant interest from the cable trades and social media.

BAKING COMPETITION



First Place: Buddy Vs. Duff — Food Network

The kings of cake have struck a sugar high yet again. Buddy Valastro and Duff Goldman have long held a friendly rivalry over whose cakes truly reign supreme. This series pitted the two master bakers against each other in head-to-head competitions with new challenges testing their skills. Knowing that the crown is on the line pushed the two to delicious new heights. Buddy, Duff and their teams shine as first-rate craftspeople shaping wondrous creations out of a dentist's worst nightmare and making it fun for audiences of all ages.



Second Place:
Halloween Wars — Food Network



Third Place:
Chocolate Meltdown:
Hershey's After Dark — Food Network

DOCUMENTARY



First Place: Restaurant Hustle 2020: All on the Line — Food Network

“Restaurant Hustle 2020: All on the Line” chronicled four world-class chefs from different parts of the U.S. and their respective restaurants as they navigated the hardships brought by COVID-19. The self-shot documentary provides a close look into an industry that employs more than 15 million people and magnifies the wide range of obstacles that come from running a restaurant in a pandemic.



Second Place:
Music’s Greatest
Mysteries — AXS TV



Third Place:
Homemade Astronauts —
discovery+

EDUCATION

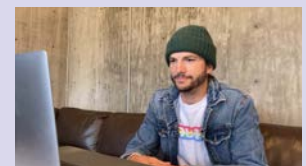


First Place: The City of U.S., A Virtual Field Trip to Washington, D.C. — Discovery Education in partnership with Comcast, Operation Homefront, and Discovery, Inc

Traveling to the nation’s capital is the pinnacle of many school field trips. However, financial and pandemic issues have forced many to seek alternative ways to visit D.C. That’s where First Lady Jill Biden, Discovery Education and Comcast came in. They collaborated to create a free, virtual field trip for anyone to see Washington’s most famous landmarks such as the U.S. Capitol Building and Martin Luther King Jr. Memorial, as well as a tour of the White House with First Lady Biden to begin the journey.



Second Place:
Six Degrees
with Mike
Rowe —
discovery+



Third Place:
Going From Broke Season 2
— Crackle Plus

CONGRATULATIONS TO ALL OUR CFX PROGRAM AWARD WINNERS!

THE BIG INTERVIEW WITH DAN RATHER	IF THESE WALLS COULD ROCK	ROCK MY COLLECTION	MUSIC’S GREATEST MYSTERIES
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FAMILY FRIENDLY



First Place:
Expedition: Back to the Future — discovery+

When it comes to coveted cars that starred in movies, the DeLorean Time Machine from Back to the Future is always in the conversation. “In Expedition: Back to the Future,” Discovery Channel’s Joshua Gates and actor Christopher Lloyd embark on a journey across the U.S. in a four-

part series to find the DeLorean and return it to the Michael J. Fox Foundation before a charity event. With cameos, deep dives and a heavy dose of nostalgia, this series encapsulates the spirit of fandom of the famous trilogy.



Second Place:
Kids Baking Championship — Food Network



Third Place:
Invest in You: Ready. Set. Grow. — CNBC + Acorns

FINANCE



First Place: Going From Broke Season 2 — Crackle Plus

Student loan debt has caused financial hardships for many. “Going From Broke” Season 2 sees Chegg CEO Dan Rosensweig and financial expert Tonya Rapley work with young adults to map out a path toward financial ease. However, what separates this series is the timeliness and real-time look into the current struggles of many. Episodes were created within 72 hours of production, and the show utilized Facebook and Twitter to provide the most authentic window into the student loan crisis.



