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CalBroadband Announces New Name and Advocacy Portfolio
*Formerly known as the California Cable and Telecommunications Association,
CalBroadband reflects the changing nature of the industry*

SACRAMENTO - Today, the California Cable and Telecommunications Association (CCTA) announced a rebranding of the organization under the new name CalBroadband, the California Broadband & Video Association. For decades, the organization has been one of the premier advocacy associations in California, representing cable providers and programmers serving tens of millions of residents across the state. With emerging technologies and constant innovation, CalBroadband's rebrand represents all that the future has to offer Californians.

Last year, Sacramento political veteran, Janus Norman, took over as president of the association. His tenure as a long-time lobbyist and strategic leader at some of California's most influential organizations brings a fresh perspective and approach to advocating on behalf of the state's leading connectivity companies.

"Innovation and creativity are part of what makes California so unique," said Norman. "As our members constantly enhance the flow of information and expand connectivity across California, it is clear that our advocacy has expanded beyond the cable television services that we were founded upon."

CCTA was established in 1962 with the primary goal to assist member organizations in their mission to connect customers to the world. Since then, many of CalBroadband's member companies have evolved into the leading providers of broadband services and applications in California.

"Today's news is a public acknowledgement that CalBroadband's membership has evolved as well. We have a shared interest in working together to actively close the digital divide - especially as high-speed internet plays a vital role in daily life and the modern digital economy," said Walter Hughes, Chair of the Board of Directors. "We look forward to broadening our advocacy to reflect the changing needs of Californians."

CalBroadband will continue to be an educational resource for its member companies, policy makers and the general public, as understanding of the deployment, operation and continued innovation of broadband infrastructure is paramount to developing public policies to improve broadband availability and adoption.



As part of the announcement today, CalBroadband is also unveiling a [new website and social media presence](#). The updated content and branding is in line with the advocacy work CalBroadband does.

“While our mission remains the same and our dedication to connecting people is steadfast, we are excited about taking the critical next steps to remain a reflection of California’s future,” Norman added. “We were founded in 1962 - the same year that the first satellite television transmission took place. It’s clear that a lot has changed in those sixty years, and we are enthusiastic about what the next sixty has to offer.”

About CalBroadband

CalBroadband is comprised of California’s leading experts in the development and deployment of broadband infrastructure. We leverage our member expertise to educate and advocate for transformative public policies that enable broadband service providers to continue their efforts to connect Californians. These efforts include expanding the availability of high-speed internet and broadband into unserved geographic areas and increasing adoption in existing service areas across the state.