

# Cablefax Daily™

WHAT THE INDUSTRY READS FIRST

## Innovation Focus: Canada, U.S.

### Working on Semiconductor Investments

Canada wants to solidify its place among the semiconductor powerhouses of North America, and it is offering a \$36 million CAD contribution to Ottawa-based **Ranovus** to support a \$100 million project to advance the domestic production and manufacturing of semiconductor products and services.

The announcement comes just three days after President *Biden* announced in a speech to Canada's Parliament that he's making available \$50 million from the Defense Production Act to incentivize more U.S. and Canadian companies to invest in packaging semiconductors and printed circuit boards. The need for semiconductor and supply chain investment was a key talking point during his visit along with immigration policy and Russia's invasion of Ukraine.

The government funding will come from the nation's Strategic Innovation Fund, a program dedicated to providing major investments toward innovative projects that will help grow Canada's economy. **Ranovus'** project is dedicated to developing high-performing technologies for interconnect computer chips designed for next-generation work with artificial intelligence. It is increasing its workforce to 200 full-time employees as a result, will offer opportunities to 150 Canadian co-op students and expects to produce 40 new patents through the experimentation.

"We've learned the hard way during the pandemic that when we rely on just-in-time supply chains that circle the globe, there

are significant vulnerabilities to disruptions and delays, and it drives up costs here at home, to both Canada and the United States," *Biden* said. "And I believe we have an incredible opportunity to work together so Canada and the United States can source and supply here in North America everything we need for reliable and resilient supply chains."

*Biden* and Canadian Prime Minister *Justin Trudeau* have also agreed to work to create a cross-border semiconductor packaging corridor. It's starting with a memorandum of understanding between Canada and **IBM** with the latter developing expanded packaging and testing capabilities at its Bromont facility. The hope is that this coordination will lead to economic growth and job generation across both countries.

All of this builds on the Government of Canada's 2022 Semiconductor Challenge Callout, a \$150 million allocation from the Strategic Innovation Fund to boost the development and manufacturing of semiconductors within the nation's borders. There's been plenty of movement on the issue in the last few weeks on Capitol Hill as well. During a markup earlier this month, **House Commerce** favorably reported the Securing Semiconductor Supply Chains Act of 2023 to the full chamber in a unanimous vote. The legislation, introduced by Reps. *Anna Eshoo* (D-CA) and *Greg Pence* (R-IN), would require the Department of Commerce's **SelectUSA** program to coordinate with state-level economic development organizations to increase foreign direct investment in semiconductor-related manufacturing and production.

## TOP OPS & REGIONAL RAINMAKERS AWARDS

The categories recognize excellence in a variety of areas, including, technology, finance, lifetime achievement, customer service and community involvement.

Additionally, nominate the **Regional Rainmakers**—those often-unsung heroes who are making a difference on a local level.

**It's free to enter – but you must submit your entries by April 28!**

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## PR & Marketing

- Acquisition and Upgrade Marketing
- Affiliate Marketing
- Brand Image and Positioning Campaign
- **Campaign of the Year\***
- Content & Sponsorship Marketing Campaign
- Community relations
- Corporate Social Responsibility Campaign
- **DEI Campaign\***
- Digital Marketing Campaign
- Integrated Marketing Campaign
- Internal Communications
- Marketing of a Continuing Series
- Marketing of a New Series or Show
- Marketing of a Special or Documentary

## Audience Engagement & Experience

- App
- Audience Engagement
- Contest/Sweepstakes/Promo
- Fan Base Cultivation
- New Product or Launch
- Online Game/Gamification
- Overall Social Media Presence
- Retail Store Experience & Engagement
- Social Good Campaign
- Social Media (Organic) Campaign
- **Social Media (Paid) Campaign\***
- Tchotchke or Corporate Gift
- Use of Video or VR/AR
- Virtual Customer Service/Chat/AI

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- Shoestring Marketing
- Sustainability Campaign
- Trade Show Marketing/PR
- Wireless/Mobile Sales Campaign

\* New Categories

“The United States was once a great manufacturer of semiconductors. My congressional district, actually, was named for the materials that go into semiconductors,” Eshoo said during the markup. “This bipartisan, bicameral bill, along with the investments made in the CHIPS and Science Act, will bring the U.S. back to be what we want it to be—number one in the world in semiconductor manufacturing and maintain leadership in technological innovation.”

