



FOR IMMEDIATE RELEASE

Mission Media Celebrates Veterans by Announcing New Initiatives

NAPERVILLE, ILL., November 10, 2017—Mission Media, the industry’s collective effort to hire and retain military veterans, has announced several initiatives related to its mission.



On November 8, David Pierce, vice president of public affairs for the NCTA and member of the Mission Media Veterans Advisory Council, shared information about Mission Media with members of Congress during a veterans hiring panel hosted by Charter. The discussion, titled “Transitioning 21st Century Warriors Into the 21st Century Workforce,” was focused on how the private sector can do more to help veterans transition to civilian life. The panel featured Senator Richard Blumenthal (D-Conn.), Congressman Richard Hudson (R-N.C.), Congressman Mark Takano (D-Calif.), Catherine Bohigian, executive vice president of government affairs at Charter, and representatives of the Department of Defense’s Military Spouse Employment Partnership and U.S. Department of Labor’s Veteran Employment Training Service.

On January 4-6, 2018, Mission Media will host a collaborative exhibit booth at the Student Veterans of America National Conference in San Antonio. Attendees will include more than 2,000 of the best and brightest veteran scholars who have chosen to use higher education to transition to a career and civilian life. Mission Media’s booth will highlight careers in the media entertainment and cable industry with a specific focus on the participating companies. To date, 10 industry organizations have confirmed participation in the booth, including A+E Networks, Comcast, Charter Communications, CTHRA, NCTA, SCTE, The Walt Disney Company, Viacom, Vyve Broadband and WICT.

Also in January, Mission Media will launch a storytelling initiative, sponsored by Talmetrix, to highlight the success of veterans working in the media entertainment and cable industry. In addition to these new initiatives, Mission Media’s HR Portal at www.missionmedia.org is a hub of information and resources. It features best practices on veteran recruiting and retention and free access to PsychArmor Institute’s robust collection of online courses.

Companies that are interested in joining the Mission Media efforts should contact CTHRA’s executive director Pamela Williams, CAE, at pwilliams@cthra.com.

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About Mission Media

Stemming from the collective desire of cable and entertainment companies to take a systematic, industry-level approach to the hiring and retention of military veterans, Mission Media was developed by the industry's Veterans Advisory Council and launched in September 2015 under the honorary chairmanship of Michael Powell, president and CEO of the NCTA. Mission Media is managed by CTHRA.

About CTHRA

CTHRA is the premier human capital resource for the industry and a growing professional association with more than 3,000 members spanning 50 companies. CTHRA provides industry-specific benchmarks, information and resources, as well as networking and educational opportunities. CTHRA's groundbreaking initiatives include its renowned Compensation Surveys and Annual HR Symposium. CTHRA also manages Mission Media, a systematic, industry-level approach to the hiring and retention of military veterans in the cable and entertainment industry. For more information, visit www.cthra.com.

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