

Cable Views

Ohio Cable Telecommunications Association

Issue 4 2014

Building a Strong OCTA



*Jonathon McGee,
OCTA Executive Director*

As 2014 comes to a close, we take a moment to say thanks to all of our OCTA members and friends for your support throughout the year. So many of you can be counted on for participation that is critical to the association, and your efforts are greatly appreciated by our Board of Directors, our staff, and our general membership.

That support comes in many forms. Those who serve on our Board of Directors make a significant commitment of their time, providing wise counsel and guidance as we work to protect the interests

of the cable telecommunications industry in Ohio. They help to keep the lines of communication open with our member companies and encourage active participation in the association.

We know we can count on our system members to come through for us – supporting the Ohio Cable-PAC/PAT, reaching out to elected officials on issues of importance to our industry, airing PSAs at our request, attending and sponsoring our events. These members also provide the information that make projects like the OCTA's Ohio Cable System Map and OCTA Member Directory possible. Importantly, they also work with us to represent the industry at events like OCTA lobbying days, the annual Legislative Luncheon and the annual Legislative Reception.

Likewise, the OCTA's associate members play an important role in the success of the association. Their generosity truly makes a difference in the quality of our membership events and activities, and their participation as planning committee members, associate board members and event attendees is invaluable.

It is members like these who help to keep the OCTA going strong. To all of you, and to our friends in other state associations, at the NCTA, the ACA, WICT, the ACC and so many others, we are grateful to work with such dedicated representatives of the cable industry. Best wishes to all for a great 2015!

A Look Back: Member Events in 2014

On February 12th, the OCTA held its 19th annual **Legislative Luncheon** 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, after participating in a meet-and-greet and photo session with guests and members.

On April 1st, the OCTA partnered with Time Warner Cable on the 2014 **OCTA Legislative Reception and Technology Demo**. State legislators enjoyed visiting with OCTA members and learning about the latest in technology offerings, including TWC's "Intelligent Home" services. Additionally, students participating in Connect a Million Minds (CMM) activities showcased their winning projects.

In May, Time Warner Cable and the OCTA teamed up again to present a luncheon seminar on political and issue advertising on cable TV. Offered biennially, the seminar demonstrates

how candidates can stretch their advertising resources and maximize the impact of their message to targeted audiences within their districts and statewide. Representatives from OCTA member companies were invited to share information about advertising on their systems as well.

Members met at the Country Club at Muirfield Village in Dublin on June 23rd for the 26th annual **OCTA Golf Outing**. We had a great day on the course, followed by a bountiful hors d'oeuvres buffet and awards reception. Taking the Low Gross prize was the foursome of Al Shockey, Bill Carvaines, Ken Henderson and Bob McCollins. The winning Low Net team was Chris Steininger, Tyler Caraway, Aaron Steininger and Brian Woodrow.

The **2014 Annual Meeting** was held in Columbus on October 9th. From the Government Affairs Breakfast address by Congressman Bob Latta, through content-rich sessions with excellent speakers and a closing consumer roundtable, it was a day of great information well-shared.

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Speaker-Elect Cliff Rosenberger

Cliff Rosenberger, recently elected to his third term at the Ohio House of Representatives, has been elected to serve as Speaker of the House for the 131st General Assembly convening in January 2015. He represents the 91st House District, which includes Clinton, Highland and Pike counties, and parts of Ross County.

Representative Rosenberger is an Air Force veteran, formerly assigned to the 113th fighter wing of the Air National Guard. Originally stationed in Springfield, Ohio, with the 178th Fighter Wing, he transferred to the 113th Fighter Wing of the District of Columbia after accepting a position with the White House in February 2007.

He has also served as the national political events coordinator for Governor Mitt Romney's presidential campaign, and Special Assistant to the U.S. Secretary of Interior.

In his hometown of Clarksville, Representative Rosenberger helped establish a village planning commission and led a movement to establish a Clinton County Veterans' Memorial.

He also served as the Clarksville representative to the Clinton County Republican Central Committee from 2004 until 2010.



Jonathon McGee: Congratulations on being elected Speaker of the Ohio House for the 131st General Assembly, and on being one of the youngest speakers ever to serve in that role in Ohio. Tell us about the path that brought you to this point.

