

LEADERSHIP STRATEGIES FOR COMMUNICATORS



Anthony Surratt
Group Vice President
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Time Warner Cable

EXTERNAL CHALLENGES

Dynamic competitive environment

Public battle with CBS for 45+ days

Year-long attempted hostile takeover

\$45 billion merger announced

Longest regulatory review in telecom history




untangled
Time Warner Cable

August 02, 2013

BY: JEFF SIMMERMON
Director, Digital Communications

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As Of 5PM EST, Time Warner Cable Is Forced to Remove CBS Programming



We had really hoped it wouldn't come to this, but here we are:

We kept CBS on the air in hopes of productive negotiations, agreeing to several extensions past that deadline. Unfortunately, no matter how much time we give them, CBS will not come to reasonable terms and now they have refused to let us continue to carry their CBS-owned broadcast affiliates such as KCBS Los Angeles, WCBS New York, and KTVT Dallas unless we agree to their outrageous demands. And, since Showtime, TMC, Flix, Smithsonian and CBS Primetime on Demand programming are all owned by CBS television, they are now off the air as well.

We've prepared the following statement:

We agreed to an extension on Tuesday morning with the expectation that we would engage in a meaningful negotiation with CBS. Since then, CBS has refused to have a productive discussion. It's become clear that no matter how much time we give them, they're not willing to come to reasonable terms. We thank our customers for their patience and support as we continue to fight hard to keep their prices down.

The following stations, in the following locations, are no longer carried by Time Warner Cable:

- New York: WCBS
- Los Angeles: KCBS and KCAL (Ind.; carries the Dodgers)
- Desert Cities, Yuma and El Centro, CA: KCAL
- Dallas-Ft Worth: KTVT (CBS) and KTXA (Ind.)
- Boston: WBZ (CBS) and WSBK (Ind.)


untangled
Time Warner Cable

March 13, 2014

BY: ANDREW RUSSELL
Sr. Director, Corporate Communications

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TWC's Marcus Talks Comcast Merger, Subscriber Growth at Deutsche Bank



Time Warner Cable Chairman and CEO Rob Marcus presented publicly before investors and analysts Wednesday, March 12 at the Deutsche Bank Media, Internet and Telecom Conference in Palm Beach, Fla. He talked in some detail about the company's merger with Comcast and company-wide initiatives to revitalize the residential customer experience.


Marcus also echoed public comments last week by Artie Minson, TWC's Executive Vice President and Chief Financial Officer, about the positive subscriber growth the company is experiencing. "We're actually doing better than we anticipated, especially on the residential subscriber side," Marcus told Deutsche Bank's Doug Mitchelson, who moderated the event.


An audio webcast of Marcus' remarks is available for streaming through March 26 on TWC's Investor Relations website. Click [here](#) to download a transcript.


Important Information For Investors And Shareholders

In connection with the proposed transaction between Comcast Corporation ("Comcast") and Time

Related Articles


TWC's Minson Appears Before Senate Judiciary Committee


TWC's Minson at Morgan Stanley: "Business Is Great"


TWC's Marcus on Comcast Merger: We Remain Committed to Providing Great Customer



INTERNAL CHALLENGES



Restructured the company—twice

25% reduction in headcount;
30% reduction in budget

CEO transition

Death of CEO shortly
after retirement

Keeping 52,000 employees
motivated and focused
during merger uncertainty



LEADING COMMUNICATIONS IN TIMES OF CHANGE

Structure and motivate
your team


- 🌀 Do the right thing for the business
- 🌀 Work from a clean slate
- 🌀 Involve and engage your team members

Work effectively with
upper management

Separate fads from
useful tools



Leadership Lessons



① “It’s not personal, Sonny.
It’s strictly business.”

- Michael Corleone in The Godfather Part 1

Leadership Lessons

2

WORK WITH COMPLETE TRANSPARENCY





3

COMMUNICATE RELIGIOUSLY AND REGULARLY.





Leadership Lessons

4

Empower the team to help control their own destiny.



WORKING WITH SENIOR MANAGEMENT: 10 RULES TO LIVE BY

- 1 Listen and adapt
- 2 Communicate with clarity
- 3 Understand your boss' style
- 4 Remember, it's not about you
- 5 Calm = reliable, credible





WORKING WITH SENIOR MANAGEMENT: 10 RULES TO LIVE BY

- 6 Be the first to deliver bad news
- 7 Set the ground rules for making decisions
- 8 Observe and learn
- 9 Know when (and how) to say “no”
- 10 Understand the big picture





COMMUNICATE WITH IMPACT



Every Day @ TWC

We're here. Every day.

