

39TH ANNUAL



ANNUAL CONFERENCE

TAMPA MARRIOTT WATER STREET HOTEL & MARINA
TAMPA, FL



#NATOA19

SEPTEMBER 23-26, 2019

WiFi Access Sponsored By Communications Workers of America

Wireless Network: Marriott Conference

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DEAR NATOA FRIENDS, MEMBERS AND ADVISORS,

Welcome to Tampa! It is my pleasure to welcome you to NATOA's 2019 Annual Conference at the beautiful Tampa Marriott Water Street Hotel & Marina for the largest gathering of local government telecom professionals nationwide!

We look forward to an informative week that gives everyone a chance to reacquaint with old friends and introduce yourself to new friends. This is a great week to engage in a mix of issues, activities and roundtables with our speakers, panelists and our wonderful sponsors and exhibitors.

Experts from all facets of telecommunications will be sharing case studies, solutions and proven strategies to enhance your job, your community and your residents. Get practical insights on the latest technology, policy and trends while participating in interactive panel discussions, immerse yourself in pre-conference workshops and network with colleagues and advisors along the gorgeous Tampa Riverwalk.

In Tampa, we present a unique opportunity for you to connect with peers at our Unlock Tampa Bay reception, first-time attendee speed networking session, networking dinners and an unforgettable evening aboard the Yacht Starship complete with themed rooms, food, dancing and more.

The planning committee worked diligently to build an agenda chock full of informative and educational sessions. Leverage these education-packed days with some of the brightest minds in local government telecom to get your questions answered, share your stories and make long-lasting connections with speakers, vendors and colleagues.

We'll be running straight through Thursday night, when we celebrate our best and brightest at the Government Programming Awards (GPA) Gala. This is a fabulous evening event, which culminates the year's work product in PEG media centers from across the country -- peer-reviewed!

Remember to take the time to explore and use the conference app - it offers everything you need to organize and maximize your time and to utilize the information and resources when you get home. And, be sure to visit the Exhibit Hall to have your passport stamped for the opportunity to win some great prizes!

For those of you who need a break from the action, Tampa is the perfect venue for touring and the Tampa Marriott brings the action to your front door.

- The Riverwalk just outside the Marriott connects the Tampa Arts District, Curtis Hixon Park, MacDill Park, the Museum of Art, and the Florida Museum of Photographic Arts along the downtown waterfront.
- Hop on the free heritage TECO Line Streetcar, which can take you between downtown Tampa, Channelside and historic Ybor City.
- Take a walking tour of historic Ybor City.
- Test-ride the water bikes and peddling kayaks at the docks in front of Tampa's Convention Center.

For the foodies among us, Tampa has a great choice of food heavens -- I mean havens -- including the Hall on Franklin and the recently opened Heights Public Market at Armature Works, a fully restored venue reinvented as a premier destination with innovative eateries.

NATOA has boatloads of experts and innovative vendors waiting to meet you! Please be sure to visit -- and thank -- our sponsors and exhibitors, without whom this conference would not be possible. Our thanks to them and to the many volunteers who have helped to make this conference a smashing success.

We are thrilled you could join us and look forward to a great week in Tampa!

Best to all,



NATOA BOARD PRESIDENT



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CITY OF TAMPA

— OFFICE OF THE MAYOR —

Jane Castor, Mayor

Greetings,

It is a pleasure to welcome you to the **National Association of Telecommunications Officers and Advisors Conference** on September 23-26, 2019. Held at the Tampa Marriott Water Street Hotel in Tampa, Florida, this important event features dynamic seminars and networking opportunities. We appreciate the opportunity to showcase our beautiful city to each of you.



The National Association of Telecommunications Officers and Advisors' (NATOA) has state and regional chapters throughout the nation, and its leadership, members and staff serve as advocates in communications and internet policy, and serve as a key advisor regarding local government perspectives and public interest. The NATOA organization assists its Chapters in networking, education, and advocacy efforts at local and state levels, and is a source of valuable information for its members.

Tampa offers a unique, exciting experience for all its visitors, and our rich history, entertainment venues, museums, parks and restaurants ensure a memorable visit. For those of you who are visiting for the first time, I hope you will have the opportunity to experience the many cultural and historical venues our city has to offer. Whether you visit one of our landmark attractions, ride the streetcar from downtown to Sparkman Wharf and Historic Ybor City, stroll along Tampa's Riverwalk or Bayshore Boulevard, enjoy a meal at one of our fine restaurants, or visit our many first-class parks and shopping areas, we are sure you will find your stay to be an unforgettable experience.

Again, welcome and best wishes for an informative and enjoyable time.

