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April 1, 2010

2010 US Telecommunications / Broadcast Network Compensation Survey

Participation Planning Webinar

Keolani Bradley – Client Relationship Manager

Christie Greene – Project Manager

Agenda

- Mercer's Telecommunications/Broadcast Network Survey Team
- Participation Planning Webinar Objectives
- Survey Overview
 - Schedule
 - Highlights
- Survey Participation Materials
 - Participation Guide
 - Questionnaire
- Job Matching Tips
- Data Submission Process
- Questions and Feedback

Mercer's Telecommunications/Broadcast Network Survey Team

- This is your meeting and your survey; Mercer is your survey partner
- Your participation is vital to the success of this meeting and the survey results
- Mercer Telecommunications/Broadcast Network Survey Team
 - Keolani Bradley Client Relationship Manager keolani.bradley@mercercorp.com
 - Christie Greene Project Manager christie.greene@mercercorp.com

Participation Planning Webinar Objectives

- Understanding the survey process and your involvement
- Ensure consistency of reporting data elements
- Ensure quality position matching
- Knowledge sharing

- During this webinar, please limit discussions to clarification of data elements and comparisons of job content.**
- Participants should not discuss general or specific pay practices of their organization.**

Telecommunications/Broadcast Network Survey Overview

Schedule


Activity

- Questionnaire e-mailed
(also available online at www.imercer.com/telecommunications)
- Participation planning webinar
- Data effective date
- Data submission deadline
- Results available

Date

- March 24
- April 1
- March 1
- April 30
- Late August

Telecommunications/Broadcast Network Survey Overview Highlights

- Conducted since 1981
- Total direct compensation data
- Extensive industry and sales practice questions
- Covers 170+ jobs in the transmission, wireless, cable, satellite, and equipment businesses
- Added 50+ positions focusing on broadcast network sector 
- 30+ participating organizations covering over 116,000+ observations (2009 survey results)
- Results delivered via Mercer PayMonitor®
 - Standard all-participant results in PDF format
 - Ability to print/export the standard results, as well as any custom data reports
 - Exclude and compare your organization's data to the market
 - Define custom markets (e.g., location, revenues, peer group)
 - Age data

Telecommunications/Broadcast Network Survey Overview

Highlights: Peer Group in PayMonitor

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Welcome Marvin Reyes
Exit PayMonitor

My PayMonitor | imercer.com

Report Templates | My Templates | My Reports

- 1 Select Positions
- 2 Select Market
- 3 Set Aging (optional)
- 4 Compare My Data (optional)
- 5 Generate Report

2009 US Telecommunications Compensation Survey (Aug) Detailed Report

Select Market

Peer Group

- All Data
- Annual Corp Sales Vol for Canadian Operations
- Annual Corp Sales Vol for Global Operations
- Specific Merchandise Category
- General Merchandise Category
- Total Employment
- Total Number of Stores
- Type of Organization
- Corporate Ownership
- Quality of Match
- Annual Incentive Eligibility
- Sales Incentive Eligibility
- LTIP Eligibility
- Overtime Eligibility
- Geographical Responsibility

Predefined queries -- Select from the standard survey statistics. If you select multiple markets, results are provided for each selection.

Premium queries -- Make user-defined selections to fit your data needs. If you select multiple markets, results are combined into a new, custom selection.

QuickCount Report

Create Peer Group by Organization Name

Clear all selections

Click here to create a Peer Group

http://paymonitor.imercer.com - Mercer Pay Monitor - Microsoft Internet Explorer provided by Mercer Human Resource Co...

Create Peer Group by Organization Name

Select organizations to include in this peer group
You must select at least 10 organizations to submit a peer group request

Available	Selected
Toys "R" Us Canada Ltd.	Apple Canada, Inc.
United Farmers of Alberta Co-operative Limited	Costco Wholesale Canada Ltd.
Urban Barn	Foot Locker, Inc.
Value Village Stores Ltd.	Home Depot of Canada, The
Vincor Canada (Wine Rack)	Hudson's Bay Company
Wendy's Restaurants of Canada Inc.	McDonald's Restaurants of Canada Limited
Whole Foods Market, Inc.	Harry Rosen Inc.
Winners Merchants International L.P.	Shoppers Drug Mart Inc.
Zale Canada Co. (People's Jewellers)	TELUS Communications Inc.
	Wal-Mart Canada Corp.

Filter: [v]

Please enter a name for this peer group

[input type="text"]

Back Continue

Ability to create a peer group and run reports on a minimum of 10 participating organizations

Telecommunications/Broadcast Network Survey Overview

Highlights: Peer Group in PayMonitor

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- 1 Select Positions
- 2 Select Market
- 3 Set Aging (optional)
- 4 Compare My Data (optional)
- 5 Generate Report

2009 US Telecommunications Compensation Survey (Aug) Detailed Report: Annual Comp Data

Select Market

- Peer Group**
- Annual Corp Sales Vol for Canadian Operations
- Annual Corp Sales Vol for Global Operations
- Specific Merchandise Category
- General Merchandise Category
- Total Employment
- Total Number of Stores
- Type of Organization
- Corporate Ownership
- Quality of Match
- Annual Incentive Eligibility
- Sales Incentive Eligibility
- LTIP Eligibility
- Overtime Eligibility
- Geographical Responsibility

Clear all selections

Predefined queries -- Select from the standard survey statistics. If you select multiple markets, results are provided for each selection.

