

# CABLE VIEWS

The Newsletter of the Ohio Cable Telecommunications Association

ISSUE ONE | 2010

## OCTA Annual Meeting Boasts Rich Content, Outstanding Speakers



**Craig Chamberlain**  
Vice President of  
System Evaluation at CableLabs



**Contessa Brewer**  
MSNBC Anchor



**Howard Horowitz**  
President of  
Horowitz Associates



**Rick Chessen**  
Senior Vice President of  
Law & Regulatory Policy at NCTA

Earlier this year, OCTA Annual Meeting co-chairs Mark Dunford of Time Warner Cable and Kevin Blute of NBCU made a promise to OCTA members that they would work with the Annual Meeting Committee to "develop a meaningful agenda and bring in outstanding speakers for this year's event." Now, with the agenda in place for the meeting in Columbus on April 13-14, it's evident that the committee has more than delivered on that promise. Pictured above are just a few of the speakers on tap at the meeting. Craig Chamberlain, Vice President of System Evaluation at CableLabs, will deliver the opening address during the business meeting on the morning of April 13th. He will then moderate a session on TV Everywhere and 3D TV with Dana Golden, Vice President, Strategic Partnerships for Comcast Interactive Media and Shawn Bryant, Vice President of Business Operations for Disney ESPN Media Networks.

Following the Legislative Update session that morning, MSNBC anchor Contessa Brewer will share highlights from her career reporting national and international news as featured speaker at the annual Legislative Luncheon. Brewer, the host of MSNBC's primetime series *Caught on Camera*, is a veteran who has reported on wars in Iraq and Afghanistan, two presidential elections, and numerous events that have had major impact on our country and world over the last decade.

There will be no lull after lunch on Day One, as the *Understanding the Customer Experience* session gets underway. Two groups of consumers – one comprised of customers with cable service and another made up of consumers using other pro-

viders – will sound off in a session moderated by journalist Stewart Schley. OCTA members may recall a similar session led by Schley at the Ohio Cable Institute in 2007. In this updated version the groups will speak separately, followed by a response panel from the industry. Schley will lead that session too, eliciting feedback from Howard Horowitz, president of marketing research firm Horowitz Associates, Dr. Shashi Matta, Department of Marketing & Logistics, Fisher College of Business at The Ohio State University, and Shalonda Haynes, Customer Operations Sales Manager at Buckeye CableSystem.

On Day Two, Ohio Democratic Party Chair Chris Redfern and Ohio Republican Party Chair Kevin DeWine will offer attendees of the Ohio Cable-PAC Breakfast a glimpse into the political maneuverings of both parties leading up to the November elections. We will then segue on to key legislative and regulatory issues affecting the cable industry in Ohio. Rick Chessen, Senior Vice President, Law and Regulatory Policy at NCTA, will discuss issues pending before the FCC, including implementation of the National Broadband Plan, retransmission consent, and net neutrality. Benita Kahn of Vorys, Sater, Seymour & Pease will discuss key components of the telephone deregulation bill moving through the Ohio General Assembly.

The Annual Meeting's closing session will be led by Chris Jenkins, Chief Technology Strategist at the Ohio Society of CPAs. Chris will offer an overview of social media tools, along with strategies to help you use them both professionally.

For the closing luncheon, we've invited candidates and campaign managers, along with cable industry

advertising professionals, to join us for a presentation by Rich Ambrose, VP of Political Advertising at Time Warner Cable. In a year that's already hot politically, his session on *Political and Issue Advertising on Cable* could not be more timely.

Co-chairs Mark Dunford and Kevin Blute have said it best: Dollar for dollar, minute for minute, the OCTA Annual Meeting delivers. And with the support of OCTA members, it offers the most economical and convenient opportunity for you to network with and learn from your colleagues in the cable industry. We hope to see you there! For complete details, visit [www.octa.org/annualmeeting](http://www.octa.org/annualmeeting). ■

### Celebrate Cable!



**Mike Kallmeyer**  
ONN Anchor

Join us as we honor IMAGE Awards recipients at our signature celebration of the Ohio cable industry. The IMAGE Awards ceremony will be held during the Annual Meeting on April 13 at the Hyatt on Capitol Square in Columbus. Winners of gold, silver and bronze Awards will be named, and we'll honor the

OCTA Associate Member of the Year. The event begins with a reception at 5:30 p.m. followed by the awards dinner and ceremony.