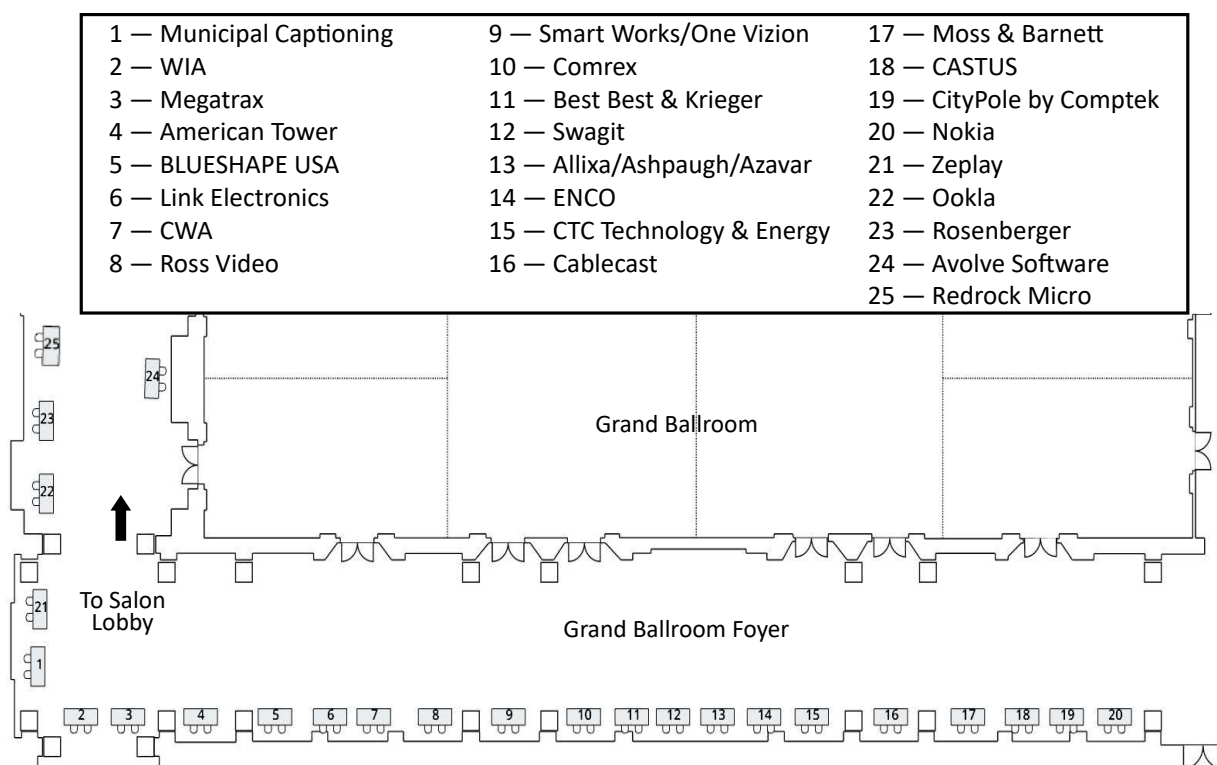
Sincerely,

Jane Castor

ANNUAL CONFERENCE PLANNING COMMITTEE

Mike Lynch, Co-Chair	Suzanne Bartole	Rondella Hawkins	Jodie Miller	Michael Russo
Brian Roberts, Co-Chair	Mike Bremer	Chris Jaramillo	Damon Parnell	Lori Sherwood
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2019 NATOA ANNUAL CONFERENCE EXHIBITORS



NATOa HEADQUARTERS

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KAREN ANDERSON Administrative Specialist

SPONSORS

Generous contributions from the following companies have helped to underwrite the expenses of this conference:



AMERICAN TOWER®



2019 CONFERENCE PROGRAM

The following conference program details are subject to change.

SUNDAY, SEPTEMBER 22ND

4:00 P.M. – 5:30 P.M. | *Registration Open*
Salon Lobby

5:00 P.M. – 7:00 P.M. | *Reception at Unlock Tampa Bay Visitors Center*
Join us for some local flavor at the new Unlock Tampa Bay Visitors Center! Enjoy music, networking, complimentary craft beer samples and locally inspired nibbles! Receive a 15% discount on all purchases. The Visitors Center is located within easy walking distance of the Tampa Marriott Water Street hotel. There is no charge to attend.

MONDAY, SEPTEMBER 23RD

8:00 A.M. – 2:00 P.M. | *Registration Open*
Salon Lobby

8:00 A.M. – 9:00 A.M. | *Breakfast*
Grand Ballroom Foyer

9:00 A.M. – 3:00 P.M. | *Storytelling Workshop featuring John Larson: Gather Around the Fire: Telling the Very Best Stories We Can - Stories from Both Within Us and Around Us*
Salon B-D

Why do poor stories often feel like hard work, and great stories sometimes seem easy? How do I climb out of this story rut that I'm in? How do I help build my community while I serve it? Whether you are a videographer, PIO, writer, or producer - join John Larson as he shares from all stages of his multiple Peabody Award winning career to show you how he learned to find powerful details and listen more closely to create stories that make an impact. Discover why memorable stories are often not so much how we tell them, but how we prepare, where we go to find them and who we encounter along the way. From concept to structure, Gather Around the Fire with stories your audience won't forget!



STRONGER NETWORKS MAKE STRONGER COMMUNITIES

As advanced wireless networks are deployed, America's future depends on connectivity that builds vibrant neighborhoods and strengthens local economies.

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- Telecommunications tax
- Cable franchise fees
- Sales tax
- Food & beverage tax
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&
Nevada Chapter
Congratulates our next**

**NATOA President
BRIAN ROBERTS
and
President Elect
MICHAEL RUSSO**

**SCAN
NATOA**



9:00 A.M.– 3:00 P.M. | Smart Communities Pre-Conference Workshop
SMART COMMUNITIES: SECURE YOUR SMART FUTURE

Salon H-J

9:00 A.M.– 9:15 A.M. | Opening Remarks

Salon H-J

9:15 A.M. – 10:30 A.M. | The 5G Role in Effective Smart Communities

Salon H-J

This opening panel will provide the framework for smart community planning. What does a smart community look like and how does 5G play a role? Where is 5G deployment happening? Our panel will examine the status of 5G -- where it's working, where it's heading -- and address the fundamentals of asset and infrastructure needs, applications and more.

*Moderator: **Angela Stacy**, Vice President, Marketing & Communications, Smart Works Partners*

*Speakers: **Dev Khoslaa**, Head, IoT Sales, NAM, Nokia; **Arturo Chang**, State Government Affairs Counsel, Wireless Infrastructure Association; **Mike Hoganson**, COO, Aero Wireless Group*

10:45 A.M. – 12:00 P.M. | Smart Communities: Authority for Advancement

Salon H-J

The last 12 months brought a whirlwind of change to local authority. Expert attorneys will discuss the impacts of state small cell bills and FCC orders on infrastructure deployment, asset protection and broadband availability. In the wake of these changes, hear practical advice on working with providers and advancing deployment in your community.

*Moderator: **Joanne Hovis**, President, CTC Technology & Energy*

*Speakers: **Gabriel Garcia**, Director & Senior Counsel, CPS Energy; **Doug Povich**, Communications Analyst, Fairfax County, VA; **Joe Van Eaton**, Partner, Best Best & Krieger LLP*

12:15 P.M. – 1:30 P.M. | Lunch Discussion: Model Codes and Code Drafting

Salon H-J

Our panel will present the various model codes for small cells and have an open discussion on the pros and cons of the provisions. You'll learn not only what you might confront in drafting your own code, but also gain

a better understanding of the provider's perspective and how to address those issues.

