

CABLEVIEWS

The Newsletter of the Ohio Cable Telecommunications Association

Issue Two | 2010

Ohio Telecom Deregulation Legislation Enacted

Earlier this legislative session, both chambers of the Ohio General Assembly 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) in March of this year. Since that time, there had been no formal legislative movement on either bill as the chambers worked behind the scenes to agree on which bill would become the ultimate vehicle for enactment.

That all changed the first week of June when the two chambers agreed that the vehicle would be S.B. 162. As S.B. 162 was pending in the House Public Utilities Committee, the committee's new Chairman, Matt Szollosi, worked with interested parties, the PUCO, and the Senate bill sponsor, Senator Steve Buehrer, to reach a consensus on changes to the bill to garner enough support for passage by both chambers. On June 2, the House committee favorably reported a substitute bill, which was then passed by the House and Senate without change the following day. Governor Strickland signed S.B. 162 into law two weeks later, with an effective date of September 13, 2010.

Chairman Szollosi, instead of working off of the Senate bill, elected to work off the House bill and then only address the issues of difference between the two passed versions of the bills. As such, any changes were

incorporated into H.B. 276, which was then amended wholesale into S.B. 162. By deciding to work off of H.B. 276, the important changes to the legislation that the cable industry was able to secure in the House bill remain.

In terms of the issues in this legislation identified as impacting the wholesale telephone market in Ohio, the cable industry was successful in getting our concerns addressed. Importantly, the cable industry was able to have the legislation amended to include a provision forbearing PUCO jurisdiction over VoIP services. The bill only allows the PUCO to exercise jurisdiction in the event it is required under federal law AND necessary for the protection, welfare, and safety of the public – a high standard to meet.

This legislation, as-passed, addresses most of the cable industry's concerns and is a vastly improved bill compared to what was introduced last August. We certainly appreciate the efforts made by Senator Steve Buehrer, sponsor of S.B. 162, Sen. Chris Widener, Senate Energy and Public Utilities Committee chair, former Rep. Alan Sayre, sponsor of H.B. 276, and House Public Utility Committee chairs Rep. Tim DeGeeter and Rep. Matt Szollosi, as well as Senate President Bill Harris and Speaker Armond Budish and their leadership teams, to address our industry's concerns with the legislation as introduced. ■

Busy Season for OCTA, Members

This issue of *CableViews* is brimming with photos from recent OCTA events, including the Annual Meeting and IMAGE Awards ceremony in April, and the 22nd Annual Golf Outing on June 14th. All these events offered great opportunities for our members to discuss issues of importance to them and exchange information of value to the cable industry. From the halls and meeting rooms of the Hyatt Hotel where the Annual Meeting was held to the greens and clubhouse of the Medallion Club in Westerville, it was a pleasure to see system members catching up with their colleagues, vendors interacting with their clients, and members of all kinds becoming energized by the sharing of ideas with others.

The 2010 planning committee worked diligently to develop sessions and secure speakers who would deliver value for those who attended the Annual Meeting. From the first speaker, Craig Chamberlain of CableLabs, through panelists including Howard Horowitz of Horowitz Associates, Dr. Shashi Matta of The Ohio State University, Rich Chessen of the NCTA and many more – plus a panel of consumers telling moderator Stewart Schley EXACTLY what they think of cable and other telecommunications providers – the meeting offered a day and a half of information-packed, content-rich sessions.

Contessa Brewer of MSNBC charmed the audience at the 2010 Legislative Luncheon, sharing insights and anecdotes about her experiences as a cable news reporter and anchor. Primetime ONN anchor Mike Kallmeyer served as a gracious and genial emcee for the IMAGE Awards ceremony, where we were introduced to some of the great projects undertaken by OCTA members for the benefit of their customers and their communities. Prior to the IMAGE Awards ceremony, the OCTA had the opportunity to recognize the 2010 Associate Member, Comcast Networks and express our gratitude to Amrei Wolfshuetz for the network's many contributions to the association.

At the annual Golf Outing, members showed their support for the OCTA while again enjoying the chance to converse with colleagues on and off the course. Our thanks to all who participated in and sponsored the event.



Looking every bit the relaxed, soon-to-be retired Armstrong executive, Dex Sedwick (top left) enjoys the pre-Annual Meeting outing at the Columbus Clippers game with fellow OCTA board members Tom Dawson and Bob Gessner.