Cliff Rosenberger: A lot of people know that I supported Jim Buchy for Speaker. When Jim decided to not seek the office, I made a quest to recruit some other people to do it and they turned it around on me. When you come into the legislature you seem to automatically get stuck into a small clique of people and you don't realize how great other people are. Getting the opportunity to reach out and talk with every one of our members, to get to know them and their families and their districts, has been one of the most valuable and inspirational things I've ever had the opportunity to do. And I've said from the beginning that, win or lose, one of the highlights of my career was meeting every one of these folks and getting to know them all better personally.

JM: You served in the Air Force prior to beginning your career in politics. How do you think that experience shaped your views and your thoughts on the role of government?

Fast Facts

Preferred music genre: That's hard, but I'd say I listen to country music the most.

Last book read: *Decision Point*, by President George W. Bush

Political 'hero': Calvin Coolidge, an underestimated leader who stuck to his convictions. He kept government spending in line and kept things moving in the right direction.

Mentor or inspirational figure: Speaker Batchelder has been a great example of someone who has taken me under his wing; I appreciate everything he's done to prepare me for this role I'm stepping into.

Most-watched cable network: I don't get a chance to watch much, but I'd say the History Channel.

CR: One, the Air Force gives you structure and leadership abilities whether you're enlisted or an officer. And if you're serving in the military in any capacity, you have a very respectful view of our current government and its structure because you've taken an oath to protect and defend it along with the system. I think the military helped me in many ways – it gave me leadership skills, it gave me the quality of paying attention to what I think is most important, paying attention to detail. Because at any moment, what you do – one little mistake – can mean someone's life, whether you're a supply guy like I was, or a fighter pilot. So I think it gave me a lot of great skills, but most important gives you a true love for your country and that feeling of patriotism and *esprit de corps* that anyone in the military experiences.

JM: You also served in the Bush White House; what were your duties there and how will that impact your Speakership?

CR: I don't know how it will impact my speakership. When I was in the White House, I was just a staff assistant, but they also called me a political coordinator, so I got to help the administration with a lot of political appointees, or as they call them, "Schedule C" – background research, what positions

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Regulatory Update

Pole Attachment Docket:

After 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, the OCTA filed both initial and reply comments. On July 30, 2014, the PUCO issued its rules, which were acceptable to telecommunications attachers. On August 28th, three parties, including the electric utilities, filed for re-hearing, which the OCTA opposed.

On October 15th, the PUCO issued its decision on re-hearing; the issues were addressed in a manner favorable to the position of the OCTA. The rules have now been reviewed by the Joint Committee on Agency Rule Review (JCARR) and the PUCO is now cleared to make the rules final. It is anticipated that the PUCO will take the final steps needed to make the rules effective sometime in January 2015. The OCTA will continue to monitor this proceeding and provide members with updates as appropriate.

Legislative Update

The Ohio General Assembly returned after the fall election for what turned out to be a very busy "lame duck" session before the 130th Ohio General Assembly adjourned into history. The OCTA was actively involved in several pieces of legislation that were being pushed toward the legislative finish line as this General Assembly wrapped up its business.

Telecom Deregulation – The bill that AT&T and the incumbent phone industry had their desired deregulation language amended into did not move out of the Senate before the end of the General Assembly. HB 490 – the Governor's Agriculture and Natural Resources Mid-biennium budget review bill (MBR) which was passed by the House just before Thanksgiving – died of its own weight in the Senate after the House added several amendments to it.

Senate President Keith Faber stated in a news release that "{w}e simply need more time to consider the substantive issues contained in the 264-page document, and time is not our ally in a lame duck session. Our colleagues in the House had the benefit of eight months to consider the bill between its introduction and passage; we've had it in the Senate for less than three weeks." Faber then went on to commit "to renewing the debate on these important issues at the outset of the new General Assembly in January."

While the OCTA was neutral on this legislation after working for months with AT&T to obtain language that did not adversely impact our industry, we fully expect that the Ohio ILECs will be back at it again – most likely sometime early next General Assembly. And when they are, the OCTA will be on hand to protect cable's interests.

