

# CableViews

Ohio Cable Telecommunications Association

Issue Two 2012



Jonathon McGee  
OCTA Executive  
Director

## Ohio Senate Bill 271: Too Much, Too Soon

On April 25, the House Public Utilities Committee held its first hearing on telephone deregulation legislation passed earlier this year by the Ohio Senate. Senate Bill 271, sponsored by Senator Frank LaRose, was passed in the Ohio Senate earlier this year.

With a major telecommunications deregulation bill (SB 162) passed in just the last Ohio General Assembly session, AT&T and other Ohio incumbent local exchange carriers (ILECs) are now attempting to fast-track this legislation that would further deregulate the industry. And while AT&T and the ILECs are framing this bill as the next logical step in telecom reform, its passage would eliminate services that proponents promised would remain if SB 162 were passed. Further, it would make irrelevant safeguards that were included in SB 162, including the work of a study committee charged with weighing the impact of that legislation over a period of years.

Important concerns have been raised about the impact of SB 271 that should preclude the passage of this bill. It is opposed by a number of consumer groups, including AARP and the Ohio Consumers' Counsel, as well as by the OCTA.

SB 162, enacted in the last General Assembly, already substantially changed the regulation of Ohio's telecommunications industry. SB 162 allowed ILECs much regulatory relief, including some relief from being the Provider of Last Resort (POLR) and from minimum telephone service standards. Additionally, they were allowed to increase the price of their basic service by \$1.25 without PUCO approval. In return, the ILECs testified before the General Assembly that they would continue to provide basic service and to be the POLR. Now, a little over a year after the implementing regulations for SB 162 went into effect, they are advocating that those things be eliminated.

### Cable Industry Concerns

As introduced earlier this year, Senate Bill 271 would have also had a significant adverse impact on the competitive telephony market and, despite several positive changes made to the bill, this concern remains. While it is true that the ILECs have lost landline customers, they are still the dominant provider of landline services, and competitive market entrants are dependent upon access to the ILECs' networks. Competitors rely upon this access at regulated, wholesale prices, and depend upon purchasing certain services from "wholesale tariffs" on file at the PUCO and FCC. If these services are no longer made available at wholesale rates, the competitors will be placed at a substantial disadvantage and the competitive market may be placed in peril. The OCTA advocates for language to be added to the bill that would protect the existence of "wholesale tariffs."

Additionally, the bill as passed by the Senate mandates the PUCO to adopt a process to address situations in which the ILEC withdraws its basic service from the market. It is the position of the OCTA that the PUCO not be mandated to do so, but be given the discretion to do so if it believes the market situation demands it.

Finally, SB 162 created a Study Committee made up of the Governor's Office, PUCO, House and Senate and others to study the impacts of SB 162 on jobs, telephone rates, broadband deployment and other things that proponents stated would result from passage of that bill. This committee has yet to meet; any further deregulation should be guided by this committee's work.

## Officers, Directors Elected; Ovation TV Honored

During the annual Business Meeting of the OCTA, five directors were reelected: Ed Kozelek, Time Warner Cable; Robert Gessner, Massillon Cable TV; Thomas Dawson, Buckeye CableSystem; Jim D'Innocenzo, Comcast, and Brian Gregory, Insight. The 2012 Officers were also announced, including Ed Kozelek, President; Bob Gessner, Vice President; Chris Thomas of Time Warner Cable as Secretary, and Karen Troxell of Armstrong as Treasurer. Others continuing their terms as directors are Kevin Flanigan of GLW Broadband, Michael Keleman of Suddenlink, and Rob Howley of Cox. Nathan Gaines of ESPN and Disney Media Networks is the 2012-2013 associate director; Pam Tapscott-Lassiter from Ovation TV will serve as alternate associate director.

Pam Tapscott-Lassiter and Ovation TV were recognized with the 2012 Associate Member Award. Ovation TV and Pam have generously supported the OCTA by sponsoring events and participating in their planning.

See 2012 Annual Meeting Highlights, page 5.



Ed Kozelek presents the 2012 Associate Member of the Year Award to Pam Tapscott-Lassiter and Ovation TV.

