

Cablefax Daily™

WHAT THE INDUSTRY READS FIRST

Connector: Cable Center Takes Another Vision 2025 Step

It was three years ago this month that folks at **The Cable Center's** Intrapreneurship Academy were developing a course about leading during unexpected changes. It was serendipitous, according to President/CEO *Diane Christman*, with the entire world subsequently having to be agile in the early stages of the pandemic, but the impeccable timing serves as a microcosm for what the organization wants to accomplish.

On Thursday, The Cable Center introduced the **Syndeo Institute**. It'll serve as its new contemporary operating brand to further focus on workforce development, encompassing existing efforts such as the Intrapreneurship Academy's courses. Nothing will change in terms of The Cable Center's offering of developmental courses, oral histories and preservation of the industry's legacy, but Christman told **CFX** the Syndeo Institute allows the organization to operate under a specific entity geared toward human innovation.

"This, I think, is a great operating brand for our forward-looking, future-looking work that we're doing," Christman said. "We take our role as the stewards of the industry legacy very seriously, but by having an operating brand, I think it really allows us to capture the vibrancy, the innovation—everything that we do under that operating brand as far as educating and preparing our industry's future leaders."

The Institute is another milestone in The Cable Center's Vision 2025 campaign, but it was a lengthy process planning the sche-

matics. It worked with the marketing agency **9thWonder** to come up with a list of around 90 potential names. After trimming it to around seven, the theme of The Cable Center being a "connector" came to the forefront. That led to the "Syndeo" moniker (Greek for "connect"), something that Christman felt an instant liking to.

The curriculum will remain largely unchanged, but will still have some adjustments after receiving feedback from customers. The Cable Center is currently in the process of creating what it calls "IA sprints," which take the larger bits of content and break it down into bite-sized chunks within two modules to help simplify elaborate topics. Another area it received a plethora of comments on is how to remain innovative in a remote working environment as employees—and companies, too—are still learning how to maximize production in new working conditions.

"We worked with many of our industry [learning and development] specialists on this, and what we had heard in our stakeholder interviews is that there was a huge desire to work more efficiently to adopt some of the efficient and effective models of a startup," Christman said. "We knew—because we were partnering with many of our industry colleagues—that what we were putting together, what we were going to grow and how we were going to grow wasn't being done within the industry."

On top of updates to the annual Intrapreneurship & Innovation Report—which launches next Thursday—The Cable Center is also introducing the Syndeo Institute Symposium. That'll be an annual event where company leaders can interact with each

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other to introduce ideas as well as strengthen relationships within the industry. Christman said she hopes that will be fully executed in the next year or two.

Long term, Christman is aiming for the Institute to have 2,000 graduates by the end of 2025. She also hopes to see class sizes increase, but the main focus will always remain on the curriculum, which means constantly listening to feedback and implementing adjustments as needed.

“Part of being innovative and intrapreneurial is listening to your customers and your audience,” Christman said. “There’s still a lot of things that connect to intrapreneurial thinking and innovation that I would like us to develop ... We want to be agile, we want to be innovative and we want to stay ahead of the curve with the thinking and the thought-leadership piece.”

The Syndeo Institute is another way for The Cable Center to further connect the industry. The organization is also preparing for its premier event in the Cable Hall of Fame. The 26th edition of the event will take place April 27 at the Ziegfeld Ballroom in NYC, honoring the likes of former **Charter** EVP, Field Operations *Tom Adams* and **Mediacom** EVP, Programming and HR *Italia Commisso Weinand*. Christman is relieved that the Cable Hall of Fame is returning to its normal spring schedule after having to shift the dates due to the pandemic.

“I have heard from one or two people who asked me, Well, what happens next for the Cable Hall of Fame? Have you guys inducted everybody there is to induct? And of course, the answer’s no,” Christman said. “I see a long and healthy future for the Cable Hall of Fame.”

STANDARD GENERAL NOT GIVING UP ON FULL FCC REVIEW

Standard General is still trying to get the **FCC** to take another look at the hearing designation order over its proposed multi-billion dollar acquisition of **TEGNA**. With the FCC administrative law judge [declining](#) to send the matter to the full Commission, its next move at the agency is to file a formal application for the Commission to review the Media Bureau’s order designating a hearing before the ALJ. With a May 22 final extension deadline for the merger, the company is urging the FCC to move quickly, warning that if hasn’t acted on the motion for review by 5pm ET March 27, it will have seek judicial relief. “As we have made clear previously, our applications comply with all FCC rules and deserve a vote by the FCC Commissioners, which any three Commissioners can request. Instead, the Media Bureau’s order is endangering those public interest benefits through a transparent effort to exercise an unlawful, unprecedented and indefensible pocket-veto,” Standard General said.

BREEZELINE MAKES STREAM TV SERVICE AVAILABLE IN PA

Breezeline is rolling out its cloud-based Stream TV service in its service areas in Pennsylvania. Those include Altoona, Johnstown, Bradford, Clearfield, Shippensburg, Warren, Derry, Mifflinburg, Millheim and Uniontown, as well as Salamanca, New York. Later this month, the communities of Berwick, Pocono and Schuylkill will receive the service. Breezeline Stream TV includes live TV channels, on-demand programs, DVR records and streaming apps all in one location.