Municipal Tax Reform – HB 5, after pending for the entirety of the 130th General Assembly, was finally passed by

both chambers of the legislature on December 9th, and has been signed by Governor Kasich. The provisions of the bill are effective for tax years beginning on and after January 1, 2016

With over 600 municipal taxing jurisdictions in Ohio, Forbes magazine called Ohio's municipal tax situation "the most complicated, absurd, and punitive system of municipal taxation in the nation..." This important legislation brings a modicum of consistency to the administration of Ohio's municipal income taxes by simplifying compliance and standardizing definitions across jurisdictions.

The OCTA is glad to have been a partner in the Ohio Municipal Tax Reform Coalition which was instrumental in bringing about these needed reforms. For a detailed review of the provisions in HB 5 as enacted, please visit the government relations section of the OCTA website.

Underground Utilities Protection Laws – The main topic of interest in reforming Ohio's underground utility protection laws during the 130th General Assembly was enforcement of the law and what that might entail. Sen. Bill Coley and Rep. Robert Sprague introduced companion legislation (SB 378 and HB 659) concerning enforcement late in the year. Their approach was modeled after the North Carolina law, and is designed to satisfy concerns raised with Ohio's protection laws by PHMSA (U.S. Department of Transportation Pipeline and Hazardous Materials Safety Administration). SB 378 was passed by both chambers of the legislature and was signed by Governor Kasich on December 19th.

Briefly, SB 378 establishes the Public Utilities Commission of Ohio as the enforcement agent of the law. Beginning on January 1, 2016, "aggrieved parties" may request the commission to inquire into alleged violations of the law; the commission then investigates the matter and issues a report to the "underground technical committee (UTC), also created by the legislation. The UTC is a seventeen member body made up of representatives from various stakeholders, including the cable industry, which will review the report and make recommendations to the commission for a fine or penalty, or to take no action.

Fines are limited to no more than \$2500 for the first offense and no more than \$5000 for subsequent violations. Penalties may include education and training requirements. Additionally, the commission may find a violator a "persistent non-complier" which may be fined up to \$10,000.

To finance this new endeavor, each user of a one-call notification system shall pay a safety registration fee not to exceed \$50/year. All fines collected go to the "Underground Facilities Protection Fund" from which the PUCO may issue grants for public awareness, training/education, and incentive programs.

For a detailed review of the provisions in SB 378, please visit the government relations section of the OCTA website.

2014 OCTA Events



Annual Meeting: Joe Jensen of Buckeye CableSystem with featured presenter Craig Leddy



Winning 'Low Gross' Foursome Al Shockey, Bill Carvaines, Ken Henderson and Bob McCollins



Legislative Luncheon: Bret Baier with OCTA Associate Board Member Chris Steininger of Precision Broadband Installations



Annual Meeting: Sponsors Signage



Annual Meeting: Panelists Steve Williams and Scott Collins of TimeWarner Cable



Winning Low Net team Brian Woodrow, Tyler Caraway, Aaron Steininger and Chris Steininger



Annual Meeting: OCTA Board President Ed Kozelek with Congressman Bob Latta and Board Member Keith Wilkowski of Buckeye CableSystem



Legislative Luncheon: Ohio House Speaker Bill Batchelder, Bret Baier, Secretary of State Jon Husted



Legislative Reception: Frank Polito of Comcast with State Senator Lou Gentile (D-30)



2014 Golf Outing Volunteers Bob and Catherine Gessner (center) with Eric Claytor of E! and Rob Shema of ACA



Annual Meeting: Social Media Panelists Patrick Baldwin of RLTV, Kate Delmonico of Discovery Communications and Adam Naide of Cox with moderator Chris Thomas of Time Warner Cable



CAMM Project Students with Rick Carfagna of Time Warner Cable at the Legislative Reception and Technology Demo

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Craig Leddy, developer of the "How Cable Works" series of seminars, provided an overview of the latest technologies and trends and conducted a Q&A with Buckeye CableSystem CTO Joe Jensen on developments at a system operations level. Social media masters Patrick Baldwin of RLTV, Kate Delmonico of Discovery Communications and Adam Naide of Cox shared their insights into the use of online communications for building relationships, growing business and maintaining communications with key publics. In a luncheon address, OSU Professor Shashi Matta described the Four Screen Phenomenon (TV, Smartphone, Tablet, PC) and shared findings that cable telecom companies can leverage for stronger customer engagement and a richer customer experience. A legislative update and a breakout session on "selling in a competitive environment" rounded out the agenda.

