



FOR IMMEDIATE RELEASE

Mission Media Launches Models of Success
First installment features Spectrum's veterans hiring strategies

NAPERVILLE, ILL., April 26, 2018 —In 2015, a group of industry leaders convened to develop a collaborative effort to hire and retain military veterans. Through the group's insight and vision, Mission Media was launched. Since that time, Mission Media has held a Hiring Our Heroes job fair, launched an online portal for human resources (HR) professionals, hosted learning opportunities, spearheaded an industry jobs exhibit at the Student Veterans of America national conference and more. Today, Mission Media announced its latest initiative: [Models of Success](#).

Models of Success is a collection of industry employers' best practices for recruiting, onboarding and retaining veterans, plus insight from veterans who have successfully transitioned into careers within the cable and media entertainment industry. This first issue of Models of Success focuses on Spectrum's veterans hiring program. Spectrum employs nearly 12,000 veterans, which represents almost 12% of its total workforce. The multiple systems operator (MSO) has committed to increasing overall veterans hiring by five percent by 2020.

In this initial installment of Models of Success, Spectrum shares insight into its "Introduce Yourself" online video feature, broadband technician apprenticeship program and training facility within the Career Resource Center at Fort Bragg. The publication also highlights several resources leveraged by Spectrum including the Military Spouse Employment Partnership, the U.S. Chamber of Commerce's Hiring Our Heroes Corporate Fellowship Program, Army Partnership for Youth Success, HirePurpose and RecruitMilitary.

The inaugural Models of Success also spotlights five veterans who work at Spectrum: Jalisa Abney, field operations supervisor and former U.S. Army specialist; William Burton, maintenance technician and former U.S. Army Reserves specialist; John Hendrickson, vice president of core operations and former U.S. Army specialist; Jay Jallette, military sourcing program manager and former U.S. Navy lieutenant commander; and Charlene Keys, assistant vice president of field operations and former U.S. Air Force captain.

Models of Success was made possible by the generous support of Talmatrix, a talent feedback and analytics company that captures, aggregates and connects data to improve employee experience, retention and brand reputation. Models of Success can be viewed and downloaded at www.MissionMedia.org.

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.

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.

#

2017 MSO Participants

Altice USA
AT&T
Atlantic Broadband, LLC
Charter Communications, Inc.
Comcast Cable Communications, Inc.
Cox Communications, Inc.
General Communication, Inc.
Midcontinent Media, Inc.
RCN Telecom Services, LLC
TDS Broadband Service LLC
Verizon Communications, Inc.

2017 Programmer Participants

A+E Networks, LLC
Altice USA
Amazon.com, Inc.
AMC Networks Inc.
AT&T
Blizzard Entertainment
CBS Corporation – CBS Television
CBS Corporation – Showtime Networks
Crown Media United States, LLC
C-SPAN
Discovery Communications, Inc.
Disney ABC Television Group – ABC
Television
Disney ABC Television Group – Disney ABC
Cable Networks
ESPN, Inc.
Fox Networks Group, Inc. – Fox
Broadcasting Company
Fox Networks Group, Inc. – Fox Cable
Networks Group
Fox News Network, LLC
HBO Latin America Production Services
Home Box Office, Inc.
HSN, Inc.
Hulu, LLC
INSP, LLC
ION Media Networks, Inc.
Jet Propulsion Laboratory
Madison Square Garden
MLB Network, LLC

National Basketball Association
National Football League
NBCUniversal Media, LLC – NBCU
Television
NBCUniversal Media, LLC – NBCU Cable
Networks
PGA Tour
Public Broadcasting Service
QVC, Inc.
Red Bull Media House North America
Riot Games, Inc.
Scripps Networks Interactive Inc.
Sony Pictures Entertainment
Starz Entertainment, LLC
The E.W. Scripps Company
The Vanguard Group, Inc.
Tribune Media
Turner Broadcasting System, Inc.
Univision Communications Inc.
Viacom Media Networks
Warner Bros. Entertainment Inc. – The
CW Television Network
Warner Bros. Entertainment Inc. –
WBTV
World Wrestling Entertainment, Inc.