



BUILDING BRIDGES

THE **CABLECENTER**

ANNUAL REPORT

20
09

THE CABLE CENTER IS THE NONPROFIT EDUCATIONAL ARM OF THE CABLE INDUSTRY, DEDICATED TO:

- 1. Preserving and celebrating cable's enduring contributions to society
- 2. Building bridges between cable and higher education
- 3. Bringing together industry participants to share ways we can better serve our customers



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Dear Friends,

The pace of change in the cable industry is enough to take your breath away. Ideas move incredibly fast, driven by the technological innovations that define this strong and vibrant industry. At The Cable Center, these dynamic forces require us to examine our mission periodically and adapt to the needs of our constituents. In 2009, after numerous discussions with industry leaders and our board, we revised The Center's mission statement to bring an even tighter focus to our educational mission (see inside front cover).

The Cable Center preserves and celebrates cable's enduring contributions to society through the Cable Hall of Fame Celebration, the Barco Library, and our historical archives and exhibits. The cable collections (including my favorite – the photography collection) are truly exceptional. In 2009, we took significant steps to increase visibility and public access to these unique resources that so vividly illustrate the industry's legacy.

We will continue to build bridges between the cable industry and higher education through the Cable Mavericks Lecture Series and our excellent academic initiatives. At each university we visit, we have found extraordinary partners within the academic community. Our cable-specific classes continue to gain momentum as we increase our offerings and develop online alternatives to reduce training costs.

Through the Cable Center Customer Care Committee, national forums, and support of customer care as an academic focus, we are bringing industry participants together to share ways to serve cable customers better. We are proud to facilitate industry access to cutting-edge information from national and international thought leaders in the rapidly evolving field of customer experience management.

The strength and stability of The Cable Center comes from your encouragement, participation, and contributions. We have continued to make solid progress in 2009, as you will see in this annual report. The Cable Center's many contributors have built a special organization with a bright future. And the best is yet to come.

Sincerely,

Larry Satkowiak
President and CEO

Dear Friends and Colleagues,

The cable industry has a great future as we strive to provide our customers with the widest range of innovative telecommunications services and entertainment using advanced technology and increasingly popular programming options. I always have been proud to be part of this industry and it's no less rewarding that The Cable Center continues to play a vital role in its ongoing advancement. By preserving, celebrating and communicating cable's history, The Center helps to advance our performance and reputation. By providing a connection to higher education, it helps to advance cable's future, and through its Customer Care Central initiatives, it helps to advance our industry's relationship with consumers.

In 2009, The Cable Center made impressive strides in all aspects of its mission. It has been a year to celebrate. But the year ended sadly, with the death of my dear friend, Bill Bresnan, who preceded me as chairman of this institution. Bill's passing was a tremendous loss to me, The Cable Center, and the entire cable industry.

Bill served as chairman of The Cable Center board of directors for more than a decade. The Center's new mission statement is a direct reflection of his vision. He was a tireless champion of its innovative academic programs, its work to facilitate the sharing of customer care ideas, and its efforts to preserve and honor the legacy of cable. Words simply cannot capture the value of his contributions, but you can find a special tribute to him on page 6 of this report.

Bill believed so strongly in The Cable Center that he initiated the Chairman's Campaign with a generous matching donation to stimulate support. Three years later, the campaign is making good progress toward its \$10 million goal, thanks to contributions from many of you. That spirit of enthusiasm, partnership, and commitment to a lasting legacy is typical of our industry.

I am asking for your ongoing support and with your help, The Cable Center will continue to grow and progress as a unique cable industry resource.

On behalf of The Cable Center board and staff, thank you.

