



For Immediate Release

## Second Annual “Cable Apprentice” Competition Winners Crowned

***University of Denver’s “Team Slowskys” Captures CTAM of the Rocky Mountains Prize at Educational Event Examining The Upcoming Digital Transition***

***Wins \$1,500, Choice of Six Industry Internships***

***Highlands Ranch, Colo. – Apr. 29, 2008*** - The Cable & Telecommunications Association for Marketing (CTAM) Rocky Mountains chapter is proud to announce University of Denver graduate students Jasline Dhillon, Katharine Hanks, and Adam Loveland (Team: The Slowskys) the winners of the second annual “The Cable Apprentice” competition held this past Friday at the Comcast Media Center in Littleton, Colo.

The winning team splits the grand prize of \$1,500 and Dhillon, Hanks, and Loveland may each select one paid internships from amongst six positions donated by Denver-area cable industry establishments (alphabetically);

Charter Communications,  
Comcast Colorado,  
Sand Cherry Associates,  
Starz Entertainment (two), and  
Time Warner Cable – National Division

As an added element to this year’s competition, members of the two runner-up teams are guaranteed at least one interview opportunity from the remaining three internship positions.

The 2008 “The Cable Apprentice” competition began earlier this year when five graduate school teams from the University of Denver “competed” in selling Comcast video services to prospective new customers. The focus of the practical exercise was preparation for the business challenges and opportunities Comcast – Denver faces with the upcoming February 17, 2009 federally mandated transition to digital transmission. A video segment of the practical exercise was produced and aired to those in attendance at Friday’s event.

“The Cable Apprentice” three finalist teams were then evaluated publicly after 15-minute presentations and live, 5-minute question and answer sessions. Each team was ultimately scored and evaluated on various categories and attributes by the board of celebrity judges from the Denver-area cable industry including (alphabetically by last name): Steve Bouchard (Comcast), Cathy Fogler (Charter Communications), Nancy McGee (Starz Entertainment) and Kip Simonson (Time Warner Cable).



***(L-R) Jeff, Pratt (CTAM of the Rocky Mountains President) Joins Katharine Hanks, Adam Loveland, Jasline Dhillon, and Master of Ceremonies, Paul Maxwell in Celebrating “Team: Slowskys” Victory & \$1,500 Grand Prize in 2<sup>nd</sup> Annual “The Cable Apprentice”***

## **2nd Annual “Cable Apprentice” Competition Winners Crowned – April 29, 2008**

Jeff Pratt, president of the board of directors for CTAM of the Rocky Mountains noted, “We are so heartened that this year’s ‘The Cable Apprentice’ provided more talented students a platform to vie for the prizes of internship opportunities in the cable industry. This year’s competition was highly entertaining, informative and topical, as the industry legitimately wrestles with the upcoming digital transition.”

“The caliber of this year’s competitors was superb,” added Pratt. “We are so pleased that this event is growing and slowly becoming a franchise for CTAM and its member chapters nationwide. Most of all, it gives us a venue for serving the industry here in Colorado and the Rocky Mountain region. We congratulate Jasline, Katharine, and Adam for their victory, fresh ideas and overall outstanding performance.”

“The Cable Apprentice” was conceived as an educational event by CTAM of the Rocky Mountains in 2006-2007 for its members. “The Cable Apprentice” leverages the great talent from the existing education base in the Greater Denver/Front Range with the wide collection of cable operators, programmers, consultants and vendors in the region. In 2007, CTAM of the Rocky Mountains received the “Chapter Innovator” award from CTAM for the creation of “The Cable Apprentice” event.

“The Cable Apprentice” event was hosted by veteran cable industry journalist, Paul Maxwell, CEO of Media Business Corporation and columnist for CableFAX Daily.

CTAM of the Rocky Mountains is an extension of CTAM and is open to individuals involved in the marketing or management of the cable television industry, including cable companies, programmers, and suppliers of equipment and services to the cable television industry.

CTAM of the Rocky Mountains organizes a variety of educational and social events throughout the year, offering all CTAMRM members discounted admission. Our educational events feature high-level executives addressing a wide range of relevant topics, while our social gatherings offer unique networking opportunities in a variety of settings, <http://www.ctamrm.com>.

Note: “The Cable Apprentice” competition is only loosely-based conceptually on the NBC television program “The Apprentice” and is in no way affiliated with “The Apprentice,” NBC, or NBC Universal.

Additional photos available upon request.

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