

storytellers

2010  
ANNUAL  
REPORT

**THE CABLECENTER**

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**THE CABLECENTER**

# The Cable Center Mission

**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



## The Cable Center Staff

Christen Adams	Bailey Doehler	Ryan Peru
Joyce Alden-Schuyler	Jana Henthorn	Jaime Reitz
Lisa Backman	Jennifer Kaufling	Larry Satkowiak
Robin Berhost	Brian Kenny	Dorothy Segovia
Diane Christman	Steve Luiting	Jennifer Stamm
Lela Cocoros	Riccardo Mazzeo	Devon Svejcar
Laura Cymansky	Sarah Morley	James White
Peter Derschang	Shannon Novosel	Dolly Wolf

As of 12/31/10

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## Larry Satkowiak



Dear Friends,

Last year at this time, I introduced to you the new mission statement of The Cable Center, which better defined the focus of our educational programs. In 2010, we extended that work further into the development of a new strategic plan to guide us through the next five years. We will concentrate our resources in three areas that best serve our cable constituency.

The Center will continue to host the Cable Hall of Fame Celebration during the NCTA Cable Show. The Cable Hall of Fame recognizes the contributions of the men and women who took a risk, built an industry, and changed the world. I enjoy sharing the stories about the free enterprise system and how cable innovations have had an impact on societies well beyond the borders of the United States. We have a rich store of information about the cable industry in the Barco Library and will explore ways to exhibit more of that information beyond our Denver location in the coming years.

In 2011, we look forward to expanding our academic community programs and once again bringing the academic community to the NCTA Cable Show. The Center has built significant connections within the higher education community through the Cable Mavericks program to disseminate information about the cable industry, provide internships and learning opportunities, and introduce students and faculty to some of the most dynamic people in our industry. Our Cable Mavericks Masters Forum: One Day Degree in Cable in New York this coming fall will teach thousands of students about our high-tech industry and the myriad career opportunities it offers through the guidance of some of the cable industry's most experienced executives.

Our programs in Customer Care Central have really taken off in the last couple of years thanks to the dedication of the C5 Committee, comprised of representatives from the major MSOs. The Cable Center has created opportunities for the cable care community through our regular meetings and connections to the academic community. We will continue to expand our academic offerings through opportunities for students and faculty in addition to our core programs for cable executives.

I would like to give my sincere thanks to Michael Willner, who guided The Cable Center as chairman of the board of directors since 2007. His common sense approach and sense of humor got us through some difficult times. I will look forward to working with Jerry Kent in 2011 as our new board chair as we tackle our new strategic goals and move forward.

Sincerely,

Larry Satkowiak  
President and CEO

## Michael S. Willner



Dear Friends and Colleagues,

It is a deep honor to have served as the chairman of the board of directors of The Cable Center for the past three years. As my tenure comes to a close, I'd like to take this opportunity to highlight just a few of the programs that I believe provide significant value to the cable industry.

The goal of The Cable Center has been to support our industry. My predecessor as chairman, Bill Bresnan, developed a strategic plan that set the direction for ensuring that The Center will always be responsive to cable's ever-changing needs. That plan laid the groundwork for some of the programs we have undertaken and some of the new initiatives we will embark upon this year, initiatives that will take The Center to a new level of leadership within the industry.

I am particularly enthusiastic about the programs that target the academic community. A few years ago, I participated in a Cable Mavericks program at The University of Kentucky with Gerry Laybourne and at the University of Louisville with some of Insight's finest leaders. We talked with students about how cable has become a sophisticated and high tech industry, responsible for the development of exciting technological advances that are changing our world and creating dynamic career opportunities for them. It was a rewarding experience, one that The Cable Center makes possible for operators and programmers across the nation.

When looking to the future however, the one area that I am most passionate about is improving customer care, and I am thrilled to see The Center support this goal. For the past few years it has acted as a catalyst, bringing together on a regular basis cable executives, as well as individuals from outside of our industry to share customer care practices, gain new perspectives and learn from one another.

Of course, none of this could have happened without the help and guidance of a wonderful board of directors and the professionalism of The Center's executive team and staff. I am proud to have served with such a fine group of people who are dedicated to improving the industry we love so much. I wish Jerry Kent all the best as he picks up the gavel as the next chair this summer.

Sincerely,

Michael S. Willner  
Chairman of the Board of Directors

# Year in review: sharing cable's story across the globe

## United States

### CALIFORNIA

- The Cable Center hosts Cable Technology 101 at The Cable Show
- The Cable Center hosts Cable Finance Fundamentals at The Cable Show
- The Cable Center hosts a Customer Experience Management session at The Cable Show
- The 2010 Cable Hall of Fame

### COLORADO

- Tours to 200 visitors both inside and outside the industry
- Distance Learning Class with C-SPAN, University of Denver
- Customer Experience Management MBA Concentration, University of Denver
- Cable Center Holiday Gathering
- C5 spring meeting, The Cable Center
- Professional Education courses, including Leading for High Engagement, Finance Fundamentals, Cable Finance and Negotiation
- Cable Boot Camp and Beyond, in partnership with WICT