Next up on the OCTA calendar is the Ohio Cable Institute, scheduled for November 10 in Columbus. We're partnering with CTAM Midwest to develop an outstanding agenda for this event. So stay tuned – there's more ahead in 2010!

For more photos from the OCTA Annual Meeting, IMAGE Awards and 2010 Golf Outing, click on the photo gallery at www.octa.org. ■

FACE 2 FACE

with PUCO Commissioner Cheryl Roberto

She also served as legal counsel to the cities of Columbus, Ohio and Erie, Penn. and lectured in political science at Pennsylvania State University. Commissioner Roberto received her B.A. with honors from Kent State University and her Juris Doctor from the Moritz College of Law at The Ohio State University.

Cheryl Roberto was appointed to the PUCO by Gov. Ted Strickland in 2008. In her previous post as director of the city of Columbus Public Utilities Department, Roberto led a staff of 1,300 people, managed an operating budget of \$400 million, and directed a capital program of \$250 million. Working with elected officials, community activists, and business leaders, she restructured the city's water and electricity rates, encouraged conservation, and established a regulatory compliance program. Before life as a public sector executive, Commissioner Roberto enforced environmental and consumer protection laws as an assistant attorney general in the state of Ohio and as an assistant general counsel in the commonwealth of Pennsylvania.

Jonathon McGee: Tell us a little bit about your background and the path that led you to the PUCO.

Commissioner Cheryl Roberto: Right out of law school, I was interested in public interest work. So, I went to the Attorney General's Office and worked in the areas of consumer protection and environmental enforcement work. I really enjoyed that; it gave me an opportunity to see that people were not misled on the consumer side or on the environmental side. We worked to protect the environment and promote preservation, and those were things that I really enjoyed doing. Then I reached a point where it seemed I might get better results, especially on the environmental side, if I actually helped people comply with the law. So I began counseling organizations, primarily public organizations, on compliance issues. I did that for a number of years, including working for a couple of municipalities, in a private practice. I did work for the City of Columbus, where one of my principal clients was the Department of Public Utilities. I worked closely with the director of the department, and when he needed a deputy director I applied and became the operational chief of a large public utility with a quarter of a million customers. After he retired, I became the director there, which gave me good hands-on knowledge of how to deliver services. It's a 24/7 job, where you have to make sure that the water's always flowing, that the electricity is always flowing, that the sewers are always flowing. When I was ready for a change, I explored this position and it seems like a good fit for my six years' experience running a utility, plus 13 years of advising or prosecuting on law enforcement issues. But this is very different than the last job. Here there is no operational responsibility. I am in a quasi-judicial, quasi-legislative post, and it is very policy oriented. We do less problem solving and more adjudication in this role.

Cheryl Roberto - Fast Facts

Buckeyes or Golden Flashes?

Both wonderful institutions, but my heart is with the Golden Flashes.

Favorite Cable Network:

I don't have one. I do have cable service.

Inspirational Historical Figure:

I recently read *Team of Rivals: The Political Genius of Abraham Lincoln*. It depicts leadership that is humble and willing to listen to diverse viewpoints. I found it inspirational, perhaps because we are now so polarized.

Currently Reading:

The Girl with the Dragon Tattoo trilogy. The third one just came out.

JM: How has your experience enforcing environmental and consumer protection laws influenced your thinking about regulation of utilities?

CR: I don't know that it changes the way that I look at it, but it certainly gives insight to the things that I care about and colors the way that I look at our role as "traffic cop" for monopolies in Ohio. We are only supposed to regulate monopolies, and if they are not, we are supposed to be opening the on-ramp for competition. So, it's taking care of the folks who are still in monopoly situations but also keeping our eyes open for how can we facilitate competitive operations in Ohio, in all the industries.

(continued on page seven)



Red Flags Rule Enforcement Delayed Until December 31, 2010

On May 28, 2010, the FTC announced that at the request of several Members of Congress, it was further delaying enforcement of its Red Flags Rule until December 31, 2010. The FTC implemented its Red Flags Rule in 2008, but has extended enforcement of the regulations requiring companies to develop identity theft protection programs many times since then. The reason for the most recent delay is to allow Congress to consider legislation that would affect the scope of entities covered by the Rule.

