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For immediate release

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NCTC Names Judy Meyka EVP—Programming

Additional staff changes enhance member service

LENEXA, Kan. Rich Fickle, NCTC President and CEO, has announced a series of changes at NCTC to better align the organization with member priorities and industry trends. Fickle joined NCTC in July, 2011.

Judy Meyka has been hired as EVP Programming and will oversee all programming negotiations. Judy is an industry veteran with experience at several MSOs in key programming roles; most recently, Meyka acted in a consulting capacity within the industry. In addition to negotiating the various renewals, NCTC will increase its focus on advanced video and OTT related rights for members.

Frank Hughes, who is often referred to as the “face of the Co-op” by many NCTC members, is taking on the newly formed role as SVP Member Services. He will lead a team to work with the 950+ member companies to identify mutual strategic priorities, increase the participation level of members in NCTC contracts and help assist members with strategies to optimize their rights under existing programming agreements.

Corey McCarthy, CFO for NCTC, will take on the additional role of SVP Business Development. His initial priority in the new role will be to help focus NCTC’s collective purchasing abilities in the areas of hardware and software for the benefit of members.

The “Hardware” department within NCTC has been renamed the “Technology Solutions Team” to expand its purview to encompass a variety of solutions related to TV Everywhere, IP VOD and High Speed Data opportunities. The direction and strategies will be driven largely by a newly formed advisory group comprised of top CTO’s within the membership. NCTC is close to the completion of agreements providing members multiple partner solutions for TV Everywhere on a cost effective basis. Over 100 member companies representing over 1 million subscribers have expressed a desire to launch such services this year. On deck are additional efforts around home gateways, device management, data network optimization and DOCSIS 3.0 infrastructure.

Jeff Nourse, SVP Legal Affairs, will also assume responsibilities for regulatory oversight which will include working closely with the ACA. Working more closely with ACA allows NCTC to take better advantage of opportunities to help influence existing regulations that in some cases impose significant burdens on smaller operators.

In addition to these organizational moves there have been upgrades to NCTC's web presence and online tools for members, an expansion of supplier participation at NCTC events and greater focus on helping suppliers with marketing to members.

About NCTC

The National Cable Television Cooperative, Inc. (NCTC) is a Kansas not-for-profit corporation that operates as a programming and hardware purchasing organization for its member companies who own and operate cable systems throughout the U.S. and its territories. **NCTC** seeks to maximize current and future opportunities to ensure the profitability, competitive stature and long term sustainability of its member companies.