### MONTANA

- C5 fall meeting at Bresnan Communications in Billings

### NEW HAMPSHIRE

- Cable Mavericks Lecture at Dartmouth College

### NEW YORK

- Cable Mavericks Lecture at Syracuse University
- Distance Learning Class with C-SPAN, Pace University
- The Cable Center hosts Cable Technology Fundamentals during the WICT Leadership Conference
- The Cable Center hosts Finance for the Non-Finance Professional during the WICT Leadership Conference
- Professional Education course in Cable Finance and Negotiation

### TEXAS

- Two Cable Mavericks Lectures at The University of Texas at Austin
- Two Professional Education courses in Cable Finance and Accounting for the Non-Financial Manager

### VIRGINIA

- Cable Mavericks Lecture at the University of Virginia School of Law
- Cable Mavericks Lecture at Northern Virginia Community College, Alexandria Campus
- Distance Learning Class with C-SPAN, George Mason University

### WASHINGTON, D.C.

- Cable Mavericks Lecture at George Washington University
- Cable Center opens new satellite office at NCTA headquarters

The Cable Center's home base is in **Denver**, but our reach is **worldwide.**

## Canada

### CALGARY

- The Cable Hall of Fame inducts its second Canadian, JR Shaw, from Shaw Communications, based in Calgary

### TORONTO

- Rogers Communications joins the C5 Committee

## Worldwide

- Cable Center website used for virtual research worldwide
- UPC Broadband, based in Amsterdam, represented in the C5 Committee and participates in benchmarking report

## Highlights

**57,419**  
people reached  
in 2010

**\$56,000**  
worth of event  
space donated  
to the industry  
in 2010

# Commemorating the legends



Last year, the Cable Hall of Fame Celebration became a part of The Cable Show, which allowed The Cable Center to share the stories of the Cable Hall of Fame's extraordinary leaders with a wider audience.

The Cable Hall of Fame preserves the stories of the 2010 class and of all the inductees who have been honored since 1998, through a permanent exhibit at The Cable Center, in the archives of our Barco Library and virtually through an exhibit on our website.

"Cable is such a great American dream story, and the innovation is still happening. We've been innovating and changing the world since the 1980s; we are high-tech," said Michael Willner, chairman of The Cable Center and vice chairman and CEO of Insight Communications.

"It's an honor to be the home of the Cable Hall of Fame," said Diane Christman, senior vice president of marketing and development for The Cable Center. "It never hurts to be reminded of the value and positive results of hard work, risk taking, and sticking to it, and that's what the Cable Hall of Fame does," she added.

The next Cable Hall of Fame Celebration will be held on June 14, 2011, at the Sheraton Chicago Hotel & Towers, in conjunction with The Cable Show and Cable Connection—Spring.

## 2010 Honorary Committee

Thank you for your service and dedication to The Cable Center.



**Leonard Baxt**  
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Dow Lohnes, PLLC

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Chairman and CEO  
Showtime Networks Inc.

**Sean Bratches**  
Executive Vice President  
ESPN, Inc. and ABC Sports

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**Joshua Sapan**  
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Rainbow Media Holdings LLC

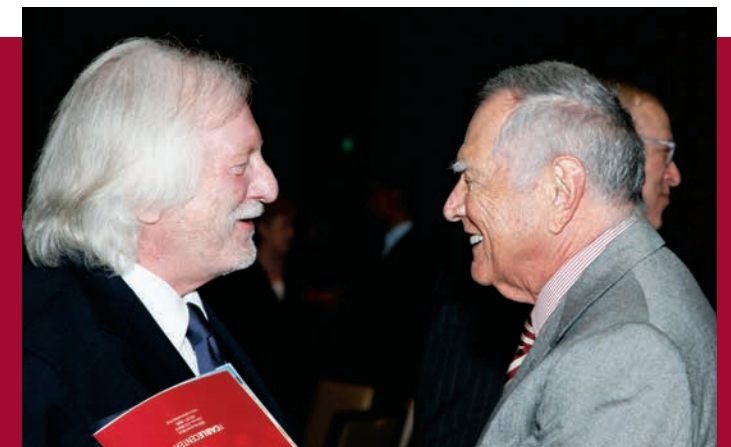
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The 2010 Cable Hall of Fame also honored the memory of one of cable's greatest, the late Bill Bresnan. Bill was the longtime chairman of The Cable Center, and one of The Center's dearest friends and advisors. You can watch the video tribute to Bill shown at the Cable Hall of Fame Celebration on our website under the Barco Library. In honor of Bill, The Cable Center is introducing the Bresnan Ethics in Business Award, which will be awarded for the first time at the 2011 Cable Hall of Fame Celebration.

# Class of 2010



"So many of us have grown up in this business together, and I thank you so much for being here tonight. When I started out as a few dollars an hour assistant 28 years ago, I never would have imagined that I would be standing here tonight."

—Abbe Raven



"Our extended family of employees are the ones who do the heavy lifting, while I get the honors...I'm really proud to be accepted into this Hall of Fame in the United States as a cable operator from Canada. At the end of the day, my hope is to see cable proud and strong, eh."

