

BCAP 18th Annual Skeet, Trap & Pheasant Shoot

October 19-20, 2016 Whitetail Preserve Conyngham, PA

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A block of rooms has been reserved at the [Hampton Inn, Hazleton](#), located just west of Exit 145 (West Hazleton) of I-81, off PA 93 at Top of the Eighties Road. Room rate is \$99.00, tax not included (CUTOFF DATE SEPTEMBER 20). Please call the Hampton Inn at 570-454-3449 to make your reservation and specify you are with the "Broadband Cable Group."



August 31, 2016

Fierce Cable
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Washington Post
[Twitter just became even more like a cable company](#)

Ars Technica
[Google Cast gets built into Chrome](#)

Fierce Cable
[TiVo added 239,000 cable subs in the second quarter](#)



Eight years after it was established, Cambria County officials are still working to completely phase out a former countywide wireless internet network that was considered outdated almost as soon as it was implemented.

In 2008, Cambria County commissioners approved the formation of Cambria Connected, a broadband system meant to provide internet access to residents, schools, municipalities, businesses and public safety departments in Cambria's most rural areas. The system was implemented using a portion of a \$9.1 million project to fulfill what officials said was an unfunded mandate

from the federal government to replace low-band radios within 911 emergency systems.

By 2013, the project had been scaled back to serve fewer customers, meaning significantly

Washington Post
[A brief history of obscenities on C-SPAN, in honor of the new 3-second delay](#)

Zap2it
[Cable Top 25 for Week Ending August 28](#)

Pittsburgh Post-Gazette
[PA responds to concerns about election integrity](#)

less revenue. That's when the commissioners decided to get out of the internet business by writing off about \$3.2 million worth of debt accumulated from the project. At that time, when a resolution was unanimously passed to restructure a portion of the debt and change accounting practices for Cambria Connected, the network had about 600 rural residential and business customers – a volume that wasn't enough to upkeep the network's infrastructure.

While officials anticipated \$600,000 in annual revenue from Cambria Connected, it ended up being about a half-million less. Allen Hostetler, operations manager for the technology department, said Cambria decided it would not continue to maintain equipment at 18 towers throughout the county in 2015. Entities still using the service were notified verbally that if necessary equipment stopped working, the county would not be replacing it. "It was the right thing to do," said President Commissioner Tom Chernisky, who served as a commissioner with the previous administration.

Cambria County is now working to formally notify remaining entities of the plan to fully pull out of the project, which will require them to seek their own internet providers. This list includes the John Murtha Johnstown-Cambria County Airport, Carrolltown Borough, Hastings Water Authority, Rock Run Recreation Park, Prince Gallitzin State Park and others.

Robbin Melnyk, Cambria 911 coordinator and deputy director of emergency services, credited the commissioners for placing the focus back on the needs of emergency services rather than continually funding an outdated network. "It's a good thing," she said of phasing out Cambria Connected. "A majority of customers already migrated" to other providers.

Chief clerk Michael Gelles said county officials are exploring the possibility of seeking bids for the remaining and now obsolete equipment on the towers. Robert Dillon, co-owner of In the Stix Broadband, is interested in taking over the county's towers and offering service to those customers using his own updated equipment.

The county is negotiating a potential contract with Dillon to make this official. Dillon said In the Stix, which took over as the network's service provider in 2010, is willing to work with the entities left without internet from the switch and has the capacity to serve those customers. The hope is to completely shut Cambria Connected within 60 to 90 days, Gelles said. – *Johnstown Tribune-Democrat*

TV stations' crucial political advertising revenues aren't up to par this year -- in part due to Republican Presidential candidate Donald Trump's reluctance, so far, to make any media buys.

All that is changing for the Trump campaign -- which will be spending some \$4 million on TV in key markets. But given the absence of those dollars in previous months, many are concerned overall political advertising revenue will hurt major TV station groups this cycle.

[TV stations had been expected to reap record political advertising revenue this year](#) -- around \$4 billion -- with overall local TV advertising hitting \$21.9 billion. But many say this early estimate included traditional and usual TV media buys made by both presidential candidates. Steve Lanzano, president of the Television Bureau of Advertising, told Bloomberg: "Certainly, it's not what was expected. But you're going to see the money coming in. It'll just come in later." Some local TV markets are saying political advertising is currently down 60% from the same time periods four years ago. That's a lot of making up to do.

Key Senate races around the country will be eyed carefully to see if big local races can make up some ground -- fueling new advertising from candidates. One Sinclair Broadcast Group executive believes that late-third-quarter/early-fourth-quarter advertising will see strong benefits. In part, Trump's sagging polls may have given hope to key markets -- that Trump's troubles will spill over into local races, giving Democratic candidates extra reason

to raise and place TV advertising money. The key word in that last sentence is place.

TV stations have to accommodate all political marketers, per federal rules concerning TV advertising -- but only up to a point. If previous political candidates have already secured the best time placement on TV stations, it might mean political marketers that have sat on the sidelines may need to go elsewhere -- to local cable or perhaps to digital media/social media platforms.

All this gets even more complicated for TV stations by having to make even later moves -- moving around regular core, nonpolitical local TV advertisers. Given this backdrop, a few major TV stations groups have seen some stock market declines of late. On June 8, Sinclair's stock was \$32.37; on Thursday August 18 it closed at \$28.87. Tegna was at \$23.29 on July 1; and \$21.30 on August 18. One of the better performers, Nexstar Broadcasting Group, has seen mediocre stock price results- - \$53.35 on June 8, and \$53.71 on Thursday.

Indications from investors may not tell a clear local TV advertising story. Still, if you aren't seeing much political messaging currently on your local TV screen, assume nervousness of TV executives off-screen. Playing catch-up isn't what they voted for. – **MediaPost**

Viacom is rebranding its cable net MTV Hits. Beginning Sept. 9, the television channel will become NickMusic, a 24-hour music video destination for kids. Nickelodeon made the announcement Tuesday morning. NickMusic will feature a Nickelodeon-curated lineup of music videos with a variety of kids' favorite artists of all genres. To give an idea of the Top 40 type of programming that will be offered, the new channel's [Facebook page](#) currently boasts images of former Nickelodeon starlet-turned musical phenomenon Ariana Grande, The Weeknd and Sia. – **Variety**



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