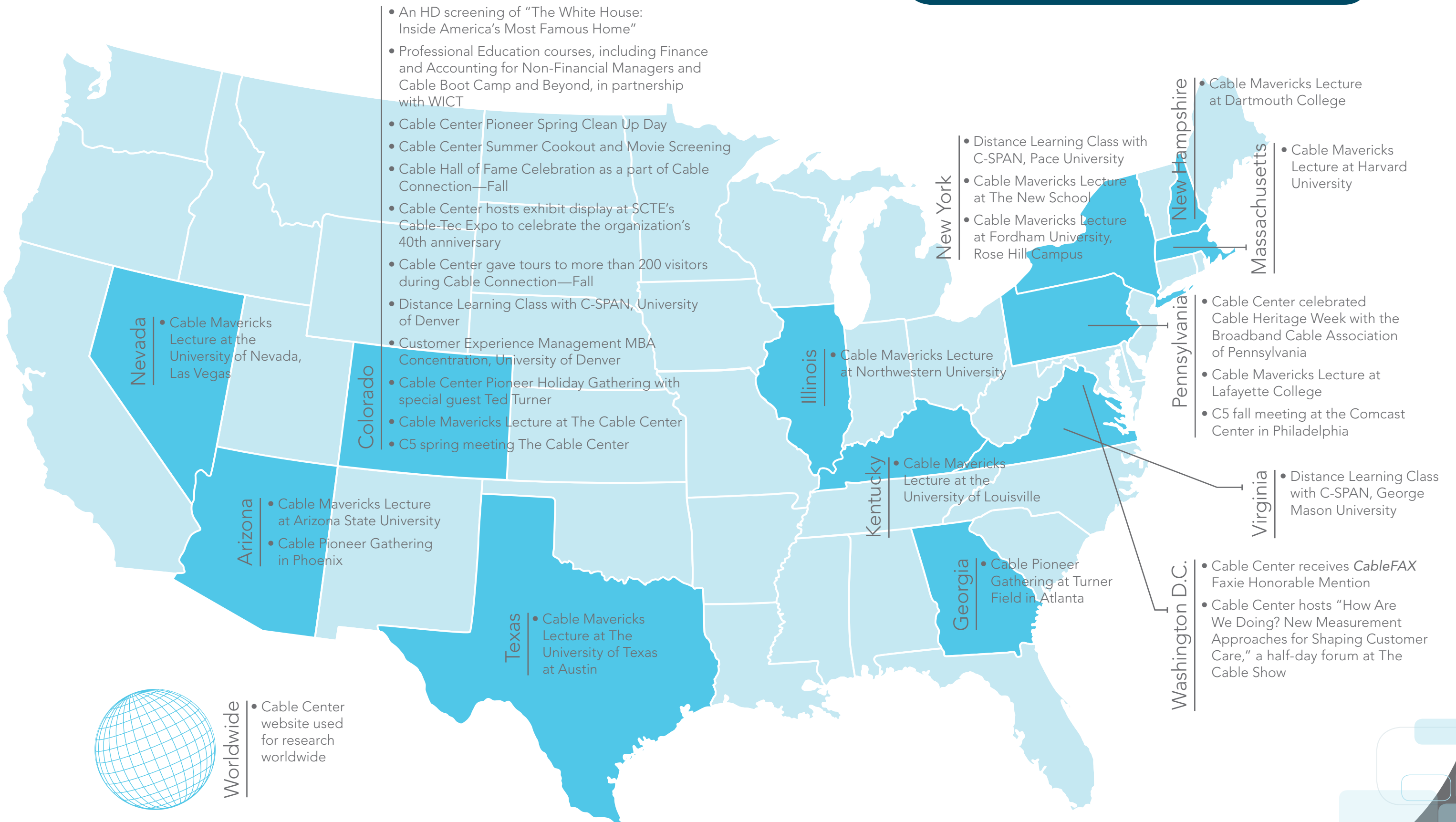
Sincerely,

Michael S. Willner
Chairman of the Board



Building bridges nationwide and beyond

62,533 people reached in 2009
\$40,000 worth of event space donated to the industry





William J. Bresnan
December 5, 1933 to November 27, 2009

It was with much sadness that we said goodbye to our dearest friend and advisor last November. Bill Bresnan was the long-time chairman of The Cable Center and one of our most ardent supporters. His vision and dedication were crucial for the development of The Cable Center, but it wasn't just within our organization that his influence was felt. We believe Bill is best remembered through the words of the many lives that he touched.

"Lots of accolades will deservedly be spoken about Bill, but the best way for me to sum him up is to do so simply: He was just the best. I don't know how you can say it any better than that."

– Brian Lamb



"Bill Bresnan gave us the mission to succeed not just by doing things right but by doing the right thing as well, and each of our lives is richer for having learned from him."

– Jeffrey S. DeMond

"Bill Bresnan was and is one wonderful human being, generous to a fault, a friend in good and bad times, a man of conviction and faith, a true Christian who saw the best in mankind. He was willing to share his insights, and mentor those he encountered."

– Nick Davatzes



"I lost a great friend, our industry lost a great cable guy and the world lost a great person."

– Michael Willner



"Bill has left a giant void in the lives of all of us who knew him. A modest man with a heart of gold walked among us during the many decades that he devoted to building his various cable television pursuits and the many legislative hurdles he overcame to become one of the true leaders and entrepreneurs of the cable television industry."

– Alan Gerry

"Bill was a great friend, a great partner and a great supporter of our industry. We have been partners and co-conspirators for more than 40 years and in that time I have come to trust him with my life; his word was his bond."

– John Malone



"Bill's been a rollicking force of nature ever since I first met him when I worked at TelePrompTer. Bill, of course, would say that "worked" might be an overstatement – though he said he does recall my having been on the payroll. So, I can see Bill right now sitting down with Saint Peter, giving him that sly grin, having a sip of heavenly Jack Daniels, and saying, "Have you heard the one about the three guys on the camping trip in Minnesota."
– Norval Reece

We will miss him greatly.



Historic Advances

The Barco Library improves access to a rich vein of industry resources

When cable professionals seek primary source material on the industry's rich history, they usually don't have to look any further than The Cable Center's Barco Library. The collections of unique industry artifacts, images, documents, and oral histories are invaluable to those looking for insight into cable's past and future. As the Library's reputation grows, so have requests from within the industry – a six percent increase in 2009.

The Library provides materials for cable industry publications, presentations, and events. In October, during the Society of Cable Telecommunications Engineers' Cable-Tec Expo, the Library premiered an exhibit designed to highlight past cable equipment in honor of SCTE's 40th anniversary. More than 1,000 people stopped to examine the photos and artifacts, share memories, and discuss the industry's spectacular record of innovation.

Greg Hecker, senior manager of production operations for Comcast, was involved in producing a series of videos for the SCTE event. "Kudos to the Barco Library for providing a wide range of nostalgic photos documenting the history of cable television," he said. "We found exactly what we needed."

Increasing Online Access

Library Manager Lisa Backman and Librarian Brian Kenny are dedicated to extending access to the cable industry's only comprehensive photo archives. They recently launched ContentDM, a photo digitization program and online database used by large university libraries and institutions across the U.S. To date, approximately 700 digital images are available to researchers, with an additional thousand scheduled for digitization in 2010. "Before we started to digitize images, researchers would describe what they were looking for. Then we'd hunt it down," said Backman. "Now, users can do a keyword search online. We have 100,000 images in the collection, so we're prioritizing the digitization process to make the more sought-after photos available sooner and represent the breadth of our collections."

The Library is also working to increase access to its Hauser Oral and Video History Collection. Three hundred first-hand accounts from industry leaders vividly trace the history of the cable industry from its earliest days to the present. Transcripts of nearly all of these histories are now available online through The Cable Center website; about a third with accompanying video or audio. The library staff will continue to digitize and post additional oral histories online for convenient access.

Increasingly, researchers from outside the cable industry are discovering the Barco Library's resources as they investigate the roots and entrepreneurial spirit of cable. "Now that our digitized images are in the ContentDM database, we're seeing a lot more hits on Google," said Kenny. "Oral histories are still the number one resource people find through online searches. About a third of our users aren't cable people — they're members of the public, media and academia." This access to industry materials helps to increase public understanding of the cable industry's legacy of innovation.

Focus on Service

Exceptional customer service is a Barco Library hallmark. Researchers are consistently impressed with how quickly their requests are handled, compared to typical response times at other special libraries.

Karen Pautsch, archives specialist with Motorola Heritage Services and Archives, visited the Barco Library in summer 2009 as she researched cable milestones in her company's 80-year history. "When I arrived, the staff was ready for me," she said. "Brian and Lisa had pulled historic materials for me to go through. I found answers to questions, made copies of documents and requested copies of several images."

Research at the Barco Library helped Pautsch document events for a company timeline that will be published online and in print materials. Motorola employees will use the materials in presentations, as well.

"I found the staff of the Barco Library to be very helpful and accommodating," said Pautsch. "After my experience there, I've recommended the Barco Library to other researchers in my company."

