

Cablefax Daily™

WHAT THE INDUSTRY READS FIRST

Keep Climbing: Leadership Course Teaches Advocacy, Collaboration

The Cable Center's Intrapreneurship Academy (IA) has undergone quite a few changes over the past few years, forcing it to follow what it teaches its participants: be flexible. After moving programs to a virtual format in 2020—with some remaining fully online today—it began adding courses to help cultivate new groups of leaders within the cable industry.

Enter the IA's new Intrapreneurial Leadership course, which kicks off its inaugural class on Oct 3. It's designed to give workers who are ascending through the ranks the tools to transition into upper-level management positions. The eight-week course was originally developed by consultant and executive coach *Susie Tomenchok*, who spent 10 years as Senior Director of Commercial and Internal Content Sales at **Comcast** and two years with **Encompass Digital Media** as SVP, Enterprise Business Solutions.

The addition of the new course is in line with The Center's mission to be a vibrant resource for idea sharing within the industry. This inaugural cohort features 25 slots for rising leaders. "Thought leadership is kind of a cornerstone to what we're doing. And I think to stay fresh in the arena of intrapreneurship and innovation, you constantly have to bring new ideas and new voices in the fold," Cable Center CEO *Diane Christman* said.

The course is comprised of a 2.5-hour kickoff session, followed by six one-hour weekly lessons before a 2.5-hour capstone rounds things out. According to the Intrapreneurial Leadership webpage, it'll help develop strengths-based lead-

ership skills, manage professional brands, incorporate giving and receiving feedback and more.

But what is intrapreneurship? Investopedia writes it "refers to a system that allows an employee to act like an entrepreneur within a company or other organization." For Tomenchok, it means forward-thinking leaders who are determined to be successful in their own experience and drive change within their organizations. She said that success goes with being a part of an organization and being committed to the company's overarching goal, which leads to impacts in other areas as well.

Tomenchok created the program in her own practice, but her familiarity with The Cable Center and its initiatives made her feel the course was a good fit for the IA. She recalled how when working with executives she would often hear certain themes of things they wanted to teach employees but didn't have the time to do so.

"The Cable Center is a great place to collaborate just given what their mission is in the industry," Tomenchok told **Cablefax**. "I kind of said, 'look, this is great content that people are really finding important to understand and learn from a trusted source and a trusted community. Wouldn't this would be great to add this to the overall experience and give just kind of another place for people to invest in their development?'"

That collaboration between Tomenchok and The Cable Center focused on making sure the course taught the most sought-after skills within the industry based on input from various leaders. Of course, the most pressing needs change over time, which is why the course features opportunities for



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collaboration within groups. Tomenchok noted the goal isn't for someone to complete the program and leave—it encourages them to build upon what's learned and to look for ways to grow and evolve within their respective companies.

Tomenchok's time within the industry also helps her understand the challenges organizations face given that she's experienced a lot of them herself. But it also helps her understand that cable is a constantly evolving business that looks for ways to innovate. "Change, and knowing how to manage through change, is something that is always happening throughout the industry," she said. "Every phase of the industry has gone along is something that is different ... [Organizations] need [employees] to understand the business and feel part of engagement. Making people feel seen is helping them to understand how their impact applies to the broader organization."

The program had immediate interest once signups were opened. Tomenchok said the first cohort will set the stage for the subsequent classes, which she hopes will build upon each other and lead to more interest down the line. While it's up to each individual to apply skills learned, the leadership course helps add another dimension to how employees think as they travel along their professional journey.

FCC'S SEPTEMBER AGENDA

The **FCC** is slated to vote this month on new rules that would require satellite operators in low-Earth orbit to dispose of their satellites within 5 years of completing their missions. That's a pretty drastic change from the existing 25-year guideline for deorbiting satellites after they cease to function. "Since 1957, humanity has put thousands of satellites into the sky, often with

the understanding that they were cheaper to abandon than take out of orbit. These satellites can stay in orbit for decades, careening around our increasingly crowded skies as space junk and raising the risk of collisions that can ruin satellites we count on," Chairwoman *Jessica Rosenworcel* said in a statement that urged her colleagues to support the measure. The FCC's September meeting agenda also includes an Emergency Alert System item that would induce broadcasters and cable operators to transmit warnings using IP-based formats. The idea there is that the format can transmit more info than legacy formats and make sure text shown with certain alerts is in "plain English."

BONUS FOR BLANK AS SPADE TAKES THE REINS

AMC Networks' board approved a one-time additional bonus of \$750,000 to *Matt Blank* in recognition of his service as Interim CEO. The company previously disclosed that the board's compensation committee had authorized entering into a consulting agreement with Blank. An **SEC** filing Friday said the company determined not to enter into such a consulting deal. *Christina Spade* replaced Blank as CEO effective today. Her appointment was announced last month. Spade, previously CFO for the former **Viacom CBS**, joined AMC Networks in January 2021 as EVP, CFO, adding the role of COO in November 2021.

ZIPY RAISES \$450M FOR EXPANSION

Zipty Fiber has secured \$450 million in new funding to support its ongoing fiber network expansion in the Northwest. All current Zipty Fiber investors participated in this new funding round including **Wave Division**, **Searchlight Capital Partners** and **Public Sector Pension Investment Board**. To drive the next phase of growth, the company promoted *Chris Denzin* to COO.

DON'T MISS THIS EXCLUSIVE OPPORTUNITY!

