

MELANIE A. MCMULLEN

Melanie McMullen is a partner with Cinnamon Mueller. She has more than 30 years of industry experience and has been recognized as a Pathfinder by the Mid-America Cable Telecommunications Association for the significant impact she's made on the industry. She brings a unique mix of local system operations and legal experience to her practice, with significant expertise in app-based broadband/ABR, video content rights, advanced media rights, and broadcast retransmission consent. She also advises clients on content distribution obligations and compliance, contract due diligence, and other transactional and operational matters.

Practice Overview

Melanie's practice focuses on securing traditional video content and advanced media rights and helping clients navigate the legal and business issues related to the distribution of multichannel video over both legacy cable and broadband systems. She works extensively with Jackson Energy Authority in Jackson, TN to create and develop its managed headend service and continues to manage all associated contract and video transport authorization activity for that project. She is particularly adept at analyzing carriage rights and obligations to assist clients with the integration of new systems, the standardization of channel lineups, and the creation of new product offerings, and, for some clients, she essentially serves as their Programming department. She also has represented a top 10 CLEC's video interests for many years, including through two substantial acquisitions valued at \$2 billion and \$10.5 billion, respectively, and various system sales.

Melanie is admitted to practice law in Kansas and Missouri.

Experience

Melanie joined Cinnamon Mueller in 2011 after several years as General Counsel at the National Cable Television Cooperative. At NCTC, she managed the company's Legal, Human Resources, and Membership Affairs departments and directed the company's legal strategy to secure favorable court rulings and settlements around membership and antitrust issues. She was one of the original architects of the NCTC's pre-committed purchasing model (PCM), which NCTC continues to use today. She also served as outside General Counsel to the Mid-America Cable Telecommunications Association for seven years.

Melanie started her career directing government relations, franchising, and regulatory affairs for Time Warner Cable in Kanas City as the industry faced passage of the 1992 Cable Act and the 1996 Telecommunications Act. She represented the company for 10 years as its Director of Regulatory Affairs, followed by several years as outside counsel, both with the law firm of Lathrop & Gage and as an independent consultant. In addition to her regulatory affairs duties at Time Warner Cable, she helped create and launch TWC Sports (formerly Metro Sports), the company's regional sports network, and developed a private networking business with multiple local school districts that produced \$5 million in annual revenue. She also worked as a Legislative Aide in the Missouri House of Representatives, held elected office twice, and managed several successful state and local political campaigns.

Education

J.D., University of Kansas School of Law, Lawrence, Kansas, 1990

B.S., Public Relations & Graphic Arts, Central Missouri State University, Warrensburg, MO, 1986

Honors & Awards

Pathfinder, Mid-America Cable Telecommunications Association, 2014

Beacon Award/Strategic Planning (Time Warner Cable/TCI Merger Strategic Plan), Cable Television Public Affairs Association, 1999

Beacon Award/Communications Planning (Time Warner Cable/TCI Merger Internal Communications Plan), Cable Television Public Affairs Association, 1999

“Coming Through” Award (EduBiz Project - \$5 million/year new business), Time Warner Cable, 1998

Beacon Award/Government Relations (Kansas City, KS Franchise Renewal Strategic Plan), Cable Television Public Affairs Association, 1994

Accredited Business Communicator, International Association of Business Communicators

Professional Affiliations

Board Member & Secretary, Mid-America Cable Telecommunications Association, 2013-2021

Elected Committeewoman, Republican Central Committee (Clay County, MO 35-2), 2008-2010

Presidential Delegate, Missouri State GOP, 2008

Judicial Appointee, Clay County Constitutional Charter Commission, 2004-2005

Elected Board Member & Chair, Kearney-Holt Regional Recreational District, 1999-2004

Media Law Committee, Kansas City Metropolitan Bar Association, 1991-2002

Women at the Leading Edge, Central Exchange, Class of 2000

Leadership Northland, Northland Regional Chamber of Commerce, Class of 1995