

Cablefax Daily™

WHAT THE INDUSTRY READS FIRST

5Qs: Charter's SCCA Celebrates One-Year Anniversary

In September 2021, **Charter** launched the next chapter of its philanthropic initiatives. The Spectrum Community Assist was rolled out as a five-year, \$30 million commitment to rejuvenate community centers in rural and urban areas, as well as offer job training programs in underserved communities across the company's footprint. **CFX** spoke with Charter VP, Community Investment Rahman Khan about the planning process, the benefits that come with the initiative and what's in store for the future. Below are edited excerpts of the conversation.

When did the idea to create SCCA come about, and what was the subsequent planning process? We started thinking about our next phase of our major philanthropic investments back in early 2020, maybe even back as far as 2019. To that point, we had a program that was our signature program called Spectrum Housing Assist, which was about us revitalizing people in their homes. We had a goal of improving 50,000 homes by 2020. As we got closer and closer to this goal, we said, 'How can we still help the community in a slightly unique and different way?' We thought about houses as a place that was really important to us, but also community centers, because we knew that they were staples in the community. We knew that they were places that people trusted.

How did COVID impact that process? We started looking at community centers and found out they weren't being utilized at the time in person in 2020, which led to them not getting fund-

ing. So not only were they the most trusted places, they weren't getting the necessary funding because people weren't in person in those facilities. We knew people still appreciate them. Many of them were beginning to offer virtual training, but they were still places that people depended on. Not only just for job skills training, but for food and for other types of human services.

Over 6,000 people have participated across 15 states. Charter has a 41-state footprint. How will the program expand to reach those additional states? We take a very serious and intensive process on looking at the markets that we want to support. Part of that process is defining where those centers are that are providing jobs or training programs. We partnered with an organization called Jobs for the Future and they help us identify those centers that are doing that kind of training. We also know it's very valuable to be in both rural and urban communities, so we wanted to have a balance of where we go, and different times of the year. We know there are some places that we launched where you don't want to go when it's cold, and sometimes we don't want to go where it's overly hot.

Is there a specific story that sticks out to you that shows the impact of the program? One is in Charlotte, North Carolina. There's an organization there, Beattie's Ford Road Vocational Training Center, and this center was offering construction trades. They graduated six students last May. These six students were the first class to graduate with the support from our resources. They all received multiple job offers. As soon as they graduated the class, people were waiting

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JOIN US ON WREATHS ACROSS AMERICA DAY - SATURDAY, DECEMBER 17TH -

Each December on National Wreaths Across America Day, our mission to Remember, Honor and Teach is carried out by coordinating wreath-laying ceremonies at Arlington National Cemetery, as well as almost 3,600 additional locations in all 50 U.S. states, at sea and abroad.

Join us by sponsoring a veterans' wreath at a cemetery near you, volunteering or donating to a local sponsorship group.

Visit www.WreathsAcrossAmerica.org

on them. I got a chance to attend their graduation and see some of the family members and the excitement that they had because these students who might have had tough times before were now getting a new chance to be able to put it take care of their families.

How does this initiative fit in with your other efforts to bridge the digital divide? We pride ourselves on being a connectivity company. That’s what we are. That’s who we are. This is different because it’s providing skills and giving people the necessary tools to get jobs, get certified or to improve their skill sets where they are. We create what is called a Spectrum Training and Technology Center. That’s what we believe. If people can get the proper training, the technology, the digital skills—and hopefully they’re also adopting the best broadband for themselves—then they can better be able to participate in the community, and in essence, close that digital divide.

FCC UNVEILS NATIONAL BROADBAND MAP DRAFT

The **FCC** marked a major milestone Friday with the release of the pre-production draft of its new National Broadband Map. The map displays location-level information about broadband services available throughout the country, a major step up from the census block level data used to create the agency’s previous maps. The Commission also launched an updated version of its FCC Speed Test App, giving users another tool to submit their mobile speed test data in support of a challenge to a wireless service provider’s coverage claims. The map’s arrival was celebrated among industry leaders that have harped on the inaccuracies of the FCC’s existing tools for years. “The map project is far from done,

but the FCC draft is a promising step forward and we will all work hard to get a final map that accurately shines a light on where we need to invest to connect all Americans to broadband,” **NCTA** said in a Thursday blog post. Now begins a challenge process where states and individuals can identify gaps in the addresses on the FCC’s broadband location fabric, noting locations that aren’t included or those that shouldn’t be listed in the first place. **New Street Research** is expecting the maps to draw a plethora of challenges before their scheduled spring completion date due to their important place in the execution of **NTIA**’s BEAD program. NTIA will announce allocations of funding from the program by June 30, using the most up-to-date version of the FCC maps as a guide. “We have already heard of reports that entire communities are missing from the new maps, undermining the success of the Broadband DATA Act,” Senator *Roger Wicker* (R-MS) said in a statement. “To ensure that no address is overlooked in the final version, I am calling on all Americans to check for their homes and businesses on the maps and participate in the FCC’s challenge process. With literally billions of federal dollars at stake, accurate maps are essential in providing efficient funding where it is needed.”

ARCHTOP ACQUIRING GTEL

Archtop Fiber signed a stock purchase agreement with family-owned GTel , a New York-based provider of voice, video and internet. Following the acquisition, Archtop will serve more than five townships across southern Columbia County. The deal is expected to close in early 2023.

Cablefax
MOST POWERFUL WOMEN
Celebration Luncheon
 Thursday, December 8 | 11am - 2pm
 Edison Ballroom, NYC

Join us as we salute the women who have made their mark on the industry with their leadership and innovation.