*Moderator: **Brandon Dittman**, Associate Attorney, Kissinger & Fellman, P.C.*

*Speakers: **Rondella Hawkins**, Director, Telecommunications & Regulatory Affairs, City of Austin, TX; **Nancy Werner**, General Counsel, NATOA; **Dylan Fuge**, Principal Corporate Counsel – Land Use, T-Mobile*

1:45 P.M. – 3:00 P.M. | Incentivize Deployment While Protecting the Public Interest

Salon H-J

Learn how your community can attract 5G deployment and smart community applications. We will explore how to streamline permit processes, negotiate agreements, manage asset databases, establish one touch make ready ordinances, RFPs and more.

*Moderator: **Bryan Darr**, EVP, Emerging Technologies, Ookla*

*Speakers: **Brian Roberts**, Policy Analyst, City and County of San Francisco, CA; **Jason Caliento**, Senior Vice President, Network Strategy, Mobilitie; **Ceilidh Gao**, Campaign Attorney, Communication Workers of America (CWA)*

3:30 P.M. – 4:00 P.M. | Annual Business Meeting Voting Credentials Issued

Salon G

4:00 P.M. – 5:00 P.M. | 39th Annual Business Meeting

Salon G

5:00 P.M. – 6:00 P.M. | First Time Attendees Networking Happy Hour

Salon A

*Sponsored by **Michael J. Watza**, Partner, Kitch Law Firm - Detroit, Chicago and Toledo*

If this is your first NATOA Conference, join us for our First Time Attendees Networking Happy Hour. You will meet NATOA leadership and other new attendees in a fun, laid back setting, learn about NATOA and the conference, and leave feeling equipped to get the most out of the next few days.

6:30 P.M. | Networking Dinners

Join fellow attendees for dinner to discuss your preferred topic of interest. Groups will be meeting in the lobby before departing for dinner. Attendees are responsible for their own dinner costs. See NATOA Staff if you have not already signed up to join a group.

NCTA - THE INTERNET & TELEVISION ASSOCIATION

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NATOA'S 39TH ANNUAL CONFERENCE

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Minnesota,
the land of
10,000 lakes ...
and stories.



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Broadband - Needs Assessments, Planning, Infrastructure, Service and Policy Development, Certification and Verification

Cable Television - Community Needs Assessments, System Technical Audits, Franchise Renewals, Extensions, Negotiations, Modifications and Transfers

Public, Educational and Governmental (PEG) Access Media - Focus Groups, Surveys, Interviews, Best Practices, Comparative Analysis, Equipment and Facilities Evaluation, Projection of Future Needs

Right-of-Way (ROW) Management - Wireless and Wireline Licensing and Permitting, ROW Use Fee Development and Code Compliance Inspection

Strategic Planning - Strategic Planning Facilitation, Interviews, Questionnaires, Brainstorming, Mission and Vision Design, Goal-Setting and Strategic Direction and Plan Development



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BOSTON NEIGHBORHOOD NETWORK



(Counter clockwise from the bottom) Justin Petty, Mayor Martin J. Walsh, U.S. Senator Edward J. Markey, Deborah Shariff & Frm. FCC Commissioner Mignon Clyburn

Congratulations

to our own

Senator Edward J. Markey (D-MA),

NATOA's

***Jane E. Lawton Commemorative
Award Honoree 2019***

in recognition of your extraordinary service
on behalf of local governments and
communities throughout the United States



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TUESDAY, SEPTEMBER 24TH

8:00 A.M. – 2:30 P.M. | **Registration Open**
Salon Lobby

8:00 A.M. – 9:00 A.M. | **Continental Breakfast**
Grand Ballroom Foyer
Sponsored by CenturyLink

8:00 A.M. – 9:00 A.M. | **Programming Track Primer 101**
Salon B-D

New for 2019! Join us for a crash course of topics that will be covered during the conference. Hear the backstory, learn the acronyms and get the tools you need to get the most out of the next few days. Perfect for those new to the job or anyone that wants a refresher.

8:00 A.M. – 9:00 A.M. | **Regulatory/Policy/Broadband Track Primer 101**
Salon G-J

New for 2019! Join us for a crash course of topics that will be covered during the conference. Hear the backstory, learn the acronyms and get the tools you need to get the most out of the next few days. Perfect for those new to the job or anyone that wants a refresher.

9:00 A.M. – 9:30 A.M. | **General Conference Welcome, Mayor Jane Castor, City of Tampa, FL**
Salon E-F

Presentation of the Jane E. Lawton Commemorative Award

9:30 A.M. – 10:45 A.M. | **CONCURRENT SESSIONS**
Digital Inclusion: Affordable Broadband Connections
Salon G-J

The lack of affordable broadband connections remains the most significant barrier to digital inclusion for low income residents. Things like training and low-cost equipment are only relevant if the broadband services are affordable. This session will explore efforts to address affordable broadband by partnering with ISPs, providing free internet access in low income neighborhoods/public housing, etc.

Moderator: Bruce Clark, Executive Director, Digital Charlotte at Queens Knight School of Communication

Speakers: David Keyes, Digital Equity Manager, City of Seattle, WA; **Jennifer Terry**, Program Manager - Internet Access & Digital Equity, City of New Orleans, LA; **Jordana Barton**, Senior Advisor, Federal Reserve Bank of Dallas

Up Your Social Media Game
Salon B-D

You have the basics down; now's your chance to really grow your social media accounts and increase your ROI with tips and techniques for today's top social media platforms. Learn how to analyze your analytics—so you can make sense of your successful (and not so successful) posts. Learn simple best practices to create creative content, grow engagement and increase the fun factor!

Moderator: Rick Assmus, Community Connectivity Manager, City of Arvada, CO

Speakers: Michelle Mowad, Communications Specialist, County of San Diego, CA; **Christian Bruncsak**, Video Production Specialist, City of Austin, TX; **Lt. Andrew Scott**, Public Information Officer, Placer County Sheriff

10:45 A.M. – 11:15 A.M. | **Refreshment Break**
Grand Ballroom Foyer
Sponsored by Grande Communications, RCN, Wave Broadband



CCUA Invites Everyone to

DENVER

August 31 - September 3, 2020



**40th Annual
NATOA Conference**



11:15 A.M. – 12:30 P.M. | CONCURRENT SESSIONS

Public Safety, EAS and Communications in a SMART & SOCIAL World

Salon G-J

This session will provide examples of how local governments communicate with residents to prepare for an emergency and will address the planning and recovery that takes place at the local level.