"I very much enjoyed touring the archives of the Barco Library and seeing the larger picture of the history of the cable industry," she said. "The Library is a wonderful asset to the cable industry and access to historical records was extremely valuable for my job. There was no other place that I've found that had the records I was looking for."



Library Archive Donations

In 2009, the Barco Library received donations from the following people. Our sincere thanks for their support and generosity!

Char Beales	Sonya Marquez
Steve Bell	Paul Maxwell
Fred Berger	Midcontinent Communications
Cable Positive	Geoffrey Nathanson
Ben Conroy	Romaine Pacheco
Shelly Good-Cook	Gail Sermersheim
Bob Hughes	David Van Valkenburg
Jan Innes	Priscilla Walker
Bill Karnes	Marlene Ward
Skip Kraus	Tom Wheeler
Claus Kroeger	



Advancing the Legacy

Cable Hall of Fame celebrates seven extraordinary leaders

Hundreds of cable luminaries from across the country gathered in Denver on October 27 to pay tribute to the seven outstanding industry leaders inducted into the twelfth annual Cable Hall of Fame. The class of 2009 joined 71 past inductees recognized with one of the industry's highest honors. Chosen by an anonymous committee of cable executives, Cable Hall of Fame honorees are selected for their significant contributions to the growth and development of the industry, exceptional professional and personal leadership, and deep involvement with the cable industry's people, organizations, and institutions.



"Innovators and entrepreneurs don't rest on their laurels – they're always on to the next challenge. A lot of cable achievements aren't recognized because we're too busy moving forward. The Cable Hall of Fame is our chance, once a year, to honor those achievements and the people who make them happen. We celebrate them tonight, and preserve their accomplishments forever."
 – Larry Satkowiak

The Class of 2009



The 2009 Cable Hall of Fame was hosted by Brooke Anderson, Hollywood co-host of HLN's Showbiz Tonight and entertainment correspondent for CNN. Following the induction ceremony, attendees continued the celebration at the well-received Fashionably Late after-party. The Cable Hall of Fame event was part of Cable Connection — Fall, a week of industry meetings and celebrations. Over the course of the busy week, more than 200 people took the opportunity to tour The Cable Center.

CHAR BEALES
 President and Chief Executive Officer
 CTAM

MATTHEW C. BLANK
 Chairman and Chief Executive Officer
 Showtime Networks, Inc.

JAMES S. COWNIE
 Co-Founder and Past President
 Heritage Communications

ROBERT W. HUGHES
 Founder, Prime Cable
 Chairman Prime II Investments

TOM RUTLEDGE
 Chief Operating Officer
 Cablevision

BERNARD SHAW
 CNN Anchor Emeritus

TOM WHEELER
 Managing Director
 Core Capital Partners



2009 Honorary Committee

The Cable Center is especially grateful to the members of its 2009 Cable Hall of Fame Honorary Committee for their support and dedication.

JOHN BICKHAM
President, Cable & Communications
Cablevision Systems Corp.

SEAN BRATCHES
Executive Vice President,
ESPN, Inc & ABC Sports

ANN CARLSEN
Founder and Chief Executive Officer
Carlson Resources, Inc.

JACK CROSBY
Chairman
The Rust Group, LLC

MARK KANG
Senior Vice President
Affiliate Relations
The Sportsman Channel

JERRY LINDAUER
Chairman
@Security Broadband

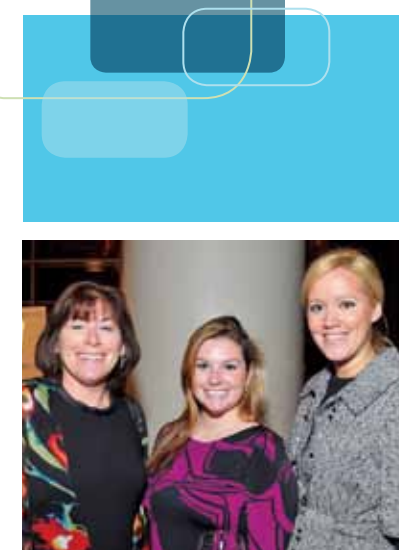
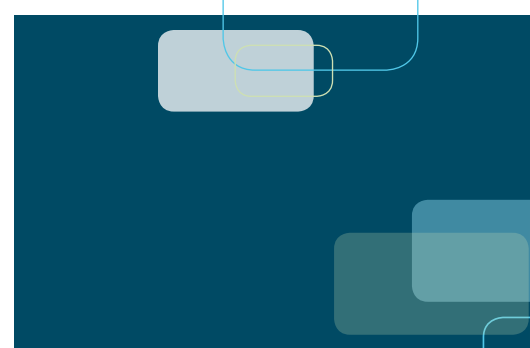
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Chief Executive Officer
Jinni

LES READ
Executive Director
Cable TV Pioneers

JOSH SAPAN
President and Chief Executive Officer
Rainbow Media Holdings, LLC

PETER STERN
Executive Vice President
Chief Strategy Officer
Time Warner Cable

DAVID VAN VALKENBURG
Chairman
Balfour Associates, Inc.





Alexa Alioto, former Cable Maverick student, and A&E production assistant with Hall and Oates.

Advancing Cable with Young Leaders

Cable Mavericks Lecture Series builds on success

In its fifth year, popularity of The Cable Center's Cable Mavericks Lecture Series continued to grow, both within the industry and on college campuses across the country. In 2009, cable industry leaders spoke about their careers in cable with 925 students on 11 campuses from Cambridge to Las Vegas.

The Cable Mavericks Lecture Series brings students together with outstanding cable professionals. Through lively, interactive presentations, students learn about the industry's most inspiring business stories and case studies, and get a glimpse of careers and day-to-day life in the fast-moving cable business.

Part of The Cable Center's mission is to build bridges between the industry and higher education. Cable Mavericks accomplishes this assignment in a very productive way. Mavericks presentations make a strong positive impression on students, who are often surprised to learn about cable's culture of innovation.

