

# WICT Florida Webinar

## An Insider's Perspective on How State Decisions Impact the Internet & Television Industry



Women in Cable  
Telecommunications<sup>SM</sup>

*Florida*

# Kate Wallace, Director of Public Affairs



**Kate Wallace** is the Director of Public Affairs for Florida Internet & Television (FIT), a nonprofit trade association based in Tallahassee who represents its members before the state legislature, Office of the Governor and other state agencies whose policy-making decisions impact Florida's internet and television industry.

Prior to joining FIT in January of 2017, Kate was the director of external affairs in Florida for the Foundation for Excellence in Education (ExcelinEd), a nonprofit education advocacy organization chaired by former Gov. Jeb Bush. A Bartow, Fla., native, Kate earned a B.S. in Public Relations from the University of Florida. As a college student, she interned for then-Florida Congressman Adam Putnam on Capitol Hill and for Vice President Dick Cheney at the White House.

After college, she served as an assistant in the Wal-Mart Stores, Inc., federal government relations office and with the Washington office of Triadvocates, an Arizona-based lobbying firm. Upon returning to Florida in 2009, Kate served as a legislative coordinator with The Fiorentino Group, a Florida government affairs firm based in Jacksonville, before joining Excelined in 2012. She resides in Tallahassee.





# 2018 State Legislative & Election Preview

Kate Wallace  
Director of Public Affairs  
Florida Internet & Television



@FLinternetTV





# About Us

# About Florida Internet & Television (FIT)

- Formerly known as Florida Cable Telecommunications Association



- On Oct. 25, 2017, we unveiled our new brand:



*The industry that connects and entertains.*





# About Florida Internet & Television (FIT)

- Represent Florida's cable internet & tv providers in the state capital
- Advocate for policies to help our industry thrive
- Monitor and engage in all Florida-based legislative and regulatory actions (proposed and enacted) that would impact cable industry
- Promote positive working relationships with key state officials
- Educate lawmakers and media about our industry  
(Ex: Hurricane Irma)
- Work with State Agencies to address workforce needs
- Interface with national counterpart, NCTA – The Internet & Television Association, to ensure Florida's industry voice is heard on federal matters
- Our Members:



# About Florida Internet & Television (FIT)

- Hosts public affairs television program, *FiTV*





# Fighting the good fight in Tallahassee...



*The industry that connects and entertains.*



# Florida: A Profile

# Florida by the Numbers

- 20.6 million residents
- 3<sup>rd</sup> largest state, passing NY
- World's 16<sup>th</sup> largest economy
- Ranked 25<sup>th</sup> for cost of living
- 3.7% unemployment rate (11.9% in 2011)
- 4 of 5 new jobs created by small business
- Adds 1,000 residents daily



