

CableViews

Ohio Cable Telecommunications Association

Issue 3 2014

Technology, Trends and More on Tap at 2014 OCTA Annual Meeting

We're counting down to October 9th and the launch of the OCTA's reformatted Annual Meeting – a day dedicated to great speakers and sessions covering the industry's hottest topics, designed with our busy OCTA members in mind. This year's meeting moves from downtown to the Longaberger Alumni House north of the OSU campus, where there is ample parking and easy access. And our agenda is set to conclude by 4 p.m., allowing out-of-towners to get on the road ahead of rush-hour traffic.

We'll kick off the meeting with the traditional Government Affairs Breakfast at 8:30 a.m. Our featured speaker will be Congressman Bob Latta of Ohio's 5th U.S. House District. Recently named a House Deputy Whip, Congressman Latta also serves on the House Energy & Commerce Committee, and as Vice Chairman of its Subcommittee on Communications and Technology.

Craig Leddy of Interactive TV Works will present an eye-opening general session covering such topics as cloud TV, 4K Ultra HD, RDK, TV Everywhere, Gigabit Internet, and the Internet of Things. Joe Jensen, VP and CTO of Block Communications, will join Craig to discuss deployment of new technology in system-level operations.

Next, a panel of social media innovators will share their strategies in a session moderated by Chris Thomas of Time Warner Cable. Panelists Patrick Baldwin of RLTV, Kate Delmonico of Discovery Networks and Adam Naide of Cox Communications will address the use of social media for both corporate communications and customer outreach.

A favorite speaker from previous OCTA events returns to offer the luncheon address. Professor Shashi Matta of the Fisher School of Business at The Ohio State University will offer a peek into the experience of a "hyper-connected, multi-screen, multi-device" user. Dr. Matta, who has done extensive research in the areas of branding, consumer behavior, and services marketing, will share his findings on the "four-screen phenomenon" and how companies can leverage these viewing behaviors for stronger customer engagement and a richer customer experience.

Breakouts will follow lunch. OCTA board vice-president Bob Gessner of MCTV will lead and participate in a discussion about selling in a competitive environment. He will be joined by Scott Collins, Director of Field Sales for Time Warner Cable in Ohio, and additional panelists for a conversation encompassing direct and in-home sales and marketing broadband services to businesses. The second breakout, covering legislative and regulatory issues, will include a federal policy update from Cliff Riccio, VP of Government Relations for the NCTA. Neil Clark of Grant Street Consultants will provide an update on activities at the state level and handicap the races for statewide offices in the November

election.

Craig Leddy will return to moderate the final session – a roundtable discussion with a diverse group of Ohio consumers sharing their personal experiences and preferences regarding telecommunications services. From WiFi use to wireline phones, to questions of convergence and how to enhance the customer experience, we'll turn to our panelists for candid comments on how they make their purchasing decisions.

The OCTA extends its sincere appreciation to the 2014 OCTA Annual Meeting Planning Committee members for their help in shaping the agenda for the meeting on October 9th: Russell Cooper, Outdoor Channel; Nancy Gessner, MCTV; Courtney Huber, Discover Networks; Pam Koontz and Veronica Pinciotti, Buckeye CableSystem; Frank Polito, Comcast; Lissette Rivera, Cox; Chris Thomas, Time Warner Cable; and Sara Timmins, RLTV. Their input has resulted in a great slate of sessions.

The complete Annual Meeting agenda, online registration and more are available at www.octa.org



Craig Leddy, founder of Interactive TV Works, will present the OCTA Annual Meeting's opening general session on "Cable Technology and Trends."

Craig Leddy is a 30-year cable veteran who develops and teaches the highly acclaimed How Cable Works courses, including CTAM's How Cable Goes to Market program and advanced technology courses with cable technology expert Leslie Ellis. Altogether, Leddy has provided industry education for more than 4,000 managers and employees.

His background includes roles as editor of Cablevision Magazine, senior market research analyst and cable consultant for The Myers Group, news editor for Electronic Media (now Television Week), and contributing editor for Multichannel News. He often speaks on industry panels and is quoted frequently in the press for his analysis of digital media developments.



Taking the Low Gross prize at the 2014 OCTA Golf Outing: The foursome of Ken Henderson, Bob McCollins, Al Shockey and Dave Moskal.

PUCO Chairman Thomas W. Johnson

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.



Jonathon McGee: You majored in government at Muskingum College. Did you envision a life in public service even then?

Thomas Johnson: I knew at that time I wanted to be in government at some level. One of the reasons I went to Muskingum was to be close to the area where I thought I might be starting my career. But there's no way you can picture exactly what you're going to do in life.

JM: Did you have an interest in finance early on, or did that evolve with your committee work in the legislature?

TJ: I was interested in finance. When I came to the legislature, I'd actually worked for a bank. But the real reason I was interested in finance is that understanding it is helpful in forming policy.

JM: You have been a legislator, a finance director, a university "executive in residence" and now a regulator. Tell us about making those transitions over your career.