From bringing faster Internet to Los Angeles, to installing cable in a New Hampshire ski resort or sponsoring a science fair in Schenectady, Time Warner Cable's 52,000 employees connect millions of people and places to information, entertainment and each other. Explore our interactive map of stories, videos and pictures to see what we're doing in your neighborhood.

PALM DESERT, CA



Techs Take On One-Hour Window Appointments

Follow a service tech as he opens and closes a series of one-hour appointment windows.

DALLAS, TX



Adapting to the All-Digital Switch

Customers without set-top boxes get digital TV adapters.



Eyes and Ears in the Community

TWC technicians equipped to receive Amber alerts for missing kids.



Meet the Cable Guy, Mr. Punctuality

Division sets industry standard for on-time service appointments.

WATERVILLE VALLEY, NH



Serving Ski Country

TWC techs connecting skiers in the heart of the White Mountains.





COMMUNICATE WITH IMPACT






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How to video: Easy Connect Kit - Internet
by TimeWarnerCable
45,542 views

Making Connections: TWC and Boys & Girls Clubs of America | Time Warner
by TimeWarnerCable
127 views

This is Where I Leave You & Magic in the Moonlight - Movies On Demand -
by TimeWarnerCable
258 views

TWC Helps LULAC Connect Underserved Communities | Time
by TimeWarnerCable
663 views

How to video: Registering for a TWC ID at Home - Time Warner Cable
by TimeWarnerCable
Recommended for you

Enjoy Better - Narration
by TimeWarnerCable
Recommended for you

Teenage Mutant Ninja Turtles - Movies On Demand - Time Warner Cable
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341 views

McMath - Making Connections | Time Warner Cable

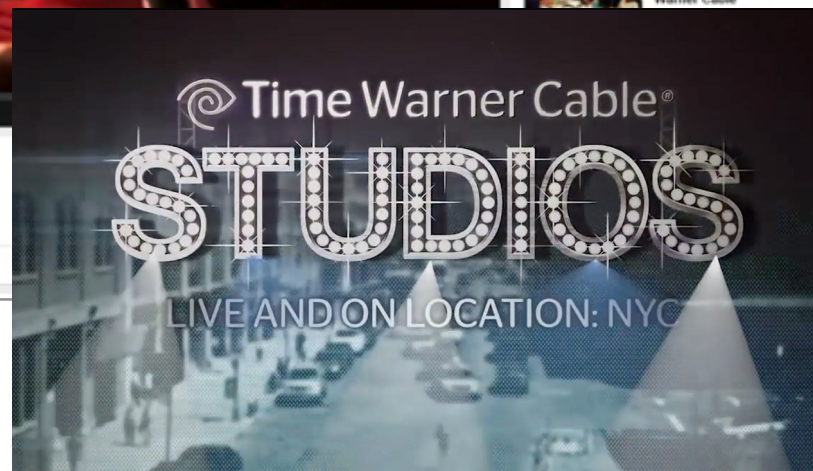
Making Connections: TWC Supports the miSci Museum | Time Warner Cable

TimeWarnerCable

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Content Creation Accomplishments

SAVINGS/VIDEO PRODUCTION VALUE OF \$1.5 MILLION/YEAR

100+ VIDEOS ANNUALLY FEATURING SENIOR LEADERS

TRIPLED CONTENT ON CORPORATE BLOG

BETTER INTEGRATION WITH MARKETING



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Every Day @ TWC

Visit our new interactive
STORY MAP



February 25, 2015

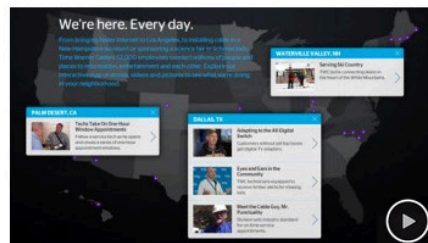
Michelle Obama Stars in Fit Kids February PSA

Airing across TWC channels, First Lady announcement
encourages healthy eating and exercise.



February 18, 2015

Ring in the Year of the Sheep with
Free Calls to China and Hong Kong



February 17, 2015

Every Day @ TWC: New Video
Stories Available



February 13, 2015

Sweet Deal: Valentine's Day On
Demand Movie Sale

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