

Cablefax Daily™

WHAT THE INDUSTRY READS FIRST

Introducing the 2024 Cable Hall of Fame Class

The newest members of the prestigious Cable Center Hall of Fame will be celebrated at the Ziegfeld Ballroom in New York City on Apr. 18. Join us in learning more about these leaders and their contributions to the industry in the excerpted Q&As.



Liz Claman
Anchor
FOX Business Network
'The Claman Countdown'

You've been at Fox Business pretty much since Day 1, leaving a comfortable job at CNBC for a start-up. What has kept you rooted there for so long?

I had a serious case of wanderlust when I began my career. I did local news in Columbus, Cleveland and Boston over a nine-year span. I had this fear that if I stayed too long in each place, my roots would grow too deep to extricate myself in order to reach my holy grail: the network! After nine years at CNBC, Fox Business represented a chance to build a start-up and take on Goliath. It's a meritocracy. I worked like crazy, landed big guests and Fox gave me my own show with my name on it—16 years in, we're still building every day and I love that.

Who has been one of your favorite interviews? The easy one? Warren Buffett, the self-made billionaire who started by going door-to-door to raise money for his business. His mind is like no other. His discipline unshakable. There will never be another investor quite like him. Starbuck's Howard Schultz amazes me too. Grew up poor and abused. No one believed in his dream of building a global coffee chain, and today it's the world's largest. He pulled off a business and cultural miracle: He got tea-drinking nations Britain and China to love coffee. Amazing and inspiring.

What story most interests you right now about the cable industry? It's a battle to survive the fight of its life. Cable is facing an existential threat from streaming and cord-cutting all while dancing around a shift in the tectonic plates of how and where people view content. It's fascinating to cover media companies [as] Disney, Fox and Comcast race to form new neural pathways to deal with the onslaught. And it's a white-knuckled ride covering it while being one of the soldiers in the battle.

You've reported extensively on AI. What about the tech keeps you up at night? We can't fight or fear evolution. If we did, we'd all still be using typewriters. Technology will march on but when it eliminates the need or desire to actually imagine and create, that's when I get fearful. Some of the best authors

and journalists spent months, even years rewriting, perfecting what eventually became best-in-class works. Will creators now allow their minds to atrophy and simply resort to 'prompts'? I don't fear AI overtaking humans, I fear it overtaking the humanity within us.

What does being inducted into the Cable Hall of Fame mean to you? To be in this pantheon alongside my fellow inductees means everything. I have a seat at the table and I set it myself by creating my own name in business journalism. It hails the legions of business experts and colleagues with whom I've made long-lasting, meaningful relationships. It stands for all the late nights and pre-dawn prepping for interviews while cradling my kids, helping them with homework, breakfast and baths. It's a validation of my taking the chance to leap from well-established CNBC, to the nascent Fox Business Network where I helped build a successful cable rival from the ground up. Ultimately, it celebrates my success following my professional north star.



Bonnie Hammer
Vice Chairman
NBCUniversal

You've been a cable network powerhouse, who has pivoted to launch a streamer in Peacock and to oversee studios. What thread was constant in all of those roles? Actually, there are

two things that make up one constant thread—great content and exceptional teamwork. My priority has always been the conception, creation and launch of the highest quality content and the only way to achieve that is with an exceptional team working at the top of their game. I've been lucky enough to work alongside some of the best in the business—as smart as they are collaborative—and I've always insisted on all their voices being heard on any given project. When everyone has input, they're equally invested in the best possible outcome. And if we come up short, we move on without wasting our time finger-pointing.

Where do you see linear TV three years from now? I think the state of linear TV will look a lot like it does today. Ratings will continue to decline, but it's not going anywhere. Linear TV

will remain a key component in a multiplatform universe—success lies in combined viewership across all platforms, linear and streamers, and that’s not going to change. Strong content will still be king—excuse me, make that QUEEN!—and people will continue to seek it out, wherever it lives.