# Face **to** Face

## with Rep. John Adams

State Representative John Adams represents the 78th House District, which is comprised of Shelby and Champaign counties, as well as part of Auglaize County. Now in his third term, he was elected by his fellow legislators to serve as Majority Whip. A Navy SEALs veteran, Rep. Adams served in California and assisted in training tactical units in Japan, South Korea, Malaysia, Thailand and the Philippines. While in California, Representative Adams attended Mesa Community College in San Diego. In Ohio, he attended Edison State Community College and began working at a local furniture business. In 1997 he purchased the Francis Furniture Store in his hometown of Celina. Representative Adams is a member of the National Federation of Independent Business/Ohio (NFIB) and was appointed to the NFIB/Ohio Leadership Council. He has been awarded Legislator of the Year by the American Legislative Exchange Council and the Watchdog of the Treasury award by United Conservatives of Ohio.



**Jonathon McGee:** What are the core beliefs that you bring to your role as legislator?

**John Adams:** The core beliefs that I bring to the legislature are the same beliefs that I employ as a business owner. In order for businesses to be successful, they need to be efficient. In the same way, government needs to be efficient. Currently, it's not efficient, and that lack of efficiency is frustrating. Coming from a private sector background and stepping into the public sector was eye opening. The two could not be more different from each other.

**JM:** How do you find your experience as a small businessman helpful in fulfilling your duties as a State Legislator?

**JA:** I am able to draw from the wealth of knowledge that I gained as a business owner to direct my decision making. I have years of practical experience that have taught me both what works and what doesn't. I do my best to learn from those experiences and apply the best of what I have to offer to help make Ohio better.

**JM:** What can Ohio do to nurture small and independent businesses?

**JA:** The best course of action that the legislature can take to promote small business growth is to create the environment for the private sector to grow.

**JM:** More of a personal question; how has your training as a Navy SEAL helped you in the legislature?

**JA:** My training drives me to persevere through the frustrations and inefficiencies of politics. In the Navy, when you have a mission,

### Fast Facts

**Favorite Cable Channels:** *Discovery and History Channel*

**Last Book Read:** *Cincinnatus* – a novel written by a local author, who uses the Memorial Tournament in Dublin as a setting for a mystery story, framed around the fixing of golf games. It was a great book.

**Philosophical Influence:** I remember as a youngster, when my father and I were working on the house, we stopped what we were doing and watched the TV coverage of Nixon resigning. And, I would have to say Ronald Reagan – who was the first person I voted for in a presidential election.

you press on until the mission is complete. My mission in the Statehouse is to represent my constituents' needs and work to make Ohio a better place.

**JM:** As Majority Whip, what are your duties?

**JA:** On the practical side, I count the votes of our caucus. However, there is certainly more to it than that. As a member of leadership, I take it upon myself to stay connected with our members. That allows us to work together effectively to meet the goals we set, for both our districts and the state as a whole.

**JM:** Over the late summer and fall, you chaired the House Tax Structure Study Committee. What was the impetus behind the formation of that committee?

**JA:** In the past, these types of committees have been formed as a check and balance on what we are doing as a government entity. The Speaker of the House thought it would be good to look at our tax structure. I was fortunate enough to chair. Other committees were formed to look at other aspects of government.

**JM:** How did the committee work?

**JA:** We travelled the state and we listened to constituents, whether voters or business owners, specifically about three parts of our tax policy: tax expenditures, the sales and use tax and the Commercial Activity Tax, or "CAT tax".

Continued from Page 2

**JM:** What are some of the key recommendations of the report?

**JA:** Once we were able to sift through all information we gathered, a couple of recommendations rose to the surface. One was to take the standing sub-committee within Ways & Means and make it a permanent standing committee. Making the Use tax easier to comply with and reviewing the Sales tax were further recommendations. As far as the CAT tax is concerned, I think we should keep the current structure, as well as implement a tax on net income. The tax on net income will alleviate the discrepancies in the effect that occurs from the pyramiding of the CAT tax. I believe in equity across the board for everyone who pays taxes.

**JM:** Now that the report is finished, will there be any legislation?

**JA:** There is a possibility of legislation. The goal is always to create effective legislation through open dialogue, and this situation is no different. The bigger picture is always a matter of maintaining Ohio's competitive edge in an increasingly competitive job market.

We are competing against 49 other states, and right now our tax code is not anywhere near as competitive as it could be.