## Looking Ahead...

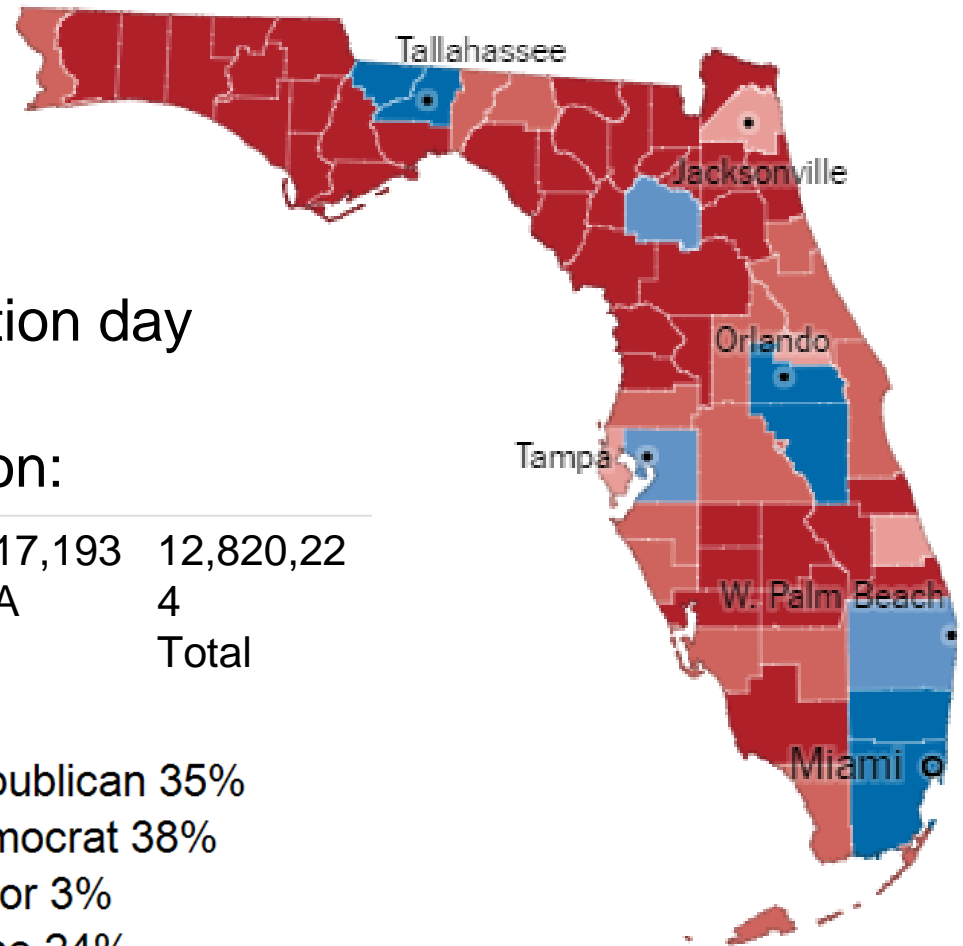
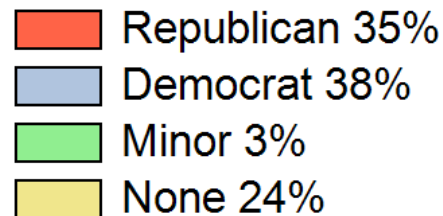
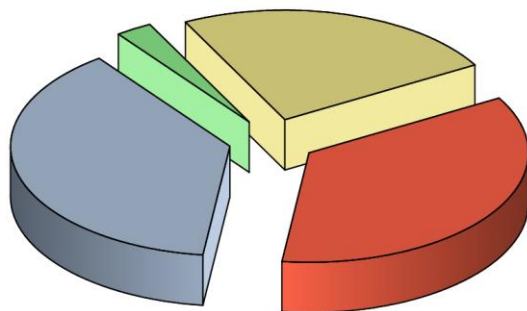
- Population to reach 26 million by 2030
- 64% of jobs to require post-secondary education by 2021
- Need 2 million net new jobs by 2030

# Florida's Electorate

- 2016 Turnout:
  - ✓ 3,874,929 voted early
  - ✓ 2,732,075 voted by mail
  - ✓ 2,959,085 voted on election day

- Voter Registration by Affiliation:

4,540,034	4,806,071	53,926	3,417,193	12,820,22
GOP	DEM	Minor	NPA	4
				Total





# Florida's Elected Leadership

- **Florida House of Representatives (120)**
  - ✓ 75 Republican *Majority*
  - ✓ 40 Democratic *Minority*
- **Florida Senate (40)**
  - ✓ 23 Republican *Majority*
  - ✓ 16 Democratic *Minority*
- **Statewide Elected Officials – three are term-limited in 2018**



Governor  
Rick Scott (R)



Attorney  
General  
Pam Bondi (R)



Chief Financial  
Officer  
Jimmy Patronis  
(R)



Commissioner of  
Agriculture  
Adam Putnam (R)