Combining media with social responsibility has been a hallmark of your career. What are some societal issues that you would like to see the industry lean into more? I believe that the fundamental issue underlying all the craziness in the world today is a basic lack of respect for our fellow humans. People everywhere have retreated behind the “isms” that separate us, rather than focusing on the important things we share. And it’s as bad today as it’s ever been. In the 30 years since we introduced “Erase the Hate,” it seems like it’s been a ceaseless pattern of taking one step forward and two steps back. Our industry has the potential to facilitate productive, bridge-building communication, which is a critical first step.

You’re also an accomplished photographer. How has that side of your life influenced your views as a media executive? Working in TV, I’ve been able to use all my skills as a photographer to become a strong producer and an accomplished network executive. Photography taught me how to see, how to focus simultaneously on both the big picture and the smallest of details—from casting to wardrobe choices, from branding to copy fonts—often to the chagrin of my team. Photography also taught me how to frame a shot as well as a situation—which has given me a broader perspective overall. For example, when it comes to reading a room, I can absorb things in a kind of wide shot, and quickly garner all the visual and behavioral cues that help determine how people are reacting and how things will play out.

What does being named to the Cable Hall of Fame mean to you? I basically grew up in cable, while cable was growing up around me. I’ve been part of this business from its earliest days—when it was considered a stepchild to broadcast TV—through its pioneering progression toward credibility, and ultimately great profitability. My peers and I worked hard over the years to turn cable into a home for the kind of curiosity and creativity that’s made it a powerful force on the media landscape. Looking back at this point in my career, as those of us of a certain age tend to do, I realize that of all the TV arenas I’ve worked in—public, local and network broadcast; cable; studios and streaming—cable has been the most collaborative, inspiring, and just plain fun. It provided the freedom for visionary people to realize their dreams—and I wouldn’t have traded that for anything.



Yvette Kanouff
Partner
JC2 Ventures

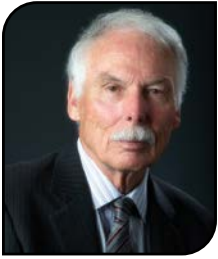
You’ve been involved in so many industry technological advancements. Which one has been most meaningful? Oh, it’s so hard to pick! I would have to say that creating the first on-demand video network over cable is most meaningful. The technology enabled a major transformation from scheduled programming, and evolved from TV to PCs to mobile devices. It’s been amazing to be a part of this journey, and it took so many players—from content companies to networks to set-top box manufacturers. I’m proud every time anyone streams a video without any concern of how it all got started.

You were among the first women in a senior tech role for the industry. How have you worked to open that door for others? Yes, for much of my career I was the only woman in the technology field. It has been very important for me to help other women enter the field and succeed in it. To that extent, I co-founded the SCTE/WICT TechConnect program, I founded the Multiplier Effect sponsorship program, and I have ongoing involvement in mentorship, sponsorship, and STEM programs. I have always hoped that we could get to 50% women in tech before I retire... we have much more work to do.

You’ve joined John Chambers on the venture capital side now. What are you looking for when considering an investment? I look for companies that have strong differentiation in an area that is in a market transition, and for the past five years I have had a strong focus on AI-driven technologies. It’s been very fun to transition from ‘doing’ to ‘enabling’ through startups. The cable industry has been a great partner in trialing new innovation.

Another hat you wear is chair of the Cable TV Pioneers. Why is that organization important to you? What I love most about the Cable TV Pioneers is that it is an honor that comes from our peers. Each inductee has to have proven their industry and personal contributions to other Pioneers, who then nominate industry colleagues. It’s a wonderful community where we celebrate our love of this industry and the life-long friendships we have made in it.

How do you feel about joining the Cable Hall of Fame? It is an amazing honor. I am humbled to be selected to join this esteemed group of cable luminaries, and I am proud of all of the transformations that we have accomplished in my years in this great industry. I look forward to celebrating with our colleagues, friends, and family!



Larry Romrell

Board Member

Liberty Media & Liberty Global

TCI's sale to AT&T was not the end of your John Malone days as you've served on various Liberty boards for more than two decades. Why have you remained part of the team

for so long? I very much love the cable industry and enjoy working at any level as long as the companies feel I can contribute.