Our IMAGE Awards Emcee is Mike Kallmeyer, ONN's anchor for 9 O'Clock News, *Primetime Ohio*, and the new *Ohio Means Business* program. Thanks to ONN for sponsoring Mr. Kallmeyer's appearance.

# FACE 2 FACE

with Capri Cafaro

universities, she has a long-standing interest in public policy pertaining to health care and the needs of older adults. She was a State Policy Liaison for Ohio with the National Patient Advocate Foundation and a State Advocate Representative for the National Committee to Preserve Social Security and Medicare. Senator Cafaro's district encompasses Ashtabula and Trumbull counties in northeast Ohio.

Capri S. Cafaro represents the 32nd Senate District in the Ohio Senate. Appointed to the Ohio General Assembly in January 2007, she rose to the position of Assistant Minority Whip and was named Ohio Senate Minority Leader in 2009. Senator Cafaro has also served as the ranking member of the Senate Finance and Financial Institutions Committee and on the Senate Health, Human Services and Aging Committee, Highways and Transportation Committee and the Joint Legislative Ethics Committee, along with numerous councils and taskforces. Senator Cafaro currently serves as a Vice Chair of the National Conference of State Legislatures' Transportation Committee and the Midwestern Regional Member of the Women's Legislative Network. A graduate of Stanford and Georgetown

**Jonathon McGee:** What is the role of the Senate Minority Leader?

**Capri Cafaro:** As legislators we all have dual functions. One is to be a policy maker here in Columbus, and the other is to represent our districts by working directly with constituents; so those two inherently come with the job. As Minority Leader, I'm also responsible for organizing our caucus both on the policy side and the political side, meeting caucus members' needs concerning legislative priorities, and helping with candidate recruitment and fundraising. I've also participated in negotiations for the last operating budget as well as the budget fix, House Bills 1 and 318. I communicate the concerns and suggestions of my caucus to negotiate bills that meet the needs of the people of the State of Ohio.

**JM:** In addition to your role as Minority Leader, you also serve on the Reference and Rules committee. Could you tell us a little about your work there?

**CC:** Reference and Rules is an administrative functional committee where we refer bills that have just been introduced to committee as well as bills that have been passed out of committee to the floor. It is primarily made up of majority and minority leadership. I will say that before serving as Minority Leader, I served on a whole host of committees. I very much miss the action of committee work, particularly on issues of health care, which is my background and my passion. I guess there are tradeoffs in everything.

**JM:** Another committee that you serve on is Joint Legislative Ethics Committee (JLEC). Could you tell us a little about JLEC's role in state government?

**CC:** JLEC is a great resource and a watch dog for the general assembly as well as legislative agents – the lobbyists who have to register with the committee. JLEC makes sure we know who is getting paid by whom and which legislators are receiving benefits or gifts of any kind so we can track

## Capri Cafaro - Fast Facts

### Term Limits, Yes or No?

Yes and no. The objective of term limits was to reduce the power of law makers who serve for generations, but what has happened is that we have lost the institutional knowledge that those more established folks had. I think it is definitely worth reopening and re-examining the issue.

### Do you Twitter?

Absoolutely not.

### Favorite Cable Network/Favorite Cable Program:

MSNBC and HBO. I'm addicted to *Big Love*, *True Blood* and *The United States of Tara*. I'm a very loyal cable person.

### Favorite Non-Fiction Book:

Right now I'm reading two books by Jonah Lehrer. One is called *How We Decide* and the other is *Proust Was a Neuroscientist*. Both have similar themes, the first as to how we can use neuroscience to help make good choices, and the other about art and memory and neuroscience. I have to read something that's not the Ohio Revised Code.

their monetary value. The members of the Joint Legislative Ethics Commission convene on somewhat of a situational basis when there is an issue or a complaint. If there is a serious issue about a member of the general assembly, that is presented to the members and we have the jurisdiction to vote on whether disciplinary action needs to be taken. I tend to call the Inspector General for every little thing, just to make sure.

(continued on page three)





**JM:** Previously you served on the Ohio Rail Development Commission. Is that commission involved in development of the “3C” passenger rail plan? Can you tell us about the status of that project?