**JM:** How many children do you have?

**JA:** We have 7 children.

**JM:** Are any of them interested in following in your footsteps or made any inclination in that direction yet?

**JA:** It's too early to tell. The oldest is 23 and the youngest is two. They ask questions and there is political talk around the house. When I was a kid growing up we didn't talk about politics much, but we do in our household. It's a good thing.

**JM:** Do you have any advice for the cable industry?

**JA:** The advice I have for the cable industry can be applied to any industry: don't forget your roots. All business owners should run their operations with integrity and good ethical standards.

## Capital Update

### Legislative

**Further Telephone Deregulation:** On December 15, 2011, Sen. Frank LaRose (R-Copley) introduced SB 271, which will provide further regulatory relief to Incumbent Local Exchange Carriers (ILECs). The Ohio Senate passed Senate Bill 271 by a vote of 30-3 on February 15, 2012, but not until it made several changes that addressed many of the OCTA's concerns with the legislation. However, a few items in the bill are still of concern, and, therefore, the OCTA remains opposed to this legislation. (See article page one.)

Hearings began in the Ohio House on this legislation on April 25, 2012. The OCTA will work to further amend the bill in the House to maintain our companies' ability to compete in the telephony marketplace.

**Telecommunications Fraud** – SB 223 was recently enacted. This legislation made changes to Ohio's telecommunications fraud laws to allow the Attorney General to investigate the offense and to issue subpoenas. The OCTA was successful in amending the bill to include protections to the industry from subpoenas issued by the Attorney General. Ohio law now provides: "A subpoena or subpoena duces tecum issued by the attorney general under this section to a provider of electronic communication services or remote computing services shall be subject to the limitations set forth in the "Electronic Communications Privacy Act of 1986," 18 U.S.C. 2703."

### Regulatory

**Carrier-to-Carrier Rule Review:** Under Ohio law, all administrative rules must be reviewed at least every five years. Five years have now passed since the Ohio Carrier-to-Carrier rules were adopted. As such, the Commission opened a docket on March 21, 2012 to review those rules and requested

comments on the rules. The OCTA has filed comments on behalf of the industry. Our comments, along with other interest parties' comments, may be viewed at <http://dis.puc.state.oh.us/CaseRecord.aspx?CaseNo=12-922&x=10&y=9>.

## New Associate Member

BBC Worldwide  
1120 Avenue of Americas, 5th Floor  
New York, NY 10036  
(212) 705-9650 • [www.BBC.com](http://www.BBC.com)

Representative:  
LaMarr Stinson, VP Network Sales

**Products/Services Offered:**  
BBC Worldwide provides a global showcase for the best of British creative talent including actors, journalists, presenters, writers, directors, musicians, designers and technicians. The company sells programs and formats produced by more than 500 different UK independent producers. In April 2009, BBC Worldwide was awarded the Queen's Award for Enterprise which recognized the company's substantial growth in overseas earnings over the previous three years.



# Scenes from the 2012 OCTA Annual Meeting



The Government Affairs breakfast featured a discussion with Columbus Dispatch Senior Editor Joe Hallet and Cleveland Plain Dealer Statehouse Bureau Chief **Reginald Fields**, moderated by Tom Dawson of Buckeye CableSystem.



**Marissa Freeman**, Senior Vice President of Marketing for Time Warner Cable, spoke to the cable industry's ongoing spirit of innovation during an address at the annual Business Meeting.



**Anne Cowan**, Sr. VP of Communications & Marketing, CTAM, moderated a session on the proliferation of TV-viewing options, from viewer research through programmer and provider developments. Panelists included Christen Harris, Sr. Director of Digital Video Distribution for Disney & ESPN Media Networks; Bob Gessner, President of Massillon Cable TV, and Marissa Freeman of Time Warner Cable.



**Katty Kay**, Washington Correspondent and Lead Anchor for BBC World News America, spoke at the Legislative Luncheon, providing an international perspective on the news from Washington and how it's received around the globe. She enjoyed a quick chat and photo with **Rep. Mike Dovilla** (R-18) at the lunch, and met with other elected officials during a VIP Reception.



**Rick Cimerman**, Senior Director of State Telecommunications Policy for the NCTA, offered an update on federal issues.



**Matt Thornhill**, founder and president of The Boomer Project, offered a detailed understanding of ten "transcendent" trends that are reshaping the telecommunications industry. In a follow-up session, he discussed in depth the coming "Silver Tsunami" of retiring Baby Boomers and the opportunities it poses for Ohio's cable industry.