—JR Shaw



"Thank you to the board of The Cable Center. I am delighted and humbled to be here and to be among those august honorees. Long live the cable TV industry!"

—Marc B. Nathanson



"Thank all of you so much for this special honor, particularly when I view those already in the Hall of Fame and the inductees here tonight...they are really the foundation of cable, these pioneers. I've been indeed fortunate that the Lord put me in the right place at the right time with the right people—the outstanding right people."

—Allen Ecker



"About the only thing that approached her fierce love of the Commonwealth of Pennsylvania was her conviction and her passion for this, the cable television community, and for that we are all her beneficiaries."

—Brad Hammer and Brian Lockman, speaking on behalf of Yolanda Barco



"To be in the permanent company of the cable industry's greatest leaders is really a dream come true for me... It feels very good indeed to be back here tonight in the home of the cable industry that I love."

—Terence McGuirk

Yolanda G. Barco  
Vice President and Executive Officer  
Meadville Master Antenna, Inc. (deceased)

Allen Ecker  
Executive Vice President  
Scientific Atlanta (retired)

Terence F. McGuirk  
Chairman and CEO  
Atlanta Braves

Marc B. Nathanson  
Chairman  
Mapleton Investments

Abbe Raven  
President and CEO  
A&E Television Networks

JR Shaw  
Executive Chair  
Shaw Communications, Inc.



Emceed by Chris Matthews, host of *Hardball with Chris Matthews* and *The Chris Matthews Show* and commentator on NBC's *Today*, the 2010 Celebration drew 650 attendees to the JW Marriott in Los Angeles to fete the honorees.

## Where the stories live



The story of the cable telecommunications industry is written in the archives of The Cable Center's Barco Library.

Nowhere else in the world can you find first-hand information, testimonials and artifacts that document the contributions made by the people in every segment of the industry. Not only is the Barco Library one-of-a-kind in the cable industry, it's an asset that is almost unheard of in any industry.

"The cable industry has done a great job of pulling together and funding this resource," said Scott McMurray, vice president of The History Factory. "It's really nice to have an industry body that maintains this information." The History Factory helps companies in many different industries preserve their heritage, which gives Scott a unique perspective into the rarity of a resource like the Barco Library. He came to The Cable Center to help with a project he is working on for Time Warner Cable.

"The Cable Center was really a godsend for us to get to know the early days of Time Warner Cable's history," he said. One of the most remarkable things Scott found in the archives was the original Securities and Exchange Commission documents from when ATC, a precursor to Time Warner Cable, made its first public offering.

Documents like those are just one small piece of the Library's massive collections, which include items like books and magazines, but also include a vast equipment archive, manuscripts, memorabilia, media and photographs.

The Library continues to work to make more of its collection available online. For example, through its photo archive website at [archive.cablecenter.org](http://archive.cablecenter.org), more than 1,200 photos are available to view, a 71 percent increase over what was available last year at this time.

Another area of focus is the Hauser Oral and Video History Collection, which is made up of interviews of more than 300 industry leaders. Transcripts for each interview are available online, but for some of the original interviews, which were recorded in the 1980s, the information was originally captured on cassette tape. Right now the Library is converting those cassettes to digital files that can be streamed off of The Cable Center's website.

The Barco Library captures cable's story for those of us in the industry, but it also tells that story beyond the industry as well. The Library provided tours to nearly 200 people last year, many of whom were not previously familiar with cable and its history. In addition, out of the hundreds of requests for information handled last year, nearly half came from people outside the industry, which includes academia, media requests and other people in the general public.

"We can provide access to current and historical information about companies and the industry that's simply not available elsewhere," said Lisa Backman, Barco Library manager.

The stories housed at The Cable Center preserve the lessons of the past, and make them available for the executives of today, and the future. That's an incredible treasure for the industry. Scott McMurray said it well: "Archival material is an asset that you've already paid for—it should be used." Thanks to the Barco Library, it is all here for you when you need it.



### Library Archive Donations

In 2010, the Barco Library received donations from the following people and organizations. Our sincere thanks for your support and generosity!

Association of  
Cable Communicators  
Mark Aickelin  
Char Beales  
Fred Berger  
Susan Braun  
Linda Brodsky

Central Florida News 13  
Austin Coryell  
Bill Dorman  
Mark Dzuban  
Howard "Scotty" Flink  
Ken Freed  
John Hagerty

Jana Henthorn  
Lisza Gulyas  
Bill Karnes  
Claus Kroeger  
Metod Lebar  
Mark Levenson  
John Murawski

Steve Siehr  
Erica Stull  
Stephanie Thibodeau  
Richard White  
Carl Williams

# Writing the next chapter



In 2010, the Cable Mavericks® Lecture Series continued its success of connecting students and the cable industry. With seven lectures on six campuses, the program again reached more than 1,000 students, including the largest-ever turnout for the program with 450 students attending a full day of events at The University of Texas at Austin.