**CC:** Recently, President Obama announced a \$400 million dollar grant for the State of Ohio for development of the 3C rail corridor which would connect Cleveland, Columbus, Dayton and Cincinnati. Those dollars would be utilized for the upgrade of current rail infrastructure to take on passenger rail service. The way that the rail industry works is that freight lines basically own the infrastructure, and they take precedence over passenger rail. So, not only do you have to improve the infrastructure, but you have to create sidings, because you have to share the road, so to speak, between the passenger and freight. I’ve always been a big advocate for passenger rail. There has been interest in my area of northeast Ohio for commuter rail, even a connection between Cleveland and Ashtabula County. The city of Youngstown is always interested because it is located between Cleveland and Pittsburgh, and Chicago and New York. We have very good placement as far as transportation infrastructure is concerned. But an Amtrak study showed that the highest volume of ridership would be the 3C corridor. I think it will create economic opportunities for Ohio and I certainly hope that it is the first step toward the Ohio hub that we have been talking about for 30 years becoming a reality.

**JM:** You have extensive previous experience working as an advocate on legislation – as a State Policy Liaison with the National Patient Advocate Foundation and as a State Advocate Representative for the National Committee to Preserve Social Security and Medicare. Did those experiences influence your desire to serve in public office?

**CC:** Most of my experience is in advocacy work for older adults, as well as healthcare issues: Medicare and Medicaid, and other older adult-related issues such as pension stability, social security stability and so forth. I have worked with the National Committee to Preserve Social Security and Medicare. I’ve been a counsellor for the Medicare Rights Center where I did low-income subsidy assisted screening, and I was an Economic Policy Associate for Global Action on Aging. My focus was on policy analysis research, as well as direct assistance for seniors and advocacy. I did quantitative and qualitative analysis for Lorain County on the aging needs assessment for older adults. That experience has really helped me bring a different perspective to the general assembly because I have worked on the non-profit side, the client side and the advocacy side, so I think I have a strong grasp of the kind of impact legislative choices have on constituents.

**JM:** You are a member of the national Women’s Legislative Network. What is the goal of that organization?

**CC:** It’s an organization that is an affiliate to the National Conference of State Legislators – NCSL. I served as one of their Midwestern board members. They do a lot of policy development for women’s issues, and on issues such as financial literacy, retirement stability, things of that nature. It is a great networking opportunity to get to know other legislators in other states, and to think outside the box with them on ways that women can be effective advocates.

**JM:** Let’s talk about technology. Do you notice a difference in the way legislators use technology, depending on their age?

**CC:** Yes, and it varies from legislator to legislator. I know you probably expect me to twitter because I’m 32 years old. But I have some old school traits – my calendar is not directly synced to my blackberry because I need to write on it. There is, though, growing pressure on public officials and legislators to utilize social networking media and other kinds of media, whether it be to get information or disseminate information. It is becoming the norm.

**JM:** What is your favorite thing about serving in the Senate? Your least favorite?

**CC:** My least favorite thing is politics, period. My favorite is the opportunity to work directly with my constituents. I try to call back everyone who calls me directly. When you realize that you do something that may have a direct impact, there is a significant burden to shoulder. Going through the process of the budget bill, there were sleepless nights realizing that if we don’t pull this together, kids aren’t going to be able to go to school. You get very serious about the implications of your choices. So, that is both a blessing and a curse, but, I am very happy to be here on the front line and to know that I am here for service, not for politics.

**JM:** Any advice for the cable industry?

**CC:** Just keep doing what you’re doing. I used the enhanced service from Time Warner Cable the other day when I got home a little late – just pressed Start Over and the program I wanted to watch started from the beginning. Digital cable has become so consumer friendly in adapting to our changing times, with parental controls, the DVR, and all the free on-demand stuff – it’s just fabulous. Cable is becoming a much more personally interactive medium and I think that is very appropriate for what consumers expect these days from media and technology. ■

## C-SPAN’s Online Video Library Now Open to the Public

On March 17th, C-SPAN officially launched the *C-SPAN Video Library*, a free, searchable online collection of every C-SPAN program aired since 1987. Thirty-one years to the week since cable companies created C-SPAN, launch of the online *Video Library* marked another major milestone in C-SPAN’s history of connecting the public to the national political debate through video.

