

"Connect with Cable" Day

March 13 & 17, 2008

Spring 2008



CABLE NJ CONNECTION

The Newsletter of the New Jersey Cable Telecommunications Association



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Cable's Local Programming: Connecting the Statehouse to New Jersey

Staying connected is easier with cable's exclusive local programming

For today's New Jersey legislators, keeping constituents up to date and informed is a full-time job. The demands of the legislative calendar keep many senators and assembly members in Trenton and away from their home districts for long stretches of time.

That's what makes the exclusive local programming of the member companies of the New Jersey Cable Telecommunications Association (NJCTA) so valuable.

With more opportunities to reach more of New Jersey than any other telecommunications provider, New Jersey's cable companies close the distance between the Statehouse and the rest of the state.

"The local coverage we offer in the form of news programming, public affairs programming, on-demand programming, Gavel-to-Gavel coverage, and PSAs is unrivaled in the state," said Elizabeth Murray, Chairwoman of the NJCTA and Comcast's Senior Director of Regulatory Affairs. "Cable's exclusive local programming is the best way for constituents to connect with their elected officials and for elected officials to connect with their constituents. It's a service we work very hard to provide, and we're very proud to offer it."

In this special edition of the NJCTA's "Cable Connection" newsletter, we'll highlight some of the local programming provided by New Jersey cable companies and how elected officials can use those programming options to stay connected. ■

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Cable NJ News Briefs

Comcast Now the Nation's 4th Largest Voice Provider

Less than three years after having launched Comcast Digital Voice - a cutting-edge alternative to the old service offered by the Bells - Comcast recently announced that it has become the fourth largest provider of phone service in the United States.

Comcast Digital Voice is the fastest growing home phone service in the country and is fundamentally reinventing the way people think about their home phones.

upgraded program, CA's award-winning Internet Security Suite Plus, helps protect Optimum Online customers against the growing number of online threats that can jeopardize privacy and diminish PC performance.

While Optimum Online has always provided anti-virus, personal firewall, and parental control capabilities, this important security software update now includes anti-spyware, anti-spam, anti-phishing, data backup and transfer, and more advanced parental controls.



Cablevision's Meet the Leaders, shown here taping on site at the New Jersey League of Municipalities conference, is one of the compelling, informative local affairs programs exclusive to New Jersey's cable companies. No other video provider offers this level of coverage of the issues that affect New Jersey.

Over the course of the next year, Comcast will be rolling out a number of new features, including caller ID on your television screen and computer, voicemail sent to your e-mail, and enhanced cordless telephone capabilities.

Cablevision Upgrades Free Online Security Services

As if offering free online security services wasn't enough, Cablevision recently announced that it will provide free upgrades to its online security services at no cost to customers.

Optimum Online subscribers can download the upgrade immediately from the Optimum.net consumer Web portal. The

Time Warner Welcomes 3 Millionth Phone Customer

In yet another sign that customers appreciate the ease, convenience, and value of the digital voice service provided by New Jersey's cable companies, Time Warner Cable recently announced that it has surpassed the three million subscriber milestone.

Time Warner's Digital Phone, available across the Time Warner Cable footprint, delivers a highly reliable, comprehensive phone service. Several pricing structures are available to meet differing customer needs, including in-state unlimited, local-only unlimited, and International One Price, along with the flagship unlimited local and long-distance plan. ■



Message From the Chairwoman

This is my first column as the new Chairwoman of the New Jersey Cable Telecommunications Association, and it could not come at a more exciting time.

First of all, as you probably just read on this page, New Jersey's cable companies are thriving. We're adding new digital voice customers at record levels across the state, and we're continuing to provide customers with some of the best services and features in the industry.

Meanwhile, this month we're also highlighting our exclusive local news and local public affairs programming during "Connect with Cable" Day, a day for legislators to connect with their constituents through cable's local programming.

"Exclusive" is a word that sometimes gets overused and loses its meaning, but in this case, our local programming is truly exclusive.

There is not a single video provider in the Garden State that covers local New Jersey issues and events in the same way New Jersey's cable companies do - not the dish companies and certainly not the phone company. No one can match our level of coverage or the focus we put on giving customers information that affects them on a daily basis.

Of course, while we've been making it easier for you to connect with New Jersey, we've also been making it easier for New Jersey to connect with us!

We recently redesigned and relaunched the New Jersey Cable Telecommunications Association website to make it more intuitive and easier to navigate so you can find the information you need. Please visit the new site at www.cablenj.org.

Sincerely,

Local News Programming



News 12 New Jersey (www.news12.com)

Cablevision's News 12 New Jersey has distinguished itself as the local news leader in the area it serves. For more than a decade, Nielsen phone surveys among cable households that receive the service show that News 12 New Jersey is the place viewers turn to most for news about their area, and it is the viewers' first choice when a major local event occurs.

Where to Watch: Channel 12 on Cablevision, Time Warner, and Service Electric cable systems; Channel 62 on most Comcast cable systems
Programs: <http://www.news12.com/NJ/programming>



"Your Morning"

"Your Morning" examines the news of the previous evening and early morning that will shape the coming day of CN8's more than nine million viewers. Veteran news anchors Connie Colla and Greg Coy share the facts viewers need and provide the comprehensive reporting they expect.