TJ: I think a common thread in all of those is that you have to do a lot of listening. I think that's helped me be a success – in all of those positions I surrounded myself with good people and did a lot of listening, which has been a great help.

JM: Even with all your experience, is there a learning curve involved in leading the PUCO?

Fast Facts

Memorable Mentor: My father probably had the greatest influence in my life.

Favorite Astronaut: Definitely John Glenn -- an easy one for me, having lived in New Concord.

Mountains, Beach, or Home? Wherever my family is, but hopefully I could get them to go to the beach.

Last Book Read: *The Merger of the Century*, a 'big idea' about the United States and Canada coming together

Favorite Cable Network: HGTV

TJ: Sure, that's one of the things that attracted me to this appointment. There are certain things about this job that I feel I know really well. We deal with the legislature, we deal with other regulators, we deal with the public, and I've had a lot of experience doing all those things. But we are a regulatory body, so it's taken some training and lots of meetings and listening to people I know who have experience, and who have helped me make some hard decisions along the way.

JM: What are the commission's overall priorities at this time?

TJ: There are many. I've been here about four months and I'm still learning all the staff that we have here and all the resources, learning the different utilities that we work with and also regulate. We're still reaching out; we've been introducing ourselves to the different committees in the legislature that we deal with. One of the priorities we have here is the U.S. EPA's proposed clean power plan which would regulate CO2 emissions. We're working with the Ohio EPA to try to understand what the proposed regulations mean and also to eventually to come up with comments to respond. We'll be dealing with rate cases coming up. I'm also getting to know my fellow commissioners; they have great backgrounds and experiences and I've enjoyed working with them.

Capital Update

Regulatory Update

Pole Attachment Docket:

The PUCO opened a docket (Case No. 13-579-AU-ORD) to review its rules for access to poles, ducts, conduits and rights-of-way. On July 30th the PUCO issued its final rules; however, the rules are not yet in effect as there are additional rule-making hurdles that the PUCO needs to clear first. Nevertheless, the rules as promulgated are very favorable to those in the telecommunications space. The electric utility industry, in fact, has requested that the PUCO revisit its decision – a request which the OCTA opposes. The OCTA and our legal counsel are monitoring these rules for their impact on cable operators as it continues to move through the rule-making process.

Legislative Update

The Ohio General Assembly is now on its summer break. It is not expected to return until after the fall election.

Summer Study Committees:

Even though the House is on summer break, members are being kept busy on two important study committees formed

by Speaker Batchelder. The Ohio House Law Enforcement Perspectives on the Drug Epidemic and Its Impact on Families Study Committee started meeting in mid-August. The Ohio House Unemployment Compensation Debt Study Committee has also held hearings looking into changes to the state insurance program.

Municipal Tax Reform:

HB 5 is now in the Senate, and it has had two hearings. It is not expected to move in the Senate until Lane Duck session at the end of the year. In the meantime, the business coalition, of which the OCTA is part, is meeting with key senators over the summer to educate them on the need for reform.

Fall Ballot Issues

Based on petitions circulating in Ohio earlier this year, it appeared the fall ballot was going to be crowded with issues: gay marriage, right-to-work, medical marijuana, clean energy, and voter rights. However, the July 2nd filing deadline passed without any of the issues making the ballot. Those supporting many of these issues have promised to be back next year.

Cable-PAC/PAT Participation

(June 1 – August 31, 2014)

Company	Amount Raised	Goal
Armstrong Cable	\$0	\$2,496
Buckeye CableSystem	\$2,578	\$10,972
Comcast	\$2,500	\$1,430
Cox Communications	\$469	\$3,068
G.L.W. Broadband	\$900	\$400
MCTV	\$14,480	\$3,270
Suddenlink	\$0	\$1,400
Total	\$20,927	\$23,036

Ohio Cable★PAC
Ohio Cable Political Action Committee

Cable PAC/PAT Individual Contributions

Thank You!

Buckeye CableSystem

Bonita Ash
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G.L.W. Broadband

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MCTV

Katherine Gessner
David Hoffer
Gary Johns

OCTA

Jonathon McGee



Thanks to all who joined us for a warm but breeze-blessed event at the Country Club at Muirfield Village on June 23rd. We had a great day on the course, followed by a bountiful hors d'oeuvres buffet and awards reception.

Congratulations to our scramble winners. Taking the Low Gross prize was the foursome of Al Shockey, Dave Moskal, Ken Henderson and Bob McCollins (see photo p.1). The winning Low Net team was Brian Woodrow, Aaron Steininger, Tyler Caraway and Chris Steininger (pictured above). Skills prize winners included Megan Lashutka for Closest to the Pin/Women; David Hoffer for Closest to the Pin/Men; Beth Florence for Longest Drive/Women, and Ron LaBeau for Longest Drive/Men.



Outing volunteers Bob Gessner and Katherine Gessner of MCTV, with Eric Claytor of Entertainment Studios Network and Rob Shema of the American Cable Association

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Pat DeVille - Erie County Cablevision
Ron LaBeau - Buckeye CableSystem

**Visit the Photo Gallery at
www.octa.org to view foursome
photos from the outing.**

JM: If you had to name a special area of interest – or identify a “legacy” issue for your work here, what might it be?