One of the most interesting stories to come out of the 2010 season was our first visit to a community college. Brian Lamb, chairman and CEO of C-SPAN Networks, first became involved in the Lecture Series in 2009, with a visit to Harvard University. He decided he wanted to do another lecture, but this time at a community college, where students don't have as much access to programs like Cable Mavericks. The Cable Center brought him to Northern Virginia Community College, where he was met with an enthusiastic reception by the students and their professor, Lucy Holsonbake. After the lecture was complete, Professor Holsonbake shared her feelings about the program with The Cable Center.

"I just wanted you to know how wonderful today was. From an educator's point of view, it was everything I could have asked for. Thank you so much for all The Cable Center did to coordinate such a great happening for our students," she said.

Cable Mavericks is met with the same enthusiasm on every other campus it visits. Over the years, our survey results have shown that a majority of students are interested in a career in cable after a visit from the Lecture Series, and the 2010 results are consistent. Cable Mavericks Lectures were rated "excellent" or "above average" by 90 percent of students, with 93 percent saying the topics and speakers were relevant to their studies.

Dalia Poch, a student at The University of Texas at Austin, said, "I just want to personally thank all of you for taking the time out of your busy schedule to come speak to the class...it was amazing and went way past my expectations."

One of her classmates concurred through survey feedback, "This was one of the best guest speaker presentations I've been to in my three and a half years at UT. Quentin Schaffer was not only informative, but also had some great insight on how to handle difficult PR situations. His presentation was very entertaining, and I enjoyed getting to learn more about the entertainment side of PR."

One Syracuse student said, "It's a good opportunity to know more about the cable industry." Another student told The Cable Center that he really appreciated the introduction to the industry, and the commentary on the state of the industry today.



The Cable Mavericks program creates a pipeline of new talent to come into the industry, and its reach is expanding. In 2011, The Cable Center will offer for the first time the Cable Mavericks Masters Forum: One Day Degree in Cable, which will make the Mavericks experience available to a much larger audience of students. This will be offered in addition to the regular Cable Mavericks Lectures that have made such an impact on thousands of students during its six-year history. Read more about this program expansion on page 18.



## The 2010 Cable Mavericks

Thanks for your support!

**Brian Lamb**  
Chairman and CEO  
C-SPAN Networks  
Northern Virginia Community College,  
Alexandria Campus

**Evan Shapiro**  
President  
IFCtv and Sundance Channel  
The University of Texas at Austin

**Mark Stern**  
President, Original Programming, Syfy  
Co-Head, Original Content,  
Universal Cable Productions  
Tuck School of Business, Dartmouth College

**Char Beales**  
President and CEO  
CTAM  
The George Washington University

**Alan Gerry**  
Chairman and CEO  
Granite Associates, L.P.  
Syracuse University

**Kyle McSarrow**  
President and CEO  
NCTA  
University of Virginia School of Law

**Quentin Schaffer**  
EVP, Corporate Communications  
HBO  
The University of Texas at Austin





## The stories behind the headlines



The Cable Center's Distance Learning Program with C-SPAN has been connecting students to the world of politics for nearly a decade. The class offers an examination of media and politics for students at the University of Denver and other universities around the country, and is taught by Steve Scully, senior executive producer and political editor for C-SPAN.

The program, which has been funded through a generous gift from Amos Hostetter, is wrapping up this spring, making the 2010-2011 season of the class a capstone for this one-of-a-kind program.

In 2001, when the class began, dial-up Internet was common, most of us had email addresses that ended in aol.com, and the idea of teaching a class from across the country seemed a little like science fiction. In a pre-Twitter era, there was no other program that gave students the opportunity to interact with political and media leaders.

Over the years, the Distance Learning Program was a stop for many of our country's biggest political names. The 2010-2011 academic year class covered the topics *Campaigns, Political Messaging, and 2010 Politics and Congress* and the *Presidency in the TV and Digital Age* with guest speakers including former Senators George Allen and Bob Kerrey, authors Norm Ornstein and Thomas Mann, former CBS Evening News Anchor Dan Rather, and author and former White House Counsel John Dean. This spring, a class will broadcast live from the White House on press and the presidency.

The Distance Learning Program has been consistently one of the highest rated classes for the University of Denver, and has reached students at Franklin Pierce University, University of Southern California, Pace University, Purdue University, Texas Christian University, Georgetown University, Northwestern University, George Mason and George Washington University and others over the years.

"What began at one university grew into a community of universities," said Scully, describing the class, which has always been well-received by students.

"This class really has the ability to prepare you for a career in politics. There are very few ways to have access to this information," said Greg Edwards, a senior political science and philosophy major at the University of Denver. "I think if more classes like this existed, more young people would be involved in politics," he added.

There have been many memorable moments over the years, which have given students the ability to understand history from a new perspective, and in some cases, witness it in real time. In 2006, Jay Carney was a guest speaker and spoke about the difficulties of being a White House press secretary. He candidly told the class he wasn't sure it was a position he would ever want to take. On January 28, 2011, he then became the next White House press secretary.

Another special moment over the years included Walter Cronkite explaining his reasoning in calling the Vietnam War unwinnable, leading to President Lyndon Johnson's declaration that "If I've lost Cronkite, I've lost middle America."

