



## NEWS RELEASE

**FOR IMMEDIATE RELEASE**

### **CTHRA Membership Swells to 3,000 Industry HR Professionals**

**NAPERVILLE, ILL., December 29, 2014** —The Cable and Telecommunications Human Resources Association (CTHRA) nearly doubled its membership in 2014, growing from 1,600 human resources (HR) professionals to more than 3,000. CTHRA’s membership community spans 50 companies and includes all levels of HR professionals from generalists to chief people officers.

“In recent years, the scope of human resources has dramatically expanded to include sophisticated analytics and HR technologies. At the same time, competition for talent has intensified, especially for tech and digital media positions, and employee retention has taken the center stage. To manage and drive these priorities, companies have embraced CTHRA as a valuable resource. Our rapid growth during the past year is a testament to cable operators’ and programmers’ thirst for industry-specific HR data, benchmarks and trend analysis,” shared CTHRA’s executive director, Pamela Williams, CAE.

In addition to tracking compensation, benefits and human capital metrics data for the industry through its surveys, CTHRA provides a conduit for the HR community to share knowledge and resources. Among its offerings are CTHRA’s signature event, the Symposium, Think Tank for HR Executives, *HR Pulse* e-newsletter, an online membership directory and Linked In forums. For more information about CTHRA, please visit [www.cthra.com](http://www.cthra.com).

**Media Contact:** Melissa A. Hicks, Mosaic Marketing, 484.888.6766

#### **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, an Annual HR Symposium, roundtables and webinars. For more information, visit [www.cthra.com](http://www.cthra.com).

###