It does not appear at this time that the legislation being considered by Congress will exempt cable companies from compliance with the Red

Flags Rule. In this regard, the FTC has indicated that if Congress passes legislation limiting the scope of the Red Flags Rule with an effective date earlier than December 31, 2010, the FTC will begin enforcement as of that effective date. Thus, if you do not currently have a Red Flags Program in place within your company, it is important that you not delay until late in the year to get one in place. Please see the Red Flag Rules link on the OCTA's website for a memo from Benita Kahn at Vorys, as well as other pertinent information. ■

2010 Cable-PAC/PAT Participation

Through June 29, 2010

Ohio Cable★PAC

Ohio Cable Political Action Committee

ARMSTRONG CABLE

Amount Raised: \$ 50
Goal: \$2,496

BUCKEYE CABLESYSTEM

Amount Raised: \$ 7,125
Goal: \$10,972

CLEAR PICTURE

Amount Raised: \$550
Goal: \$520

COMCAST

Amount Raised: \$2,900
Goal: \$1,430

COX COMMUNICATIONS

Amount Raised: \$2,112
Goal: \$3,068

GLW BROADBAND

Amount Raised: \$1,300
Goal: \$ 400

INSIGHT

Amount Raised: \$ 100
Goal: \$5,252

MASSILLON CABLE TV

Amount Raised: \$1,660
Goal: \$2,750

SUDDENLINK

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

TOTAL: Amount Raised: \$15,797
Goal: \$28,288

Cable-PAC/PAT Individual Contributions

(March 16 – June 29, 2010)

Armstrong

Dex Sedwick

Buckeye CableSystem

Patti Ankney
Bonita Ash
Mike Bilik
Florence Buchanan
Chip Carstensen
Laurie Cichy
Tom Dawson
Pat DeVille
John Ducat
Ron Durham
Bonita Ehrhardt
Diane Evans
Madhujit Ghosh
Lorrie Grup
Shalonda Haynes
Lynnell Jefferson
Pam Koontz
Ron LaBeau
Linda Mayberry
Brad Mefferd
Will Ogburn
Denton Parson
Daniel Penny
Steve Piller

Veronica Pinciotti

Jessica Pitzen
Sarah Riedeman
Charles Riley
Carie Smith
Christina Thomas
Doug Ward
Kerri Wiley
James Wolsiffer

Clear Picture, Inc.

Susan Bicker
Keith Chambers
Kelly Rehm

Comcast

Jim D'Innocenzo
Elizabeth Murray
Frank Polito

Cox Communications

Tom Andrews
Robert Brill
David Butas
Christy Bykowski
Charles Davis
Gloria DeMarco
Anne Doris
Nelson Eubank

Brian Ginley
Tom Gould
Steve Heuser
Dan Jakubowski
Linda Leyden
Todd Malone
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

DSU Group

David Raponi

Fox Cable Networks

Jim Cook

G.L.W. Broadband

Kevin Flanigan

GSN, The Network for Game

Elisa Spoleti

HorseRacing TV

David Mathewson

Insight Media

Matt Senior

Inspiration Networks

John Brewster
Russell Cooper

Massillon Cable TV, Inc.

Bob Gessner

Media Link

Brian Gale
T.J. Patton

OCTA

Maryann Kafer
Jonathon McGee
Chris Vaughan

OVATION TV

Pam Lassiter

Precision Broadband Installation

Dave Bay

Scripps Networks

Jan Liddicoat
Helene Rogers
Mark Quinn

The Inspiration Networks, Inc.

John Brewster

Turner Network Sales

Mike Braxton
Scott Kushner

TVG Network

Mike Sullivan

Vorys, Sater, Seymour & Pease, LLP

West 1 CATV Supplies

Albert Sorrick

WGN America

Pat Van De Walle

2010 Annual Meeting



Scenes from the Annual Meeting

The OCTA's 2010 Annual Meeting offered attendees the opportunity to hear from the experts and each other. Top left, a panel made up of Howard Horowitz, President of Horowitz Associates Inc.; Shalonda Haynes, Customer Operations Sales Manager at Buckeye CableSystem; Jeff Staats, Marketing Manager at Cox Communications; Dr. Shashi Matta, Department of Marketing & Logistics Fisher College of Business at The Ohio State University, and moderator Stewart Schley, Senior Director of Industry Analysis at One Touch Intelligence, reacted to customer comments from a prior session and shared information from their areas of expertise. Ohio Republican Party Chair Kevin DeWine and Democratic Party Chair Chris Redfern engaged in a lively political discussion, and MSNBC anchor Contessa Brewer relayed stories from her years of covering breaking news at the Legislative Luncheon. Rich Ambrose, Vice President of Political Advertising for Time Warner Cable Corporate Media Sales, led a political advertising session, and OCTA members found time to visit between sessions and during the IMAGE Awards celebration.