OCTA system members spoke about marketing strategies, the challenges and opportunities posed by community and employee outreach programs, and more during the "Great Cable Idea Exchange." **Skip Harris**, VP of Sales for Phone Net, Inc., took advantage of the opportunity for Associate Members to present, offering information on his company's services.

# OCTA IMAGE Awards Presented

The Ohio Cable Telecommunications Association's 2012 IMAGE Awards were presented in a ceremony held during the OCTA's 2012 Annual Meeting at the Columbus Athenaeum on March 21st. 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 2012 IMAGE Awards competition demonstrated a high level of commitment to the communities and customers they serve, promoting a high standard of excellence in the Ohio cable industry.

Buckeye CableSystem's BCSN won the Gold Award for Excellence in Local Programming. Jurors' Choice Partner Awards were conferred on Fox Soccer, the Columbus Crew and Columbus Recreation and Parks for their collaboration with Time Warner Cable Mid-Ohio on "Operation Community Cup".

Kelly Vrooman, host of the Sunny Side Up Show on Sprout, emceed the event. Great thanks to Comcast for making her appearance possible and providing support for the IMAGE Awards reception, along with Buckeye CableSystem and NBC Universal.

See page 6 for complete list of 2012 IMAGE Award winners.



*Kelly with Kevin King and Tanya Gorman of Cox*



*Andrew Knode, Armstrong, and Kelly*



*BCSN and Buckeye CableSystem award recipients*



*Time Warner Cable Northeast Ohio, Southwest Ohio and Mid-Ohio Winners*



# OCTA IMAGE Awards Winners

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## INDIVIDUAL ACHIEVEMENT - GOLD

### Community Volunteer

Cynthia Godby, Time Warner Cable Southwest Ohio

Rich Stillion, Time Warner Cable Mid-Ohio

### Sales Representative

Tanya Gorman, Cox

### Technician

Kevin King, Cox

### Employee Outreach

GOLD: In the Community, Time Warner Cable Southwest Ohio

SILVER: Thank a Veteran at Work, Buckeye CableSystem

BRONZE: Healthier U, Buckeye CableSystem

### Community Outreach

GOLD: Operation Community Cup, Time Warner Cable Mid-Ohio

SILVER: BCSN Camps, BCSN

### Product Promotion/Sales Launch

GOLD: Connecting Visually Impaired Customers, Time Warner Cable Southwest Ohio

SILVER: BCSN HD, BCSN

### Excellence in Local Programming

GOLD: BCSN

SILVER: Time Warner Cable Mid-Ohio

BRONZE: Armstrong

### Community Affairs Programming

GOLD: Climate Change, Time Warner Cable Northeast Ohio

SILVER: Facing Mars, Time Warner Cable Northeast Ohio

### Live Action Sports Programming

GOLD: High School Hockey District Final, BCSN

SILVER: MAC Women's Basketball, BCSN

BRONZE: High School Football Sports Coverage, Time Warner Cable Mid-Ohio

### Entertainment Programming

GOLD: Best of Ohio, Time Warner Cable Mid-Ohio

SILVER: Mountain Dew Slush Cup, Time Warner Cable Northeast Ohio

BRONZE: Entertainment Pix, Armstrong

### Marketing Message

GOLD: T Sports Report, BCSN

SILVER: Winter Sing-Along, Buckeye CableSystem

BRONZE: Party Like It's \$19.99, Buckeye CableSystem

### PSA/Promotional Message

GOLD: BCSN Fit Tip, BCSN

SILVER: TWC Super Connector Contest, Time Warner Cable Ohio

## Thanks to the 2012 Annual Meeting Sponsors!

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Comcast

NBC Universal

Time Warner Cable

Precision Broadband

Buckeye CableSystem

Disney & ESPN Media Networks

A&E Networks

Fox Cable Networks

Vorys

Scripps Networks

Cox

Bloomberg Television

BBC Worldwide

Universal Remote Control

SportsTime Ohio

Inspiration Networks

TV One

Ovation TV

Baker Installations

ION Media Networks

Outdoor Channel

Crown Media

QVC

Massillon Cable TV

Gospel Music Channel

# Cable-PAC/PAT Participation

(January 1 – April 30, 2012)

