

# BCAP 18<sup>th</sup> Annual Skeet, Trap & Pheasant Shoot

October 19-20, 2016 Whitetail Preserve Conyngham, PA

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A block of rooms has been reserved at the [Hampton Inn, Hazleton](#), located just west of Exit 145 (West Hazleton) of I-81, off PA 93 at Top of the Eighties Road. Room rate is \$99.00, tax not included (CUTOFF DATE SEPTEMBER 20). Please call the Hampton Inn at 570-454-3449 to make your reservation and specify you are with the "Broadband Cable Group."

## BCAP NewsClips

September 12, 2016

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As the people of Hazleton congregated downtown for the 38th annual Funfest parade, they truly gave meaning to this year's theme: "CommUNITY Superheroes."

As the parade — making its trek along the Broad Street route — began to get underway at 2:30 p.m., hundreds gathered to celebrate the ever-evolving blended community that Hazleton has grown into since Funfest's inception. The procession was led by some of greater Hazleton's own "Boys in Blue" — Hazleton City police Chief Jerry Speziale and West Hazleton police Chief Brian Buglio.

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This year's parade, featuring five divisions of floats, balloons and entertainment, was met with great fanfare from local residents. "This is my second year at the parade," Leidy Ventura of Hazleton said. "We come back because it's a great time for the kids, with the parade and the inflatables and the games."

**This year's biggest hit came in the way of the gigantic balloons sponsored by Service Electric Cable Television, which had four of the**

**inflated behemoths towering down Broad Street for the crowd to enjoy.** The four balloons — a military tank, a baseball, Daniel Tiger of Daniel Tiger's Neighborhood and a lion manned by the Hazleton Lions Club — all proved to bring smiles and fanfare for the local youth. "This year's parade was definitely a good one," Franiel Diaz, 12, of Hazleton said, eagerly watching the floats.

Many familiar faces were on hand for the festivities, including U.S. Rep. Lou Barletta, R-Hazleton; state Rep. Tarah Toohil, R-Butler Township; **grand marshals Joe, Pat and Joey Gans**; as well as area mayors such as Hazleton's own Jeff Cusat, West Hazleton's Frank Schmidt, Conyngham's Joe Carrelli, and Freeland's Ed Appleman.

Appleman's community of Freeland also had another reason to celebrate Sunday — Freeland borough was celebrating its 140th anniversary as a community on Sunday. — **Hazleton Standard-Speaker**

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Every year for the past few years, second-quarter pay-television subscriber numbers have come out and people have started writing obituaries for the industry. Since 2012, data from Leichtman Research Group (LRG), which aggregates pay-television subscriber totals each quarter, has shown that the industry takes a precipitous drop in Q2, followed by a smaller loss in Q3, then a rebound to end the year. The losses have been accelerating with both the second-quarter and year-end numbers getting worse, but the numbers have not even approached end-of-the-industry proportions.

Pay television as we know it may someday be a shell of its former self -- like the record business or the newspaper industry -- but those are areas that had steep fall-offs and that has not happened in pay television no matter how many headlines play up the gloom-and-doom angle.

What do the numbers actually say? Cable added 380,000 subscribers in 2011, then added 170,000 in 2012 before turning to a loss in 2013 of 105,000, followed by a drop of 125,000 in 2014, and accelerating to a loss of 385,000 pay-TV customers last year, according to LRG. In every single year since 2012, when LRG began quarterly reporting, the industry lost subscribers during the second quarter. That includes 2012, when the year-end number was an overall gain. You can see that the 2016 Q2 drop is bigger than previous-year numbers in that quarter, which may show cord-cutting accelerating. Or it might not.

Even if you assume the year-over-year increase in Q2 reflects a big step up in people cutting the cord, past history indicates the numbers will slow in Q3 before the industry rallies in Q4. Overall, the rolling-12-month loss has just about doubled, according to LRG President Bruce Leichtman. "The top pay-TV providers lost about 665,000 subscribers in the traditionally weak second quarter, with net losses in 2Q 2016 surpassing the previous quarterly low set in last year's second quarter," he said. "Over the past year, the top pay-TV providers (including DISH's Sling TV) lost about 705,000 subscribers -- compared to a loss of about 380,000 over the prior year."