"I thoroughly enjoyed the experience at Dartmouth. The Mavericks is a great program, providing a valuable industry benefit. I'm glad to have been a participant and look forward to doing so again."
 – Jennifer Childs, Program Manager, Dartmouth College



Expanding horizons

Alexa Alioto, a 2009 St. John's University graduate, attended a Cable Mavericks Lecture in her senior year, where she listened to A&E Television Networks founder Nick Davatzes and Bill Harris, A&E's senior vice president of broadcast and production operations. Contrary to the "untouchable CEOs" she had expected, Alioto said, the speakers were "two hard working men who did what they had to do to succeed in life and in their careers. Their words were so inspirational, that it moved me to

action.... I had never seen myself working in TV. I knew that I wanted to work in entertainment but I always pictured myself working in music or in online media. It was only after speaking with Mr. Davatzes that I realized that working in all three was possible."

Alioto's Mavericks connection led to an internship with A&E and a subsequent position with the company. She now works as a production assistant at the network, and hopes one day to develop a show of her own. "Attending events like the Cable Mavericks is certainly a great way to take a peek into the industry," she said.

The Cable Center staff works to tailor each Cable Mavericks presentation to the school and speaker. At the University of Nevada at Las Vegas, Jill Campbell, Cox's senior vice president of eastern division operations, moderated a career panel with the general manager of the company's Las Vegas system and other local media employees. At Lafayette College, students made program pitches to Cable Maverick Chris McCumber, executive vice president of marketing and brand strategy with USA Network.

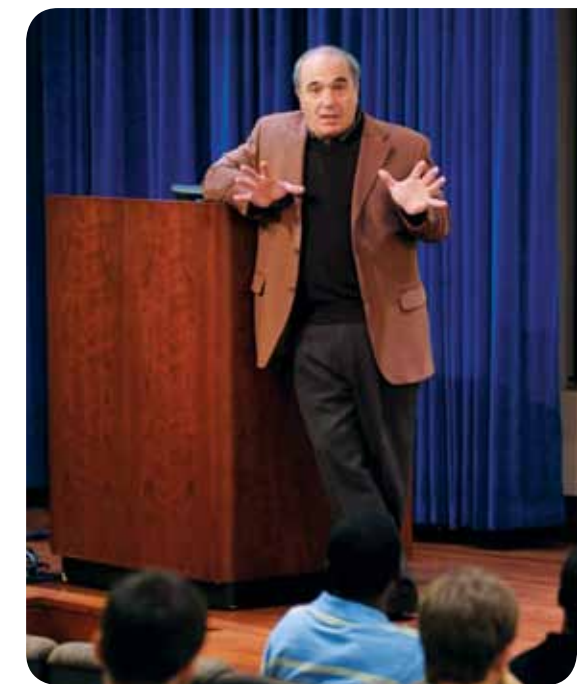


The program has been received so enthusiastically that the Motorola Foundation donated

\$100,000 to The Cable Center to support Cable Mavericks. According to Mark DePietro, Motorola's vice president of strategy and business development, "Cable Mavericks connects cable's present with its future. The college students touched by the Mavericks program are the leaders of tomorrow. The Cable Mavericks program makes us part of the academic world that contributes innovative thinking in business and technology... On a practical level, we support Mavericks because the program gives the industry access to students who will bring value to our industry, both as employees and as consumers."

High-profile speakers and venues

In its strongest year to date, the Cable Mavericks Lecture Series featured bigger names than ever before, including Ted Turner, Brian Lamb, Michael Willner, and Josh Sapan among the speakers. Venues were higher profile, as well, including Harvard and Dartmouth. HBO Executive Vice President and Chief Technology Officer Bob Zitter, who spoke at Dartmouth's Thayer School of Engineering, said "I thoroughly enjoyed the experience at Dartmouth. The Mavericks is a great program, providing a valuable industry benefit. I'm glad to have been a participant and look forward to doing so again." Jennifer Childs, program manager, Center for Digital Strategies, Tuck School of Business at Dartmouth shared Zitter's enthusiasm. "Working with The Cable Center and in particular the Cable Mavericks Lecture Series has yielded a number of positives for the Center for Digital Strategies, the Tuck School and Dartmouth College. The professionalism and quality of programs delivered by Mavericks... seeded a relationship that is certain to build and deepen. It was a delight to work with Dolly Wolf and Christen Adams [The Cable Center's director and manager of Programs and Education], and I will look forward to future collaboration between our organizations."





Career Advancement

Professional Education delivers cable-savvy workforce

In 2009, The Cable Center continued to help build a knowledgeable industry workforce — a pursuit reflected in the former training and professional development department’s name change. Now known as Professional Education, the team focused on making classes more accessible to cable employees. Through three cable-exclusive courses, The Center partnered with other organizations to improve the knowledge level of 232 cable people, many of them relatively new to the industry.

The Center’s Finance and Accounting for the Non-Financial Managers class, previously offered only as a private corporate class, is now open to the industry. More than a hundred employees attended one of four three-day classes offered throughout the year. Using practical examples commonly encountered in cable operations, the course offers attendees a clear understanding of the financial aspects of cable, capital allocation and planning tools, the interrelationships of key financial ratios, and other essentials. Academic instructors and industry experts present the information in an engaging format geared toward non-accountants responsible for financial performance. Student Paul Strickland of Bresnan Communications commented, “Our instructor’s knowledge of the cable industry and its nuances was very impressive. I expected an expert in accounting and got an expert in cable as well.”

“The depth of knowledge of the presenters was just incredible. Their passion for the industry was evident in their presentations and interactions, all were very engaging. What a great program, I am so glad I had the opportunity to attend.”
 – Training Participant

In partnership with Women in Cable & Telecommunications, The Cable Center presented its second annual Cable Boot Camp and Beyond to 66 industry professionals. The program covers cable finance, technology, history, regulatory issues, and other critical topics. The addition of a case study in 2009 gave attendees the opportunity to put their new knowledge to work. Anonymous evaluations were overwhelmingly positive. One attendee observed, “I learned more about the cable industry in the two days of Cable Boot Camp than I had in the nine months I’ve been on the job.” Another commented, “the depth of knowledge of the presenters was just incredible. Their passion for the industry was evident in their presentations and interactions, all were very engaging. What a great program; I am so glad I had the opportunity to attend.”