Company	Amount Raised	Goal	Company	Amount Raised	Goal
Armstrong Cable	\$50	\$2,496	G.L.W. Broadband	\$0	\$400
Buckeye CableSystem	\$3,329	\$10,972	Insight	\$50	\$5,252
Clear Picture	\$0	\$520	Massillon Cable TV	\$10,000	\$2,750
Comcast	\$300	\$1,430	Suddenlink	\$0	\$1,400
Cox Communications	\$479	\$3,068	<b>TOTAL</b>	<b>\$14,208</b>	<b>\$28,288</b>

## Cable PAC/PAT Individual Contributions

Thank You!  
(January 1 – April 30, 2012)

### Armstrong

Karen Troxell

### B.R. Cablevision

Tom Knippen

### Buckeye CableSystem

Bonita Ash  
Mike Bilik  
Laurie Cichy  
Tom Dawson  
Patrick DeVille  
John Ducat  
Bonita Ehrhardt  
Diane Evans  
Carole Grinstead  
Shalonda Haynes  
Ben Hodson  
Juanita Kesler  
Kristin Kincade  
Pamela Koontz  
Brad Mefferd  
Will Ogburn  
Daniel Penny  
Steve Piller  
Veronica Pinciotti

### Buckeye CableSystem (con'd)

Jessica Pitzen  
Sarah Riedeman  
Charles Riley  
Paul Shryock  
Christopher Stahl  
William Taborn  
James Wolsiffer

### Comcast

Jim D'Innocenzo  
Frank Polito

### Cox Communications

David Butas  
Charles Davis  
Gloria DeMarco  
Steve Heuser  
Dan Jakubowski  
Alex Petrofski  
Mark Pigman  
Mark Preston  
Rajesh Rauniyar  
Stacie Schafer  
Allan Shockey  
Craig Smith

### Insight

Brian Gregory

### Massillon Cable TV, Inc.

Bob Gessner  
Nancy Gessner

### NBC Universal Cable

Kevin Blute

### OCTA

Jonathon McGee

### OVATION TV

Pam Tapscott-Lassiter

### Scripps Networks

Jan Liddicoat

## Cable at the Capital

On Tuesday, April 24th, OCTA members from around the state participated in a Lobby Day with the OCTA in Columbus and attended the 2012 OCTA Legislative Reception and Technology Demo. Scores of meetings were held with senators, representatives and their staffs so that they could hear about developments in the Ohio cable industry and learn about issues of concern to us. Thanks to Time Warner Cable for providing demos of 3D TV programming, HDTV cable service, mobile applications and other advanced cable services at the Legislative Reception.



Alison Barrett of Time Warner Cable, left, explains a student robotics team project to Frank Polito, Comcast, and Rep. Mike Henne (R-36).



OCTA Executive Director Jonathon McGee, Megan Lashutka, Time Warner Cable; Rep. Marilyn Slaby (R-41), PUCO Commissioner Lynn Slaby; Speaker of the Ohio House William Batchelder, and Ed Kozelek, Time Warner Cable.



Rep. Sean O'Brien (D-65) enjoys a hands-on demo of the robotics project.



# Cable Calendar

## The Cable Show

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

When: May 21-23, 2012

Where: Boston Convention & Exhibition Center  
Boston, MA

## OCTA – Golf Outing

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

When: June 11, 2012

Where: Brookside Golf & Country Club  
Columbus, OH

## 2011 CTAM Insights Conference

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

When: June 15-17, 2011

Where: The Palmer House  
Chicago, IL

## NCTA 2012 Key Contact Conference

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

When: June 25-27, 2012

Where: Mandarin Oriental Hotel  
Washington, DC

## CSG Midwest

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

When: July 15-18, 2012

Where: Renaissance Hotel  
Cleveland, OH

## ALEC 39th Annual Meeting

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

When: July 25-28, 2012

Where: Grand America  
Salt Lake City, Utah 84111

## NCSL Legislative Summit

[www.ncsl.org/summit](http://www.ncsl.org/summit)

When: August 6-9, 2012

Where: McCormick Place Convention Center  
Chicago, IL

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

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

50 West Broad Street, Suite 1118  
Columbus, Ohio 43215