Through [www.c-span.org/videoLibrary](http://www.c-span.org/videoLibrary), C-SPAN records, indexes, and archives all C-SPAN programming for historical, educational, research, and archival uses by individuals. Programs are accessible through database and electronic archival systems developed and maintained by the C-SPAN Archives. Key features of the C-SPAN Video Library include:

- Over 160,000 hours of searchable and watchable digital C-SPAN video
- All C-SPAN videos dating back to 1987, and certain older videos from C-SPAN’s earliest years
- A comprehensive search engine, developed exclusively for the Video Library
- Flash player with clipping and sharing features
- Share buttons for e-mail and social media (Facebook and Twitter)
- Transcripts, photo galleries, statistics and more.

The C-SPAN Video Library’s *Congressional Chronicle* feature is an index to the C-SPAN video recordings of the House and Senate floor proceedings - organized by speaker - with full-text and full-video search and an extensive Congressional database going back to 1993. ■

# 2010 Legislative Reception



*Representative Clayton Luckie (D-39), Mike Gray and Pam McDonald of Time Warner Cable*

Ohio's elected officials, staff and OCTA members met at the Vern Riffe Center in Columbus on March 9th for the 2010 Legislative Reception and Technology Demo. Thanks to Time Warner Cable's Mid-Ohio Division for assisting with the provision of broadband services, as well as staffing a table to promote the company's *Connect a Million Minds* education initiative, and to Trio TV & Appliance of Lancaster, Ohio for providing HDTV sets for the event. ■



*Pictured above: Bob Gessner of Massillon Cable TV with Representative Ron Amstutz (R-3)*



*Pictured left: Representative Marian Harris (D-19), Anne Doris of Cox Communications, Representative Tracy Maxwell Heard (D-26)*



*Representative Ronald Gerberry (D-59), Rep. Mike Moran (D-42), Rep. Gerald Stebelton (R-5), Rep. Lou Blessing (R-29)*



*Representative Tim DeGeeter (D-15), Representative Allan Sayre (D-96), Stephanie Dodd of Time Warner Cable*



# LEGISLATIVE UPDATE

## ILEC Deregulation Bill Passes House

Both chambers of the Ohio General Assembly have now passed their own versions of telecommunications deregulation. The Ohio Senate passed its version (S.B. 162) in December of 2009, and the Ohio House passed its version (H.B. 276) on March 16, 2010. Even though the Senate passed its version first, the House Public Utilities Committee chose to pass H.B. 276 rather than work from the Senate version.

House Public Utilities Committee Chairman Tim DeGeeter and H.B. 276 sponsor Representative Allan Sayre worked with the cable industry to amend H.B. 276 to include the important changes previously made to the Senate bill, and additional changes that address other of our industry's concerns. Importantly, the House version modified a provision in the introduced version of the bill which gave the PUCO jurisdiction over VoIP services. The House bill as passed only allows the PUCO to exercise

jurisdiction in the event it determines that it is necessary for the protection, welfare, and safety of the public - a high standard to meet.

While both the House and Senate versions are marked improvements over the introduced versions of the legislation, issues still remain that the OCTA will try to address as this legislation moves forward in the legislative process. It remains unclear which bill, H.B. 276 or S.B. 162, will be the version ultimately sent to the Governor to be signed into law. In either case, we expect that the version sent to the Governor will address many of the concerns the cable industry had with the as-introduced versions of this legislation. The OCTA wishes to extend our thanks to the committee chairmen, Senator Chris Widener and Rep. Time DeGeeter, as well as to the bill sponsors, Senator Steve Buehrer and Rep. Allan Sayre, Senate and House leadership and the members of the House and Senate Committees for their efforts in addressing cable industry concerns. ■

