

Cablefax Daily™

WHAT THE INDUSTRY READS FIRST

Be Neighborly: Future of Nation's Spectrum Depends on Cooperation

Greenfield spectrum is scarcer than ever, and an industry panel at **NTIA's** Spectrum Symposium Monday agreed that the only successful national spectrum strategy will be one that embraces creative reuses and sharing regimes.

"Ten years ago, I used to say we've reached a point of crowding where you can't extract more from federal users, extract more from other commercial users without figuring out how to adjust for the use cases that are out there. Every time Congress says we'll find another 300, 400, 500 MHz to auction... is harmful to good spectrum policy," **Public Knowledge** SVP *Harold Feld* said. "We have to let spectrum policy work in a multitude of directions where there is going to be give and take."

AT&T VP, Federal Regulatory Affairs *Hank Hultquist* agreed that while the **FCC's** spectrum auctions are a great way to identify how much one party values the use of spectrum versus another, those auctions cannot make up the entirety of the nation's spectrum policy. That's largely because while all spectrum bands and uses have value, it's nearly impossible to understand the value of incentives like those offered to federal users to use their spectrum more efficiently.

"They can't account for these other circumstances where we don't have the market incentives, but we know that there's a value," he said. "We have to figure out how to do the balancing and that's just hard stuff... I think ultimately, spectrum

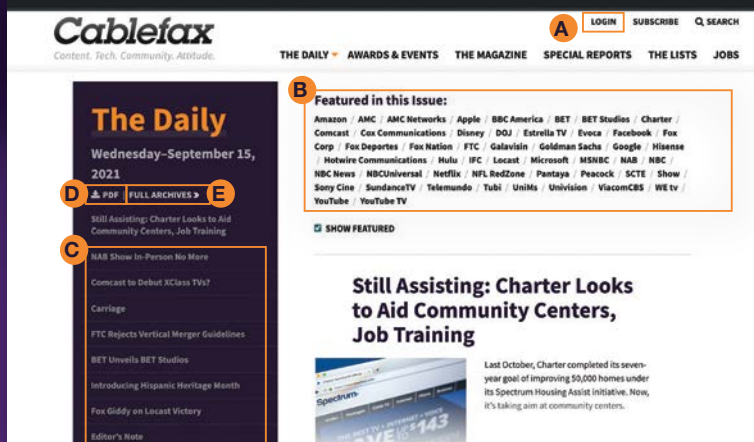
policy and spectrum strategy really require us to look out into the future and to make our guesses... in terms of what technologies will be available into the future and to figure out what are the opportunities to make spectrum available for more efficient use."

The entire panel was high on the need for more spectrum sharing, pointing to the widely-regarded success of the CBRS band. **Charter** plans to use its CBRS spectrum to offload traffic from its **Spectrum Mobile** subscribers and it is continuing to test how to best utilize that resource. "We're starting with an employee field trial and then taking those lessons learned and kind of expanding," Charter VP, Regulatory Affairs *Colleen King* said. "Small cells really are helpful using the CBRS network and we think we can quickly deploy, so we're excited about the possibilities of looking at really the comprehensive spectrum policy—looking at unlicensed, licensed and shared, and we're using all of those to provide connectivity to customers."

The state of spectrum scarcity will undoubtedly mean regulators will embrace shared spectrum regimes more than in previous years, and that means federal and commercial users will need to accept a much more fluid spectrum environment that doesn't promise the same amount of certainty as exclusive licenses.

WIT AWARD WINNER
Q&A WITH COX'S TONI STUBBS PAGE 4

Guide to Your Online Cablefax Daily Issues



- A** Subscriber Login: Gain access to every Cablefax Daily story PLUS the archives
- B** Every issue includes a list of companies featured. Easily navigate to the stories by clicking on the company name.
- C** The issue headlines are featured on the left nav bar.
- D** Access the pdf version quickly from the website.
- E** Missed an issue or doing some research? Search Cablefax Daily archives

Subscriptions Available for Groups and Corporate Site Licenses.
Contact Ellen Kamhi at ekamhi@accessintel.com or www.cablefax.com/subscribe

“You should have some expectation that that authorization to operate in those frequencies could change within some amount of time against your will, and I think for flexible use licensees, which AT&T is, that would be a problem,” Hultquist said. “The use of the spectrum adjacent to you could change in ways that have an impact on what you’re doing, and I think that’s the more interesting and important scenario to consider.”