"The whole approach has been to give context and a sense of history from people who witnessed the events and shaped the agenda," said Scully. "We have created an immense oral history from the people who have come to speak to the class."

The final class will be held on May 27, 2011. We will be celebrating the finale and legacy of this program with a live taping of Steve Scully's oral history to add to the Barco Library's collection. Contact Dolly Wolf for more information at [dwolf@cablecenter.org](mailto:dwolf@cablecenter.org).

## The people making the headlines

The Cable Center's Distance Learning Program welcomed officials from every administration from Kennedy to Obama during its reign, and many other leaders including:

Former Secretary of State Madeline Albright  
Secretary of State Hillary Clinton  
Former DNC Chair Howard Dean  
Former Senator Bob Dole  
Sam Donaldson, ABC News  
Former President Gerald Ford  
Former Speaker of the House Newt Gingrich  
Doris Kearns Goodwin, Pulitzer Prize Winning Author and Presidential Historian  
Senator John Kerry  
Chris Matthews, NBC News  
House Representative Nancy Pelosi  
Republican strategist Karl Rove  
Bob Schieffer, CBS News  
Brian Williams, NBC Nightly News

## From books to blogs: meet Kayla, our 2010 DeSo Intern



"Modern day adventures for the civilized world" is how Kayla Lane Freeman, a student at the University of Texas at Austin and recipient of the 2010 Justin DeSorrento Opportunity for Excellence Award, describes her experience interning for Sundance Channel.

The DeSorrento Internship provides the opportunity for one student each year to live and work away from home and school for eight to ten weeks, with a pre-arranged assignment and stipend. Each year The Cable Center, with a partner university and company, selects an outstanding student to receive this honor.

Kayla wrote a blog about her experiences for The Cable Center website. Here are a few excerpts (and you can read more by visiting [www.cablecenter.org](http://www.cablecenter.org)):

The experience has been absolutely amazing, and I've learned a lot... The cable industry is not nearly as intimidating as I thought it would be as a girl from the suburbs who had never had any experience in a professional entertainment setting. It's cool to witness these really extraordinary things, aka going on overnight shoots on location, Robert Redford stopping by the office, getting to interview artisans from around the globe, which are just everyday occurrences for the people working at Sundance. It makes the whole experience more tangible and less of a faraway ambition...It's been a wonderful ride. Thank you to Monique Frumberg, Dolly Wolf, The DeSorrento Foundation, Sundance Channel, The Cable Center, and my wonderful friends and family for making this possible.

Congratulations Kayla on a job well done. Our thanks to the DeSo Foundation for making this internship program possible.

# Shared stories, shared lessons



A large part of The Cable Center's mission is to support the industry in efforts to better serve customers. We accomplish this portion of our mission through Customer Care Central, which is a grouping of programs and initiatives all designed to help advance the customer experience.

Customer Care Central is made up of two core programs: The Cable Center Customer Care Committee, also known as C5, and the Cox Customer Experience Management concentration for MBAs at the University of Denver, which is headed up by the James M. Cox Chair, Dr. Charles Patti.

## Cable Center Customer Care Committee

C5 has been a program of The Cable Center for four years now, and it continues to grow and develop. The goal of C5 is to serve high-level care executives, and it is currently comprised of representatives from the top 14 MSOs in the United States, Canada, and Europe.

The Cable Center leads the committee in the sharing of knowledge and best practices to benefit cable as a whole. The industry chairs are Mike DeCandido, senior vice president, call center operations-customer operations for Comcast, and Andy Haines, vice president, enterprise customer care, Time Warner Cable.

In addition to the monthly webinars and bi-annual in-person meetings which are the foundation of the group, two new projects were added during the past year. First is an industry-wide proactive look at the customer care scorecard, which tracks and measures key performance indicators. The second is a high-level benchmarking project which will create a common denominator to measure customer care metrics across the industry.

"We work to keep our C5 executives ahead of the curve," said Jana Henthorn, senior vice president of academic and industry outreach for The Cable Center.

The program receives universally high marks, with 100 percent of participants rating the content and relevance of the program as "excellent" or "outstanding."

## Cox Customer Experience Management MBA Concentration

The second core program is a one-of-a-kind specialization for graduate students at the University of Denver. Last year, the University renewed its commitment to the program, reappointing Dr. Charles Patti as the James M. Cox Chair in Customer Experience Management. The classes continue to grow. When the program first launched, there was a small group of students taking the concentration. Today, there is a waiting list.

The curriculum was also modified to include a customer experience audit, as a hands-on capstone experience for the concentration. In addition to learning about customer experience in the classroom, students now act as consultants for their last class, and perform a customer experience audit with a real company as their client.

In addition to these programs, The Cable Center continues to promote excellence in customer service industry wide. The Center partnered with CableFAX to produce a guidebook called *Customer Experience Management: Lessons and Insights for the Cable Industry*, which offers articles by leading academics, national customer care authorities, and experts from within the industry. In May 2010, The Cable Center hosted a presentation at The Cable Show for 75 attendees, entitled *Listening in: customers, conversations and the implications of e-care*. Jana Henthorn also spoke on behalf of the industry in response to an editorial in *USA Today* regarding the customer care of cable companies.