Moderator: **Mike Lynch**, Director, Broadband & Cable, City of Boston, MA

Speakers: **Andrew Afflerbach**, CEO/Director of Engineering, CTC Technology & Energy; **Gregory Cooke**, Chief, Office of Intergovernmental Affairs, Consumer and Governmental Affairs Bureau, Federal Communications Commission; **Kayla Gardner**, State Government Affairs Manager, Wireless Infrastructure Association

Camera Settings, Color Grading and Post Production

Salon B-D

Want to take your productions to the next level? Cameras have hidden bells and whistles that you maybe didn't know existed. Heard of Color Grading but don't know where to start? We'll show you how to turn the ordinary into the extraordinary. We also share some of our favorite Post Production tips and tricks.

Moderator: **Dave Scott**, General Manager, Civic Center TV, Greater West Bloomfield Cable Commission

Speakers: **Kurt Radtke**, Technical Director, Hastings Community Television; **Brandon Stiller**, Director of Video Productions, Open Media Foundation

11:30 A.M. – 3:00 P.M. | Exhibitor Set-Up

12:45 P.M. – 2:15 P.M. | GENERAL SESSION LUNCHEON: Broadband Cable Providers and Communities: Partnering to Deliver Solutions and Connectivity for All

Salon E-F

Sponsored by the Comcast, Charter and NCTA – The Internet & Television Association

Solutionists, providers and partners in the smart and connected community space will explore how broadband cable providers and local communities are partnering to provide the sustainable infrastructure and robust connectivity needed to drive economic development and enhance quality of life. Hear real world examples of smart community solutions and

partnerships and discover the tools and resources available to advance your smart community interests. Moderator: **Nilda Gumbs**, Vice President, External Affairs, NCTA- the Internet & Television Association
Speakers: **Patti Loyack**, Vice President, IP Services, Comcast; **William Maguire**, Connected Communities, LLC; **Patti Zullo**, Senior Director, Smart City Solutions, Spectrum Enterprise; **William (Bill) Wallace**, Executive Director, US Ignite

Presentation of the Member of the Year

2:45 P.M. – 4:00 P.M. | CONCURRENT SESSIONS

Franchise Fees and ROW Management: What's Left After the FCC's New Rules?

Salon G-J

FCC rulemakings in the last year have limited local authority over small wireless facilities and drastically impacted cable franchises and PEG channels, leaving many asking: What rules do I follow (Federal, State, Court, FCC) when they say/order different things? What fees can we charge? What happens to existing franchises? In this session, experts will answer these questions and more to help local governments anticipate the new regulatory frontier.

Moderator: **Garth Ashpaugh**, President & Member, Ashpaugh & Sculco, CPAs, PLC

Speakers: **Brian Grogan**, Moss & Barnett, PA; **Tim Lay**, Partner, Spiegel & McDiarmid, LLP; **Mitsuko Herrera**, Planning, Policy and Special Projects Manager, Montgomery County, MD

Production Rapid Fire -- Gadgets, Tools and Tricks

Salon B-D

Discover some of the many gadgets, tools, and tricks that other facilities use to help them make amazing productions. This session is fast paced and jam-packed with tons of information in a short time. There will also be allotted time for attendees to share a few of their own tips and tricks.

Moderator: **Dennis Rafferty**, Government Programming Manager, Northern Dakota County Cable Communications Commission (NDC4)

Speakers: **Carson Hamlin**, Operations Manager/ Franchise Administrator, City of Fort Collins, CO; **Adam Badertscher**, Video Production Specialist, City of Thornton, CO; **Mike Bremer**, Executive Producer, Hastings Community TV; **Bob Pearce**, Media Production Specialist, City of Golden, CO

39TH NATOA ANNUAL CONFERENCE

TENTATIVE AGENDA - SUBJECT TO CHANGE

September 23-26, 2019

The Tampa Marriott Water Street Hotel, Tampa, FL

SUNDAY, SEPTEMBER 22ND	
4:00 p.m. - 5:30 p.m.	Registration Open
5:00 p.m. - 7:00 p.m.	Reception at Unlock Tampa Bay Visitors Center
MONDAY, SEPTEMBER 23RD	
8:00 a.m. - 2:00 p.m.	Registration Open
8:00 a.m. - 9:00 a.m.	Breakfast
9:00 a.m. - 3:00 p.m.	Smart Communities Pre-Conference Workshop
9:00 a.m. - 3:00 p.m.	Storytelling Workshop featuring John Larson
3:30 p.m. - 4:00 p.m.	Annual Business Meeting Voting Credentials Issued
4:00 p.m. - 5:00 p.m.	Annual Business Meeting
5:00 p.m. - 6:00 p.m.	First Time Attendees Networking Happy Hour
6:30 p.m.	Networking Dinners
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8:00 a.m. - 9:00 a.m.	Programming Track Primer 101
8:00 a.m. - 9:00 a.m.	Regulatory/Policy/Broadband Track Primer 101
9:00 a.m. - 9:30 a.m.	General Conference Welcome
9:30 a.m. - 10:45 a.m. CONCURRENT SESSIONS	Digital Inclusion: Affordable Broadband Connections
	Up Your Social Media Game
10:45 a.m. - 11:15 a.m.	Refreshment Break
11:15 a.m. - 12:30 p.m. CONCURRENT SESSIONS	Public Safety, EAS and Communications in a SMART & SOCIAL World
	Camera Settings, Color Grading and Post Production
11:30 a.m. - 3:00 p.m.	Exhibitor Set-Up
12:45 p.m. - 2:15 p.m.	GENERAL SESSION LUNCHEON: Broadband Cable Providers and Communities: Partnering to Deliver Solutions and Connectivity for All
2:45 p.m. - 4:00 p.m. CONCURRENT SESSIONS	Franchise Fees and ROW Management: What's Left After the FCC's New Rules?
	Production Rapid Fire -- Gadgets, Tools and Tricks
4:00 p.m. - 5:30 p.m.	Happy Hour in Exhibit Hall
5:30 p.m. - 6:30 p.m.	Chapter Meetings