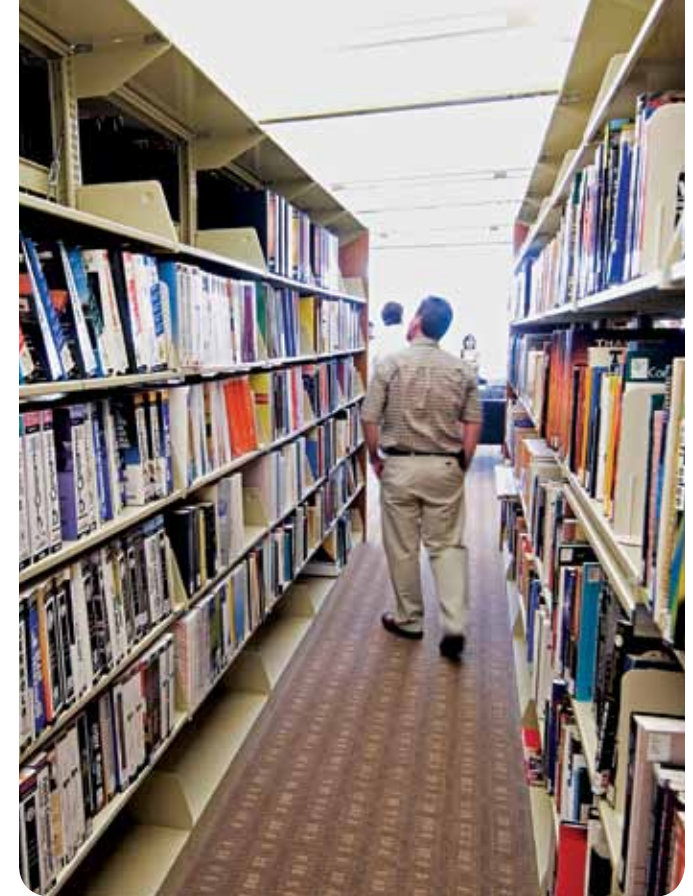
Eighty percent of the more than 50 industry employees attending another program called Cable 101 found it to be useful and relevant to their work in cable. Attendees said the half-day industry overview was “entertaining and instructive,” and commented, “[our instructor] was very effective in explaining complex concepts in an understandable, simple way.” The Cable Center partnered in 2009 with CableLabs to improve Cable 101. Bill Dorman, The Center’s director of Professional Education, said, “CableLabs helped us improve the class by adding more information on competition. Wherever possible, we’re partnering with the industry to make sure we offer the best educational programs possible.”

Developing new programs

Dorman and Professional Education Coordinator Shannon Novosel are working on new programs and greater access for 2010. CableSTART, a new e-learning class on industry fundamentals for non-technical employees will launch in 2010. Students can attend the class on their own schedules in their own locations, making the valuable content much more widely available.

The Professional Education team also looks forward to introducing its first leadership class – the first such program available industry-wide. Leading for High Engagement is designed to build and improve the leadership skills of first-time supervisors and entry-level managers. Among topics covered in the course will be new techniques and ideas to help managers hire, retain and develop talent and improve employee performance. Leading for High Engagement will be a valuable resource for smaller cable operators who are not able to offer their own leadership training programs.

Professional Education is part of The Cable Center’s mission to build bridges between cable and higher education. “Cable is a unique industry with its own unique challenges,” said Dorman. “By delivering educational offerings that relate directly to the day-to-day responsibilities of cable employees, we’re contributing to professionalism and growth for the industry as a whole.”





Distance Learning

Program illuminates role of media in public policy

With the media landscape in upheaval and politics increasingly fractionalized, it is more important than ever for today's college students to understand the relationship between public policy and media. Once again, The Cable Center's Distance Learning class with C-SPAN shed light on an important subject.

In 2009, approximately 130 students at four universities across the country participated in stimulating discussion with an impressive array of guest speakers.

The popular program returned to University of Denver, Pace University, and George Mason University with "Issues in Media and Public Policy" classes that began as then-President-elect Obama and the 111th Congress prepared to take office. The course examined political, legislative and social issues facing the country, focusing on the process of public policy making and the role of the media in shaping the debate and ultimate results.

In fall 2009, students at the three schools discussed "Campaigns, Political Messaging, and 2010 Politics," and were joined for the first time by students at the University of the District of Columbia. Discussions delved into the historic, political and media issues that will shape politics for the decade ahead.

In total, 26 guests spoke with the students via live video feed from Washington, D.C.

Speakers included:

- Mario Cuomo, former New York governor
- John Solomon, former executive editor, The Washington Times
- John Dickerson, chief political correspondent, Slate magazine; political analyst, CBS News
- Sam Donaldson, ABC News
- Helen Thomas, Hearst Newspapers
- John Dean, former White House Counsel for the Nixon administration and author
- Bob Kerrey, former Nebraska senator
- Newt Gingrich, former Speaker of the House of Representatives
- Steven Farnsworth, author, *The Nightly News Nightmare: Television's Coverage of U.S. Presidential Election, 1988-2004*
- Torie Clark, political strategist, former Pentagon communications director, best-selling author



Advancing a New Career

The DeSo Foundation connects student to cable

Now in its twelfth year, the Justin DeSorrento Opportunity for Excellence Award and Internship continues to make an impact on the lives of its student awardees. Initiated in 1998 with a grant from the DeSo Foundation, the award seeks to honor the memory of Justin DeSorrento by identifying motivated students who are interested in entering the cable industry. The unique program funds paid internships with major cable companies. Students are given the opportunity to work in cable, learn about industry history, evolution, and current issues, and interact personally with senior-level cable industry executives.

Noël Kristi Wells, who will graduate from The University of Texas at Austin in May 2010, received the 2009 DeSorrento Award. She arrived in New York City to begin her internship at International Film Channel in June 2009. Wells assisted the IFC marketing department with social media outreach, including campaigns using Wikipedia, Facebook, and online communities to create interest in IFC programming and contests.



"I had an amazingly entertaining learning experience living and working in New York City this summer," she said. "I was happy to be a part of [IFC's] newer attempts to reach out to their main audience through the Internet. I learned how to create pages in Wikipedia and developed thoughtful and factual articles for all of IFC's television content. I also contacted communities with similar interests for each one of IFC's shows that debuted this summer."

Wells' responsibilities also involved her in viral and guerilla marketing campaigns—efforts that drove thousands of visitors to IFC.com. "It was exciting to be doing work that had actual results that I could see and experience," she said. The Cable Center will continue to work with The University of Texas at Austin and International Film Channel for the 2010 DeSorrento Award.

"I'm glad I had a large role to play in getting IFC some online visibility," Wells commented. "The world of media is quickly changing! And I have a better idea of where it's going."



