Every big story is the sum of many small ones. Steptoe Spotlight: A Step Beyond, a new video series, examines the small stories behind and important client achievement.

We leave the analysis and explanation of its significance to others. We ask our clients about its history, not about History. We want to know more about the everyday experiences, ups and downs, disappointments and elations, all-nighters and cliffhangers, that make up the path to it.

For the first episode of our series, Jeff Blum and Hadass Kogan of DISH Network generously agreed to sit down with us and tell us some of the small stories behind a big story: DISH’s emergence as the fourth US mobile carrier. Watch it here.