During the meeting, outgoing board member Russell Cooper of The Outdoor Channel was named the Associate Member of the Year, and Ed Niemi of MAVTV was elected to the alternative associate board member position. Chris Steininger of Precision Broadband Installations moved from that position to the full associate board member position for the coming year. Also reelected to the board were Kevin Flanigan, GLW Broadband; Robert Howley, Cox Communications; Michael Kelemen, Suddenlink; Mike Sammon, Armstrong, and Chris Thomas, Time Warner Cable. Officers recently reelected by the Board were also announced, including President Ed Kozelek, Time Warner Cable; Vice President Bob Gessner, MCTV; Secretary Chris Thomas, Time Warner Cable, and Treasurer Rick Mlcek of Buckeye CableSystem.

More great events are on tap for 2015, with dates set for the annual Legislative Luncheon, Legislative Reception and the 2015 Golf Outing (see page 8). The 2015 Annual Meeting will be held in the fall in Columbus. Stay tuned for details!

Turn to pages 4-5 for a photo gallery of OCTA events.

2014 OCTA Sponsor Honor Roll

A&E Networks
Armstrong
BBC Worldwide
B.R. Cablevision
Buckeye CableSystem
Byers & Minton
Carpenter Lipps & Leland
Comcast
Cox Communications
Crown Media Networks
Davis Wright Tremaine LLP
Disney & ESPN Media Networks
Discovery Communications
Fox News Channel
Fox Networks
G.L.W. Broadband
Grant Street Consultants
Hannah Report

ION Media Networks
INSP
MAVTV
MCTV
NBC Universal
Ohio Council of Retail Merchants
Ohio Utilities Protection Service
Outdoor Channel
PIVOT TV
Precision Broadband Installations/
Advanced Industry Supplies
Roetzel & Andress
Sheppard Mullin
Strategic Impact Consulting
Time Warner Cable
TV One LCC
Van Meter, Ashbrook & Associates
Vorys, Sater, Seymour & Pease

Ohio Cable★PAC

Ohio Cable Political Action Committee

Company Participation

January 1 – December 22, 2014)

Company	Amount Raised	Goal
Armstrong Cable	\$2,946	\$2,596
Buckeye CableSystem	\$3,774	\$10,972
Comcast	\$2,900	\$1,430
Cox Communications	\$558	\$3,068
G.L.W. Broadband	\$900	\$400
MCTV	\$15,580	\$3270
Suddenlink	\$0	\$1,400
Total	\$26,658	\$23,136

Individual Contributions

September 1 – December 22, 2014)

Armstrong Cable	Dan Jakubowski Alex Petrofski Allan Shockey Craig Smith
Buckeye CableSystem	Mike Bilik Laurie Cichy Patrick DeVille Bonita Ehrhardt Joe Jensen Pamela Koontz Jessica Pitzen Sarah Riedeman Charles Riley Keith Wilkowski James Wolsiffer
Comcast	Jim D'Innocenzo Elizabeth Murray Frank Polito
Cox Communications	Gloria DeMarco Steve Heuser
Erie County CableVision Inc.	Pat DeVille
G.L.W. Broadband	Kevin Flanigan
MCTV	Katherine Gessner Kelly Rehm
Precision Broadband Installation	Chris Steininger
OCTA	April Barrowman Maryann Kafer Jonathon McGee

Thank you for your support!

do we have open in the administration, working with White House liaisons, interacting with them through that capacity. It was a great opportunity to learn the political operation, but most importantly I enjoyed the opportunity to take care of people. These were regular everyday citizens. Maybe it was their first time they had the opportunity to come to the White House, and whether it was a Marine One departure or arrival, or taking them to the West Wing, or even showing them the executive Eisenhower Building – allowing them to be that much closer to the presidency was a great experience and I'll never forget those opportunities.

JM: Outgoing speaker Bill Batchelder has said you are known for your ability to build personal relationships. Is that an innate talent, or something you have worked to develop?

CR: I think I get it from my grandfather. He was a school bus supervisor in the Clinton-Massey school district. My grandmother was the kitchen supervisor at the same school. They had the greatest love story in the world, working together through much of their lives. He always said, before you go to the superintendent, stop and talk to the cooks – they'll tell you what you need to know before you get in to see the boss. That has helped me remember that everyone has an important role to play and you need to be nice to everybody and work with everybody and do the best you can to help everybody. Life is extremely short, so you should do the best you can and leave a smile on everyone's face as much as you can. My grandfather always instilled in us that you never forget where you come from, and you always have obligations to serve the community.