Advancing the Customer Experience

Customer Care Central gathers leaders and ideas

As the forum for industry leaders to share best practices and new ideas about customer care, The Cable Center continues to advance one of the industry's most critical relationships and expand the knowledge base of cable customer care professionals. In 2009, Customer Care Central continued to pursue its mission through three key initiatives.

C5 convenes industry leadership

The Cable Center Customer Care Committee (C5) regularly gathers invited industry customer care executives to share information and learn from academics and cutting-edge thought leaders in their rapidly evolving field. The committee's 25 members represent the top 11 cable operators in North America and Europe. In 2009, the group began meeting via monthly webinars, an improvement over the conference calls held in the past. C5 also meets in person twice a year, with meetings hosted alternately at The Cable Center and a C5 member company. The group analyzes and discusses every aspect of the customer relationship, challenging long-held assumptions and relentlessly pursuing new information and techniques.

C5 member Gerrit Goedkoop, vice president of customer care with UPC Broadband Europe commented, "I believe [the C5 team] fulfills an important function for the cable industry, leveraging best practices and facilitating and nurturing industry knowledge in this important subject. The Cable Center has helped C5 member companies find innovative approaches to customer care challenges."

The group is entering a new arena, as editors of a guidebook on customer care to be published for the cable industry by The Cable Center and CableFAX magazine. Customer Experience Management: Lessons and Insights for the Cable Industry, available in mid-2010, will include articles by leading academics and national customer care authorities as well as experts from within the industry.

Academic focus on customer care

The Cable Center continues to promote customer care as an academic discipline through the Cox Customer Experience Management MBA concentration at the University of Denver's Daniels College of Business. In its short history, the unique program has grown impressively, from seven students initially to nearly 60 in just four years. The program's four courses include guest speakers from cable and other industries.

"We're awakening students to the importance of customer care at levels they haven't thought of before," said Dr. Charles Patti, the James M. Cox Chair of customer experience management at the Daniels College of Business. "They begin to understand the importance of customer care on the financial strength of a company, how it impacts loyalty and market share. How does the combination of products and services you offer affect the loyalty customers have to the company? What is the relationship of that loyalty to profitability?"

Patti also coordinates a DU cable internship program, placing students specializing in customer care with Cox Cable operations. In summer 2009, student Scott Luther interned with the Cox Las Vegas system customer care department, where he developed an action plan to increase customer satisfaction. Luther benefitted from his experience as the system's first intern. "Thank you for the opportunity to work with this fine company," he said in his post-internship report. "My experience has allowed me to build on my existing CEM knowledge and further develop my skills."

Sharing knowledge industry-wide

The Cable Center extends new customer care information beyond the leadership ranks through forums at large industry events. In April 2009, Cable Show attendees heard a comprehensive exploration of customer care metrics in a half-day forum titled, "How Are We Doing? New Measurement Approaches for Shaping Customer Care." Presenters included Dr. Matthew Dixon and Nicholas Toman of the Corporate Executive Board, Dr. Jerry Olson of Olson Zaltman Associates and Dr. Ron Rizzuto of the University of Denver's Daniels College of Business, with a panel of senior cable customer care executives offering practical insights on the presentations. "These programs bring tremendous value to the industry," said Jana Henthorn, The Cable Center's senior vice president of programs and education and leader of Customer Care Central. "Without question, customer care impacts the present and future of cable. Forum attendees at NCTA left with new ideas and techniques they could take back to the office and immediately put into effect. The Cable Center is proud to contribute in such a tangible way to the industry's continuing efforts to improve customer relationships."





Dear Friends and Colleagues,

I'm a proud supporter of The Cable Center and I thank all of you who have made an investment in The Center's mission in 2009. Your generosity allows The Center to support our industry in many ways. From the resources of The Barco Library, professional education opportunities, and my personal favorite, the technology archives, The Center provides valuable services and resources for everyone in every area of the industry.

In 2009, I had the pleasure to interact with The Cable Center on several levels. I enjoyed a fun

dinner with some of the staff at the annual Cable TV Pioneer induction ceremony. I attended a gathering in my hometown of Phoenix, AZ and learned more about the programs and services The Center provides. In December, I met Ted Turner at the annual holiday gathering held at The Cable Center in Denver. At these events I was inspired by the good work The Center is doing, so much so that I decided to support The Chairman's Campaign.

This campaign will allow The Center to work on behalf of the industry we all love. I am proud to be an advocate of that mission, and I hope you will join me in supporting the Chairman's Campaign and The Cable Center in 2010. It's the least you can do to preserve the history and education of an industry and career that has given us all so much over the years.

My sincerest regards,

Rick Bechtel
CableOne
Cable Pioneer, Class of 2008

2009 Chairman's Campaign Donors

The list below showcases Chairman's Campaign donors since the start of the Campaign in January 2007. We sincerely thank these donors. Their support will help provide for an operational endowment that will ensure the future of The Cable Center.

Summit Patron - (\$1,000,000 and above)

Comcast Foundation

Platinum Patron - (\$500,000 to \$999,999)

Anonymous

Barry L. Babcock

William J. Bresnan*

Samuel I. Newhouse Foundation Inc..

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Claus F. Kroeger

Motorola Foundation

The Simmons Family Foundation

Turner Broadcasting System, Inc.

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Steve Youtsey & PCT International

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Matt Aden

Karel J. Applebee

David M. Baum

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John Bickham

Ann Carlsen

Gordon Crawford

Nickolas Davatzes

Glenn R. Jones

Robert J. Lewis and Family

Paul S. Maxwell

J. Patrick Michaels, Jr.

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Susan Packard

Patty and Jim Cownie Charitable Fund

Leslie H. Read

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The Weather Channel

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Matthew C. Blank

Caribbean Cable &
Telecommunications
Association

Kenneth S. Gunter

Clive Runnells

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Barbara York

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Rainbow Media Holdings, Inc.

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Cable Television Installation
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Aubrey Franklin

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Lake MI Chapter of SCTE

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Ricardo Mazzeo

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The Thomas J. Polis Family

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Katie Savage

Hubert J. Schlafly

William Sievers

Patrick F. Skerry

Jennifer Stamm

Michael O. Wirth

Dolly Wolf

As of December 31, 2009

2009 Cable Center Donors

The Cable Center is grateful to its 2009 donors for their belief in and support of our mission. Individuals and companies listed represent new pledge commitments or cash gifts made during the 2009 fiscal year.