WEDNESDAY, SEPTEMBER 25TH

8:00 a.m. - 2:30 p.m.	Registration Open
8:00 a.m. - 9:00 a.m.	Continental Breakfast
8:00 a.m. - 9:00 a.m.	Board/Chapter Presidents Breakfast
8:00 a.m. - 4:00 p.m.	Exhibit Hall Open
9:00 a.m. - 10:15 a.m. CONCURRENT SESSIONS	Exploring Operating Models for PEG
	Steal this idea!
10:15 a.m. - 10:45 a.m.	Refreshment Break/Exhibit Hall Open
10:45 a.m. - 12:00 p.m. CONCURRENT SESSIONS	Fact or Fiction? 5G and Competitive Convergence
	Edit Room Floor... Recut
12:15 p.m. - 1:45 p.m.	Keynote Luncheon: Water Street Tampa – Enabling the Connected City of the Future featuring Mike Smith, WhiteSpace Building Technology Advisors
2:00 p.m. - 3:00 p.m. ROUNDTABLES	All Things Rights-of-Way
	Tech (and Not-so-Tech) Talk
3:00 p.m. - 4:00 p.m.	Exhibit Trick-or-Treating and Vendor Demos
4:00 p.m. - 6:00 p.m.	Exhibitor Tear-Down
5:00 p.m. - 6:00 p.m.	Board of Directors Meeting
6:30 p.m. - 9:30 p.m.	Offsite Reception on the Yacht StarShip

THURSDAY, SEPTEMBER 26TH

8:00 a.m. - 2:00 p.m.	Registration Open
8:00 a.m. - 9:00 a.m.	Continental Breakfast and GPA Promo Videos
9:00 a.m. - 4:00 p.m.	Programmer's Tour of the Tampa Bay Arts and Education Network
9:00 a.m. - 10:15 a.m. CONCURRENT SESSIONS	Rapid Fire Q&A with the Experts
	Integrating Video into Everything
10:15 a.m. - 10:45 a.m.	Refreshment Break
10:45 a.m. - 12:00 p.m. CONCURRENT SESSIONS	Rural Broadband – Is it Doable?
	Tap the Fountain of Diversity in Media
12:15 p.m. - 1:45 p.m.	Keynote and Awards Luncheon Featuring Nicole Turner Lee, Brookings Institute
2:15 p.m. - 3:30 p.m. CONCURRENT SESSIONS	Telecom Update 2019
	Edit Room Floor... Recut Part 2
3:30 p.m. - 4:30 p.m. ROUNDTABLE	Franchising & Franchise Auditing
5:30 p.m. - 6:00 p.m.	GPA Ticket Table Open
6:00 p.m. - 8:00 p.m.	Annual GPA Awards Dinner



KISSINGER & FELLMAN, P.C.

ATTORNEYS AT LAW

Proud to be a part of the National Association of
Telecommunications Officers and Advisors 2019 Annual Conference

We look forward to having NATOA in Denver in 2020.



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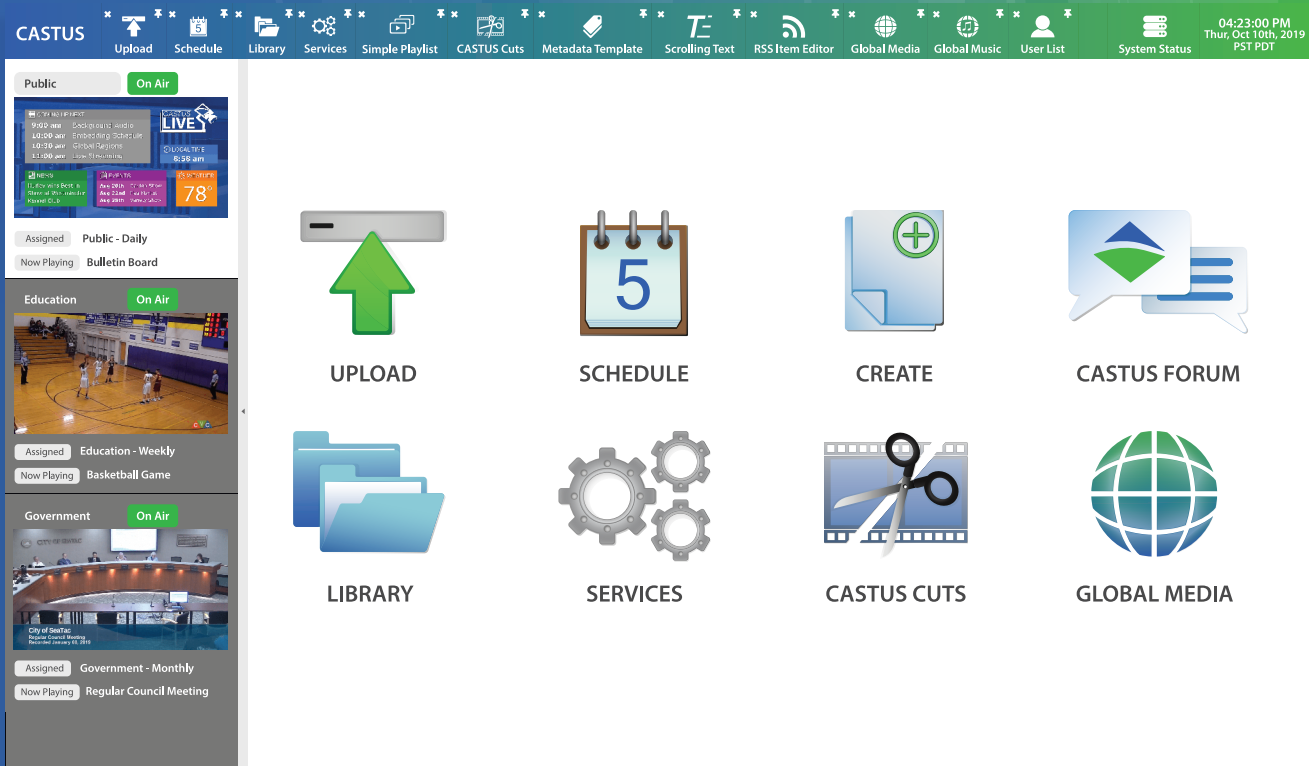
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Photo courtesy of Aaron Shamshoyan
from Salem Community Television

LIVE & LOCAL

Community Media

CTN Coon Rapids is a PEG station in Coon Rapids, MN. In addition to producing government programming, they cover sports games, local events, anything that appeals to public interest.