Liberty Media has such a wide range of investments. How do you keep up with such varied industries? The companies are well staffed, they do the research, the business plans and projections. The board has oversight but we don't try to run the various businesses, we try to represent all of the shareholder's interests.

What professional accomplishment are you most proud of? I try not to be puffed up at my own accomplishments or importance because everything I have done or accomplished involved a team of very capable people, many of which contributed far more than I.

What advice do you have for someone starting in the industry today? Find a company in the industry that has an internship. They will be able to spend a week or two in the various disciplines of operations, engineering and legal. Some companies provide training and even education.

What does being named to the Hall of Fame mean to you? I am still awestruck; I have never even entertained the thought. I'm not sure that I deserve such an honor. I will treasure it.



Steve White

President, Special Counsel to
CEO

Comcast Cable

You left the toothbrush business at Colgate-Palmolive for cable in the 1990s. What appealed to you about the industry and why have

you remained a part of it? Desire to make an impact! The industry was expanding beyond analog cable with the introduction of digital video; preparing to launch high-speed internet and eventually landline phone to create the triple play. An exciting and growing industry that was destined to change the lives of Americans in a positive way. And it has.

After stepping down as head of Comcast's West Division, you've turned to speaking and writing. What message are you hoping to share? Sharing my story and journey to inspire, but also encourage each of us to discover our why and our purpose.

What's your advice to someone who has their eyes set on the C-Suite? Be clear on how you create value for your

organization...be ruthless in your focus on getting better and how you can make an impact.

You've made it a priority to lift others up. Who has been a mentor to you along the way? I've always gotten inspiration from men and women who were committed to "consistent excellence." There are too many to name, but my mother tops the list.

What does it feel like to join the ranks of the Cable Hall of Fame? It's an honor, and proof that if you live your values—doing things the right way, leading with integrity, making it about others and not you—you will be rewarded and recognized.



Rouzbeh Yassini-Fard

Founder & Board Member

YAS Foundation

As the "Father of the Cable Modem," where do you see broadband advancing to in the next 10 years? Ten years from now broadband will be delivered exclusively over two media: fiber optic and wireless

networks, in full digital format. By then, we will have come a very long way. Keep in mind that the invention of the cable modem in 1987 was a first step toward transforming the cable industry from its video origins to its role as a full-fledged telecommunications platform, using existing coaxial infrastructure. Now that we have most of the U.S. connected via this broadband pipe, the time has come to use broadband to build a more advanced "information highway," powering hundreds of new services and transcending basic voice, video and high-speed data transmission. What I see possible over the next 10 years are astonishing new ways to improve the quality of life, and to extend the life of planet earth. I can see the day when sensors proliferating around the world and connected to our broadband pipe will constantly and dynamically measure the quality of the air we breathe, water we drink, the CO2 we generate, and other environmental conditions, along with hundreds of personal health parameters. All these indicators will be connected via a broadband pipe, available and secured for every individual worldwide. This intelligent grid we call "Broadband" will allow humans to improve their day-to-day quality of life no matter where they are.

With the government focusing historical amounts of money on broadband, how hopeful are you that we are close to broadband for all in the United States? I'd say "cautious optimism" is a fair characterization. Like many, I believe access to high-speed broadband is an absolute critical element in the education of our future generations of workers and the economy of our nation. As a country, we will need our entire population to be computer/internet literate in order to effectively compete in the new world global economy. To your point, yes, we are making progress. The federal Infrastructure Investment and Jobs Act and the newer Broadband Equity Access and Deployment (BEAD) program are meaningful, substan-

tive funding vehicles. But we're not there yet. Today we have about 30 million people in the U.S. who are not connected to broadband. As a country, we will need our entire population to be computer/internet literate in order to effectively compete in the new world global economy. So there's work to do.