\$250,000 to \$499,999

Amos B. Hostetter

\$100,000 to \$249,990

Anonymous

William J. Bresnan*

Motorola Foundation

Samuel I. Newhouse Foundation Inc.

\$50,000 to \$99,999

Robert W. Hughes and
Prime Management Group

Steve Youtsey and PCT International

\$25,000 to \$49,999

Julian A. Brodsky

Cable Television Laboratories, Inc.

HD NET

Patty and Jim Cownie Charitable Fund

Rainbow Media Holdings, Inc.

Tim and Lisa Robertson

\$10,000 to \$24,999

A&E Television Networks

ARRIS Group, Inc.

Bresnan Communications Co.

Bright House Networks

Cable & Telecommunications
Association for Marketing

Carlsen Resources, Inc.

Cisco

CommScope, Inc.

Discovery Communications, Inc.

Echostar

ESPN, Inc.

Fox Cable Networks

HBO

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Liberty Global, Inc.

Mediacom Communications Corporation

National Cable & Telecommunications
Association

Reed Business Information

John and Carol Saeman

Scripps Networks, LLC

Showtime Networks, Inc.

Suddenlink Communications

Turner Broadcasting System

\$5,000 to \$9,999

Karel J. Applebee

Current TV

Nickolas Davatzes

Front Porch

Rickey Luke

Susan Packard

Larry and Linda Satkowiak

Simmons Patriot Media
& Communications

StarTek

David R. and Doris Van Valkenburg

Debora J. Wilson

\$1,000 to \$4,999

Anonymous

Richard and Anita Bechtel

Caribbean Cable &
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Brad Fox

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Plantation Cablevision, Inc.

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Rentrak Corporation

Retirement Living TV

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Gail F. Sermersheim

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John W. Waller, III, Waller
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\$500 to \$999

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Bloomberg LP

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Robert J. Lewis and Family

J. Patrick Michaels, Jr.

Hubert J. Schlafly

SES Americom

*Individuals marked as deceased according to our records. If listing is incorrect, please contact the development office at 303.871.2798

Joel Susel

Tina Tomblin

TV Guide

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\$200 to \$499

Cory G. Andersen

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Richard R. and Cynthia Green

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Marketing on Demand

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ICON Gala Awards

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Kennedy Network Services, Inc.

Lake MI Chapter of SCTE

Leslie H. Read

William Sievers

Under \$100

Robert A. Bevis

Sarah Morley

Katie Savage

Statement of Financial Position

Audited statements December 31, 2009 and 2008

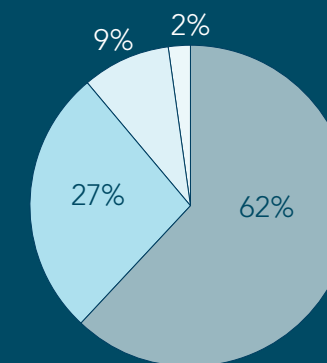
	2009	2008
Assets		
Cash and cash equivalents	\$49,681	\$75,507
Pledges, accounts receivable, and prepaid expenses	1,239,899	1,816,788
Long-term investments	32,659,424	29,435,991
Property and equipment	20,999,541	21,672,945
Other assets	622,567	921,511
Total assets	\$55,571,112	\$53,922,742
Liabilities		
Accounts payable and accrued expenses	\$488,514	\$426,011
Loan payable	4,225,000	4,225,000
	4,713,514	4,651,011
Net assets		
Unrestricted net assets	\$17,472,614	\$17,963,824
Temporarily restricted net assets	6,900,674	5,014,609
Restricted net assets	26,484,310	26,293,298
	50,857,598	49,271,731
Total liabilities and net assets	\$55,571,112	\$53,922,742

Statement of Activities

For the twelve months ending December 31, 2009 and 2008

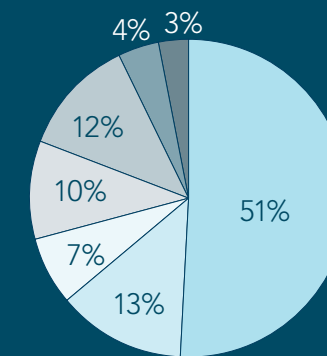
	2009	2008
Revenues		
Contributions	\$460,952	\$2,300,083
Program support	732,723	802,876
Event rental income	659,202	633,753
Total revenues	\$1,852,877	\$3,736,712
Expenses		
Program services	\$2,448,431	\$2,794,992
General and administrative	2,465,861	2,344,228
Fundraising	454,947	451,960
Total operating expenses	\$5,369,239	\$5,591,180
Net surplus/(deficit) from operations	\$(3,516,362)	\$(1,854,468)
Investment income/(loss)	5,087,100	(6,326,571)
Other income/(expenses)	15,129	(64,813)
Net surplus/(deficit)	\$1,585,867	(\$8,245,852)

Cash Budget



Sources of funds

1. Endowment and fund distributions	\$2,930,702	62%
2. Special events and facility revenue	1,285,000	27%
3. Program revenue	442,900	9%
4. Interest income	99,433	2%
Total sources of funds	\$4,758,035	100%