NETFLIX LAUNCHES GRANT PROGRAM WITH CHICKEN & EGG

Netflix and **Chicken & Egg Pictures**, a supporter of women and non-binary documentary filmmakers, are teaming up to offer grants to seasoned filmmakers working on feature-length films. Grants offered through the Chicken & Egg Pictures Research & Development Grant fund would support up to 30 teams and give them opportunities for peer support, mentorship and relationship building in the documentary filmmaking community. All projects must be directed or co-directed by an experienced woman or non-binary filmmaker who has directed at least two feature-length documentaries.

FTC GOES AFTER SOCIAL MEDIA ADVERTISING SCAMMERS

The **FTC** issued orders to eight social media and video streaming platforms seeking info on how they scrutinize and restrict paid commercial advertising that is deceptive or exposes consumers to fraudulent health-care products, financial scams, counterfeit and fake goods, or other fraud. According to FTC data, consumers reported losing more than \$1.2 billion in 2022 to fraud that started on social media, more than any other contact method. The companies receiving orders are **Meta, Instagram, YouTube, TikTok, Snap, Twitter** and **Twitch**.

RATINGS

ID’s special program about the murders of four University of Idaho students bumped it to the No. 1 cable network excluding sports among P25-54 and W25-54 on Sunday in the 10pm-11pm slot. “The Idaho College Murders” was ID’s best-rated Sunday-night telecast in more than two years, garnering 2.3 million viewers on premier night.

CARRIAGE

Imagicom's Cowboy Way FAST channel is now available on **Vizio**'s free service **WatchFree+**. Vizio Smart TV owners can access the Western-themed channel that comes with reality and scripted series from **INSP**, as well as original movies and shows from Imagicom.

PROGRAMMING

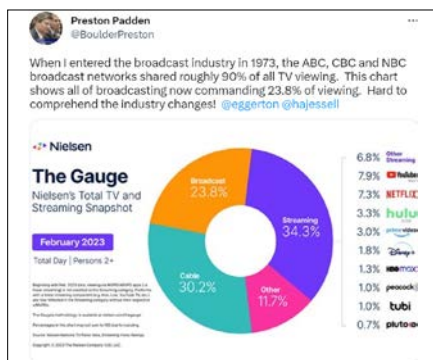
MSG Networks will telecast 20 Fordham University baseball and softball games this spring. The lineup of matches kicks off Friday at 3pm ET when the Rams baseball team hosts the Fairfield University Stags. The first softball telecast will be on March 26 at 12pm on **MSG Sports Network**. – It's never too early to prepare for Halloween, at least in **Shudder**'s eyes. Its annual programming event "Halfway to Halloween" marks the six-month countdown to Halloween with new and original series and films. The event will begin with the two-episode season premiere of "Slasher: Ripper" on April 6, followed by the new film "Kids vs. Aliens" on April 14 and the beginning of Season 5 of "The Last Drive-In with Joe Bob Briggs."

DOING GOOD

Charter's Spectrum Community Investment Loan Fund and the Latino-focused community development organization Raza Development Fund (RDF) pledged a \$3.2 million capital investment to provide loans to Latino-owned local businesses in four states. The donation will go toward companies in financially underserved areas in California, Texas, Ohio and Florida, and RDF intends to use at least \$1 million specifically for small businesses in Charter's service area in California. Additionally, Charter is providing a grant to RDF to help its loan loss reserve for small business owners. – **T-Mobile** has stepped in to support communities in Northern California impacted by the recent winter storms. Its community support team is onsite at the Santa Cruz County Fairgrounds in Watsonville to provide free WiFi as well as device charging and charging cables. A small number of T-Mobile sites in and around the San Francisco Bay area have been impacted due to commercial power loss from the historic flooding, and its emergency management teams are restoring those sites with portable generators.

CABLEFAX DASHBOARD

Twitter Hits



Research

(Source: Dell'Oro Group)

- Total global revenue for the Broadband Access equipment market rose to \$19 billion in 2022, up 17% YOY.
- Spending on PON equipment continues to fuel growth in the market with revenue for PON OLTs and ONTs reaching \$11.7 billion for the year.
- Total XGS-PON OLT port shipments exceeded two million for the year, reaching a total of 2.3 million globally.
- Total cable access concentrator revenue was up 1% YOY at \$1 billion. Remote PHY devices, remote OLTs and virtual CMTS platforms all saw significant revenue gains.

Up Ahead

- MARCH 28:** [Free State Foundation's Annual Policy Conference](#); DC
- APRIL 15-19:** [NAB Show](#); Las Vegas
- APRIL 19-20:** [Telecommunications Industry Association's BEAD Success Summit](#); Arlington
- APRIL 26-27:** [Pennsylvania Broadband Summit](#); Lancaster

Quotable

"I've been trying to keep the ACP conversation slightly separate from USF reform. I'm not against dealing with reform... but I think the two issues, combining them makes it really difficult for Congress to tackle them. And the you get into the issue of challenged constitutionality and the authority issue and whether USF overall can survive the court review... I wouldn't be surprised to see the FCC do fairly well or reasonably well in the court process, but if one of those courts overturn it, it's going to be played out for a while. If they overturn the authority, there'll be an effort within Congress to kind of recapitalize and move forward with USF as it looks today, but I think there'll be a desire to fix some of the pieces that haven't been addressed for so long."

– **Former FCC Commissioner Michael O'Rielly speaking at an event hosted by the Georgetown Center for Business and Public Policy on USF Reform**