During a press conference Monday tied to the Ranovus announcement, *François-Philippe Champagne*, Canada’s Minister of Innovation, Science and Industry, said investing in the semiconductor manufacturing process is not only the right thing to do, but the smart thing to do if North America wants to better prepare for once-in-a-lifetime events like the COVID-19 pandemic.

“What we’re trying to create is this kind of corridor where you’ll have hundreds if not thousands of companies that will be there, and we intend definitely to support it because I think that if we are more resilient on the semiconductor side... that’s the right thing to do,” Champagne said. “You see the geopolitics of the world, and I think if we can be more resilient in North America to support our auto industry, to support our manufacturing industry, to support all the industries that require semiconductors, I think it’s the right thing to do.”

**STANDARD GENERAL-TEGNA HEADING TO COURT?**

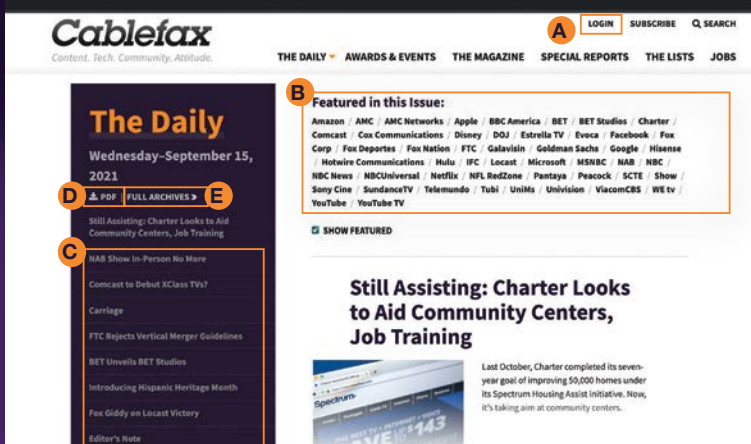
Today at 5pm ET was the deadline **Standard General** gave

the **FCC** to respond to its formal application for the Commission to review the Media Bureau’s order designating a hearing with the Administrative Law Judge over its proposed **TEGNA** acquisition. “If the Commission has not done so by 5:00 p.m. on March 27, applicants will have no choice but to seek judicial relief,” Standard General said in its filing, citing the May 22 merger agreement final extension deadline. The FCC hasn’t acted, with the Chief of the Enforcement Bureau opposing Standard General’s motion. It came after the company lost an attempt to have the ALJ certify to the full Commission an immediate application for review of the Media Bureau’s hearing designation order. The Enforcement Bureau said FCC rules specifically state the ALJ’s decision “is not appealable.” That likely leaves the courts, but there was no word from Standard General or TEGNA at our deadline. “While we think Standard General may find a judge who is sympathetic to some of its arguments, we don’t think it has good odds of obtaining the relief it needs to close the transaction on a timely basis, specifically to get a court to order the FCC to issue the license transfer before May 22,” New Street Research said.

**DISNEY ANNOUNCES FIRST ROUND OF LAYOFFS**

It was last month when **Disney** CEO *Bob Iger* announced on the company’s 1Q23 earnings call that the company would be reducing its company by 7,000 jobs as a cost-saving measure. Those cuts are officially underway with the company

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notifying employees this week that are impacted by the first round of layoffs. According to an internal memo, a second and much larger round of layoffs will come in April and the last of those impacted will be notified before the beginning of summer. Every segment of the company—Parks, Experiences and Products; Entertainment; and **ESPN**—is expected to see some cuts. “I want to offer my sincere thanks and appreciation to every departing employee for your numerous contributions and your devotion to this beloved company,” Iger said in the memo. “For our employees who aren’t impacted, I want to acknowledge that there will no doubt be challenges ahead as we continue building the structures and functions that will enable us to be successful moving forward. I ask for your continued understanding and collaboration during this time.”

