



**CINNAMON  
MUELLER**

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**Admitted to Practice**

Kansas (1990)

Missouri (2001)

**Melanie McMullen** is a partner in Cinnamon Mueller's Kansas City office. She has more than 25 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 business and legal experience to her practice, with significant expertise negotiating video distribution agreements, advanced media rights and broadcast retransmission consent. She also advises clients on cable franchising, regulatory due diligence, transactional and operational matters.

**Practice Overview**

Ms. McMullen's practice focuses on securing video content rights and helping video and broadband companies understand the legal issues that inform the business decisions related to the provision of multichannel video and broadband services. She serves as outside General Counsel to the Mid-America Cable Telecommunications Association and has represented a top 10 CLEC's video interests for several years, including through two substantial acquisitions valued at \$2 billion and \$10.5 billion, respectively. 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, essentially serves as their Programming department. She also advises new and existing video providers on a variety of operational matters, including entry into the video business, pole attachments, bulk and commercial service contracts, customer and regulatory notifications and marketing disclaimers.

**Personal History**

Ms. McMullen joined Cinnamon Mueller in 2011 after several years as the National Cable Television Cooperative's chief legal officer. At NCTC, she managed the company's Legal, Human Resources and Membership Affairs departments and managed 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, which NCTC continues to use today.

Ms. McMullen started her career directing government relations, franchising activity and regulatory affairs for Time Warner Cable in Kansas 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 a number of local school districts valued at \$5 million. She also worked as a Legislative Aide in the Missouri House of Representatives, held elected office twice, and worked on several successful state and local political campaigns, including a \$30 million bond issue to expand the Kansas City Zoo, a \$250 million bond issue for capital improvements and the hotel/rental car tax initiative that funded construction of the Sprint Center in Kansas City.

## **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

## **Events/Presentations/Speaking Engagements**

Ms. McMullen has spoken on the acquisition of sports rights and broadcast retransmission consent at the NCTC/ACA Independent Show and the Mid-America Cable Show and regularly attends industry events, including the NCTC's Winter Educational Conference, The Independent Show, the ACA Summit, INTX, the Mid-America Cable Show and the Consumer Electronics Show.

## **Honors & Awards**

- Pathfinder, *Mid-America Cable Telecommunications Association*, 2014
- Beacon Award/Strategic Planning (TCI Merger Strategic Plan), *Cable Television Public Affairs Association*, 1999
- Beacon Award/Communications Planning (TCI Merger Internal Communications Plan), *Cable Television Public Affairs Association*, 1999
- Coming Through Award (EduBiz Project - \$5 million new business), Time Warner Cable, 1998
- Beacon Award/Government Relations (Kansas City Franchise Renewal Strategic Plan), *Cable Television Public Affairs Association*, 1994
- Accredited Business Communicator, International Association of Business Communicators

## **Professional Affiliations**

- Board Member, *Mid-America Cable Telecommunications Association*
- Media Law Committee, *Kansas City Metropolitan Bar Association*
- 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 Committee*, 1999-2004
- Women at the Leading Edge, *Central Exchange*, Class of 2000
- Leadership Northland, *Northland Regional Chamber of Commerce*, Class of 1995