Second Place:
Invest in You: Ready. Set. Grow. — CNBC + Acorns

FOOD

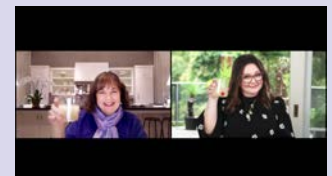


First Place: Chef Boot Camp — Food Network

The restaurant business is a tricky industry as there are countless ways an establishment can fail. Enter “Chef Boot Camp,” a reality cooking show where an experienced culinary director guides struggling chefs. The show brings a new perspective to the hospitality industry as it showcases the struggles and effort behind each plate of food. In this season, Cliff Crooks, the Culinary Director and Executive Chef of ESquared Hospitality, hosts a boot camp to inspire and re-train chefs for them to prove their skills in the kitchen and keep their jobs.



Second Place: French Country Cooking with Edward Delling-Williams — Entertainment Studios



Third Place: Cocktails and Tall Tales with Ina Garten and Melissa McCarthy — discovery+

FOOD COMPETITION



First Place: Supermarket Stakeout – Food Network

The stress of going to the grocery store is cranked up an extra notch in this showdown. Chefs set up shop outside of a local supermarket in this series for a chance to win a year's worth of groceries, but they're not allowed to bring their shopping lists inside the building. Instead, they have to chase down shoppers heading to their cars and convince them to donate their ingredients for the chef's creation. It adds an extra layer of spice, uncertainty and creativity to the cook-off and comes together for the perfect bite of television.



Second Place: Tournament of Champions — Food Network



Third Place: Guy's Grocery Games — Food Network

FOOD – COOKING (HOW TO)



First Place: Symon's Dinners Cooking Out — Food Network

In the spirit of summer, Michael Symon and his wife Liz give a genuine look at cooking right from your own backyard. From seafood delights like BBQ shrimp and delicious desserts, the Symons share family recipes that spice up home kitchens. Filmed by a family friend, "Symon's Dinners Cooking Out" is an authentic way to enhance summertime activities with neighborhood friends.



Second Place: Barefoot Contessa: Modern Comfort Food — Food Network



Third Place: Katie Parla's Roman Kitchen! Pizza Party! — Entertainment Studios

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LIFESTYLE



First Place: Rock My Collection — AXS TV

“Rock My Collection” gives fans special access to rare and unique collectible items within the music industry. Throughout the series, collectors are invited into the studio to showcase their prized memorabilia, learn about the history behind their pieces and ultimately find out its potential value in today’s market. In the end, collectors can choose to keep their items or auction them off. Ranging from weird to priceless, featured items include a copy of Yoko Ono’s book “Grapefruit,” signed by Ono and John Lennon, and Tom Petty’s scooter. It is a show filled with surprising discoveries.



Second Place: Top Gear America on MotorTrend — MotorTrend Group



Third Place: Cars.TV — Entertainment Studios

LIMITED SERIES

Genius: Aretha



First Place: Genius: Aretha — National Geographic

Aretha Franklin isn’t called the Queen of Soul for no reason. So, it’s especially impressive to watch Grammy and Tony-winning actress Cynthia Erivo bring the entertainer to life in this Nat Geo bio-series. As with other bio-anthologies in the “Genius” series, Aretha dramatizes the pivotal moments that helped shape this brilliant innovator. There is plenty of fodder—her life as a child musical prodigy, getting pregnant at age 12, her championship of civil rights and a complicated relationship with her father. A standing ovation to Nat Geo for taking Genius—the first two seasons of which focused on Albert Einstein and Pablo Picasso—to new heights.



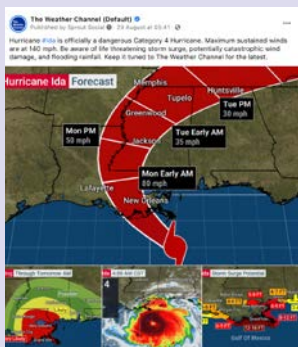
Second Place: If These Walls Could Rock — AXS TV



Third Place: Diana — CNN

LIVE EVENT COVERAGE

First Place: Hurricane Ida Coverage — The Weather Channel



With the chaos and havoc caused by Hurricane Ida in Louisiana, “The Weather Channel Hurricane Ida Coverage” stands out by providing on-the-ground reporting in multiple regions, while pushing visual boundaries by releasing Immersive Mixed Reality segments. The coverage also included the expertise of meteorologist Jim Cantore, who famously covered Hurricane Katrina, to explain how the landfall in Grand Isle brought forth the powerful storm surge. The around-the-clock, life-saving coverage provided valuable information to the public during a natural disaster.