# The Legislative Environment

- 160 lawmakers
- 2018 Legislative Session: 60 days
  - ✓ January 9 – March 9, 2018
- 3,200 bills filed vs. 200 bills passed in 2017 (6.25%)
- 1000 Trade Associations – 15 major ones
- 1100+ registered lobbyists
- \$89 billion budget passed
- 2018 Constitutional Revision Commission
- Statewide Election Year



# 2018 Legislative Session – Bills Passed

- \$89 billion budget
- School Safety & Hardening (Parkland)
- Hurricane Irma Relief and Reaction
- \$170 million tax cut package
- Opioid Restrictions
- Expanded Bright Futures and School Voucher programs
- Mary McLeod Bethune Statue in U.S. Statuary Hall
- Florida remain in Daylight Saving Time year-round
- Requiring nursing homes to have backup power sources
- Proposed Constitutional Amendments
  - ✓ Require 2/3 votes in House and Senate to pass tax increases
  - ✓ Cap non-homestead parcel assessments increases permanent
  - ✓ Increase property tax exemption value



# State Issue Advocacy

# 2018 State Legislative Session – Top Issues

- **Defeating Burdensome Regulations**
  - Bill would have required all telecomms companies to automatically reimburse all outages in excess of 24 hours, regardless of reason
  - Costs estimated at tens of millions to industry
- **Communications Services Tax (CST) reforms**
  - Reviewing local share formula – possible simplification
  - Debate surrounding taxation of video streaming services
    - Over-the-Top (OTT) carveout vs. everyone else
    - Presents significant fiscal impact to state (nearly \$1 billion)
- **Monitoring and extinguishing potential threats**
  - Alarm systems; Rights-of-Way; Privacy; New fees (trees)



