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Mission Media Launches Models of Success
First installment features Spectrum's veterans hiring strategies

NAPERVILLE, ILL., April 26, 2018 —In 2015, a group of industry leaders convened to develop a collaborative effort to hire and retain military veterans. Through the group's insight and vision, Mission Media was launched. Since that time, Mission Media has held a Hiring Our Heroes job fair, launched an online portal for human resources (HR) professionals, hosted learning opportunities, spearheaded an industry jobs exhibit at the Student Veterans of America national conference and more. Today, Mission Media announced its latest initiative: [Models of Success](#).

Models of Success is a collection of industry employers' best practices for recruiting, onboarding and retaining veterans, plus insight from veterans who have successfully transitioned into careers within the cable and media entertainment industry. This first issue of Models of Success focuses on Spectrum's veterans hiring program. Spectrum employs nearly 12,000 veterans, which represents almost 12% of its total workforce. The multiple systems operator (MSO) has committed to increasing overall veterans hiring by five percent by 2020.

In this initial installment of Models of Success, Spectrum shares insight into its "Introduce Yourself" online video feature, broadband technician apprenticeship program and training facility within the Career Resource Center at Fort Bragg. The publication also highlights several resources leveraged by Spectrum including the Military Spouse Employment Partnership, the U.S. Chamber of Commerce's Hiring Our Heroes Corporate Fellowship Program, Army Partnership for Youth Success, HirePurpose and RecruitMilitary.

The inaugural Models of Success also spotlights five veterans who work at Spectrum: Jalisa Abney, field operations supervisor and former U.S. Army specialist; William Burton, maintenance technician and former U.S. Army Reserves specialist; John Hendrickson, vice president of core operations and former U.S. Army specialist; Jay Jallette, military sourcing program manager and former U.S. Navy lieutenant commander; and Charlene Keys, assistant vice president of field operations and former U.S. Air Force captain.

Models of Success was made possible by the generous support of Talmetrix, a talent feedback and analytics company that captures, aggregates and connects data to improve employee experience, retention and brand reputation. Models of Success can be viewed and downloaded at www.MissionMedia.org.

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. For more information, visit www.MissionMedia.org.

About CTHRA

CTHRA is the industry's human resources association and a growing nonprofit organization with more than 4,300 members spanning 50 companies. CTHRA provides industry-specific human resources benchmarks, information and resources, as well as networking and educational opportunities. Its groundbreaking initiatives include its Compensation Surveys, Annual HR Symposium and Forum for HR Executives. For more information, visit www.CTHRA.com.

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Cox Communications, Inc.
General Communication, Inc.
Midcontinent Media, Inc.
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TDS Broadband Service LLC
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