



**FOR IMMEDIATE RELEASE**

## **Mission Media Promotes Industry Careers at Student Veterans of America Conference**

**NAPERVILLE, ILL., January 4, 2019** —With the national unemployment rate hovering at 3.7 percent, a historic low, employers must diligently work to attract talent to fulfill our industry's 2.9 million jobs. This week, our industry is recruiting from a highly skilled job pool: military veterans.

Mission Media, the industry's collective effort to hire and retain military veterans, is hosting a collaborative exhibit booth at the Student Veterans of America (SVA) National Conference (#NATCOM2019) in Orlando on January 3–5, 2019. Mission Media's booth highlights careers in the industry ranging from engineers, programmers and technicians to customer service representatives and everything in between.

SVA represents a network of more than 600,000 student veterans at nearly 1,503 chapters on college and university campuses across the United States and in four countries. SVA National Conference attendees will include more than 2,000 student veterans, higher education professionals, alumni and advocates who help veterans use higher education to transition to a career and civilian life.

The industry's presence at the SVA National Conference is spearheaded by the Veteran's Advisory Council which includes representatives from A+E Networks, ARRIS, CBS, Charter Communications, Comcast NBCUniversal, Cox Communications, CTHRA, Discovery Communications, Discovery Networks, ESPN/Walt Disney, Mediacom Communications, Midco, NCTA, NCTA Foundation, The Walter Kaitz Foundation, SCTE, Suddenlink, Talmatrix, Turner Broadcasting, Viacom, Vyve Broadband and WICT. For more information about Mission Media, please visit [www.MissionMedia.org](http://www.MissionMedia.org).

**Media Contact:** Melissa Hicks, [mhicks@cthra.com](mailto:mhicks@cthra.com), 484.888.6766

### **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](http://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](http://www.CTHRA.com).

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