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Josh Udvig Technology Coordinator, CTN Coon Rapids



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4:00 P.M. – 5:30 P.M. | Happy Hour in the Exhibit Hall

Grand Ballroom Foyer

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Join us in the Exhibit Hall for a bite and a drink as our Exhibitors will be on hand to welcome you to Tampa. Learn firsthand about their offerings and services and maybe even discover a new product or technology that you didn't know you needed. Have your Exhibit Passport signed at every booth for the opportunity to win some fabulous prizes! Passports must be turned into the NATOA Registration desk by 12:15 p.m. on Thursday for the drawing conducted during Thursday's lunch.

5:30 P.M. – 6:30 P.M. | Chapter Meetings

See your Chapter representative for meeting location. NATOA – Salon A

WEDNESDAY, SEPTEMBER 25TH

8:00 A.M. – 2:30 P.M. | Registration Open

Salon Lobby

8:00 A.M. – 9:00 A.M. | Continental Breakfast

Grand Ballroom Foyer

Sponsored by T-Mobile

8:00 A.M. – 9:00 A.M. | Exhibit Hall Open

Grand Ballroom Foyer

8:00 A.M. – 9:00 A.M. | Board/Chapter President Breakfast

Salon A

9:00 A.M. – 10:15 A.M. | CONCURRENT SESSIONS

Exploring Operating Models for PEG

Salon G-J

Traditional funding models for local community media channels are no longer a long-term solution. Whatever the threat – regulatory, franchising, resource shortages, cord-cutting or marketplace evolution -- we need a plan. Learn about successful new operating models and how to engage in strategic planning that works. We will discuss options for funding sources and highlight organizations that are meeting communities' needs with state-of-the-art business models.

*Moderator/Speaker: **Karen George**, Executive Director, Quad Cities Cable Communications Commission - QCTV*

*Speakers: **Mike Wassenaar**, President & CEO, Alliance for Community Media; **Nannette Hobson**, CEO, Montgomery Community Media*

Steal this idea!

Salon B-D

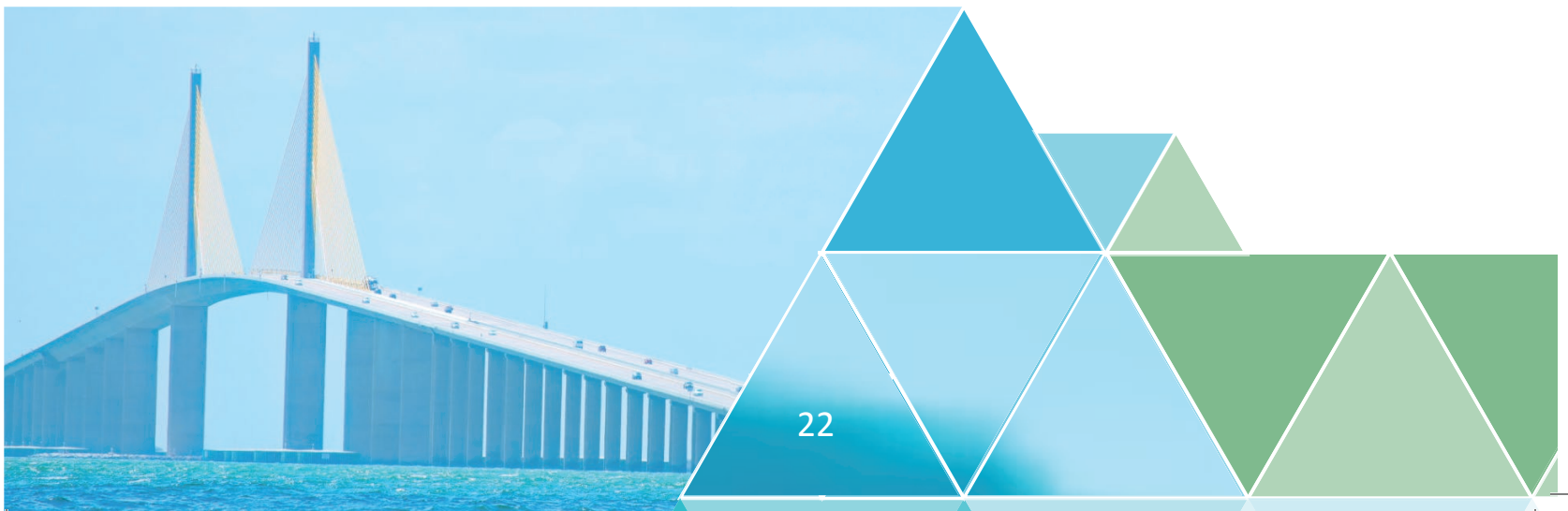
Are you looking for new programming ideas? This session will show how using "outside the box" thinking can inspire creativity and innovation.