Register Your Team at
www.CablefaxWomen.com

Cablefax Daily (ISSN 1069-6644) is published daily by Access Intelligence, LLC | www.cablefax.com | 301.354.2101 | Editorial Director: Amy Maclean, 301.354.1760, amaclean@accessintel.com | VP/Group Publisher, Cablefax and Synopsis: Robbie Caploe, 917.974.0640, rcaploe@accessintel.com | Managing Editor: Sara Winegardner, 301.354.1701, swinegardner@accessintel.com | Associate Editor: Noah Ziegler, 301.354.1704, nziegler@accessintel.com | Director of Business Development, Cablefax: Ellen Kamhi, 917.626.5574, ekamhi@accessintel.com | Dir of Marketing: Kate Schaeffer, kschaeffer@accessintel.com | Production Manager: Joann Fato, jfato@accessintel.com | Kerry Smith, Divisional President, Marketing & Media Group, ksmith@accessintel.com | Group Subs/Subscription Questions, Client Services: 301.354.2101, clientservices@accessintel.com | Annual subscription price: \$1,799.00/year | Access Intelligence, LLC, 9211 Corporate Blvd., 4th Floor, Rockville, MD 20850

WREATHS ACROSS AMERICA

You may have noticed the Wreaths Across America PSAs that run in **CFX** this time of year. Several industry execs support the initiative to place wreaths each December at the gravesites of military veterans. Among those who champion the cause is **DirectTV** Chief Sales and Service Officer and USMC Veteran **Mike Wittrock**, who let us know the Wreaths Across America Dallas-Fort Worth Chapter could use some help. It is almost 35,000 short of its 51,000 goal. The donation deadline is Dec. 1. You can make a donation at www.HonorDFW.com or text wreath1 to 20222. Wreaths are \$15 each, and a third wreath will be added for every donation of two wreaths.

PROGRAMMING

HBO hit “White Lotus” is extending its stay a bit longer. The series has been renewed for a third installment following the continued success of its second season. Season 2’s debut has been watched by more than 7.6 million viewers thus far. – **Nickelodeon** and Mattel Television renewed the animated series “Monster High” for a second, 20-episode season. Season 1 began Oct. 28 and will be launched in additional international territories in 2023. A digital original series “Monster High Mysteries” began rolling out on the Monster High **YouTube** channel Friday. – **Tennis Channel** will have coverage of the Davis Cup Finals from Malaga, Spain, as eight countries compete for the title. The tournament begins Tuesday at 10am and ends with the final on Nov. 27 at 7am. **Tennis Channel Plus** will have every match available on-demand following their conclusion. – **Hallmark Channel**’s original primetime series “The Way Home” will debut Jan. 15 at 9pm.

EDITOR’S NOTE

Cablefax Daily won’t be a part of your Thanksgiving menu! We won’t be publishing any issues next week, instead taking a moment to express our gratitude for friends, family and feasts. Your next Cablefax Daily will hit your inbox on Monday, Nov. 28. We’ll keep you posted on any breaking news events at www.cablefax.com.

CABLEFAX DASHBOARD

Twitter Hits

Zahir @MZRasheed
 As a Virginia native, I was thrilled to join the Pamunkey Tribe in celebrating their new Tribal Broadband Connectivity Grant, one of 18 awards across 11 states announced today by @NTIAgov nationwide to expand high-speed internet access to underserved areas! #InternetForAll

Broderick Johnson @gobluebrod
 Since 2015, @comcast has hired 19k+ veterans, service members & military spouses. That’s one of many reasons that @NBCUniversal was named a “Best for Vets” employer by @MilitaryTimes this year. We appreciate this recognition during #MilitaryFamilyMonth.

Comcast NBCUniversal was just named the nation’s No. 1 telecommunications company & No. 3 overall employer in a ‘Best for Vets’ ranking by @MilitaryTimes. Learn more: comcast.com/st/3003YX5 #MilitaryFamilyMonth

Kyle Griffin @kylegriffin1
 President Biden: “She might be stepping down from her leadership role in the House Democratic Caucus, but she will never waiver in protecting our sacred democracy.”

“Nancy Pelosi is first, last, and always for the people.”

Research

(Source: [Dell’Oro Group’s Fixed Wireless Access Infrastructure and CEP Advanced Research Report](#))

- Total Fixed Wireless Access revenues, including both RAN equipment and CPE revenue, remain on track to grow 35% in 2022. The boost was driven largely by subscriber growth in North America.
- Global FWA revenues are projected to surpass \$5 billion by 2026, reflecting sustained investment and sub growth in both 3GPP- and non-3GPP-based network deployments.
- Long-term subscriber growth is expected to occur in emerging markets in Southeast Asia and MEA, due to upgrades to existing LTE networks and a need to connect subscribers economically.

Up Ahead

DECEMBER 8: [Cablefax Most Powerful Women Celebration Luncheon](#); The Edison Ballroom, NYC

JANUARY 5-8: [CES 2023](#), Las Vegas

JANUARY 24-26: [Content Americas](#), Miami

FEBRUARY 7: [Regional Fiber Connect](#); Raleigh, NC

Quotable

“We reached our agreement with [Reach Mobile] towards the end of last year. I would call it MVNO-lite, we’re not all in yet. They are resellers of the big three telephony providers and we’re reselling the reseller in the mobile light. That just basically means we sell it to our customers, we’ll earn a little something, but we don’t have care, we don’t have billing, etc. etc. We started it out as a test. It’s now, as of about two months ago, available to the entire blueprint. We’re starting to see the take rates come up a bit, so we have to make a decision probably in the next year on do we want to go from MVNO-lite to MVNO, all the way in.”

– **WOW! CFO John Rego at the RBC Capital Markets TIMT Conference**