In Appreciation

Great thanks to all the sponsors of OCTA spring events, including both the 2010 Annual Meeting and the 22nd Annual OCTA Golf Outing: Time Warner Cable, NBC Universal Cable, Comcast, ONN, Buckeye CableSystem, Insight, Disney & ESPN Media Networks, Precision Broadband Installations, Inc., Cox Communications, Hogan Lovells US LLP, Broadband Express, Discovery Communications, Inspiration Networks, Massillon Cable, Outdoor Channel, Scripps Networks, Bloomberg, GMC/Sportsman Channel, Wilen Media, SportsTime Ohio, Comcast Networks, GLW Broadband, Massillon Cable TV Inc., Ohio Council of Retail Merchants, BR Cablevision, AETN, HSN, Baker Installations, HBO, Davis Wright Tremaine, DSU Group, ACI, Arthritis Foundation of Central Ohio, Sprint, Ovation, TVOne, Hallmark Channel, Universal Remote Control, Universal Electronics, Fox Cable Networks, ION Media Networks, Turner Networks, GSN, Associated Premium Corp., HRTV, and Vorys, Sater, Seymour & Pease. ■

OCTA IMAGE Awards Presented

The Ohio Cable Telecommunications Association's 2010 IMAGE Awards were presented in a ceremony held during the OCTA's 2010 Annual Meeting at the Hyatt on Capitol Square in Columbus on April 13th. These awards honor OCTA members' efforts to build and enhance relationships with their customers and foster a positive image in their communities.

Bronze, Silver and Gold level winners of the 2010 IMAGE Awards competition have demonstrated a high level of commitment to the communities and customers they serve. We congratulate them for promoting a standard of excellence in the Ohio cable industry.

Buckeye CableSystem's BCSN won the Gold Award for Excellence in Local Programming, and Buckeye also received a Juror's Choice Award for its *Bundle Up for the Holidays* promotion that partnered with local charities in Toledo. ONN primetime anchor Mike Kallmeyer emceed the event. A veteran broadcast journalist who hosts the new *Ohio Means Business* program on ONN along with primetime news and other programs, Kallmeyer has been honored with two Emmys and three AP Best Ohio Anchor awards.

A complete list of 2010 IMAGE Awards winners in the column at right.



Amrei Wolfschuetz, with Elizabeth Boyuk of Time Warner Cable, celebrates Comcast Networks' Impact Ohio award.



Cox's Winning Team



Buckeye CableSystem Celebrants



Time Warner Cable Winners

2010 IMAGE Awards

Excellence in Local Programming:

BRONZE - Armstrong Local Programming, Armstrong

SILVER - TWC NEON and LOD
Time Warner Cable Northeast Ohio

GOLD - Buckeye CableSystem BCSN

Juror's Choice Award:

Bundle Up for the Holidays
Buckeye CableSystem

IMPACT Ohio:

GOLD - *The Great Sprout Tuck-In Columbus Zoo Event with Nina*, Comcast Networks

Education Outreach:

BRONZE - *GED on Local on Demand*
Time Warner Cable Mid-Ohio

SILVER - *Cox Cleveland Teen Summit on Internet Safety*
Cox Communications

GOLD - *Connect a Million Minds Launch*
Time Warner Cable Ohio

Product Launch/Promotion:

BRONZE - *Bundle Up for the Holidays*
Buckeye CableSystem

SILVER - *Break-Thru Campus Return Campaign*
Time Warner Cable Mid-Ohio

GOLD - *Viewers' Choice Contest on L.O.D.*
Time Warner Cable Northeast Ohio

Community Outreach:

BRONZE - *BCSN All-Around All-Star Team*
Buckeye CableSystem

SILVER - *Connect a Million Minds Launch*
Time Warner Cable Ohio

GOLD - *Cox Employees Launch Cox Charities*
Cox Communications

Live Action Sports Programming:

SILVER - *TWC High School Football Game of the Week*
Time Warner Cable Northeast Ohio

GOLD - *BGSU Football*
Buckeye CableSystem BCSN

Community Affairs Programming:

