

Cable Views

Ohio Cable Telecommunications Association

Issue 2 2014

Campaigning: The Cable and Digital Advantage

The media landscape has changed. Cable programming continues to attract more viewers from broadcast by the millions, nationally and in every local TV market, year after year. Cable has programming to serve every party, every ideology, every target, and every voter. And today, more and more campaigns are relying on the cable plus digital combination to carry their messages because of the ability to zero in on targeted demographic groups, deeper understanding of distinct viewing habits and the ability to align messages with tailored content.



"Campaign Smarts: The Better Media Buy"

On May 14, the OCTA and Time Warner Cable Media (TWCM) presented *Campaign Smarts: The Better Media Buy*. The session was well timed, as 2014 is a state election year with races for statewide offices including Governor, Lieutenant Governor, Secretary of State, Treasurer and Auditor, several Supreme Court seats, all Ohio House districts and odd-numbered Ohio senate districts.

Members of TWCM's sales team, led by SVP of Sales Strategy and Execution Laure Nordholt, shared information on the advantages of political and issue advertising on cable and on digital platforms. Ad sales representatives from other Ohio cable companies, including Buckeye CableSystem, Comcast and MCTV, were on hand to answer participant questions about advertising through their systems as well. They shared information about the advantages of "cable plus digital" advertising with campaign managers, staffers and others who attended.

As Nordholt explained, political media advertising continues to evolve. "The rapid pace in which consumers have embraced technology and the Internet has redefined the roles that media plays. Local cable television and digital advertising provide an exceptionally strong partnership in

reaching voters as they go through their decision making process."

"Cable plus digital reaches people where they live and gets the message out across multiple platforms. If a candidate wants to stand out among his/her competitors, earn a place in the minds of area voters, or get an advocacy message across, they must get to voters where they are tuned in. We're the way to reach those audiences," explained Nordholt. "Your message is more memorable when delivered across multiple devices. The trick is to engage consumers with the right message at the right time via the right media with a consistently branded message."

With both cable television and digital advertising, candidates can deliver messages to constituents across geographic zones, demographic targets, content and dayparts. An important differentiator for cable is that it offers zoning capabilities that can deliver campaign messages to constituents with minimal waste. Considering the many networks available, cable is uniquely positioned to target constituents both demographically and geographically.

"Cable is uniquely positioned to help candidates avoid waste – the result of an ad reaching a viewer who can't vote for the aspirant," said Nordholt. We have more data than ever and can use it to inform, educate and maximize the media investments made by clients today and help ensure that messages are delivered in the right medium and the right time to the right consumer."

Come Out and Play !

2014 OCTA Golf Outing

June 23, 2014

The Country Club at Muirfield Village

Continental Breakfast/Registration 9:30 AM

Shotgun Start 11:00 AM

Reception Following

Register online at www.octa.org

With Senator Joe Schiavoni

Senator Joe Schiavoni represents the 33rd Senate District, which encompasses all of Columbiana and Mahoning Counties. In 2013, Senator Schiavoni's colleagues elected him the Democratic Leader of the Senate, after he served two years as Assistant Leader.

Senator Schiavoni has strived to make job creation and economic development a top priority and is seen as a leader in the legislature on workers' rights issues.

He received a Bachelor of Science in Communications from Ohio University and obtained his Juris Doctorate from Capital University Law School in Columbus.

Following law school, Senator Schiavoni was admitted to the Ohio Bar as well as the West Virginia Bar and has since practiced workers compensation law with his dad at the law firm Schiavoni, Schiavoni, Bush and Muldowney. In 2008, Senator Schiavoni was appointed to a vacant seat in the Ohio Senate, and was elected to a full, four year term for his Senate seat in 2010.

Senator Schiavoni is a member of Big Brothers and Big Sisters of the Mahoning Valley, Curbstone Coaches, Boardman Civic Association, Italian-American Education Foundation, and the Legends of Leather Boxing Organization.



Jonathon McGee: Prior to your appointment to the Senate in 2008, had you considered running for office?

Joe Schiavoni: I did not, though I'd tried to be active in local politics. I was a workers' comp attorney representing injured workers in my community. The appointment process opened up, and when the opportunity came I took advantage of it and here we are today.

JM: Did you have a mentor or someone who was especially helpful to you during your first term?

