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~ Harry S. Truman

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October 5, 2020

Philadelphia Inquirer Viamedia announced the renewal of its service agreement with Service Electric Cablevision (SECV).

Trump's coronavirus diagnosis doesn't change things for Republicans in Pennsylvania

Pennlive
Trump met with much of Pennsylvania's GOP congressional delegation prior to COVID-19 diagnosis

Philadelphia Inquirer
Rural Pennsylvania voters don't hate Biden as much as they hated Clinton, and Trump may need them to

Philadelphia Inquirer
Sen. Pat Toomey won't run for reelection or for Pennsylvania governor, sources say

The Guardian
Tweets wishing for Trump's death violate Twitter policy, company says

Hollywood Reporter
Mega-Chain Cineworld Closing Regal Movie Theaters Following 'No Time to Die' Delay

CBS News
Twitter users take over Proud Boys hashtag with photos of LGBTQ love

CBS News
Peltz and Breen: Activist who pushed DuPont has a friend at Comcast, too

New York City-based Viamedia sells local advertising for more than 60 cable operators covering 69 U.S. designated marketing areas.

Allentown, Penn.-based SECV provides more than 100,000 homes across three operating regions with internet, TV and phone telecom services.

The renewal calls for Viamedia to continue selling SECV's local advertising across the operator's Philadelphia and Wilkes Barre markets.

"Our partnership with Service Electric Cablevision has been incredibly fruitful, and it's our mutual commitment to the local communities we serve and the Service Electric Cablevision brand that makes this relationship a perfect fit," said Viamedia CEO Mark Lieberman, in a statement. "We strive to deliver the most effective advertising solutions to the more than 400 advertisers in the market."

Added Donald Brandt, director of programming at Service Electric Cablevision. "Viamedia has always been at the forefront of innovation, delivering advanced solutions that make advertising simpler, more effective, and more profitable. Renewing our partnership was an easy decision. With Viamedia's undivided support, our advertisers, businesses and communities have the solutions they need to ensure success, at a time when it's never been more critical." – **Multichannel News**

Armstrong, the internet and cable provider, has formed a partnership with the Orville High school athletic department to re-air select football, volleyball and boys soccer games.

"We continue to work closely with Superintendents and Athletic Directors in districts across the Armstrong footprint," said Ken Ashley, VP of Marketing. "We will continue to stay close to our community's schools and when schedules are finalized and coverage is determined, Armstrong will help connect fans to their favorite high school sports."

Games can be seen on the Armstrong Neighborhood Channel, which airs on channel 100 and is available to all Armstrong television customers. Armstrong Neighborhood Channel content can also be found at ArmstrongNeighborhood.com, or on YouTube at [YouTube.com/ArmstrongNeighborhoodChannel](https://www.youtube.com/ArmstrongNeighborhoodChannel). – **The Daily Record**

Fran Bradley of South Park has been re-elected Chairman of the Broadband Cable Association of Pennsylvania, a Harrisburg-based trade association representing cable operators, programmers and industry suppliers throughout the state.

Bradley, a 50-year veteran employee of the cable industry, serves as director of government affairs for Atlantic Broadband, based locally in Johnstown. He was unanimously re-elected to a second consecutive two-year term as Chairman during the Association's Annual Meeting, conducted remotely last month. - **Trib Live**



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