

Cablefax Daily™

WHAT THE INDUSTRY READS FIRST

Heartfelt Help: Hollywood & Mind Bridges Fame, Mental Health Gap

With the emphasis on mental health growing in the entertainment, TV and music industries over the past few years, *Cathy Applefeld Olson* saw a need for a collective space to share best practices and formed the organization **Hollywood & Mind**. It's dedicated to creating an abundance of education and resources and opening the door to different mental health stories, events, resources and trailblazers in Hollywood that are changing the space for others.

"There are a lot of different mental health organizations, and there are a lot of different mental health initiatives within the entertainment industry. What wasn't there but hadn't existed before, was really a central hub, a big tent to bring everyone in, to bring in executives and talent and stakeholders across all areas of entertainment, all areas of the sports world, and in some cases the brand world, bringing them together with mental health professionals. So what we do is, above all, we serve as that connective tissue," said Applefeld Olson, who has spent years working as a journalist in the entertainment industry, including freelancing for **CFX**.

There are more conversations taking place about mental health these days, and she sees some of that as the result of efforts made by the entertainment industry. It's not just social impact initiatives, like **MTV's** "Mental Health is Health," but also what's being depicted in films, series and music. "There really isn't any other entity that has the attention of the world

like the entertainment industry. So when someone of influence speaks out about their mental health story, when there is a television series or a film with a mental health storyline, when someone stands up on stage during their concert and speaks about mental health, that's the game changer," Applefeld Olson said. "That's when I think so many more people than would otherwise turn to a friend, a family member, and say, 'This resonates with me,' and perhaps take an action."

Hollywood & Mind held its first public event in May 2023 to coincide with Mental Health Awareness Month, with **Hallmark Media**, **MTV Entertainment Studios** and **UTA** as sponsors. It returned with its 2024 Summit this past May and continues to hold periodic gatherings to bring awareness to different aspects of the entertainment industry that may warrant more attention. On Sept. 12, it will host "Spotlight on Hollywood, Black Representation, and Mental Health" with Wasserman and the **NAACP** serving as sponsors. The [forum](#) at the NAACP Screening Room in L.A. aims to shed light on the paradigm shift regarding diversity in the entertainment industry.

"Specifically at this time where diversity commitments are shifting across the entertainment industry, it's time to come together and have some conversations about what celebrated representation looks and feels like and what it doesn't," Applefeld Olson said.

Next week's event also features a fireside chat with actor and filmmaker *Marlon Wayans*, who recently opened up about his battle with depression after losing his parents and how he worked through

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his emotions in his **Prime Video** comedy special “Good Grief.”

The three C’s—creation, connection and collaboration—on which the organization is founded, Olson says, help understand the impact of the umbrella that Hollywood & Mind provides.

“What we do is, above all, serve as that connective tissue. And I don’t think the value of having that connective tissue can really be overstated. It’s so important to be able to bring these people together to talk about what’s working,” said Olson. “This is everything from what resources are in the writers’ room when a particular mental health topic is going to be portrayed on screen, to how our music artists are supported on tour, to what those boundaries are. We are connecting and bringing people together for conversation and action-oriented conversation.”

PARAMOUNT-SKYDANCE DETAILS BEGIN TO TRICKLE OUT

The **Paramount-Skydance** merger has reached the **FCC** filing stage, which has shed some more light on the soon-to-be combined company’s future. The Commission’s Media Bureau is creating a pleading cycle for applications to transfer control of Paramount Global as well as permit-but-disclose ex parte status for the proceeding. Interested persons must file petitions to deny no later than Oct. 7, and oppositions to petitions to deny must be filed no later than Oct. 22. Replies must then be filed by Nov. 21. Paramount’s 448-page application included an organizational chart that put *Larry Ellison*, who co-founded **Oracle**, as the majority shareholder of Paramount’s parent company **National Amusements** once the deal crosses the finish line.

DIRECTV SAYS ‘FIGHT ON’

Fans of the University of Southern California Trojans will see a new endzone sponsorship this season. The school signed a multi-year deal that’ll have **DirecTV** display its branding just outside of both endzones, surrounding text that reads “Stream Trojan Football.” Of course, this comes as DirecTV and **Disney** continue to work through a carriage blackout, which did include Sunday’s dramatic USC-LSU game on **ABC** that saw the Trojans win 27-20. (Fun fact: *Dana Walden*, Disney Entertainment’s Co-Chairman, graduated from USC in 1986.) Fans who have **Big Ten Network** won’t have to worry about Saturday’s USC home game vs Utah State ([unless you’re a Comcast Xfinity subscriber](#)), but if the blackout continues, they’ll have to find another solution if they want to watch the first Monday Night Football game on **ESPN** between the Jets and 49ers at 8:15pm or the final matches of the U.S. Open this weekend. Hulo Live is offering a three-day free trial. And DirecTV is offering subs some alternatives. It is promoting a **Fubo** deal with \$30 off

the first month after 7-day trial through fubotv.com/deal. And there’s a \$30 credit for Sling at sling.com/DIRECTV.