"The cable industry has invested \$165 billion since 1996 to upgrade its infrastructure, improving not just services but customer support as well," she said. "We've made great strides, and will continue to, becoming more flexible and proactive in how we connect with our customers, and listening, tweaking and Tweeting to address customer care more successfully."

The Cable Center and its Customer Care Central programs will be there for the industry every step of the way as it continues to make those strides.



## Looking ahead: spreading the word...further



The Cable Center is working on two program expansions focused on academic outreach to tell the story of cable to a wider audience.

### Cable Mavericks® Masters Forum: One Day Degree in Cable



First is the Cable Mavericks Masters Forum: One Day Degree in Cable. This addition to the already-successful Cable Mavericks Lecture Series will give students a chance to hear from multiple speakers in one location and to interview for jobs and internships in the industry.

It will be held at the Paley Center for Media in New York on October 28, 2011. In addition to targeting students in the immediate area, The Cable Center will also make the program available for live streaming around the country and world, and for on demand playback after the event is complete. All of the programming and content will be provided at no charge to the students.

In addition to the conventional lecture and discussion that makes up a typical Cable Mavericks day, the One Day Degree program will also include two student competitions: one focused on the development of new technology, and one focused on media content.

"We have seen how hearing directly from cable executives excites students about the industry and its innovations," said Dolly Wolf, director of academic and industry outreach for The Cable Center. "We're really excited about how the One Day Degree program will greatly expand the reach of the Cable Mavericks Lecture Series, and therefore the reach of the industry in the nation's top schools."

The speaker line up will be a robust group of programmers, distributors, and other executives who work in or have been impacted by cable telecommunications. Already signed up to speak are:

- Evan Shapiro, President, IFCTv and Sundance Channel
- Ann Carlsen, Founder and CEO, Carlsen Resources, Inc.
- Nomi Bergman, President, Bright House Networks
- Leslie Ellis, Ellis Edits, Translation Please for *Multichannel News*
- Joan Gillman, Executive VP and President, Media Sales, Time Warner Cable, Inc.

- Dan Moloney, President, Motorola Mobility
- Peter Stern, EVP and Chief Strategy Officer, Time Warner Cable, Inc.
- Steve Scully, Senior Executive Producer and Political Editor, C-SPAN
- Bob Zitter, EVP and CTO, HBO

Evan Shapiro, president of IFCTv and Sundance Channel, and popular Cable Mavericks speaker, is chairing the committee that is overseeing planning for the program. "Cable Mavericks has been such a wonderful experience over the past few years for those of us lucky enough to participate. My hope is that the Cable Mavericks Masters Forum expands our reach to students across the country, and makes connections for them throughout the industry," said Shapiro.

News and updates on the program will be available leading up to the program at a new micro-site, [www.cablemavericks.org](http://www.cablemavericks.org), as well as on the Cable Mavericks Facebook page and on Twitter at @CableMavericks.

### Academic and Cable Telecommunications Forum

Also new for 2011 is the Academic and Cable Telecommunications (ACT) Forum, which will be held in conjunction with Cable Connection—Spring and The Cable Show in June. The ACT Forum will provide faculty with an all-access pass to the latest news, technology and information about the cable industry.

Chaired by Dr. Lisa Pecot-Hebert, assistant professor at the College of Communication of DePaul University, this two-day event open only to academics will feature cable industry thought leaders sharing their views on programming, distribution, emerging technologies, industry legislation, customer engagement and more. Academics will also have the opportunity to share their research for peer review.

The ACT Forum will open with a tour of the Motorola Innovation Center in Libertyville, IL, and conclude with a guided tour of The Cable Show exhibit floor. The Forum will provide a comprehensive overview of the industry to help faculty with new material and insights to share with their students.

The speaker line-up features executives from all segments of the industry, including:

- Josh Sapan, AMC Networks, Inc.
- Shelley Brindle, HBO
- Jonathan Ruff, Motorola
- Fernando LaGuarda, Time Warner Cable, Inc.
- Dan Brenner, Hogan Lovells
- Debbie Egner, Starz Entertainment
- Joe Rooney, Cox Communications
- Michael Smith, The Cooking Channel
- Craig Parks, IFCTv

"This event is an excellent chance for the academic community to interact with cable executives and receive leading-edge information and insights, while also enjoying The Cable Show, our industry's signature gathering," said Larry Satkowiak, president and chief executive officer, The Cable Center.

"NCTA is delighted to partner with The Cable Center on the ACT Forum, and again support its educational programs," said Barbara York, senior vice president, industry affairs, NCTA. "The ACT Forum is a wonderful addition to The Cable Show agenda, and we are eager to have members of the academic community join us for a great show."

For more information on both of these programs, contact Dolly Wolf, director of academic and industry outreach, at [dwolf@cablecenter.org](mailto:dwolf@cablecenter.org).