TJ: I haven’t really picked a legacy issue. As you know, a lot of times it’s the things you don’t pick that end up being your legacy. I’m approaching this in the same way I’ve approached other jobs, trying to do things in an honest way and a forthright way. I’m hoping I can do those things while I’m here, in this quasi-judicial position.

JM: How does the PUCO balance the state’s goal of robust competition and business development in Ohio with the needs of the Ohio utility consumer?

TJ: There’s not a time that we don’t think about the consumer, what different decisions will mean to the consumer, and what will it mean as far as jobs are concerned. We look upon ourselves as a regulatory body, but our work has an effect on economic development, promoting and keeping jobs. I think the best we can do is to keep the utility rates dependable and at the lowest cost we can.

JM: You have said that your childhood experiences on your grandparents’ farm nurtured a love for the environment. How does that inform your work with energy utilities?

TJ: It does all the time. We want to have dependable utilities, dependable energy, but you want to do it with the environment and future generations in mind.

JM: What is your personal philosophy about regulation of industries – both those considered utilities and others?

TJ: Sometimes there is a need for regulation, especially when it comes to protecting consumers. I would want to try to work through the issues facing the industries we deal with before turning to new regulations.

JM: With the increased competition in the telecommunications industry, how do you see the role of the PUCO evolving?

TJ: I just think that we should all be working together to be aware of each other’s issues and to resolve those issues. The area that you represent is an area that I’ve worked with for years and years, particularly while in the legislature and even as budget director for the state. Knowing each other and working with each other, again with protection of the consumer in mind, is important.

JM: Based on your experience as a legislator, and now as a commissioner, what advice would you have for the cable telecommunications industry?

TJ: I would go back to the answer to your previous question. I’ve worked with the cable industry for a lot of years, and I think that communicating with each other will be in the best interest of the consumer.

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

ControlwithCable.org: Helping Parents with the Changing Media Landscape

By Kristin Buch, NCTA

Television and the Internet afford virtually unlimited access to information about our world. That world, however, can often be a perplexing place, especially for kids. One of the most significant challenges any parent faces is deciding what television programming and online content children have access to. The National Cable & Telecommunications Association (NCTA) recently has taken steps to further help parents and caregivers in this regard.

Today, families exist within a crowded technology and content landscape. Since 2005 an increasing majority of all households report having more than three televisions. With more than 900 channels offered, and access to much of that programming available via on-demand and TV Everywhere services, television content can be viewed in multiple locations, on many different devices, within an average household – or away from it – at any time of the day. Furthermore, broadband Internet service is now available for 93 percent of all U.S. households, and over 80% of children ages 3-17 live in a household with at least one computer or other Internet-enabled device. This explosion of access means that it is now impractical, and most likely impossible, for parents to personally supervise where, when and how their children access television and Internet content, and what content they can access.

Fortunately, cable providers have helped pioneer several solutions to this challenge. Cable has long provided services

such as television controls that can restrict content based on content rating, channel, or even specific programs or series. It also provides online controls that can be used to restrict or monitor the sites children access, or to monitor the interactions with other online users. Present-day television and online parental control tools, given their customization ability, provide more comprehensive protections for children. And, as children mature and develop greater independence, parental control tools can be modified in ways that complement their developmental needs.

Reflecting the need for parents to learn how to be in control of what their kids are watching on TV and accessing online, NCTA’s Cable Impacts Foundation recently launched a site highlighting both TV and online parental controls, ControlwithCable.org. The new site provides a single portal for educating parents about both television and online parental control tools and resources, and underscores several overlapping concepts that span the two services.

The site also educates parents about strategies for engaging their children in important discussions about topics such as digital citizenship, and how their choices can impact their own lives, as well as the lives of others.

Learn more about the tools parents can use to make content enriching at www.controlwithcable.org.



Cable Calendar

WICT National 2014 Leadership Conference

www.wict.org

When: September 15-16, 2014

Where: Marriott Marquis
New York, NY

OCTA Annual Meeting

www.octa.org

When: October 9, 2014

Where: Longaberger Alumni House
Columbus, OH

NAMIC 28th Annual Conference

www.namic.com

When: September 16-17, 2014

Where: Marriott Marquis
New York, NY

ALEC State and National Policy Summit

www.alec.org

When: December 3-5, 2014

Where: Hyatt Regency on Capitol Hill
Washington, DC

SCTE Cable Tec Expo 2014

www.scte.org

When: September 22-25, 2014

Where: Colorado Convention Center
Denver, Co

NCSL Forum

www.ncsl.org

When: December 9-12, 2014

Where: Marriott Wardman Park
Washington, DC

OCTA ANNUAL MEETING

October 9, 2014

Longaberger Alumni House
2200 Olentangy River Road
Columbus, OH 43210
www.octa.org

- Cable Technology and Trends
- Selling in a Competitive Environment
- Straight Talk with Ohio Consumers
- Targeted Social Media
- Legislative and Regulatory Updates

See page one for more on the OCTA Annual Meeting

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