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## CHARTER BUZZING FOR BEE LINE

**Charter** is expanding its presence in Maine, announcing plans to purchase **Bee Line Cable**. The news was first announced by *CentralMaine.com*. The acquisition, expected to be finalized this spring, will see Charter absorb all of Bee Line’s regional assets as well as its employee base. Bee Line Cable was started in 1954 and serves communities including Millinocket, Anson, Madison, Wilton and Skowhegan.

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## NAB CELEBRATES CENTENNIAL IN NEW AD CAMPAIGN

**NAB** is rolling out a new [ad campaign](#) geared toward promoting the value of local broadcasting and the commitment of TV and radio stations to convey information in trusted, modern ways. Dubbed the “We Are Broadcasters” campaign, the ad spots celebrate NAB’s centennial year by comparing history to modern day to show how local broadcasting has advanced throughout the years.

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## FRONTIER COMMITS FURTHER TO YOUTUBE TV

**Frontier** has been offering **YouTube TV** to its subscribers since 2021, but an expanded partnership will now allow those customers to be charged through a single billing option. Frontier still offers traditional video services, but YouTube TV has increasingly become its primary offering for new customers.

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## DOING GOOD

**Sinclair** made a multi-year national agreement with the USC Shoah Foundation—The Institute for Visual History and Education to help with the “Last Chance Testimony Collection Initiative.” Sinclair will help with the recording of interviews with the last living survivors and witnesses from the Holocaust

and other genocides, providing production facilities to film testimonies with HD video and audio recordings. Sinclair’s WPEC station in West Palm Beach, Florida, was the first station to kick off the partnership, and its WJLA station in Washington, D.C. and WBFF in Baltimore will join starting in April. – **T-Mobile** donated \$1 million toward the Smithsonian National Museum of Natural History’s upcoming “Cellphone: Unseen Connections” exhibit. The showcase will share the journey and impact of wireless connectivity throughout history and question what’s possible for the future. It will open for visitors on June 23.

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## PROGRAMMING

After giving **Comcast** customers a free week of **Showtime** last week, the operator said ‘how about another?’ Xfinity customers get another week to sample the premium network through April 2, giving them the opportunity to watch the first two episodes of “Yellowjackets” Season 2. It’s part of Xfinity’s “Free this Week” program, which also includes access to **Kidstream**, a curation of commercial-free, educational programming for young kids. – Season 2 of the British detective drama “Dalgliesh” will come to **Acorn TV** in North America, New Zealand and Australia starting April 24. The second season is broken into three parts that are two episodes each, with the final two parts coming on May 1 and 8, respectively. – **Nickelodeon** is celebrating the 10th-year anniversary of the “PAW Patrol” series with a half-hour special “All Paws on Deck” on April 24 at 7pm. – The second season of **HBO**’s six-part docuseries “100 Foot Wave” will premiere April 16 at 8pm and be available to stream on **HBO Max**. Episodes will release on subsequent Sundays at the same time. – A new season of “Boston Rob Does Beantown” will debut April 13 on **Hearst FAST** channel **Very Local**. The show, hosted by six-time “Survivor” contestant *Rob Mariano* and his wife and former “The Amazing Race” competitor *Amber*, follows the couple as they explore different parts of the New England region. – More live news is coming to **Peacock**. The “Morning News Live” editorial collection will have select live morning programs produced by NBCUniversal available on the app’s home page. Shows include **MSNBC**’s “Morning Joe” and **CNBC**’s “Squawk Box”—which make their debuts on the app March 28—“Sky News” and “TODAY All Day.”

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## PEOPLE

**BET** founder *Bob Johnson* is joining the digital video network for underrepresented creators and publishers **Culture Genesis** as a strategic advisor. He’ll provide insight on expansion plans for the network, which has had 275% growth YOY. Johnson, who was once President, Government Relations at **NCTA** until he launched the first African-American focused cable network, has been in the media industry for over five decades.