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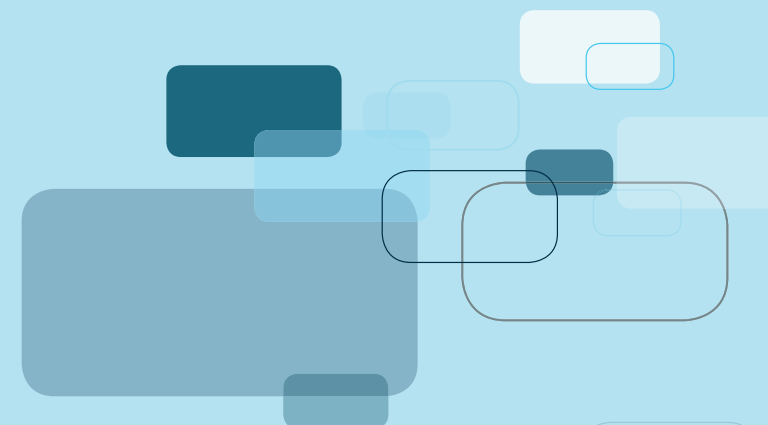
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# Statement of financial position

Audited statements December 31, 2010 and 2009

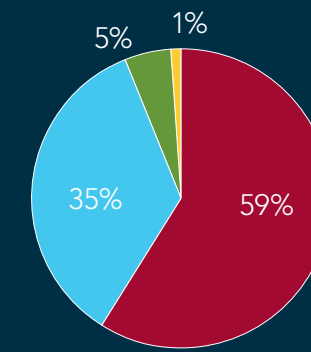
	2010	2009
<b>Assets</b>		
Cash and cash equivalents	\$146,847	\$49,681
Pledges, accounts receivable, and prepaid expenses	1,138,926	1,239,899
Long-term investments	32,383,021	32,659,424
Property and equipment	20,327,375	20,999,541
Other assets	622,661	622,567
<b>Total assets</b>	<b>\$54,618,830</b>	<b>\$55,571,112</b>
<b>Liabilities</b>		
Accounts payable and accrued expenses	\$403,943	\$488,514
Loan payable	4,000,000	4,225,000
	4,403,943	4,713,514
<b>Net assets</b>		
Unrestricted net assets	11,896,446	17,472,614
Temporarily restricted net assets	11,587,019	6,900,674
Restricted net assets	26,731,422	26,484,310
	50,214,887	50,857,598
<b>Total liabilities and net assets</b>	<b>\$54,618,830</b>	<b>\$55,571,112</b>

# Statement of activities

For the twelve months ending December 31, 2010 and 2009

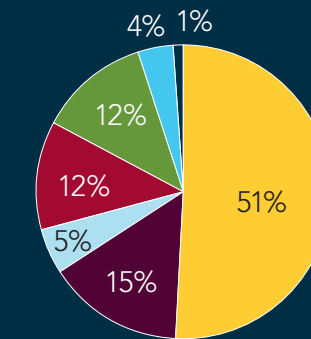
	2010	2009
<b>Revenues</b>		
Contributions	\$436,655	\$460,952
Program support	973,342	732,723
Event rental income	589,441	659,202
<b>Total revenues</b>	<b>\$1,999,438</b>	<b>\$1,852,877</b>
<b>Expenses</b>		
Program services	\$2,837,863	\$2,448,431
General and administrative	2,270,669	2,465,861
Fundraising	550,016	454,947
<b>Total operating expenses</b>	<b>\$5,658,548</b>	<b>\$5,369,239</b>
Net surplus/(deficit) from operations	\$(3,659,110)	\$(3,516,362)
Investment income/(loss)	3,004,955	5,087,100
Other income/(expenses)	11,444	15,129
<b>Net surplus/(deficit)</b>	<b>(\$642,711)</b>	<b>\$1,585,867</b>

# Cash budget



## Sources of funds

1. Endowment and fund distributions	\$2,801,886	59%
2. Special events and facility revenue	1,658,500	35%
3. Program revenue	271,357	5%
4. Interest income	27,413	1%
<b>Total sources of funds</b>	<b>\$4,759,156</b>	<b>100%</b>