## 2010 Cable-PAC/PAT Participation

Through March 15, 2010

### Ohio Cable★PAC

Ohio Cable Political Action Committee

#### ARMSTRONG CABLE

Amount Raised: \$ 0  
Goal: \$2,496

#### BUCKEYE CABLESYSTEM

Amount Raised: \$ 91  
Goal: \$10,972

#### CLEAR PICTURE

Amount Raised: \$ 0  
Goal: \$520

#### COMCAST

Amount Raised: \$ 0  
Goal: \$1,430

#### COX COMMUNICATIONS

Amount Raised: \$1,127  
Goal: \$3,068

#### GLW BROADBAND

Amount Raised: \$ 0  
Goal: \$400

#### INSIGHT

Amount Raised: \$ 0  
Goal: \$5,252

#### MASSILLON CABLE TV

Amount Raised: \$ 0  
Goal: \$2,750

#### SUDDENLINK

Amount Raised: \$ 0  
Goal: \$1,400

#### TOTAL

Amount Raised: \$ 1,218  
Goal: \$28,288

## Cable-PAC/PAT Individual Contributions

(January 1 – March 15, 2010)

#### Armstrong

Dru Sedwick

#### Buckeye CableSystem

Pat DeVille  
John Ducat  
Daniel Penny  
Jessica Pitzen

#### Cox Communications

Tom Andrews  
Rob Brill  
David Butas  
Christy Bykowski  
Charles Davis  
Gloria DeMarco  
Anne Doris  
Nelson Eubank  
Brian Ginley  
Steve Heuser  
Dan Jakubowski  
Linda Leyden  
Todd Malone  
Laura Morabito

Hector Ortega  
Deborah Owca  
Alex Petrofski  
Mark Pigman  
Mark Preston  
Rajesh Rauniyar  
Rich Saunders  
Stacie Schafer  
Allan Shockey  
Angela Simko  
Craig Smith  
Steve Wild  
Tim Yanda

## NEW MEMBERS

### East Cleveland Cable TV

1395 Hayden Avenue • East Cleveland, OH 44112  
(216) 851-2215 • [www.eccvtv.tv](http://www.eccvtv.tv)

#### Representative:

James Gruttadaurio, General Manager

**Products/Services Offered:** East Cleveland Cable TV is a privately held company, serving the cities of East Cleveland, and Bratenahl, Ohio. It is not affiliated with any other cable TV company.

### New Associate Member –

#### Caskey Printing Inc.

5235 Westview Drive, Suite 100 • Frederick, MD 21703  
(717) 870-9802 • [www.caskeyprinting.com](http://www.caskeyprinting.com)

#### Representative:

Tim McCallister, Account Executive

**Products/Services Offered:** Caskey Printing is a full service communications and marketing solutions provider that includes design, printing, mailing, marketing plans, Internet solutions, television & radio production, plus much more.

## Ohio Cable Telecommunications Association Annual Meeting

[www.octa.org](http://www.octa.org)

**When:** April 13 - 14, 2010

**Where:** Hyatt on Capitol Square  
Columbus, OH

Support your **Ohio Cable-PAC**  
at these upcoming events:

### Ohio Cable-PAC Breakfast OCTA Annual Meeting

**April 14, 2010**

Hyatt on Capitol Square, Columbus

*With Ohio Republican Party Chairman Kevin DeWine and  
Ohio Democratic Party Chairman Chris Redfern*

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### OCTA Cable-PAC Golf Outing

**June 14, 2010**

The Medallion Club  
Westerville, Ohio

For details on these events, visit [www.octa.org](http://www.octa.org)

## WICT – Executive Development Seminar

[www.wict.org](http://www.wict.org)

**When:** April 28 - 30, 2010

**Where:** The Umstead, Cary, NC

## The Cable Show

[www.thecablesow.com](http://www.thecablesow.com)

**When:** May 11 - 13, 2010

**Where:** Convention Center, Los Angeles, CA

## 2010 CTAM Research Conference

[www.ctam.com](http://www.ctam.com)

**When:** May 12 - 14, 2010

**Where:** JW Marriott, Los Angeles, CA

## ACC Forum 2010

[www.wict.org](http://www.wict.org)

**When:** September 13 - 16, 2010

**Where:** Hilton New York, New York, NY

## 2010 CTAM Summit

[www.ctam.com](http://www.ctam.com)

**When:** October 17 - 19, 2010

**Where:** New Orleans, LA

# CABLE CALENDAR

# 2010

For all the latest news and event updates, OCTA members can sign up  
to receive our weekly broadcast email bulletin. Contact [mkafer@octa.org](mailto:mkafer@octa.org) to subscribe.