



Cable and Telecommunications Human Resources Association

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Veterans Institute: Heroes Work Here Workshop Set for July 13 in Washington, D.C.

NAPERVILLE, ILL., May 4, 2016 — Last fall, the cable and entertainment industry launched Mission Media, a systematic, industry-level approach to the hiring and retention of veterans.



The program was developed by the industry's 22-member Veterans Advisory Council under the honorary chairmanship of Michael Powell, president and CEO of the National Cable & Telecommunications Association (NCTA). Mission Media is managed by the Cable and Telecommunications Human Resources Association (CTHRA).

On July 13, 2016, Mission Media and The Walt Disney Company will present a Veterans Institute: Heroes Work Here Workshop. The one-day program will focus on how to target, recruit, engage, develop and retain military veterans. Attendees will have an opportunity to listen, learn and network with national thought leaders from industry employers, government agencies and veteran support organizations. Interested participants can register online at www.cthra.com/mission-media.



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.

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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