JM: What are your priorities for the 131st General Assembly?

CR: I think my #1 priority is to continue doing what we've been working on for the last four years – making sure we have an environment in Ohio that continues to make it friendly for entrepreneurs to build businesses, allows current corporations and small businesses in our state to expand, and is a good place to have new companies come in and expand and call Ohio home. I come from a district where – it's the reason I ran for office in the first place – 10,000 people lost their job overnight. That's not easy to see, especially in your hometown. There's not a lot to do but roll up your sleeves and figure out how to get government out of the way, how government can help, how you build bridges with others folks to make things happen – that's all I wanted to do.

JM: Along with priorities for moving the state forward, are there any issues that speak to you personally and that you would hope to champion in the House?

CR: I think education is important and what can lift everybody up. It's a political cliché to say, but when you come from a district such as mine where you represent parts of Appalachia, it's the only way to help people lift themselves up. It's not just a college degree—whether vocational training is the way to go, or community college, or a four-year traditional school, helping ensure that we're building the right pathways for

kids, helping kids really think about where they want to go in the future, those are the important things that I really want to zero in on to see if we can make better as we go forward educating kids.

JM: Do you plan to make any changes to how the House operates?

CR: I don't really think so. We've named Mike Dittoe chief of staff; I think he's going to be a great chief of staff and run the House very effectively. I don't think there will be major changes. I think Speaker Batchelder built a very good model for us, one that's open and fair and allows members to bring their bills forward. We're going to have the same process here in the General Assembly.

JM: You worked as an event coordinator for Mitt Romney's presidential campaign, and on campaigns of your own as well as several others. What is it about campaigning that you enjoy?

CR: I love knocking on doors. I love going to a door and talking with constituents, sharing with them issues and talking to them one-on-one about what they believe in and what we're doing to help move our state forward. I think this is a good example – a constituent near Clarksville brought it to us. She had a problem that she couldn't get any kind of traction on, so she brought it to us. It was about military veterans who were overseas serving and having child custody issues. And because they couldn't show up in court, they could lose their kids. We were able to address it and fix it, and she was able to be there for the bill signing. That's what I'm more passionate about than anything. It's the one-on-one contact with the voter, being able to hit the pavement and let them know what we're doing to move the state forward and improve their lives here in Ohio.

JM: Any advice for the Ohio cable industry as we work with the 131st General Assembly on issues important to our members?

CR: Just keep knocking on doors and keep up your relationships with members – keep talking to them about your issues. I think you'll find every member is going to have an open door and willingness to have a 'pro' and 'con' conversation with you. Continue that effort and you'll be fine. You're represented by very upstanding people with the highest integrity, and that's important too.

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



Cable Calendar

NCTC Winter Educational Conference
www.nctconline.org
When: January 26 – 27, 2015
Where: Grand Hyatt San Antonio

INTX – The Internet and Cable Show
https://intx15.ncta.com/
When: May 5-7, 2015
Where: McCormick Place West
Chicago, IL

NARUC Winter Committee Meeting
www.narucmeetings.org
When: February 15 - 18, 2015
Where: Washington DC

ALEC Spring Task Force Summit
www.alec.org
When: May 15, 2015
Where: Savannah, GA

ACA Summit
www.acasummit.org
When: March 1 – 5, 2015
Where: Grant Hyatt
Washington DC

OCTA FEATURED EVENTS

2015 Legislative Luncheon

March 4, 2015, Noon – 1 p.m.
Renaissance Columbus Downtown Hotel
Columbus, OH

2015 Legislative Reception/ Technology Demo

June 2, 2015, 5:00 – 7:00 p.m.
Capital Theatre Lobby, Vern Riffe Center
Columbus, OH

2015 OCTA Golf Outing

June 15, 2015
The Lakes Golf & Country Club
Westerville, OH

Visit www.octa.org for event updates and additions.

Stay informed about OCTA member events with the OCTA News and Notes weekly broadcast email!
Email mkafer@octa.org to subscribe.

www.octa.org

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