BRONZE - *Helping Hands*
Time Warner Cable Northeast Ohio

SILVER - *TWC Partnership with Great Lakes Science Center*
Time Warner Cable Northeast Ohio

GOLD - *The Light Side*
Buckeye CableSystem BCSN

Entertainment Programming:

BRONZE - *Tigers Spring Training*
Buckeye CableSystem BCSN

SILVER - *Made Here*
Time Warner Cable Northeast Ohio

GOLD - *The T Sports Report*
Buckeye CableSystem BCSN

Advertising Message:

SILVER - *Ace Appliance "Fast"*
Buckeye CableSystem

PSA/Promotional Message:

SILVER - *Orrville Shop with a Cop*
Armstrong

GOLD - *Connect a Million Minds 30-Second Spot*
Time Warner Cable Northeast Ohio

OCFET Update

Along with programs in the *Our Ohio: Profiles in Government* series, the Ohio Cable Foundation for Education and Technology is branching out, working on production of a video highlighting Kids Voting Ohio's "Youth at the Booth" initiative. Kids Voting trains high school seniors ages 17 and over to serve as poll workers on election day. Video was shot during the May primary in locations around central Ohio, interviewing participating students, other poll workers and teachers about the benefits of the program. The video will be made available on the Kids Voting Ohio web site, at www.octa.org and for member cable systems' local on demand channels. ■



Deborah Koch of Kids Voting Ohio with a Youth at the Booth student.



Insight Media's John Nakauchi tapes KVO Executive Director Jeff Cabot interviewing a Youth at the Booth poll worker.

NEW ASSOCIATE MEMBERS

ION Media Networks

2304 Spring Creek Road • Decatur, GA 30033
(404) 748-8000 • www.ionmedia.tv

Representative: Samara Cummins, Director, Network Distribution

Products/Services Offered: General market cable network and broadcaster with 97 million homes. Rated as in the top 20 cable networks for prime time viewership. Fifty-nine owned and operated broadcast stations in top DMA's.

Ohio Mesh Technologies, LLC

1347 Worthington Woods Blvd. • Worthington, OH 43085
(614) 848-6374 • www.ohiomeshtech.com

Representative: Joseph Corente

Products/Services Offered: Master agent for Time Warner Cable Business Class offering all Time Warner products to business enterprise clients.

Si TV

450 7th Avenue, Suite 1001 • New York, NY 10123
(212) 736-6703 • www.sitv.com

Representatives: Carla Lewis Long, Vice President, Content Distribution

Products/Services Offered: Cable network programming, affiliate marketing and affiliate sales.

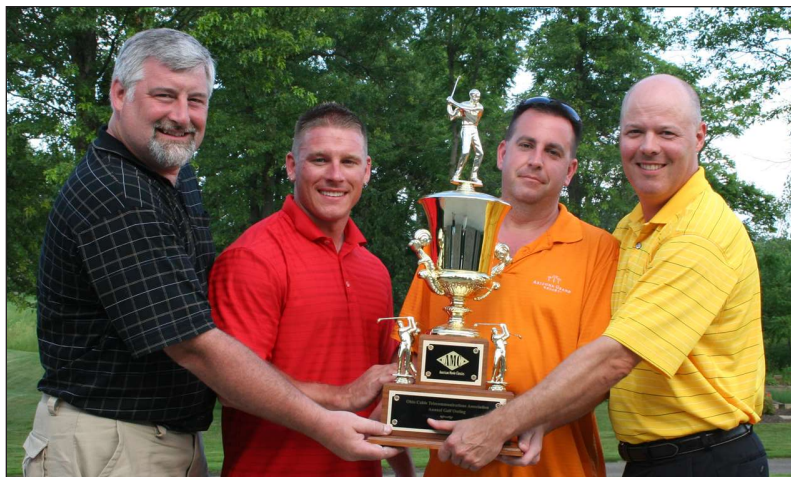
WEST 1 CATV Supplies

1550 Old Henderson Road, Suite E-268 • Columbus, OH 43220
(614) 451-3680 • www.west1catv.com

Representative: Al Sorrick

Products/Services Offered: Purchases unwanted equipment from larger MSO's and resells it to small and medium size cable systems.