JS: Harry Meshel was the President of the Senate in the Eighties. He gave me a good outline of how to do the job and truly represent the Mahoning Valley. It all starts at home; you have to listen to people, you have to work with individuals to bring their voice here.

JM: You ran – successfully – for reelection in 2010. What factors most made you want to continue your time in public service?

JS: With every day that passes I learn more and more. You can have your goals in place, but to reach those goals you have to talk to the experts in those particular fields. You don't take for granted that you know certain things. If you have an issue about Medicaid, you talk to the CEO of a hospital. If you have an issue about school funding, you talk to the Superintendent. And you continue to develop those relationships so they truly feel they're sitting down here when you're making those votes. That's something that we've really done well with and something that we're going to

Fast Facts:

Bobcats, Buckeyes or Penguins – Gotta go with Buckeyes.

Favorite Boxer– One guy I'd watch every day is Mike Tyson.

Favorite Local Boxer – Kelly Pavlik, 2007 Middleweight Champion of the World.

Hometown Haunt – Mahoning Valley Restaurant. Get the Tressel Tortellini!

Favorite Cable Network - What I watch most is CNN.

Last Book Read - Bringing Down the House. When I broke my leg a few years back, I read it and learned how to count cards (but not really).

continue to work on. Improving the quality of life in the Valley is the number one goal.

JM: What is the role of Senate Minority Leader?

JS: It's kind of difficult in the situation that we're facing. We only have ten members out of 33, so that puts us in a very difficult and unique situation. We have to stay together as a unit, so it's my job to work with all the members to make sure we're on the same page, so we can be as strong as possible. Now, sometimes you can't get there. On the other hand, I like to work with the other side of the aisle to get things done, because that's what people elect me to do is to get things done. When you only have ten members out of 33, you can't pass a bill without other members of the majority. So, working together while making sure at the same time that you stay true to your principles, that's the balance you have to work for.

JM: What are your priorities in this role?

JS: My priorities have always been the same. You have to make sure that you have a state that has good schools, safe communities, and good jobs available for people. Every other piece of legislation falls under at least one of these umbrellas. Those are the main goals that, as a caucus, we've brought forth and we will continue to work on those things. If you keep it simple, and keep it broad, then you can really focus in on pieces of all good things.

Regulatory Update



Thomas W. Johnson of Upper Arlington (Franklin Co.) was sworn in as chair of the Public Utilities Commission of Ohio (PUCO) on April 16th, replacing Chairman Todd Snitchler who had decided to step down at the end of his term. Johnson's term will expire April 10, 2019.

A native of New Concord in Muskingum County, Johnson spent 22 years in the Ohio House of Representatives representing all or parts of Athens, Guernsey, Morgan,

Muskingum and Washington Counties. He served as Chair of the House Finance and Appropriations Committee, and sat on the House Public Utilities Committee and the House Energy and Environment Committee.

Upon leaving the legislature in 1999, Johnson became budget director for the Office of Budget and Management, a position he held for seven years. In 2006, Johnson joined The Ohio State University to teach public budgeting at the John Glenn School of Public Affairs. He was later named Interim University Treasurer, and in 2011 became the Assistant Vice President of Financial Services for the University.

Legislative Update

The Ohio General Assembly returned from its Spring Break after the May 6th primary elections.

MBR:

Governor Kasich's 2014 Mid-Biennial Budget Review (MBR) legislation was introduced in the Ohio House of Representatives on March 11 as HB 472. The MBR is an opportunity for the administration to review the current budget and state government operations and make course adjustments half-way through the state biennial budget.

The House Republican leadership, due to concern that the MBR might run afoul of the Ohio Constitution's "single-subject" restriction, broke the MBR provisions into 14 separate bills. These bills include previously introduced HB369 (Sprague) and HB375 (Huffman) and newly introduced bills HB483-HB493.

- HB369 (Sprague) - Mental health/drug addiction components.*
- HB375 (Huffman) - Severance tax.*
- HB472 (McClain) - Tax reform.
- HB483 (Amstutz) - Appropriation changes and minor policy.*
- HB484 (Rosenberger-Brown) - Higher education reform.*
- HB485 (Smith-Johnson) - Creation of the Office of Human Services Innovation.*
- HB486 (Baker-Stebelon) - Workforce development reforms.*
- HB487 (Brenner) - Education reform.*
- HB488 (Dovilla-Landis) - Veterans issues.*
- HB489 (Blair) - Lease-leaseback provision.
- HB490 (Hall-Thompson) - ODNr/ODAg/EPA reforms.
- HB491 (Buchy-Blessing) - Lottery/casino changes.*
- HB492 (Scherer) - Tax corrective changes.*
- HB493 (Sears-Henne) - BWC reforms.*

The House immediately started hearings on these bills, and has passed 11 of them. Those bills are noted above by an asterisk.