LIVE STREAMING

First Place: Invest in You: Ready. Set. Grow America's Financial Education — CNBC + Acorns



Financial education in America has particularly impacted minority communities. CNBC teamed up with Telemundo to hold a town hall hosted by U.S. Secretary of Education Dr. Miguel Cardona along with CNBC Senior Personal Finance Correspondent Sharon Epperson to talk about financial education in Latinx communities. The two provide thoughtful answers on how financial literacy will help the new generation and empower minorities to continue creating more opportunities.



Second Place: The 55th Annual Cable TV Pioneers Banquet — Cable TV Pioneers

NEW SERIES



First Place: Cruel Summer — Freeform

“Cruel Summer” is a fresh take on the popular girl stereotype. Set in the '90s in the fictional town of Skylin, Texas, the teen drama focuses on the disappearance of the popular girl in high school who was mysteriously replaced in the A-List by a girl who had been a social outcast. A year later, the popular girl was found and a court battle ensues between the two females. The mystery behind this twisty thriller is enhanced by the decision to tell the story in a non-sequitur manner. Cruel Summer unfolds over a triple timeline that covers 1993, 1994 and 1995. The show manipulates the viewer’s perception by making them torn between who to believe and what the truth even looks like.

NEWS



First Place: FOCUS: Disruption Kickoff — Montclair State University

The world drastically changed in March 2020, and communication and media students at Montclair State University created a one-hour show discussing how the pandemic has affected their lives. Anchored, produced, edited and directed by students, “FOCUS: Disruption Kickoff” goes to a high school in New Jersey to see the reality of remote learning. With interviews and live reporting, the students also tackle the consequences of supply chain issues for businesses. The conversations about mental health, education, climate change and misinformation give an outlet to talk about what’s been a nightmare for many.



Second Place: Wild West Chronicles — INSP



Third Place: Motor Mythbusters — MotorTrend Group



Second Place: Invest in You: Ready. Set. Grow America's Financial Education — CNBC+ Acorns

ORIGINAL CONTENT



First Place: The Freak Brothers — Tubi

Imagine falling asleep and waking up 50 years later. In an animated series featuring Woody Harrelson, Pete Davidson and John Goodman, the trio smoke a special strain of marijuana in 1969 and wake up in present-day San Francisco. The world has gone through a seemingly infinite amount of changes since then, especially when it comes to the public perception of weed. The eight-part raunchy comedy pokes fun at the adjustments the characters make, while leaving room for new topics to incorporate into the show.



Second Place: The Rural Americans Featuring Larry The Cable Guy — RFD-TV



Third Place: Pattnr: Faces of Change — Weather Channel

PODCAST OR VIDEOCAST

First Place:

The Right Time with Bomani Jones — ESPN

ESPN's Bomani Jones has been on many popular shows like "Around the Horn" and co-hosted the "Dan Le Batard Show." In "The Right Time," Jones talks about anything from sports to social topics. The use of in-depth analysis with callbacks to historical events gives listeners a high-level examination of the subjects. This daily podcast gives that "30 for 30" film feeling in just 30-40 minutes. Even non-sports fans can easily get sucked into the narrative presented in these tight episodes.



Second Place: Food Network Obsessed — Food Network Digital



Third Place: ESPN Daily Podcast — ESPN

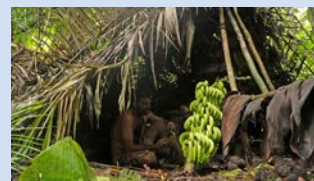
REALITY



First Place: Gold Rush – Discovery Channel

Some things never change. For centuries, humans have been enamored by the beauty and value of gold. Now, it's at the

center of Discovery's top show globally as Americans bet everything on the chance to find nuggets of their very own. The series has been following modern-day pioneers for more than a decade, even sparking a spin-off series for streaming service discovery+. The technology for finding and extracting gold is getting better every day, but so are the risks of ultimately heading home with nothing.