OCTA Annual Golf Outing



The winning Low Gross Team from GLW Broadband:
Steve Fleming, Brandon Edgell, Joel Large and Alan Gauvreau



Dave Pheiffer of Time Warner Cable, winner of Longest Putt,
with OCTA Executive Director Jonathon McGee

JM: *What intrigues you about being a PUCO Commissioner?*

CR: When I thought about a career shift, I took an inventory of my skills. I'd been involved in arbitration, mediation, community conversations, and solving policy issues through dialogue, and had become versed in public utilities law and public utilities operations. I thought about using my skills in the area of climate change, and that's how I became focused on the Public Utilities Commission and what I might be able to do as one of the five Commissioners. So, the complexities of the challenge of helping to design a regulatory environment that promotes wise use of our energy resources – particularly in the electricity industry, but also in the natural gas industry – was something that was very appealing to me.

JM: *How do you use the staff here at the PUCO?*

CR: It's truly a treat. We have somewhere in the neighborhood of 400 staffers. Many have longevity and have developed deep expertise in their areas. Once I've researched an issue via dockets, journal articles, and the Internet, I will ask the staff for help. And they happily produce briefing books, meet with me, and let me bat ideas around with them. The telecom staff just put together a thick briefing packet for me when I went to them with questions about how competitive Ohio's market is, and what value the PUCO serves in this transition phase – what do you see as our role, what do you think will happen if we loosen the reins a little bit, how can we be effective? I can have great conversations with them and they bring data and resources to support what they say and then send me off to study more on my own.

JM: *Since becoming a Commissioner, have there been any surprises?*

CR: I guess it's a bit of a surprise how much of a judicial-type of role this is. I really envisioned rolling up our sleeves and sitting around a table and dialoging about these challenges and coming to collaborative policy direction and I'm finding that this role is much more reserved and reactive in a more judicial sense than what I expected.

JM: *Do you see a need for new regulation or less regulation in telecommunications?*

CR: I wouldn't characterize it as either, I would characterize it as the right regulation. We are somewhere between a monopoly framework and a fully competitive environment and I think that we need to stay alert to changes that are occurring quickly on that path and try to be nimble in our response. And I think that the commission is really pretty well suited to do that, because we can make those measured changes through commission orders, rather than legislation or rules. We can actually, on a case-by-case basis, move our framework in the right direction.

JM: *How do you view the telecommunications industry, and do you see the PUCO as having a role in furthering the competitive marketplace for telecommunications services?*

CR: I don't know that I have a monolithic view, and quite honestly, of all the areas that we cover, it's the one I have the least experience in. Our staff has done a terrific job being responsive to my frequent request for tutoring when issues come up. To me, the market seems to be in great flux and balkanized in its regulation by the states and by the FCC. Our role, and that of the FCC, in promoting competition is unclear. I don't have those answers, but it is a tremendous challenge.

JM: *Any advice to our readers, our members?*

CR: I just try to make it clear that I really value their input. If there are trends that folks would like me to be aware of, if there's a good book or an article that they think a PUCO Commissioner should read, I would love to hear about it. Send me an e-mail saying this is a topic that we think you should know more about, or here's a link to an insightful article or interview. I'm really happy to hear good advice anywhere I can get it. I guess it's more of a request than advice. My door is open and I would love to get more information from your members. ■

2010 - 2011 OCTA Board of Directors

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Patrick Van De Walle
WGN America

Helene Rogers (Alternate)
Scripps Networks

NCSL Legislative Summit 2010

www.ncsl.org

When: July 25 - 28, 2010

Where: Kentucky International Convention Center
Louisville, KY

WICT Leadership Conference

www.wict.org

When: September 13 - 14, 2010

Where: Hilton New York
New York, NY

2010 Annual NAMIC Conference

www.namic.com

When: September 14 - 15, 2010

Where: Hilton New York
New York, NY

Association of Cable Communicators Forum

www.cablecommunicators.org

When: September 15 - 16, 2010

Where: Hilton New York
New York, NY

WICT - Executive Development Seminar

www.wict.org

When: September 22 - 24, 2010

Where: The Inn at Rancho Santa Fe
Santa Fe, CA

CTAM Summit 2010

www.ctamconferences.com

When: October 18 - 20, 2010

Where: New Orleans, LA

SCTE Cable-Tec Expo 2010

www.scte.org

When: October 20 - 22, 2010

Where: Ernest N. Morial Convention Center
New Orleans, LA

Ohio Cable Institute

www.octa.org

When: November 10, 2010

Where: Columbus, OH
Details to follow!

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 to subscribe.