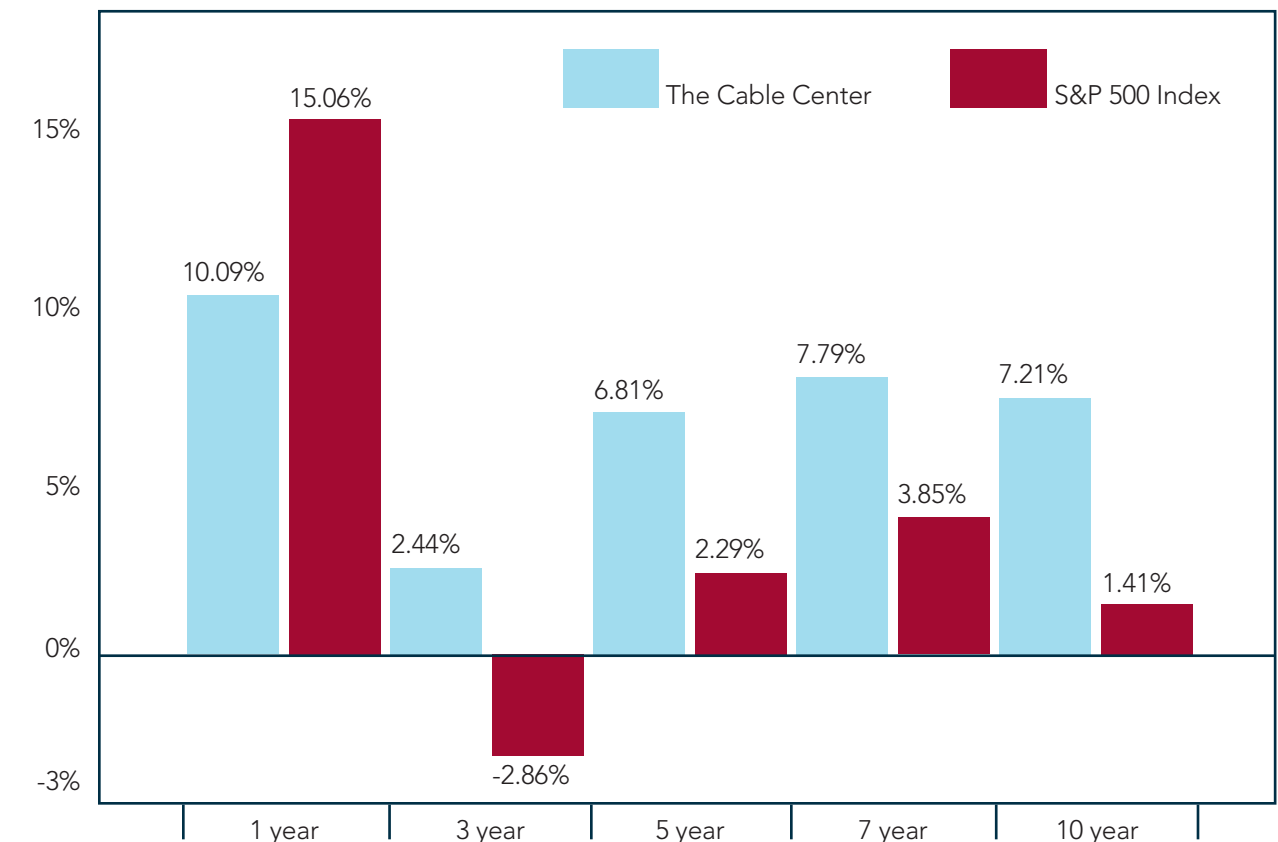


## Uses of funds

1. Staff Salaries and Benefits	\$2,420,526	51%
2. Direct program expenses	707,723	15%
3. Administrative expenses	246,145	5%
4. Special events and facility expenses	593,519	12%
5. Building expenses	563,279	12%
6. Capital expenditures	171,964	4%
7. Interest expense	56,000	1%
<b>Total uses of funds</b>	<b>\$4,759,156</b>	<b>100%</b>
<b>Total liabilities and net assets</b>	<b>—</b>	<b>0%</b>

# The Cable Center's investment portfolio

Investment returns as of December 31, 2010





# The Cable Center's committees

As of March 4, 2011

## Executive Committee

Nick Davatzes	A&E Television Networks
Jerry Kent	Cequel III
Larry Satkowiak	The Cable Center
Peter Stern	Time Warner Cable, Inc.
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
Trygve Myhren	Myhren Media, Inc.
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

Julian Brodsky	Comcast Communications
Ann Carlsen	Carlsen Resources, Inc.
Diane Christman	The Cable Center
Brad Fox	Comcast Communications
Les Read	Retired, HBO
Larry Satkowiak	The Cable Center

## Programs and Education Committee

Steve Apodaca	Charter Communications
Jim Chiddix	Open TV, Inc
Rich Cronin	Rich Cronin Media, LLC
Leslie Ellis	Ellis Edits, Inc.
Marwan Fawaz	Charter Communications
Tony Fox	MTV Networks
Jana Henthorn	The Cable Center
Cathy Kilstrom	Comcast Communications
Steve Raymond	Disney ESPN Media Networks
Evan Shapiro	IFCtv / Sundance Channel
Peter Stern	Time Warner Cable, Inc.
Dolly Wolf	The Cable Center

## Endowment summary

December 31, 2010 and 2009

Endowments	12/31/2010	12/31/2009
Operating	\$9,282,666	\$9,089,401
Magness Institute	8,718,097	8,792,590
Programming Institute	7,933,549	7,916,414
Cox Endowment	2,467,946	2,434,096
Other	1,995,209	1,978,675
<b>Total Endowments</b>	<b>\$30,397,467</b>	<b>\$30,211,176</b>
<b>Funds</b>		
Program Funds	\$1,509,764	\$1,771,881
Building Funds	379,112	574,467
<b>Total Funds</b>	<b>1,888,876</b>	<b>2,346,348</b>
Unrestricted and Holding	96,678	101,900
<b>Total</b>	<b>\$32,383,021</b>	<b>\$32,659,424</b>