



**FOR IMMEDIATE RELEASE**

## **Mission Media Collaborative Exhibit Promotes Industry Careers at Student Veterans of America Conference**

**NAPERVILLE, ILL., January 3, 2018** —With 2.9 million jobs spanning more than 800 job titles and generating \$152 billion in personal income earnings, the media entertainment and cable industry has a lot to offer to any job candidate. This week, there is a collaborative effort among 10 industry employers to recruit from one job pool in particular: U.S. veterans.

Mission Media, the industry's collective effort to hire and retain military veterans, will host a collaborative exhibit booth at the Student Veterans of America (SVA) National Conference (#NATCOM2018) in San Antonio on January 4-6, 2018. Mission Media's booth will highlight careers in the industry with a specific focus on the organizations participating in the exhibit: A+E Networks, Comcast, Charter Communications, CTHRA, NCTA, SCTE, The Walt Disney Company, Viacom, Vyve Broadband and WICT.

SVA represents a network of 600,000 student veterans at nearly 1,500 chapters on college and university campuses across the U.S. SVA National Conference 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.

For more information about Mission Media, please visit [www.MissionMedia.org](http://www.MissionMedia.org). Companies that are interested in joining Mission Media's efforts should contact CTHRA's executive director Pamela Williams, CAE, at [pwilliams@cthra.com](mailto:pwilliams@cthra.com).

**Media Contact:** Melissa Hicks, [mhicks@cthra.com](mailto:mhicks@cthra.com), 484.888.6766

### **About Mission Media**

Stemming from the collective desire of media entertainment and cable 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 nonprofit organization with more than 3,800 members spanning 50 companies. CTHRA provides industry-specific benchmarks, information and resources, as well as networking and educational opportunities. Its groundbreaking initiatives include its Compensation Surveys, Annual HR Symposium and Think Tank for HR Executives. For more information, visit [www.cthra.com](http://www.cthra.com).

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