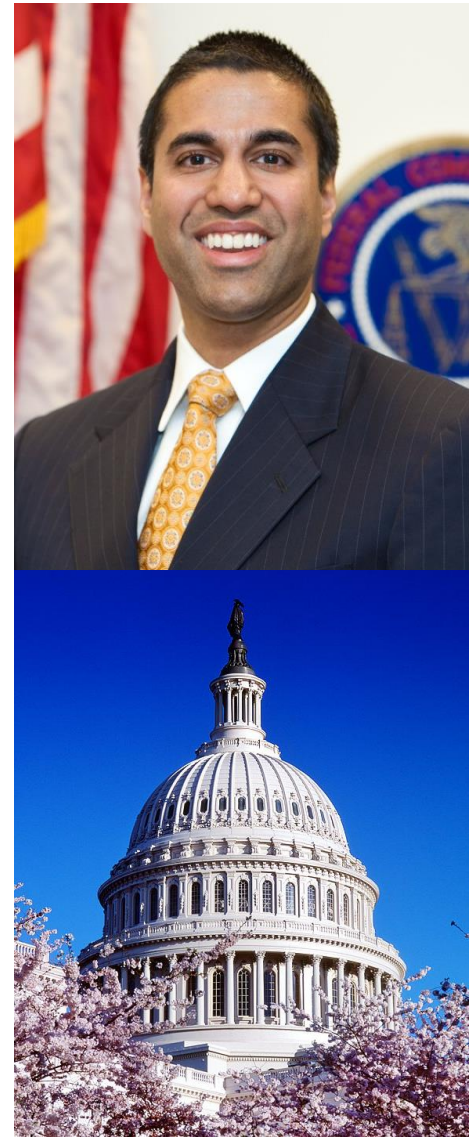


# Federal Engagement & Issue Advocacy



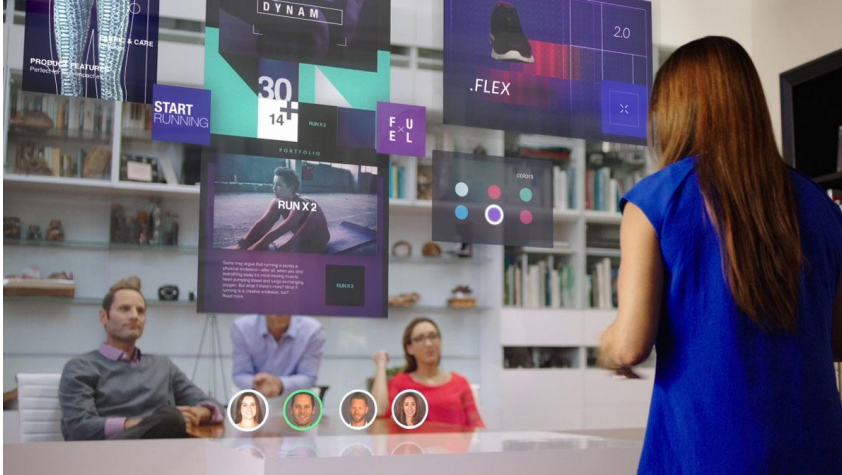
# Federal Dynamics

- **Trump Administration**
  - Appointed new FCC Chairman, Ajit Pai
  - FCC adopted nearly 50 items in the first 100 days
  - Obama-era rules on Net Neutrality, Privacy Reversed
- **NCTA – The Internet & Television Association**
  - Advocating for legislative fixes on Net Neutrality, Privacy
  - Wireless spectrum wars
  - Rural Broadband
  - One Touch Make Ready (OTMR)



# Federal Messaging

- Perception vs. Reality: phone's 80m subs vs. cable's 15m
- Internet different from water and electricity
- Private sector best-equipped to build, maintain broadband networks
- Regulatory certainty needed
- Our industry leads the way in technological innovation
- The Near Future is here – now we need the networks to power it