*Moderator: **Carmen Hauck**, Government Producer, Northern Dakota County Cable Communications Commission (NDC4), MN*

*Speakers: **Nick Gibson**, Video Producer, City of Garland, TX; **Dave Cook**, TV Operations Manager, WPDS-TV 14 Pinellas County Schools Television; **Louis Rocha**, Video Production Coordinator, Public Cable Television Authority*

10:15 – 10:45 A.M. | Refreshment Break/ Exhibit Hall Open

Grand Ballroom Foyer



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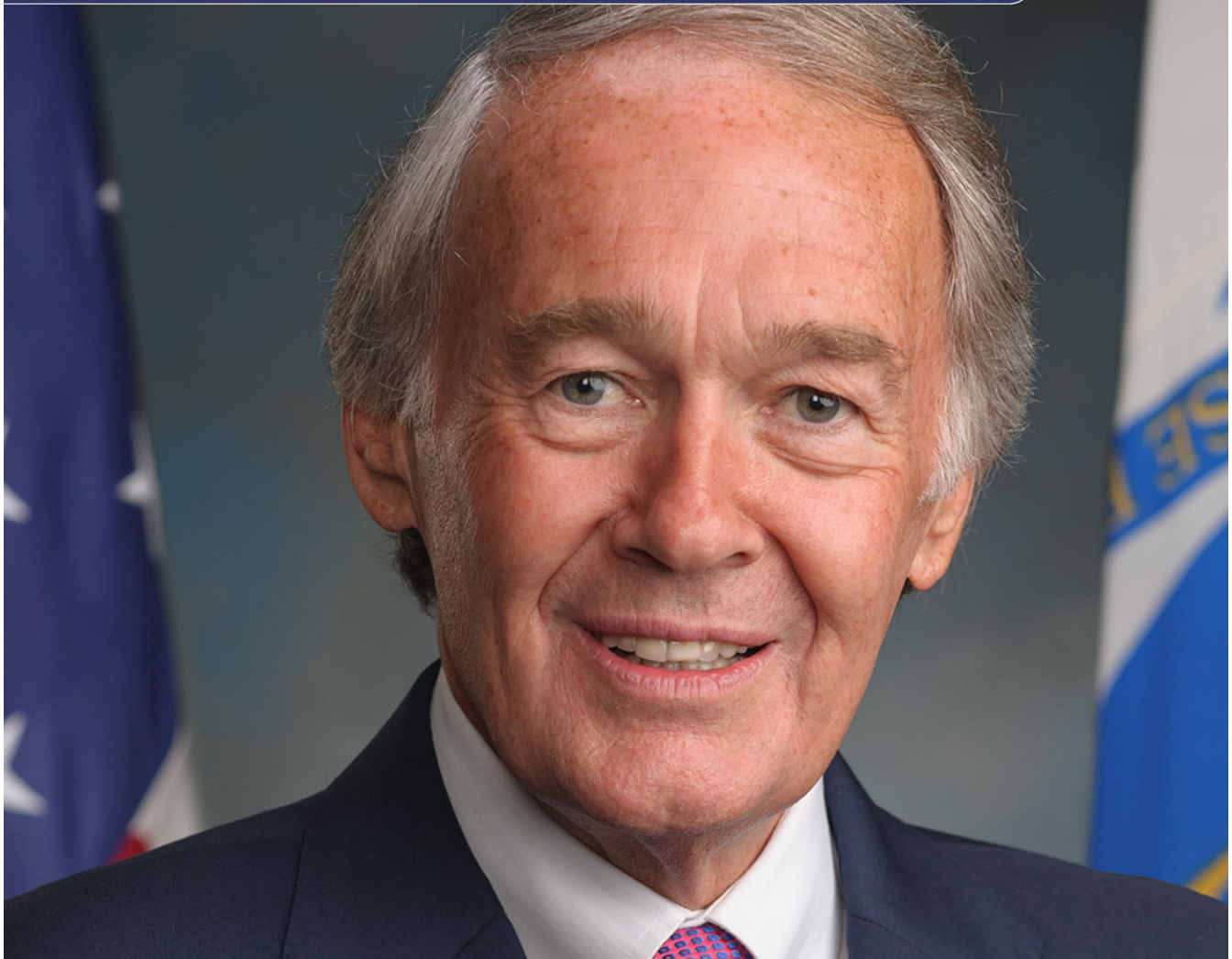
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Senator Ed Markey



In memory of the Hon. Jane E. Lawton, lifetime NATOA member, and her career long efforts to promote community interests in communications.

10:45 A.M. – 12:00 P.M. | CONCURRENT SESSIONS

Fact or Fiction? 5G and Competitive Convergence

Salon G-J

Our experts will tackle the tough questions surrounding wireline and wireless broadband deployments head-on. Is 5G a game changer? How much fiber is needed in a wireless deployment? Is wireless a substitute for fiber? Can 5G work in a rural community? What are the capital and long-term cost differences between a wireless and wireline deployment? This session will weed through all the hype and separate fact from fiction!

Moderator: **Lori Sherwood**, Director of Broadband Development, Vantage Point Solutions

Speakers: **Arthur Scott**, Associate Legislative Director, National Association of Counties (NACo); **Jonathan Kramer**, Lawyer & Telecom Engineer, Telecom Law Firm, P.C.; **Tom Robinson**, President, CBG Communications

Edit Room Floor...Recut

Salon B-D

Back by popular demand with a new critique team. See how editing the same raw footage can create a very unique piece. Attendees that opt-in will edit footage in advance of the conference to submit for critique during this session. Everyone who submits edited footage will receive feedback, either during the session or privately during the conference. Whether you have submitted an edited piece, or you are here to observe, take advantage of this hands-on opportunity to learn about different creative approaches to editing.

Moderators: **Mark Kaufmann**, Executive Producer, Allen City Television, TX and **Suzanne Bartole**, Multi-Media Designer, County of San Diego, CA

12:15 P.M. – 1:45 P.M. | KEYNOTE LUNCHEON Featuring Mike Smith, President & CEO, WhiteSpace Building Technology Advisors

Salon E-F

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Totaling over \$3 billion in investment, with the addition of 9 million square feet of new commercial, residential, hospitality, entertainment, cultural, retail and educational spaces, the Water Street Tampa project will introduce a dynamic new lifestyle for one of the fastest growing cities in America. The Development will include a Communications

Corridor extending throughout the physical area of the Development for the purpose of creating an advanced future-proof digital ecosystem. The Corridor will support a universe of communications services, applications and platforms, including the provision of cable, satellite and streaming television, broadband, voice and other digital communications services to residents, business tenants and guests within the Development and the surrounding area with network and internet speeds that rival the fastest in the country. This is no easy task in the downtown environment. Come hear how Water Street Tampa is enabling the connected city of the future with this amazing project.