Premium queries -- Make user-defined selections to fit your data needs. If you select multiple markets, results are combined into a new, custom selection.

- QuickCount Report
- Create Peer Group by Organization Name

Once your peer group has been approved, you can run multiple reports on this group

Telecommunications/Broadcast Network Survey Participation Materials

Two Components

Survey participation materials available at www.imercer.com/telecommunications

1. [Survey Participation Guide](#)

- Overview of survey participation process, definitions of data elements collected, and survey position descriptions
- Some positions collect additional data elements allowing for more detailed information in the results; refer to the Data Elements by Position Function (pages 52-53 in the Participation Guide)

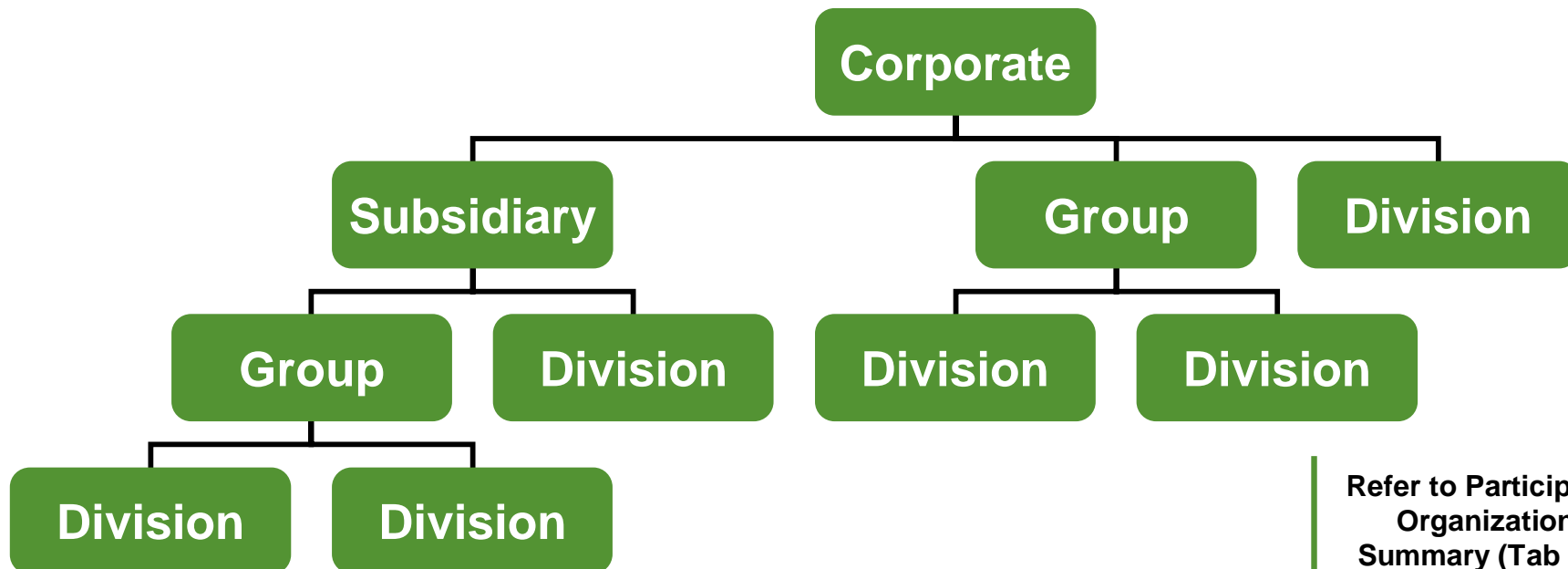
2. [Survey Questionnaire](#)

- Separate Excel workbook that collects data on industry and sales practices and compensation

Telecommunications/Broadcast Network Survey Participation Materials

Questionnaire: Participating Organizations Summary (Tab 4)

- Organization data are collected on each entity reported for which position-incumbent data are submitted
 - Ensure entity information is reported for all incumbents
 - Do not report locations as entities



Refer to Participating Organizations Summary (Tab 4) of the questionnaire, and pg. 3 of the guide.

Telecommunications/Broadcast Network Survey Participation Materials

Questionnaire: Participating Organizations Summary (Tab 4)

- Organization data collected includes a number of demographic items that are used in the analysis of position and incumbent information that is reported
 - Primary Market (9 options)
 - Secondary Market (9 options)
 - Revenue/Sales
 - Total Full-Time Equivalents
 - Type of Organization (4 options)
 - Type of Ownership (5 options)

Refer to Participating Organizations Summary (Tab 4) of the questionnaire, and pgs. 4-5 of the guide.