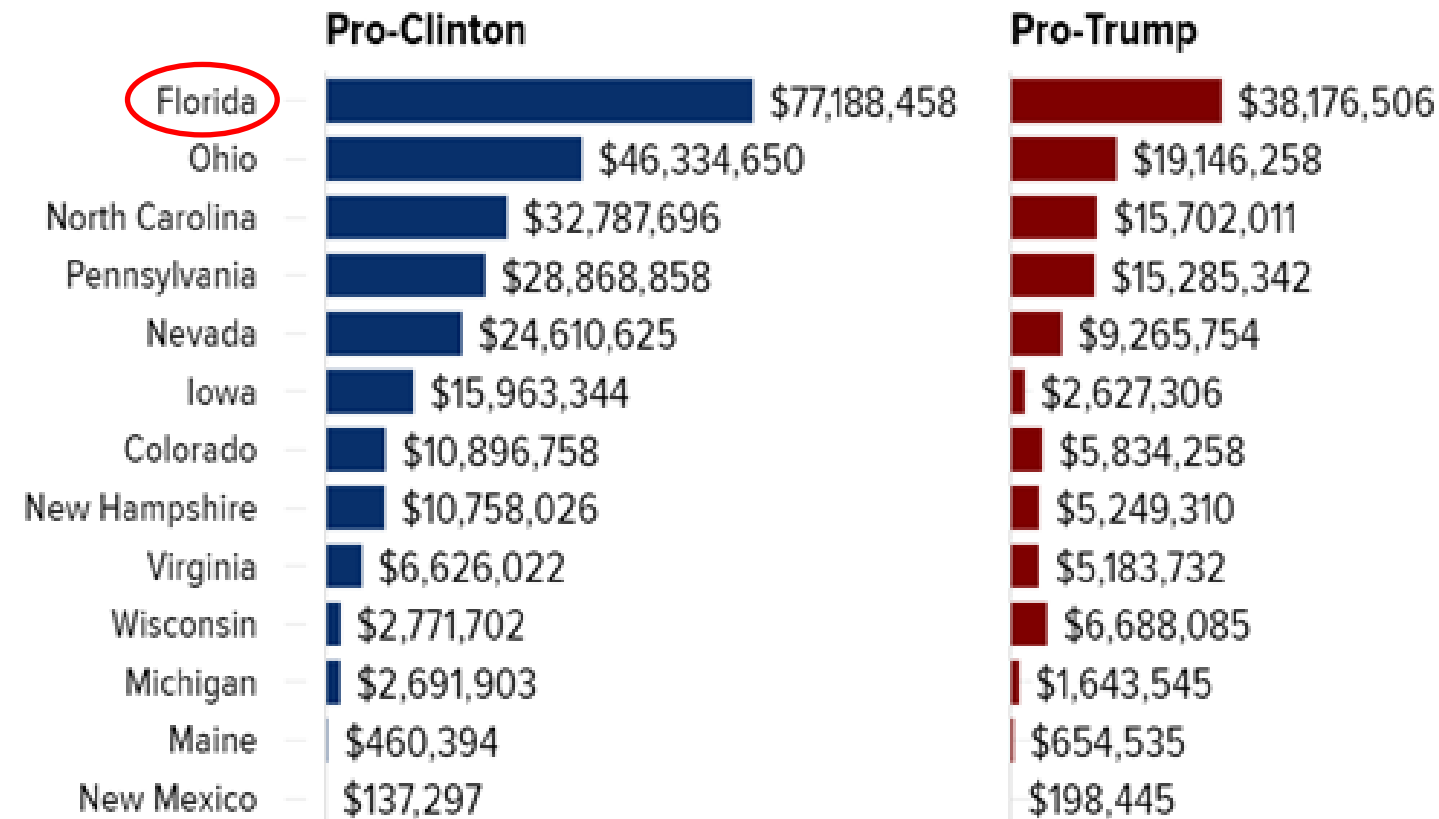


# 2018 Election Preview

# 2018 Election Stakes

- **Brace Yourselves: 2018 Election Poised to be Historic**
  - ✓ Five (5) statewide races, 3 with no incumbents, on ballot
  - ✓ Four are statewide cabinet positions up for election
  - ✓ Fifth race is for U.S. Senate – Bill Nelson (D) up for re-election
  - ✓ Constitutional Amendments for consideration
- **Result: Many Public Officials Running for Higher Offices**
  - ✓ Gov. Scott challenging Sen. Nelson for U.S. Senate
  - ✓ Comm. Adam Putnam and Cong. Ron DeSantis – GOP Gov. Primary
  - ✓ Gwen Graham, Andrew Gillum, Philip Levine – Dem. Gov. Primary
  - ✓ Current and former legislators running for cabinet positions
- **Bottom Line:**
  - ✓ Even more races at district and local levels
  - ✓ Record levels of campaign tv and radio advertising!

# 2016 Presidential Campaign TV Advertising



DECISION ★ 2016

NBC News/Advertising Analytics

Florida accounted for about **one-third** of TV ad spending nationally!



# Industry Impact in Florida

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**Remember:  
FL is the Leader!**



13.5

million people benefitting  
from cable innovations every day



149K+

direct and indirect jobs



\$22.3

billion total economic impact

# Opportunities to Unite

- FITCon Florida – Nov. 2018  
Hilton Bonnet Creek Orlando
- Partnering on Events
- Bolstered Communications
- We will come to you!



**If you're not at the table...**



**then you're on the menu.**





# Questions?

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# WICT Florida Fun Friday Trivia Winner

## CONGRATULATIONS!!!!!!

Shannon O'Keefe



# WICT Florida Membership Raffle Winner

## CONGRATULATIONS!!!!!!



Random Picker

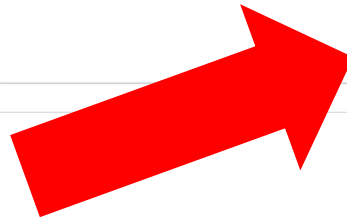
Enter all items (names, numbers...) in the field below, each on a separate line:

Aarons  
Abdullah  
Aguila  
Akers-Ucar  
Aldrich  
Aliberti  
Alivandi  
Allende  
Almonte  
Amuso

Pick a Random Item

Result

**Hogans**



**Thank you!**



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*Florida*