In the Senate, five of the 11 bills have been passed: HB 483, 484, 487, 492 and 493. HB 492 and 493 are headed to the House for concurrence; HB 483 and 487 are moving on to conference committee. HB 484 is headed to the governor.

The original MBR vehicle is now Sub HB472 (McClain) and contains just the tax reform proposals from the original bill. Of concern to the business community is the 15% increase in the Commercial Activity Tax (CAT) from 0.26 percent to 0.30 percent of taxable gross receipts in excess of \$1 million per year, beginning July 1, 2014. This bill also includes a personal income tax reduction, across all brackets, of 8.5% over the next two years, adjustments to Ohio's Earned Income Tax Credit (EITC), and an increase in tobacco taxes. This bill faces an uncertain future in the Republican House due to the proposed increase in the CAT rate.

Municipal Tax Reform:

HB 5 is now in the Senate and hearings will be held before summer break. The OCTA will continue to monitor this legislation.

Capital Budget:

In a matter of 15 days from introduction until enactment, the legislature moved the state's capital appropriations bill. HB497 (Amstutz) allocates nearly \$2.4 billion for repairs, maintenance and construction of public facilities and infrastructure. Governor Kasich signed the bill late on April 1 which gives the bill an effective date of July 1 to coincide with the start of the state's fiscal year (FY15).

Welcome, New Associate Members

B.A. Vermule Cable Contracting, LLC

7807 Redd Road
Fort Jennings, OH 45844
(419) 692-7555

Representative:

Bruce Vermule, Owner
vermulecable@wcoil.com

Products/Services Offered:

Independent Contractor

Participant Channel Inc., d/b/a/ Pivot

331 Foothill Road
Beverly Hills, CA 90210
(646) 402-9195

Representative:

Carla Lewis-Long, Vice President, Distribution
clewislong@participantmedia.com

Products/Services Offered:

Pivot is a new television network from Participant Media serving passionate Millennials (18-34) with a diverse slate of talent and a mix of original series, acquired programming, films and documentaries. Pivot focuses on entertainment that sparks conversation and inspires change, and uses its website TakePart.com to continue the conversation.

Bret Baier Headlines Annual Luncheon



Ohio House Speaker Bill Batchelder, Bret Baier, and Ohio Secretary of State Jon Husted

The OCTA held its 19th annual Legislative Luncheon on February 12th in Columbus. The event was a great success, with House and Senate leadership, many state legislators and government officials among those in attendance.

Bret Baier, FOX News Channel's (FNC) chief political anchor and anchor of *Special Report with Bret Baier*, the top-rated cable news program in its time slot, delivered the luncheon address. Baier's appearance was sponsored by FOX News Channel in a major show of support to the OCTA and our members throughout Ohio. We are deeply grateful to our friends at FNC for making Bret's visit to Columbus possible. Thanks also to Time Warner Cable for sponsoring the luncheon and Precision Broadband Installations/Advanced Industry Supplies for sponsoring the host table. Event patrons included Buckeye Cable System, the Ohio Council of Retail Merchants, Van Meter, Ashbrook & Associates, and Vorys, Sater, Seymour & Pease LLP. Underwriters included: Comcast; Cox; Byers, Minton and Associates LLC; Carpenter, Lipps & Leland LLC; MCTV; Ohio Utilities Protection Service; Roetzel & Andress, and Strategic Impact Consulting.

Technology Takes Center Stage at Legislative Reception



Representatives Marlene Anielski and Nan Baker chat with TWC representatives

On April 1st, the OCTA partnered with Time Warner Cable to present the 2014 OCTA Legislative Reception and Technology Demo. State legislators, other elected officials and their staff members enjoyed visiting with OCTA members and learning about the latest in technology offerings, including TWC's "Intelligent Home" services. Additionally, students participating in TWC's *Connect a Million Minds* (CAMM) activities showcased their winning projects. CAMM, a nationwide initiative of Time Warner Cable, works to connect young people to the wonders of science, technology, engineering and math.