Nothing will be able to replace the comfort and certainty that can come with an exclusive license, but enhanced communication and coordination can go a long way to making spectrum users feel more secure. “We’re not going to be able to forecast everything that’s going to be done in 10 years and how you’re going to have to change your system, but putting into place shared spectrum regimes that have an expectation of ongoing coordination as you work through the spectrum issues and new technologies that can make more efficient use of spectrum, I think that’s a good thing,” King said.

COMCAST GOING GREEN

Comcast Cable unveiled plans to cut electricity per consumed TB of data in half and double network energy efficiency by 2030 at the **SCTE** Cable-Tec Expo 2022. The company has been transitioning its network to virtual, cloud-based technologies that boost energy efficiency and reliability through centralized locations for data centers, hubs and headends. Comcast also has its sights set to become carbon neutral for Scope 1, 2 and direct and indirect emissions by 2035. “Achieving our carbon neutral goal will require our business to work harder and smarter, and that goes for the network itself,” President

of the Technology, Product, Experience organization within Comcast Cable *Charlie Herrin* said. Comcast also purchased renewable energy certificates to power this week’s Cable-Tec Expo gathering with 100% clean energy.

SOHN LAME DUCK CONFIRMATION?

New Street Research isn’t buying a new report that **FCC** nominee *Gigi Sohn* will be confirmed early in the lame duck session of Congress to give her an opportunity to vote on **Standard General’s** proposed buy of **TEGNA**. The biggest question at hand: how would Sohn’s vote make any difference to the ultimate outcome? “We think the two Republicans would vote to approve the deal and the two Democrats would like to impose conditions on jobs and prices. Approval requires three votes,” the firm said in a weekend note. “If we are right, to move the deal forward, the Republicans would have to vote with the Democrats or the deal just stays in limbo. If we are wrong and the Democrats want to kill the deal, they can do so without Sohn by doing nothing. If we are wrong and the Democrats want to approve the deal with no or weak conditions, they will obtain the Republican votes, so Sohn’s arrival changes nothing.” New Street still believes Sohn has a decent path to confirmation, although nothing is certain at this point. The firm’s prediction is that regardless of who wins control of the Senate following the mid-term elections, Sohn will make the list of lame duck confirmations. Where things go from there remains to be seen.

NEW DIGS FOR NCTC

If you go to visit **NCTC’s** headquarters next year, you’ll have to update the GPS. “National Content & Technology Cooperative

Help Save Lives. Donate Blood.

Schedule at RedCrossBlood.org



American Red Cross

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

will be moving its headquarters to a new building. NCTC will remain in close proximity to Lenexa and is only moving about five miles away to Overland Park, KS. We hope the move will be completed by February 2023 and we'll keep members, suppliers, programmers and vendors apprised of the new location as we know more on timing", said NCTC CEO *Lou Borrelli*. Borrelli mentioned the new HQ during the Mid-America Cable Show last week, saying it made sense to sell the old building given that a large number of staffers are working remotely full-time or on a hybrid basis. "The average attendance in the office on a daily basis [went down to about] 14 in a building that was built for 80," he said.

VENDOR NEWS FROM CABLE-TEC EXPO

CommScope launched a portfolio that uses Android TV and RDK-based streaming solutions technologies for service providers to streamline the introduction of video services. Called HomeVista solutions, providers can install their own TV app that can be launched via a dedicated remote-control unit and deploy the most up-to-date OTT applications and content through ActiveVideo technology. The solution—which was introduced at **SCTE** Cable-Tec Expo—also avoids completely customized solutions, thus reducing development costs. – **ATX**, a global broadband access and media distribution solutions company, is introducing its outside plant, media distribution and 10G solutions at Expo. The company will reveal a 1.8 GHz HFC amp portfolio that's backward compatible with the GigaXtend GMC 1.2 GHz amplifier. ATX is also unveiling its IP-based local channel insertion platform DVIS II. The solution lets MSOs assist bulk accounts like MDUs and apartment buildings in adding feeds or locally generated content into channel lineups.