Telecommunications/Broadcast Network Survey Participation Materials

Questionnaire: Practices Information (Tab 5) & Sales Practices (Tab 6)

- Collects data on policies and practices for your organization
- If you have more than one plan type, submit data on the plan that is most prevalent across your organization (all reporting entities) or your corporate plan

Refer to Practices Information (Tab 5) & Sales Practices (Tab 6) of the questionnaire, and pg. 6 of the guide.

Telecommunications/Broadcast Network Survey Participation Materials

Questionnaire: Position-Incumbent Information (Tab 7)

- Data elements collected vary by survey position (see Participation Guide pgs 6-13)
- Report individual incumbent data only; do not report average data
- Report an incumbent for only one survey position; do not match an incumbent to more than one survey position
- All compensation data are effective as of **March 1, 2010**

Refer to
Position-Incumbent
Information (Tab 7) of
the questionnaire,
and pgs. 6-13 of the
guide.

Telecommunications/Broadcast Network Survey Participation Materials

Questionnaire: Position-Incumbent Information (Tab 7)

- Bonus data are collected if the incumbent is eligible for short-term incentives
 - Include commissions for those incumbents in sales positions
 - Report “zero” for eligible incumbents who did not receive payouts
 - If payout amounts are not available, leave blank
 - Report **annualized** STI amounts for **all positions**

- Long-term incentive data are collected if the incumbent is eligible
 - LTI Plan Types Offered
 - Stock/Share Options
 - Share Appreciation Rights (SARs)
 - Stock/Share/Share Unit Awards
 - Performance Units
 - Long-term Cash

**Refer to
Position-Incumbent
Information (Tab 7) of
the questionnaire,
and pgs. 6-13 of the
guide.**

Telecommunications/Broadcast Network Survey Participation Materials

Questionnaire: Position List, Notes & Feedback, Working Sheet

Refer to Position List (Tab 8) of the questionnaire, and pgs. 15-17 of the guide.

Position List (Tab 8)

- Refer to this worksheet for a complete list of the survey positions to determine which positions you will match
- The position list includes position code, title, and description

Refer to Notes and Feedback (Tab 9) of the questionnaire.

Notes & Feedback (Tab 9)

- Utilize this worksheet to provide any explanatory notes about your organization's data and even provide suggestions for survey enhancements

Refer to Working Sheet (Tab 10) of the questionnaire.

Working Sheet (Tab 10)

- This worksheet is included to help you prepare your data submission; use this worksheet to ease the process of entering your organization's data

Telecommunications/Broadcast Network Survey Job Matching Tips

Review the survey position descriptions to determine which positions you will match

- Many organizations level their positions differently; it is important to match positions by responsibilities included in the position description, not by position title
- Matching the positions accurately on the front end will increase the value of the data when you receive the results. Like many areas of compensation, matching position content is often more of an art rather than a science.
- Review each description and look for
 - Duties and responsibilities
 - Job requirements (experience / knowledge)
 - Level of performance

Telecommunications/Broadcast Network Survey Job Matching Tips

Review the survey position descriptions to determine which positions you will match

- Single incumbent positions are identified in the survey position list and descriptions with “S” before the position code

- **S** 001 Chief Executive Officer (CEO)

Example of position indicating single incumbent status listed in the guide.

- “This is typically a single incumbent position.”

- Generally, one employee (the most senior individual) per organization entity should be reported for single incumbent positions

Example of position description indicating single incumbent status in the guide.

Telecommunications/Broadcast Network Survey Data Submission Process

1. Review Participation Guide
2. Consider which positions you can match according to the position descriptions
3. Complete Mercer's preformatted Excel Workbook (compensation data) and web enrollment (benefits data)
4. Review your completed questionnaires to ensure the accuracy of your submission
 - a. Were the data submitted in the requested format?
 - b. Do the base pay and other related pay data provided look reasonable for the position?
5. Explain any special circumstances on the [Notes & Feedback](#) worksheet
6. Have another person at your organization review your completed workbook
7. Save a copy of your completed questionnaires for your records
8. Submit your data to Mercer no later than **April 30, 2010**
9. Expect to receive an e-mail receipt confirmation from Mercer

Refer to Notes
& Feedback (Tab 10)
of the questionnaire.

Telecommunications/Broadcast Network Survey Data Submission Process

- There are two options for submitting your data electronically to Mercer.
 1. The completed Compensation Survey questionnaire can be uploaded directly to Mercer via a secure internet connection
 - Reference the 'Excel Submission Guidelines' tab of your questionnaire for access to this link
 2. E-mail your completed questionnaire to surveys@mercer.com; do not forget to attach the completed questionnaire to your e-mail
- Upon receipt of your compensation survey questionnaire, you will receive an e-mail notification within 24 hours confirming receipt of your submission.

Thank you for your continued participation.

- The Mercer TCOM Team

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