



## NEWS RELEASE

### FOR IMMEDIATE RELEASE

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## Cable Industry Commits to Hiring Veterans Launches Mission Media Initiative

**NAPERVILLE, ILL., September 24, 2015** — The Cable and Telecommunications Human Resources Association (CTHRA) is proud to announce Mission Media, a multi-faceted initiative to further the cable industry's efforts to encourage recent military veterans, reservists and members of the National Guard to join cable's ranks. Mission Media was developed by the industry's 22-member Veterans Advisory Council (see sidebar) under the chairmanship of **NCTA President and CEO Michael Powell** and is guided by CTHRA. It stems from the collective desire of companies in the cable industry to take a systematic, industry-level approach to the hiring and retention of veterans.

The launch of Mission Media will take place in New York City on Wednesday, September 30 during a signing ceremony between the cable industry and the **Employer Support of the Guard and Reserve (ESGR)**, a Department of Defense office, that will underscore and affirm cable's on-going commitment to provide supportive work environments for those currently serving in the reserves and the National Guard. The event will be hosted by honorary chairs **Nancy Dubuc, president and CEO, A+E Networks**, and **Neil Smit, president and CEO, Comcast Cable Communications**.

The elements of Mission Media will cover all aspects of veteran recruitment and retention including: developing best practices for industry companies centering on the most effective ways to identify and recruit and retain veteran talent; training sessions for human resources managers in cable who are unfamiliar with recruiting and retaining veterans; virtual job fairs; an industry-wide mentoring program and a "fellows" program, both of which will serve to develop and retain talent; and partnerships with veteran-related nonprofits and government agencies. Mission Media will also serve as an umbrella brand for unifying the industry's veterans hiring activities.

"Veterans, reservists and National Guard members are imbued with the attributes of leadership, teamwork, learning agility and integrity. Attracting

#### Veterans Advisory Council

Honorary Council Chair: Michael Powell, President and CEO, NCTA

Sheryl Anderson, Starz Entertainment

Will Baas, Comcast-NBCUniversal

Angela Conklin, Vyve Broadband

Carlos DelCastillo, Bright House Networks

Mark Dzuban, SCTE

Stacy Green, A+E Networks

Sonja Hudson, Mediacom

Monica Johnson, Cox Communications

Rob LeFever, ARRIS

Colt Lewis, Charter Communications

David Pierce, NCTA

David M. Porter, Jr. Ph.D., Kaitz Foundation

Chris Powell, BlackbookHR

Kevin Preston, ESPN/Walt Disney

Debbie Stang, Midcontinent Media

Carin Stein, Viacom

Carrie Storer, Discovery Communications

Paul Turevon, Time Warner Cable

Douglas Wiley, Suddenlink

Pamela Williams, CTHRA

Jack Womack, CNN Worldwide/Turner Broadcasting

these talented individuals and retaining them in our talent pool will enrich our industry,” said **Pamela Williams, CAE, executive director of CTHRA**. “As witnessed by strong corporate participation in our Advisory Council, there is burgeoning support in our industry for the Mission Media initiative, and we know many companies will join in supporting the effort as we move ahead.”

With more than one million service members leaving the military over the next five years, and unemployment rates among post-9/11 veterans exceeding those of the population at large, there is an on-going public movement to rally support for putting those who have served into civilian careers. As a growing, dynamic industry, cable – with its nationwide footprint, diversity of companies, wide range of needed skills and positions at all levels – offers outstanding opportunities for veterans as they leave military service. Mission Media is positioned to be at the forefront of cable’s effort to address veteran hiring at an industry level.

For more information about Mission Media, please contact [Pamela Williams](#), CAE, CTHRA, at 630.416.1166.

### **About CTHRA**

The Cable and Telecommunications Human Resources Association (CTHRA) is the premier human capital resource for the industry and a growing nonprofit organization with more than 3,000 members spanning 50 companies. CTHRA provides industry-specific benchmarks, information and resources, as well as networking and educational opportunities. Its groundbreaking initiatives include compensation, employee benefits and human capital metrics surveys and an Annual HR Symposium. For more information, visit [www.cthra.com](http://www.cthra.com).

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