VIAMEDIA NAMED HOLSTONCONNECT AD REP

The cross-media local ad company **Viamedia** and **Holston-Connect** agreed to a long-term partnership to use Viamedia's technology to integrate local ads into the **MobiTV** platform. Viamedia will also manage ad sales for the eastern Tennessee provider.

PLAY 'TONIGHT SHOW' ON FORTNITE

NBCUniversal will launch a playable "Tonight Show" experience created in online video game Fortnite. In "Tonight at the Rock," fans can explore the Rockefeller Center and various architectural structures seen on the show, and multiple mini-games will be available for single- or multi-player. The experience will be available across PC, mobile devices and game systems.

FIBER FRENZY

Altice USA's Optimum extended 2-Gig and 5-Gig fiber internet service across its Connecticut fiber footprint, with plans to further roll out service in the tri-state area. The 5-Gig offering comes at \$180/month and the 2-Gig tier is \$120/month.

HURRICANE FIONA HELP

The Spanish-language media company **HITN** activated a medical mental health support chat to aid Puerto Ricans impacted by Hurricane Fiona. The Vida y Salud's medical and psychology staff are

available Monday-Friday from 8am-8pm at no charge. According to the **FCC**, 911 services, TV stations and AM/FM radio stations in Puerto Rico and the U.S. Virgin Islands haven't been affected, but 7% of cell sites in affected areas are out of service—all of which are in Puerto Rico. The Commission also said as of Sunday it hadn't received any requests for Special Temporary Authority to allow the operation of certain radio facilities.

ON THE CIRCUIT

BCAP's Skeet, Trap and Pheasant Shoot is returning on Oct. 20 after a two-year pause. The occasion begins with WYLN-TV 35 owners and operations *Joey* and *Pat Gans* hosting a reception Oct. 19 before the shoot the following day. More information can be found [here](#) and additional details are to come.

PROGRAMMING

A+E Studios agreed to a first-look deal with *Foster Driver* and *Zoë Kent*. The two's production company **Driver+Kent Media** will develop and produce projects for A+E for sale on global and domestic TV platforms. Some projects are already underway, including "Dead Eleven" and "Summerset." – **HGTV** ordered 16 new episodes for "Building Roots" and "Why the Heck Did I Buy This House?" Both seasons will begin in 2023. – "MLB Tonight" will give viewers a look behind the scenes during its show Tuesday at 6pm on **MLB Network**. The program will show the production and graphics control rooms and the highlights center as well as clips from pre-show production meetings. – *Alison Sweeney* and **Hallmark Media** penned a multi-picture overall deal on Monday. She'll feature in "A Magical Christmas Village," which premieres this year during the "Countdown to Christmas" event. – **Univision Noticias** will host the first ever "Univisionarios," an initiative made to highlight scientists, entrepreneurs, educators, artists and more that play a prominent role in the Hispanic community. An advisory board selected 10 finalists that will be given \$10,000 to the foundation of their choice. The program will be broadcast Thursday at 8pm on **Univision**.

PEOPLE

ESPN named *Susie Piotrkowski* as VP, **espnW**, where she'll oversee the development, creation and execution of content across ESPN's platforms. She was previously Head of Women's Team Sports at Octagon and VP of Sponsorship Sales for the **NWSL**. Piotrkowski will report to Head of Sports Business Development & Innovation *Mark Walker* and work out of Boston. – *John Perez* was tapped for the newly created role of SVP of News Production at **Noticias Telemundo**, where he'll manage production and technological operations. He'll also oversee technical aspects of special news projects such as the network's election coverage. Prior to this appointment, Perez was SVP of Production and Technical Operations at Univision News. – **Common Sense Networks**, the parent company of the kids OTT service **Sensical**, promoted *Sharon Cohen* from VP, Marketing to CMO. She'll oversee brand strategy, performance marketing, PR, consumer insights and more, as well as advise the company on plans to build a creator economy tied with age-appropriate content. Cohen was previously EVP, **Nickelodeon Experiences**.