Second Place: Naked and Afraid — Discovery Channel

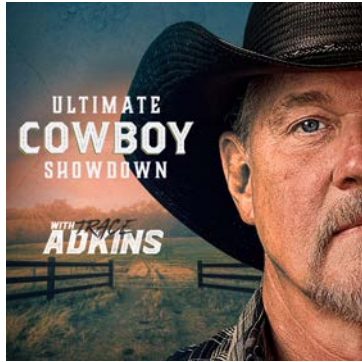


Third Place: Deadliest Catch — Discovery Channel

REALITY COMPETITION

First Place:
Ultimate Cowboy Showdown
Season 2 — INSP

“Ultimate Cowboy Showdown” stands out in the crowded reality competition space by showing a way of life many thought existed only in old Westerns. The series shines a light on the cowboy competitors’ unwavering work ethic and hard, physical labor through a well-thought-out series



of challenges. Set in a sprawling Texas ranch, 14 cowboys compete in barrel racing, a six-stage relay race to test their horsemanship skills and the estimation of livestock value. All this is done under the watchful eye of country music icon and host Trace Adkins and a panel of judges. The winner takes home a herd of cattle and the gold-plated Ultimate Cowboy belt buckle.



Second Place:
BattleBots — Discovery Channel



Third Place:
Outrageous Pumpkins — Food Network

SHORT



First Place: Great Salt Lake in ‘Dire State’ as Western Drought Worsens — AccuWeather Network

The Great Salt Lake is one of America’s truest wonders, but climate change and agricultural needs are threatening its very existence. Its waters are replenished via snowmelt, but that no longer seems to be enough. AccuWeather put together a stunning report covering the decline in recreation due to the considerable drop in the lake’s surface area and potential harms to the ecosystem’s birds and aquatic life. The report fit well into the network’s ongoing series “Our Changing World” and clearly laid out how the state’s residents can reverse time and keep the lake alive.

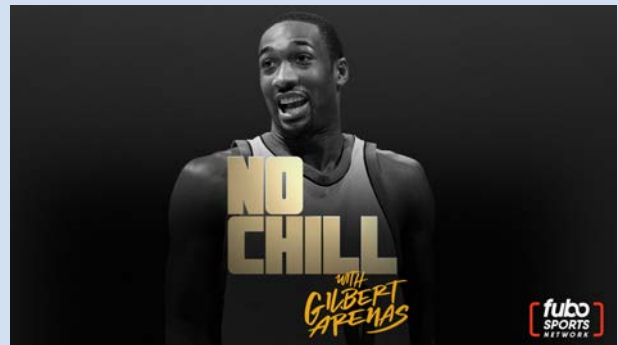


Second Place:
The Juneteenth Menu — Food Network Digital



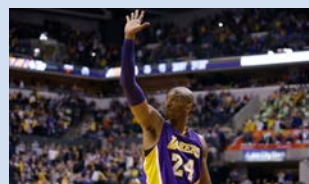
Third Place: Fix Me a Plate — Food Network Digital

SPORTS



First Place: Chris Paul on No Chill with Gilbert Arenas — fuboTV

Former Washington Wizards star Gilbert Arenas is one of the more charismatic figures in the basketball world, and he uses his experiences—both good and bad—to dissect what the best athletes endure in the most pressure-filled moments. In this episode with Phoenix Suns point guard Chris Paul, the show’s co-host Josiah Jackson asks what Paul took away from a heartbreaking loss in the 2021 NBA Finals. Arenas and Paul met when the latter was just entering the league, and their long-standing relationship shines through in an episode that gives a truly thorough analysis of basketball.