Frank Polito of Comcast visits with Senator Lou Gentile

Ohio Cable★PAC

Ohio Cable Political Action Committee

Company Participation

(January 1 – May 30, 2014)

Company	Amount Raised	Goal
Armstrong Cable	\$0	\$2,496
Buckeye CableSystem	\$1092	\$10,972
Comcast	\$0	\$1,430
Cox Communications	\$258	\$3,068
G.L.W. Broadband	\$500	\$400
MCTV	\$14,000	\$3270
Suddenlink	\$0	\$1,400
Total	\$15,850	\$23,036

Individual Contributions

Buckeye CableSystem

Mike Bilik
Florence Buchanan
Laurie Cichy
Bonita Ehrhardt
Pamela Koontz
Will Ogburn
Steve Piller
Jessica Pitzen
Sarah Riedeman
Charles Riley
James Wolsiffer

Erie County CableVision Inc.

Pat DeVille
Diane Evans

G.L.W. Broadband

Kevin Flanigan

MCTV

Nancy Gessner
Richard Gessner
Robert Gessner
Susan Gessner

Cox Communications

Gloria DeMarco
Steve Heuser
Dan Jakubowski
Alex Petrofski
Mark Preston
Allan Shockey
Craig Smith

OCTA

Maryann Kafer
Jonathon McGee

Thank you for your support!

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JM: Give us a snapshot description of your Mahoning and Columbiana counties district.

JS: Mahoning County has the city of Youngstown, so that's our big urban area. But for the most part, Mahoning County and Columbiana County are very rural areas except for Youngstown and its suburbs. So you represent a very diverse population. You have to make sure that you balance that and spend adequate amounts of times throughout so that one part doesn't feel slighted in comparison to others. Redistricting actually made it better for me, made it a more condensed district. Before I had two full counties and parts of two other counties; now I have just two counties that are directly next to each other, with the same media market as well so you can reach as many people as possible. So it's a good group of people.

JM: Both counties border on Pennsylvania. Does that present any special challenges?

JS: There are a few. When taxes are higher in Ohio for certain items or materials, then people may go across the border and bring them back. Another issue we're currently facing is a problem that the Bureau of Workers' Compensation in Ohio is having with the way workers comp is done in Pennsylvania. It gives some unfair advantages to Pennsylvania companies bidding on Ohio jobs and makes it more difficult for Ohio companies to bid jobs in Pennsylvania. So we're trying to straighten that out; it's actually part of the governor's budget. I met with him and the President of the Senate, and we're getting that addressed.

JM: You are active in several organizations back home, including two that may not be familiar with our readers. Tell us about Curbstone Coaches and the Legends of Leather.

JS: Curbstone Coaches is a great group of mostly older gentlemen that live in the area who have been very active in sports. They have meetings every Monday with guest speakers from all facets of sports. They'll have a referee come in and give his perspective, and then they'll have a high school player, or a retired NFL player. Then they have one big marquee event every year; I think Annika Sorenstam is speaking this year. If I showed you a list of speakers, you'd be amazed that they all came to Youngstown and spoke. It's a great organization that the members take a great deal of pride in, and we're trying to move it forward with a younger generation so it can continue to grow and succeed. There's only one woman in Curbstone Coaches who's at every meeting, Helene Salerno. She's the glue of the organization. She runs the show. We really enjoy working with that group.

Legends of Leather is an organization of current boxers and ex-boxers who get together on a monthly basis to talk about upcoming fights, fights of the past, items that they've collected along the way. They have a yearly banquet with speakers. Everyone there has a passion for boxing. It's something that my dad is a part of, and that I'm a part of. We have a lot of those groups and clubs in the Mahoning Valley; a lot of these older guys started them and we're trying to continue them. It's difficult to get younger generation people involved in these organizations, but we're trying.

JM: Was your dad a boxer?

JS: Yes, he fought at 119 lbs. Right now if people ask me what I would fight, it would be light heavyweight. I don't think it's very good to be 5'7" and be a light heavyweight; I'd be outgunned a little bit, but I'd give it a shot.

JM: If you could champion just one cause in your lifetime, what would it be?