2022 WIT AWARD WINNER

Cox's Toni Stubbs Embodies Leading While Giving

By Sara Winegardner



The annual Women in Technology Award, presented jointly by The WICT Network, SCTE and Cablefax, is given to a woman whose professional achievements have extended beyond her company to impact and advance the cable telecommunications industry as a whole. This year's recipient, Toni Stubbs of Cox Communications, has been fluent in the language of machines since her youth.

As VP, Technology, Engineering and Operations for Cox Virginia, she leads all network planning, engineering and Master Telecommunications Center operations for the Hampton Roads, Northern Virginia and Roanoke footprints. Under her leadership, Cox employees in the region support the customer experience for more than one million customers. She started her career at Cox down south in Tyler, Texas, leading technical efforts in what was formerly known as the Middle America system.

She's also an active member of The WICT Network, sitting on the board of the Virginia Chapter, and the Information Technology Senior Management Forum. In her personal life, Stubbs does everything she can to give back and lift up young people in need. She's a previous board member for the Urban League of South Hampton Roads and currently serves on the board of Envision Lead Grow, a non-profit dedicated to breaking cycles of poverty by sharing the power of entrepreneurship with young women and girls. We spoke with Stubbs on her career path, misconceptions about women in STEM and what's coming next for Cox. Edited excerpts of the conversation follow.

What does this award mean to you, and what was the first reaction when you found out? I was really humbled. I come to work and just do what I do because I love doing what I do

and don't necessarily look for the accolades. And so when I got the meeting invite from my boss [Cox VP, Engineering & Operations] Bill Hulsey, I pulled over and he said someone else is going to be joining us. I thought 'What's happening right now?' [Cox SVP, Integration Management Office] Patricia Martin joined and she shared the news with me. It was really exciting. We were talking about the phenomenal women that have received this award ahead of me. I almost felt like I should say I'm not worthy. Bill said, 'You absolutely are.'

Was there a moment when you realized you wanted to study science and technology?

It really started in high school. I wanted to be a lawyer. My history teacher told me I didn't retain my history well enough, so I went to the library to try to just memorize. I would take books and read and read and read, and try to memorize what it was. It was so incredibly boring to me, to be honest. And I saw this old IBM computer that someone had donated to our school library and it had a box with all these manuals. I asked the librarian what it was, and she said she had no idea how to make it work. I said, 'do you mind if I read the books because I'm trying to get better at memorizing for history' and she said sure. I read the books and figured it out. I knew what to do with those floppy disks. When I got back to the library, I started putting the floppy disks in and actually got the computer up and running. That was the start of me really learning technology and teaching myself. I shared with the librarian that I actually had gotten it up and running and she said to me you are really smart with those things. You should go into computers. That's how I ended up going to Mercy College of Detroit studying computer science.

How did you move into cable? I started as an intern at an old Bell company, Michigan Bell. I worked with computers and worked for a company, National Cash Register, right out of college. We went through some mergers and acquisitions and steps where they became AT&T. Then I moved into the cable industry and I worked for Continental Cablevision and did that for seven years through all of the buyouts and mergers of that time. Eventually Comcast bought the market that I was in and I left them. I went to GM's Onstar, started working there and I got a call from a recruiter. The recruiter said there's this telco company that's looking for someone to lead their technology unit in Texas. I was exhausted with all of the mergers and acquisition that were going on. I said, 'I don't know that I could get back into telco.' He said, 'I think you really want to talk to this company,' and revealed it was Cox. I knew a couple of people who through all the M&A had ended up from Continental over at Cox and they had nothing but great things to say about the company. So, I talked to them.

You moved from Texas to Cox Virginia. What makes your current region unique? When I first got here to Hampton

Roads, it was all still three very separate systems. It's the Northern Virginia system, the Hampton Roads system and the Roanoke system, and we were just looking at doing system consolidations and bringing everything together. That was an initial challenge—how do you bring three unique autonomous systems together into one operating model and get people all rowing in the same direction. I had really been in a situation like that before in Tyler because the Middle America Cox systems were just like that. It was Texas, East Texas, West Texas, part of Arkansas, part of Louisiana. We were spread out across multiple states and had people that had to report into one general manager at that time. I was able to come in and share some of that experience and skill set to be able to make the Virginia region what it is today.