Second Place: The American Athlete — Entertainment Studios



Third Place: Drinks with Binks — fuboTV



TV MOVIE
First Place: A Kiss Before Christmas — Hallmark Channel

“A Kiss Before Christmas” remakes the classic happily ever after ending, reminding us that sometimes you have to lose something to miss it. In the film, Ethan (James Denton) is a married real estate development executive with two kids. In

the midst of a mid-life crisis, he makes a Christmas Eve wish where he chooses a more financially rewarding career path. Ethan magically wakes up to find himself the CEO of his own company—the catch is that his family is gone. Along the way, he discovers that he truly loves his wife and kids and wants his old life back.



Second Place: Jingle Bell Princess — GAC Media



Third Place: Candy Coated Christmas — discovery+

TALK SHOW



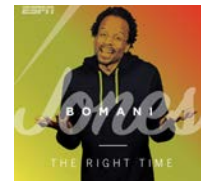
First Place: The Big Interview with Dan Rather – AXS TV

Everyone wants a peek behind the curtain when it comes to actors and musicians, and Dan Rather offers just that in this

honest series. This show is making a difference in more ways than one, and it is due to Rather’s willingness to ask the tough questions while making his guests comfortable enough to share their full truths. His conversation with country music sensation Luke Combs about the artist’s struggle with anxiety sparked a larger conversation about mental health within country music, and Randy Travis and his wife came back into the public spotlight to describe the challenges he has faced since suffering a debilitating stroke in 2013.



Second Place: First Take, Her Take — ESPN



Third Place: The Right Time with Bomani Jones — ESPN

TRAVEL



First Place: Great Getaways: Amsterdam, The Netherlands — MyDestination.TV

With COVID preventing people from traveling, “Great Getaways: Amsterdam, The Netherlands” is a satisfying way

to visit unexpected places from the comfort of the sofa. Whether it is getting up-close and personal with Vincent Van Gogh’s masterpieces or traveling through Amsterdam’s elaborate canal system, the series offers an exciting escape. Other city views include aerial pics of the tulip fields, a visit to the country’s oldest working windmills, a clog-making class and a trip to the Anne Frank Museum to learn more about the Holocaust. It’s a picturesque series that shows the true spirit of Amsterdam.



Second Place: Guy: Hawaiian Style — Food Network



Third Place: Bobby and Giada in Italy — discovery+

VIRTUAL REALITY/ AUGMENTED REALITY CONTENT

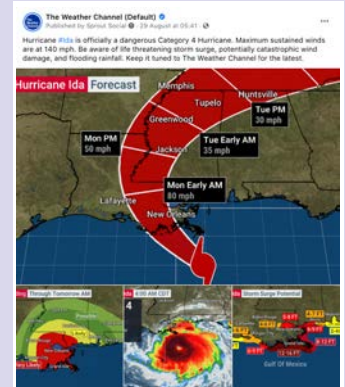


First Place: Changing Landscapes — The Weather Group

The Weather Channel and Nissan partner to show the various landscapes across the U.S. that take your breath away. Riding along in a 2022 Nissan Pathfinder with Chris Warren as moderator, viewers can see how they can explore and learn facts about locations they're seeing. Starting in a desert and ending on a mountain, with a trip through a forest and river in between, the interactive experience is engaging and makes "Changing Landscapes" a charming encounter.

WEATHER First Place: Hurricane Ida Coverage — The Weather Channel

As it does so often, Weather Channel's team banded together to offer round-the-clock coverage of Hurricane Ida for five days as it struck the Gulf Coast. The network had 11 teams on the ground from locations including New Orleans, Baton Rouge and Philadelphia. In studio, meteorologists used immersive mixed reality technology to offer viewers visuals of the storm's potential impact as well as life-saving information and survival tips. Coverage like this is what has allowed Weather Channel to solidify its position as the go-to weather resource for linear television subscribers.



Second Place:
Texas Freeze – Texans
Helping Each Other —
AccuWeather Network

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