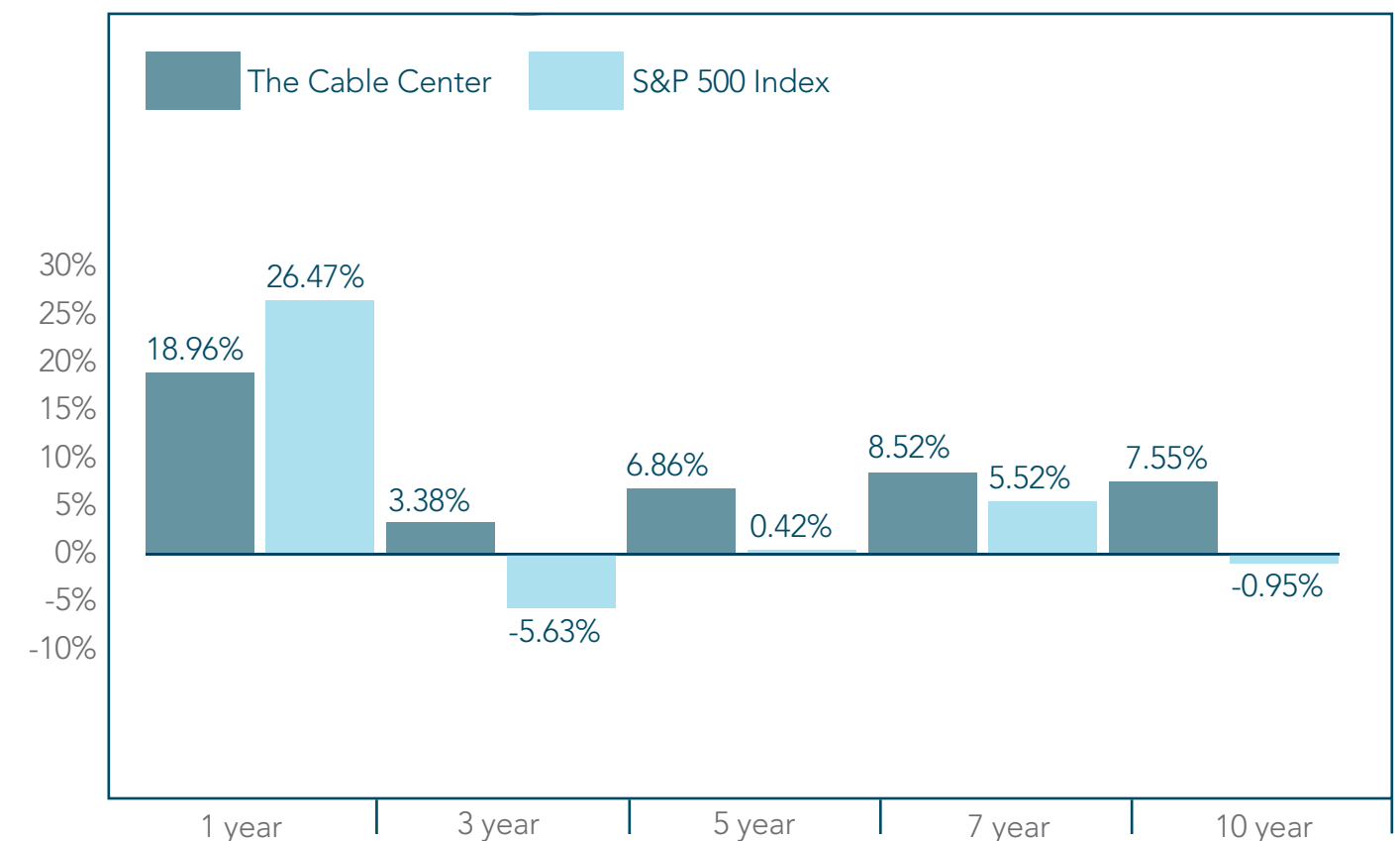


Uses of funds

1. Staff Salaries and Benefits	\$2,419,549	51%
2. Direct program expenses	634,861	13%
3. Administrative expenses	336,035	7%
4. Special events and facility expenses	464,820	10%
5. Building expenses	596,562	12%
6. Capital expenditures	176,500	4%
7. Interest expense	129,708	3%
Total uses of funds	\$4,758,035	100%
Total liabilities and net assets	—	0%

The Cable Center's Investment Portfolio

Investment returns as of December 31, 2009



Endowment Summary

December 31, 2009 and 2008

Endowments	12/31/2009	12/31/2008
Operating	\$9,089,401	\$7,554,992
Magness Institute	8,792,590	7,994,486
Programming Institute	7,916,414	7,175,284
Cox Endowment	2,434,096	2,190,546
Other	1,978,675	1,814,738
Total Endowments	\$30,211,176	\$26,730,046
Funds		
Program Funds	\$1,771,881	\$1,410,625
Building Funds	574,467	963,788
Total Funds	2,346,348	2,374,413
Unrestricted and Holding	101,900	331,532
Total	\$32,659,424	\$29,435,991

The Cable Center's Committees

As of December 31, 2009

Executive Committee

Nick Davatzes	A&E Television Networks
Richard Green	Cable Television Laboratories, Inc.
Bob Miron	Advance Newhouse Communications
Susan Packard	Scripps Networks
Larry Satkowiak	The Cable Center
Peter Stern	Time Warner Cable
David Van Valkenburg	Balfour Associates, Inc
Michael Willner	Insight Communications

Governance and Nominating Committee

Nick Davatzes	A&E Television Networks
Paul Maxwell	Media Business Corp
Tryg Myhren	Myhren Media, Inc.
Susan Packard	Scripps Networks
Larry Satkowiak	The Cable Center
David Van Valkenburg	Balfour Associates, Inc.,

Investment Committee

Peter Derschang	The Cable Center
Jeff DeMond	Bresnan Communications
Steve Halverson	Monticello & Associates
Bob Lewis	Lewis Enterprises, LLC
Ron Rizzuto	University of Denver
Larry Satkowiak	The Cable Center

Audit Committee

Brian Deevy	RBC Daniels
Peter Derschang	The Cable Center
Jerry Kent	Cequel III
Thomas Puckett	HPC Puckett & Co
David Van Valkenburg	Balfour Associates, Inc.

Budget and Compensation Committee

John Bickham	Cablevision
Peter Derschang	The Cable Center
Larry Satkowiak	The Cable Center
David Van Valkenburg	Balfour Associates, Inc.
Barbara York	NCTA

Development Committee

Cory Andersen	The Cable Center
Julian Brodsky	Comcast Communications
Ann Carlsen	Carlsen Resources, Inc.
Diane Christman	The Cable Center
Brad Fox	Comcast Communications
Bob Miron	Advance Newhouse
Susan Packard	Scripps Networks
Les Read	Retired, HBO
Larry Satkowiak	The Cable Center

Programs and Education Committee

Steve Apodaca	Charter Communications
Bridget Baker	NBC Universal
Jim Chiddix	Open TV, Inc
Dwight Duke	Cisco Systems, Inc.
Leslie Ellis	Ellis Edits, Inc
Marwan Fawaz	Charter Communications
Tony Fox	MTV Networks
Jana Henthorn	The Cable Center
Cathy Kilstrom	Comcast Communications
Evan Shapiro	IFC / Sundance Channel
Peter Stern	Time Warner Cable





THE **CABLECENTER**

2000 Buchtel Boulevard
Denver, Colorado 80210
303.871.4885
www.cablecenter.org