What challenges did you face coming up as a woman in tech? Are there milestone moments of accomplishment that stand out from the rest?

I was coming in as a female, and there had not been a female leader in technology at my level here before. I had to gain the trust of the employees and really prove that I deserve to be at the table here. Looking at all of my male predecessors, they had probably been given the benefit of the doubt that they deserved to have the seat that I was coming into. Part of what I did was just listen to the employees and share with them who I was. Over time, the employees had the opportunity to see that I really did know what I was talking about and also that they could trust me. Leadership really comes from not just being the doer. I think traditionally, within at least this space, the cable industry, people just got promoted up. That was the piece for my team where they said, 'you didn't get promoted up the ranks.' But I won them over.

Is there an upcoming technology or initiative that's keeping you excited to come into the office every day?

I am excited about what our data services have to offer customers, more than just getting on the internet or e-mail or video streaming. We have the opportunity for customers to interact with their medical professionals. We're seeing that some now, but I just see that growing even more. And though the pandemic caused us to have to readjust from a learning perspective, I see the opportunity to reach so many more children and teach them and give them that interactive experience. Kids that didn't leave the city of Norfolk would be able to actually engage and see what it is like to be in another country and experience that almost as if they were there. That's not to say that they shouldn't strive to get there, but that gives them an opportunity that maybe they would otherwise never have had. When I think about that, I get so excited because we have the platform to be able to deliver that and to be able to give families that ability to see beyond their circumstances and to be better than what they ever imagined they could be.

What advice would you give to young girls considering a career in STEM?

There is still, I think, the misperception

that girls or women cannot be in engineering. I had an opportunity to go to an event with a male counterpart in front of a group of these young children. I asked the question 'which one of us do you all think is the engineer?' They all point to him. When I said, 'nope, it is me,' the girls and the boys said, 'you can't be an engineer.' I said, 'why not?' There's still the perception that women and girls cannot be engineers and that's at a very young age. Getting in front of seven-, eight- and nine-year-olds and not only letting the girls see, but letting the boys see, that girls can be engineers, that they can go into areas of STEM and that it isn't so nerdy. When I was coming up, you were considered to be a little bit nerdy if you were doing math and science. That has now gone out the window. There are so many opportunities. You don't just have to be a programmer to get into the technology space. Some of the girls that we work with at Envision Lead Grow wanted to create their own makeup line. I told them, 'do you realize this is STEM?' That is the definition of science—experimenting and figuring out which things go together to make the best product that you want to make as an entrepreneur.

What myths about the cable industry need to be debunked?

So many people still say, 'oh, it's just cable.' We are so much more than cable. We are providing connections to the world and across the globe. We connect outside of our communities and are far reaching beyond what people ever would have thought.

Why is it important to give back?

I am a product of a single mom whose family had to step in and really help to raise me. One of the things that my great-grandparents, who were very instrumental in my upbringing, reminded me is that to whom much is given, much is required. We didn't have a lot, but I felt like I had a lot. As I got older, I really realized what that meant when they said that to me. I had been so incredibly blessed. I was the first to graduate college on my mother's side. As I looked at being able to not only go get my undergraduate degree, but to go on to get my masters and now I'm working on my PhD, I want to be able to give opportunities to those who maybe don't see that they have the opportunity. Giving back to the community, that is so personal to me. With WICT, we talk about giving to women who are starting their careers in this industry, and showing them that there are windows for them to be able to see through and go through to get to the next level. For children in foster care, the goal is always within foster care to give a safe environment for those children as parents are trying to get themselves back on their feet. I want to be able to provide what my great-grandparents provided for my mother in terms of a safe place, a loving environment in the event that the children are not able to be reunified with their families. In my case, I have four wonderful children who I have all adopted from the foster care system and they have made my family complete. They have a forever home with me.