Cable Center Hall of Fame special issue featuring interviews with the 2022 Honorees

- **PATRICIA JO BOYERS** – President/CEO & Co-Founder, **BOYCOM Cablevision, Inc.**; Chairman of the Board of Directors, **ACA Connects**
- **KEVIN CASEY** – President, Northeast Division of **Comcast Cable**
- **CHRIS LAMMERS** – COO Emeritus and Senior Executive Advisor, **CableLabs**
- **TINA PERRY** – President, **OWN TV Network & OTT Streaming**
- **JOHN C. PORTER II** – CEO, **Telenet Group Holding**
- **MICHAEL K. POWELL** – President & CEO, **NCTA-The Internet & Television Association**; Former Chairman of the **FCC**

BOOK YOUR SPACE TODAY. Contact Ellen Kamhi | ekamhi@accessintel.com



Print Issues Distributed at the
Hall of Fame Dinner on Sept. 15

Cablefax Daily (ISSN 1069-6644) is published daily by Access Intelligence, LLC | www.cablefax.com | 301.354.2101 | Editorial Director: Amy Maclean, 301.354.1760, amaclean@accessintel.com | VP/Group Publisher, Cablefax and Synopsis: Robbie Caploe, 917.974.0640, rcaploe@accessintel.com | Managing Editor: Sara Winegardner, 301.354.1701, swinegardner@accessintel.com | Associate Editor: Noah Ziegler, 301.354.1704, nziegler@accessintel.com | Director of Business Development, Cablefax: Ellen Kamhi, 917.626.5574, ekamhi@accessintel.com | Dir of Marketing: Kate Schaeffer, kschaeffer@accessintel.com | Production Manager: Joann Fato, jfato@accessintel.com | Kerry Smith, Divisional President, Marketing & Media Group, ksmith@accessintel.com | Group Subs/Subscription Questions, Client Services: 301.354.2101, clientservices@accessintel.com | Annual subscription price: \$1,799.00/year | Access Intelligence, LLC, 9211 Corporate Blvd., 4th Floor, Rockville, MD 20850

He previously led the residential and small business teams. Zply also elevated **Rob Griffith** to the new position of Chief, Fiber Design and Construction to oversee all fiber expansion. In its first two years of operation, Zply Fiber has up-graded its copper network to fiber in more than 80 markets across its four-state footprint. The company's exec team is primarily composed of former **AT&T**, **Century Link** and **Wave Broadband** execs.

ADVERTISERS SHOW FOR HBCU

Allen Media Group announced a slate of Fortune 500 advertisers for the launch of **HBCU Go** and **theGrio Television's** 2022-23 sports programming season. The lineup includes Procter & Gamble, Honda, **AT&T**, Meta, Macy's, Geico and many more. HBCU Go is the leading media provider for 107 Historically Black Colleges and Universities and has a carriage deal with **CBS** O&Os in NYC, L.A., Philly, Dallas, Atlanta, San Francisco, Boston, Seattle, Tampa, Detroit, Miami, and Pittsburgh.

PROGRAMMING

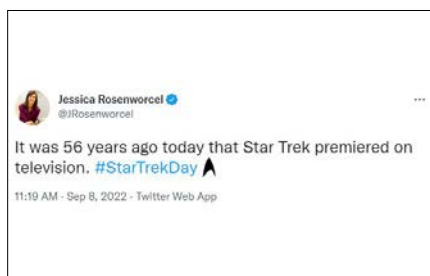
SVOD **True Royalty TV** will honor *Queen Elizabeth II* with a special edition of its biweekly talk show, "The Royalty Beat." The tribute is available now to subscribers and non-subscribers alike, and includes experts such as *Vanity Fair's* royal correspondent *Katie Nicholl*. – This weekend's English Premier League matches, as well as the Monday night game, have been postponed as a sign of respect for *Queen Elizabeth II*. The U.K. government told soccer leagues it could go forward with their schedules, but the sport's governing body opted to observe the period of mourning. No decision has been made on next weekend's slate of matches, which would coincide with the Queen's funeral.

PEOPLE

A trio of execs were promoted at **Scripps Networks**. **Larry Morris** was made VP of the newly created Scripps Networks Marketing Creative Studio, overseeing the creation of all promotion, brand design, editorial and sponsored content and their studio operations and post-production for the Scripps Networks Marketing Creative Studio. **Sherry Pitkofsky** was named VP, brand strategy and marketing and **Eric Svenson** was upped to VP, audience development.

CABLEFAX DASHBOARD

Twitter Hits



Research

(Source: NBCUniversal Telemundo Enterprises' ["Future Is Fútbol" Report](#))

- Soccer has gained 52% more fans from 2012-19. That's compared to 27% growth in basketball and 8% in baseball during the period.
- U.S. fans spend 7% more than the average fan of other sports on team-related clothing, tickets, equipment and more.
- 53% of Latinos 16+ plan on watching the 2022 FIFA World Cup, with 67% planning to watch on broadcast TV and 42% anticipating streaming matches.

Up Ahead

SEPTEMBER 13-14: [Mid-America Cable Show](#), Tulsa

SEPTEMBER 15: [Cable Hall of Fame](#), NYC

SEPTEMBER 19-22: [SCTE Cable-Tec Expo 2022](#); Philadelphia

OCT 10-11: [The WICT Network's Annual Leadership Conference](#), NYC

OCT 11-12: [36th Annual NAMIC Conference](#), NYC

OCT 12: [Kaitz Dinner](#), NYC

Quotable

"We're going to prioritize Peacock because obviously we want to drive growth at Peacock. That's important to us, but then we're also going to play a strong role in linear as well. There's a ton of cash that comes out of the linear business. While ratings and distribution and the overall subscriber picture have been what they've been in the last couple of years, and I wouldn't forecast a change in that, it's still an incredibly important part of the business to program appropriately and make sure we're generating the right EBITDA and cash flow coming out of that."

Comcast EVP, Deputy CFO Jason Armstrong speaking at a [Bank of America investor conference](#).