It's a bad number following a year where the Q2 results were only slightly worse than in the previous three years. The drop deserves watching and it could mean the long-predicted demise of cable may be unfolding, but one worse-than-usual quarter does not offer definitive proof of anything.

What does this mean for pay TV? Even if doubling the annual loss becomes the norm for the next few years (and there's not enough data to suggest it will or won't), that would be a drop of 1.4 million at the end of Q2 2017, followed by a 2.8 million fall-off in 2018. At that point, pay television would dip under 90 million paid subscribers. So, if we have three years of accelerating losses, it might be reasonable to predict that a free fall could occur. One year with a significantly accelerated loss does not make a trend.

Q2 2016 could be the quarter where all the gloom-and-doom prophesiers are finally proved correct. More likely, these numbers show something in the middle. Pay television had a bad quarter, a terrible one by historical standards, which shows that it has been correct to worry about cord-cutting. That said, every major cable company (and most of the minor ones) have plans to address people leaving for streaming options. This includes big players like Comcast (CMCSA) and Charter Communications (CHTR) testing skinny bundles and playing with broadband bundles in order to make it hard for people to cut the cord. In addition, AT&T's (T) DirecTV has its own Sling-like streaming service one tap. — *Motley Fool*

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No one put Karl Fritz on the panel for Friday's leadership breakfast discussing the nontraditional workforce, but he would have fit right in. Nontraditional, as defined by the folks at Peirce College, which hosted the breakfast, means the type of students who graduate from Peirce — older, city residents, often the first in their families to go to college, often minority.

David L. Cohen, senior executive vice president and chief diversity officer at Comcast Corp., told the audience of nearly 120 executives, educators, and human resources managers that the onus is on companies "to open our eyes and to recognize the talent that is out there." The traditional model, Cohen said, is to look for the employee, perhaps a newly minted college graduate, who "comes out of the box with a ribbon tied" around a perfectly wrapped package. Most people, though, "don't come as a perfectly wrapped package. There is some tweaking" required for companies to figure out how talented and highly motivated people who don't fit the normal pattern can be integrated into their organizations.

Cohen and Sharmain Matlock-Turner, president and chief executive of the Urban Affairs Coalition,

stressed the importance of college-employer relationships in building a diverse workforce with skills to match employer needs. Matlock-Turner also serves as a Peirce trustee. Cohen said it makes business sense to have a diverse staff that matches the customer base. "At the end of the day, our lifeblood is our customers and our customers are incredibly diverse," he said. It's helpful, for example, to tap into the "instinctive reactions" of African American staffers when considering programming during Black History Month. "I don't want to have to hire a bunch of consultants to tell us that," he said.

Comcast learned the value of tapping into a non-traditional workforce when it hired more than 2,500 military veterans and members of their families, Cohen said. The company hired a retired general to run the program. Comcast benefited from military skills and leadership, but had to create orientation programs to acclimate military folks to corporate life. "Employers may have to do some things they wouldn't ordinarily do, but that's OK," he said, "because the payoff is so good."

– *Philadelphia Inquirer*

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Sharon Smoley has left her role as a Walt Disney World lobbyist to work for Charter Communications as the cable operator's director of state government affairs. Her name was in the news a couple years ago during the "textgate" scandal that led to fines against Orange County commissioners for deleting electronic communications. Lobbyists including Smoley were texting with commissioners on the day the commission blocked a sick-time referendum from the ballot. Smoley swapped 32 messages with Commissioner Jennifer Thompson that day. Smoley told local leaders in an email that she was "excited about my new role" but "terribly sad to be leaving such a wonderful company filled with amazing people." – *Orlando Sentinel*



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