Where to Watch: Channel 8 on most Comcast systems
Programs: <http://www.cn8.tv/channel/channelhome.asp?lChannelID=649>



NY1 — Your New Jersey News Now (www.ny1.com)

Time Warner of New York/New Jersey offers access to local New Jersey news – seven days a week. Every hour at fifteen

minutes past the hour, residents of Bergen and Hudson Counties can tune in to Your New Jersey News Now on NY1 News and get all the latest local stories on transportation, politics, education, and sports. This feature is available to viewers Monday through Sunday, every hour throughout the day, except at 7:15pm, 9:15pm, 10:15pm, and 12:15am.

Where to Watch: Channel 1 on the Time Warner of NY/NJ system
Programs: http://www.ny1.com/ny1/OnTheAir/program_guide.jsp

Public Affairs Programming

"Comcast Newsmakers"

"Comcast Newsmakers" is a five-minute interview segment televised on Headline News, which provides news and information from people making a difference. Each segment airs an average of twice a day for seven days. The interviews fit seamlessly into the Headline News 30-minute rotation, airing at :24 and :54 past the hour in most day parts until 7:00 p.m. Monday through Friday and in various schedules on weekends. CN8 produces more than 7,300 "Comcast Newsmakers" interviews each year.

Additional Comcast Public Affairs programs include "It's Your Call with Lynn Doyle," "Larry Kane: Voice of Reason," and "Art Fennell Presents."

Cablevision's "Meet the Leaders"

An insightful program with area leaders, "Meet the Leaders" explores the people, policies, and issues that are responsible for directing the future course of regional communities. Through discussion and query directed by the host/moderator, "Meet the

Leaders" helps Cablevision's viewers gain a deeper understanding and a greater awareness of the factors integral to the formation of local decisions.

Cablevision's "We've Got Issues"

"We've Got Issues" is designed to look beyond the surface into the topics that are important and crucial within New Jersey. "We've Got Issues" serves Cablevision viewers with an unbiased look at concerns facing our communities.

Cablevision's "New Jersey Power & Politics"

"New Jersey Power & Politics," with hosts Laura Jones and Jim McQueeny, is broadcast regularly on Cablevision's News 12. The show features interviews and analysis with movers and shakers representing the Garden State, from Trenton to DC and beyond.

Additional Cablevision public affairs programs include News 12's "Capitol Hot Seat" and Local Programming's "Neighborhood Journal." ■

Gavel-to-Gavel Coverage

Since 1998, as a voluntary public service, NJCTA member companies have broadcast Gavel-to-Gavel coverage of the New Jersey state legislature on their cable networks. In addition, beginning in 2001, NJCTA made its Gavel-to-Gavel coverage available to the state for online viewing at: www.njleg.state.nj.us.

Whether at work, at home, in schools, in local community centers, or in libraries, wherever cable service is available, New Jerseyans can watch their state legislators in action.

Utilizing Cable's Local Programming

Legislators or elected officials who have an issue they hope to share with their constituents might find an opportunity to do so through New Jersey cable's exclusive local programming.

Feel free to contact the following company representatives with questions or inquiries.

Comcast
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Time Warner of NY/NJ
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 E-mail: marion.boykin@twcable.com

US Cable of Paramus/Hillsdale
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 Telecommunications Association
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Legislators Can Use Public Service Announcements to Stay in Touch

Over the past several decades, Public Service Announcements (PSAs) have become one of the most effective ways to communicate directly with the public about the issues that impact their daily lives.

Elected officials have the opportunity to work with their local cable operator to develop a PSA script, record an announcement, and have the announcement broadcast on the cable systems that serve his or her constituents.

Local PSAs are a service that only New Jersey's cable telecommunications companies offer. For elected officials who have an issue or agenda they hope to advance, PSAs are one of the best ways to gain increased exposure.

During "Connect with Cable" Day this year, NJCTA member companies coordinated more than 40 public service announcement recordings with legislators from all over the state. Topics ranged from online safety to cancer awareness to volunteerism. ■

Connect with Cable Through the Newly Redesigned CableNJ.org Website

Through exclusive local programming like Cablevision's "Meet the Leaders," Comcast Newsmakers," and Time Warner's "NY1," as well as the use of Public Service Announcements, New Jersey's cable companies have always made it easy for legislators and elected officials to connect with New Jersey.

Now the member companies of the NJCTA are making it easier for New Jersey to connect with us.

With the redesign and relaunch of www.cablenj.org, site visitors are now able to track upcoming events, current news clips, news from the member companies, and legislative issues.

The new layout provides a more intuitive design and improved navigability. ■



NJCTA Member Companies:

- Cablevision
- Comcast
- Service Electric Cable
- Time Warner Cable
- US Cable

NJCTA Board of Directors:

- Chairwoman** Elizabeth Murray
- Vice Chairwoman** Mary Tassini
- Secretary** Cherie LoPresti
- Treasurer** Brien Kelley
- Officers** Joseph Appio, David R. Breidinger, Adam Falk, William J. Kettleon,

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 Innovating. Investing. Connecting.