JS: I think that we really need to make sure that every kid truly has the opportunity to learn. It's a talking point that everybody uses – whether you hear the governor say it or members of Minority say

it. But in order to really do it, we need to get into the schools. We need to make the proper investment so that we truly can live by it. I go to every school in my district and – you can see with your own eyes – some of these kids are really struggling in certain areas of my district, in certain areas of the state. We really need to help them. At the same time, we need to make sure that we don't forget about the schools that are thought of as more affluent or as having the means, because there are also at-risk students in those schools. I think that dealing with the whole school system, dealing with young people, making sure that young people know that there are folks who care about them at all different levels is so important. I always go into a class and say, "If anybody wants to come down to Columbus, have your parents call, we'll get you down there, I'll drive you down." I want young people to understand that we care about them and that there are people who want to make sure that they can succeed. And that's why I've been part of Big Brothers and Big Sisters for a while, because I think that mentoring and giving somebody something you have that they don't is important, and that we should all do. It's a time commitment, and we're all time-crunched, but in life you're supposed to give back. At the root, you're supposed to help your fellow man. That's what my grandfather always taught me, and that's what I try to do.

JM: Do you think Ohio should revisit the issue of term limits?

JS: I go back and forth with it. I'll be a victim of term limits in 2018. No one is running against me this time; I'm unopposed in 2014. But at that point, I'll have to make a decision about what I want to do with my life. I'll get to serve 10 years because of the appointment, but eight years? I think that if I had to vote right now, I'd vote to get rid of term limits because truly the people are supposed to be the term limiters – if you're not doing the job, then you shouldn't get voted in. I know oftentimes it seems like the same people keep getting voted in and you hear people complaining about it. But you have to get out there and vote; if you don't like the representation you have you should get out there and change it.

JM: Anything to add?

JS: I think that as I'm traveling and talking to younger people throughout the district and throughout the state, I find that people are getting sick of political posturing and bantering and they want action. They want people who are honest, they want people who actually listen to their concerns. Representatives should actually be representatives and bring ideas from their districts and work together with others if they can. I just think that's lacking. And when you hear about what's going on in Congress, it just sets people off because a lot of people don't know the different levels. So they think politicians must be dishonest, must have ulterior motives, don't have the best interests of the people at heart. That's a problem for me because I've never been in politics prior to this. I don't consider myself a politician; I have another job, I'm a lawyer too. I think we need to get back to representing people and regaining their trust. There's no better compliment than a constituent who says, "Joe, you truly represent the people you're supposed to represent." That makes me feel good, and I try to do that every day. I think that all politicians should be doing that, and if they're not they should hit the road.

JM: Any parting advice for the cable industry?

JS: It's all good with me. I have good service at home. Other than – my son is 18 months old and three consecutive days he grabbed the remote and ordered pay-per-view movies, so I had to call Armstrong. It was there on my bill, three consecutive days of *12 Years a Slave*. Other than that, it's all good.

**Read more *Face to Face* interviews online.
Click on *CableViews* at www.octa.org**



Cable Calendar

2014 Cable Executive Management

www.ctam.com

When: June 8 – 13, 2014
Where: Harvard Business School
Boston, MA

Buckeye State Chapter Training Seminar

www.scte.org

When: July 31, 2014
Where: Williams-on-the-Lake
Medina, OH

OCTA 2014 Golf Outing

www.octa.org

When: June 23, 2014
Where: The Country Club at Muirfield Village
Dublin, OH

CSG National Annual Conference

www.csg.org

When: August 9 – 13, 2014
Where: Anchorage, AK

CSG MLC Annual Meeting

www.csgmidwest.org

When: July 13 – 16, 2014
Where: Omaha, Nebraska

NCSL Legislative Summit 2014

www.ncsl.org

When: August 19 – 22, 2014
Where: Minneapolis, MN

Penn-Ohio Chapter Golf Outing

www.scte.org

When: July 16, 2014
Where: Cranberry Highlands Golf Course
Cranberry Twp., PA

2014 WICT Leadership Conference

www.wict.org

When: September 15 – 16, 2014
Where: Marriott Marquis
New York, NY

ALEC's 41st Annual Meeting

www.alec.org

When: July 30 – August 1, 2014
Where: Dallas, TX

OCTA 2014 Annual Meeting

www.octa.org

When: October 9, 2014
Where: Longaberger Alumni House
Columbus, OH

For all the latest news and events updates, OCTA members can sign up to receive our weekly broadcast email bulletin. Contact mkafer@octa.org to subscribe.

www.octa.org

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