REPORT: AMAZON CLOSE TO ADDING BALLY TO PRIME VIDEO

Though **Amazon** reportedly pulled its cash infusion into **Diamond Sports**, the two are still working on a union. The *New York Post* [reports](#) that Amazon is in late-stage negotiations on a deal that’d livestream all **Bally Sports** broadcasts on **Prime Video**, according to sources close to the situation. It’d include the 12 NBA franchises, five **MLB** organizations and nine **NHL** teams that are still with Bally Sports. The new service could launch in October ahead of the NBA and NHL seasons, and the price point would be in the \$20 per month range for fans in local markets. A cable subscription won’t be necessary to access the streams, but Bally will still broadcast games on its linear networks. The deal is non-exclusive as well, which opens the door for Diamond to reach agreements with other platforms such as **YouTube**.

MAVS LATEST TO GO OTA

Add the **NBA**’s Dallas Mavericks as another team inking a deal to broadcast games over the air. The Mavs reached a multi-year broadcast rights agreement with **TEGNA** to air non-nationally televised games on its KMPX Dallas-Ft. Worth station, with 15 or more games being simulcast on WFAA. Games will also be broadcast on the Waco, Texas, stations of KCEN and KAGS, KYTX in Tyler, KWES in Midland-Odessa, KXVA in Abilene and KIDY in San Angelo. The first season will see 70 or more games be available locally. The Mavs’ new deal will reach approximately 10 million people in the Lone Star State, which nearly triples the number of households the Mavs previously reached.

HALLMARK’S CHIEFS PLAY

Hallmark is continuing to ramp up promotion for upcoming movie “Holiday Touchdown: A Chiefs Love Story,” adding Hallmark-branded, in-stadium advertisements at Arrowhead Stadium for the 2024-25 season. It’ll include custom Hallmark Channel holiday-themed LED screen animations, activations and giveaways in addition to other activations like a Hallmark spin on the “Kiss Cam” that matches fans with Hallmark movie superlatives and featured merchandise.

FUBO’S TRIPLE PLAY

Fubo is introducing a new proprietary CTV ad format to boost its ad inventory, dubbing it “The Triple Play.” It’ll become available in the coming days, but Triple Play will enable advertisers to

place branded content alongside relevant curated programming and creative assets. Fubo said the launch will be sponsored by a major national retailer's back-to-school campaign. The ad module will appear on Fubo's home screen, which includes a branded banner and a custom content carousel while also displaying an advertiser's clickable branded content video within the programming playlist. Additionally, branded videos can be outfitted with a QR code, and advertisers' rotational mid-roll spots will show in all on-demand content.

RATINGS

The "Hannity" town hall that featured Republican presidential candidate and former President *Donald Trump* reeled in 4.4 million viewers and 667,000 A25-54 for **Fox News** in the Wednesday 9pm hour. The program led the night in total viewers and the A25-54 and A18-49 demos across cable. It also saw improvements compared to the network's last Trump town hall in December 2023, posting a 40% improvement in total viewers and a 78% spike in A25-54.

FIBER FRENZY

GFiber marked another expansion in the Denver metro area, launching service to residents in the Eiber neighborhood of Lakewood, Colorado. Customers can get any of GFiber's available plans, ranging from 1 Gig for \$70 per month to 8 Gig for \$150 per month. Businesses can sign up for GFiber for Business options such as 2 Gig for \$250 per month or Business 1 Gig for \$100 per month.

PEOPLE

NCTA named *Shannon Scott* as its next CFO. She joins from **New Venture Fund**, where as CFO she oversaw short- and long-term financial strategies while managing external partnerships with banking and accounting providers. She also led the board's finance committee. Scott was also the CFO for the Greater Washington Community Foundation and at the National Housing Trust.

CABLEFAX DASHBOARD

Social Media Hits

TDS Telecom
@tdstelecom

It's official! Chippewa Falls, Wisconsin becomes the latest TDS Fiber-Fast Community after TDS completed construction of a multimillion-dollar fiber internet network there. #TDSfiber #FiberFast #ReliableInternet #Broadband #TDScares

Zach Lowe, Ph.D., NBCT
@zdLowe

As of today, @cspan is officially #Feisty!

Today, the "torch" of our company's leadership passed to our new CEO, Sam Feist. Sam comes to #CSPAN from CNN, most recently as the Washington Bureau Chief for the last 12 years.

Also, we had donuts! 🍩

Jeff Blum
@JeffBlumDISH

.@EchoStar was pleased to host members from @NTIAGov in visiting our cutting-edge manufacturing facility in Germantown, MD. Here, we manufacture U.S.-made hardware that powers satellite networks on which people, enterprises, and governments depend.

Up Ahead

- SEPTEMBER 16: Final Deadline for Cablefax Most Powerful Women Nominations**
- SEPTEMBER 24-26: SCTE TechExpo; Atlanta**
- SEPT. 29-OCT. 2: NTCA Fall Conference; Indianapolis**
- OCTOBER 21-22: WICT Network Leadership Conference; NYC**
- OCTOBER 22-23: 38th Annual NAMIC Conference; NYC**
- OCTOBER 23: The Kaitz Dinner; NYC**