My research center at the University of New Hampshire's Broadband Center of Excellence has taken this mission of ubiquitous connectivity head-on. We have identified four elements that must work in harmony for this goal to be achieved:

1. Accurate information about the availability and presence of broadband; our present mapping and intelligence is broken.
2. Improved governance for the distribution of taxpayer money to service providers for expansion of affordable broadband
3. Private and public cooperation addressing the gap of true connectivity and low-cost availability for each U.S. ZIP code
4. Affordability of basic broadband. The office of the President would be wise to create a "Broadband Czar" to see to it that this job could be done. At one point in 1994 it was estimated we needed to spend \$50 billion to address the objective of having a fully connected nation. We have now spent more than \$300 billion and still have more people not connected—so obviously the system is not entirely working. We must implement the four criteria listed above to be the broadband leader we were when U.S. innovators created broadband in the late 1980s.

As a philanthropist and technologist, how do you view the potential positive and negative impacts of AI? The potential benefits of generative artificial intelligence are limitless for healthcare, consumers, government, transportation, agriculture, food industry, education, military branches and other pillars of our society. But I'm troubled to know that AI technology is currently concentrated in the hands of few powerful people within rich companies. Moreover, in the next few years we need to be prepared for the three fastest-rising risks that could make AI more damaging than it is useful:

- Misinformation and Disinformation. Malicious actors using

AI tools to flood the information system and with false narratives to meet their own objectives, especially during a critical juncture like 2024, where 3 billion people worldwide will vote to choose their next government and elected officials.

- Compromising Data Privacy. We are exposed to identity theft and malfeasance so openly that the double authentication approach we presently use is inadequate for protecting consumers in the age of powerful AI tools.
- Workforce adjustments. Even today, our universities, our government and private companies are struggling to adjust to the shifts in jobs and job availability rippling through our economy. The shrinking of professional jobs and the shift of workforce outside the U.S. has already started, with potentially alarming consequences.

What does it mean to you to be named to the Cable Hall of Fame? To be in the company of such dignified honorees is indescribably humbling. It's an honor that has inspired me to look back on a journey that, in truth, seemed to pass by in a heartbeat. I conceived the idea of data over residential cable TV in 1987, delivered the first generation of cable modem in 1989, and was able to bring the cost of our technology from \$18,000 to \$50 over a 10-year period. Above all, I'm proud that my decision to contribute a core component of our technology without any royalty demands has helped to transform our industry to the telecommunications powerhouse that it is today. But through it all, I'm reminded that we did this as a team, as a village, with co-operation among MSOs, technology developers, entrepreneurs and investors. I'm privileged to accept this honor on behalf of everyone who believed in the vision, who found inspiration in our work, and who persevered to bring the invention to market. Finally, as an Iranian-American who is being inducted to the Cable Hall of Fame (following in the footsteps of the acclaimed CNN British-Iranian journalist Christian Amanpour) this award is [a] testament to the fact that the United States of America gave me an opportunity as a legal immigrant to pay my debt to our nation, my beloved cable industry and humankind.

Geraldine Laybourne Receives 2024 Bresnan Ethics in Business Award



Geraldine Laybourne has worn many hats over the course of her storied career, but her commitment to championing ethics can be traced back to 1974 with the creation of the Media Center for Children. She co-founded the venture after growing concerned about the media her children consumed. It would be a springboard to influencing children and viewers across the U.S.

She arrived at Nickelodeon in 1980 when the network had just five employees. She kickstarted its rapid ascension after taking over management in 1984. Laybourne's approach separated her and the network, talking to children as equals and using the simple art of listening to what viewers want. After turning Nick into an \$8 billion business, she became President, Disney/ABC Cable Networks before founding Oxygen Media—the first network owned and operated by women.

Laybourne leads by example. That was evident by her "Mentor's Walk" during her Nickelodeon days, which allowed women to learn from Laybourne and some of the industry's brightest. Laybourne sits on many boards, including Common Sense Networks. She remains active as Vice Chairman of Vital Voices—an organization devoted to young women leaders—and with the DAY ONE Early Learning Community, which she co-founded in 2019 as a model teaching apprenticeship program for early learning.