Presentation of the President's Award for Chapter Excellence, Board Recognition, and Ovation Awards

2:00 P.M. – 3:00 P.M. | ROUNDTABLES All Things Rights-of-Way

Salon G-J (**Open to all attendees**)

This roundtable provides an opportunity to share your challenges and insights with colleagues who are faced with small cell, wireless, rights-of-way, and collocation responsibilities at the local level. Bring your questions or follow-up conversations from our conference sessions. Wrap up the week with a few more ideas and contacts that you can bring home to make your job easier.

Moderator: **Reba Crocker**, ROW Consultants, LLC

Tech (and Not-so-Tech) Talk

Salon B-D

Join this informal roundtable talk and share your experiences with Osmo's, drone cameras, Facebook Live, IGTV, etc. Chat about your favorite gear and video production equipment, or just network with other programmers to see what everyone else is doing to be productive and successful at the same time!

Moderator: **Carson Hamlin**, City of Fort Collins, CO

3:00 P.M. – 4:00 P.M. | Exhibit Trick-or-Treating and Vendor Demos

Grand Ballroom Foyer

What will you get? Come fill your goody bag with fun treats while you visit with exhibitors and learn more about the products and services they offer. This is also your last chance to fill your Exhibit Passport before the Exhibit Hall closes, so don't miss out!

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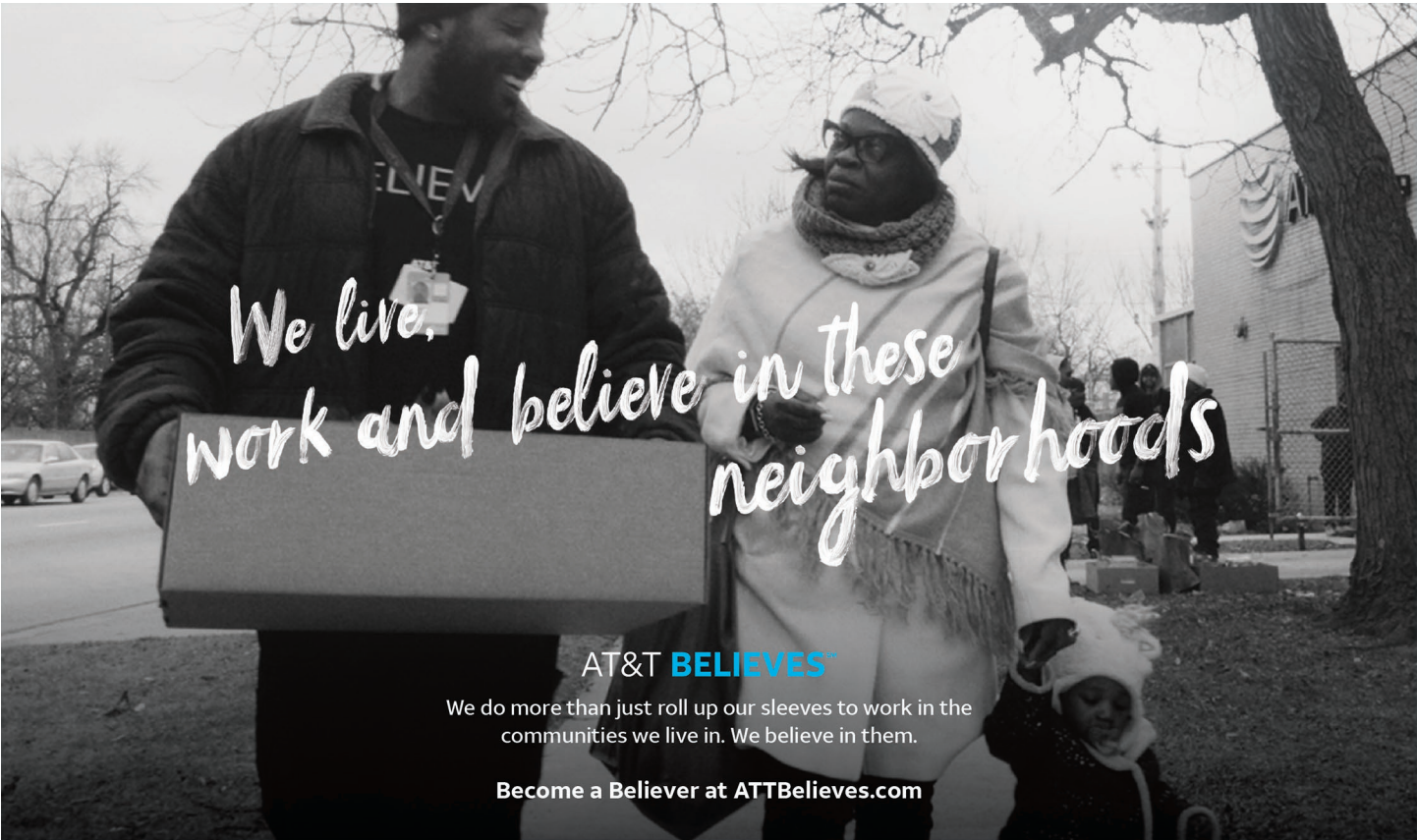
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4:00 P.M. – 6:00 P.M. | *Exhibitor
Tear-Down*

5:00 P.M. – 6:00 P.M. | *Board of Directors
Meeting*

6:30 P.M. – 9:30 P.M. | *Offsite Reception
on the Yacht StarShip*

*Sponsored by Ashpaugh & Sculco, CPAs, PLC;
AT&T; Azavar Government Solutions/Localgov;
Cablecast Community Media; Comcast; Nokia;
OneVizion; SmartWorks Partners; WIA: The
Wireless Infrastructure Association*

Join us for a private reception with dining, dancing, entertainment and drinks aboard the 180' Yacht Starship -- Florida's largest dining yacht. Don't miss this unforgettable evening featuring some of Tampa's best bites, casino tables, cigar-rolling and more!

6:30 p.m. Boarding

7:00 p.m. – 8:30 p.m. Sunset Sail and Dinner

8:30 p.m. – 9:30 p.m. Return to Dock – Dancing and dessert

(The reception is included in all Full and Wednesday registrations. Additional tickets must be purchased separately in advance. See the NATOA Registration desk for details. The Yacht StarShip will be docked at the Convention Center dock, on the Tampa Riverwalk, two blocks from the Marriott.)

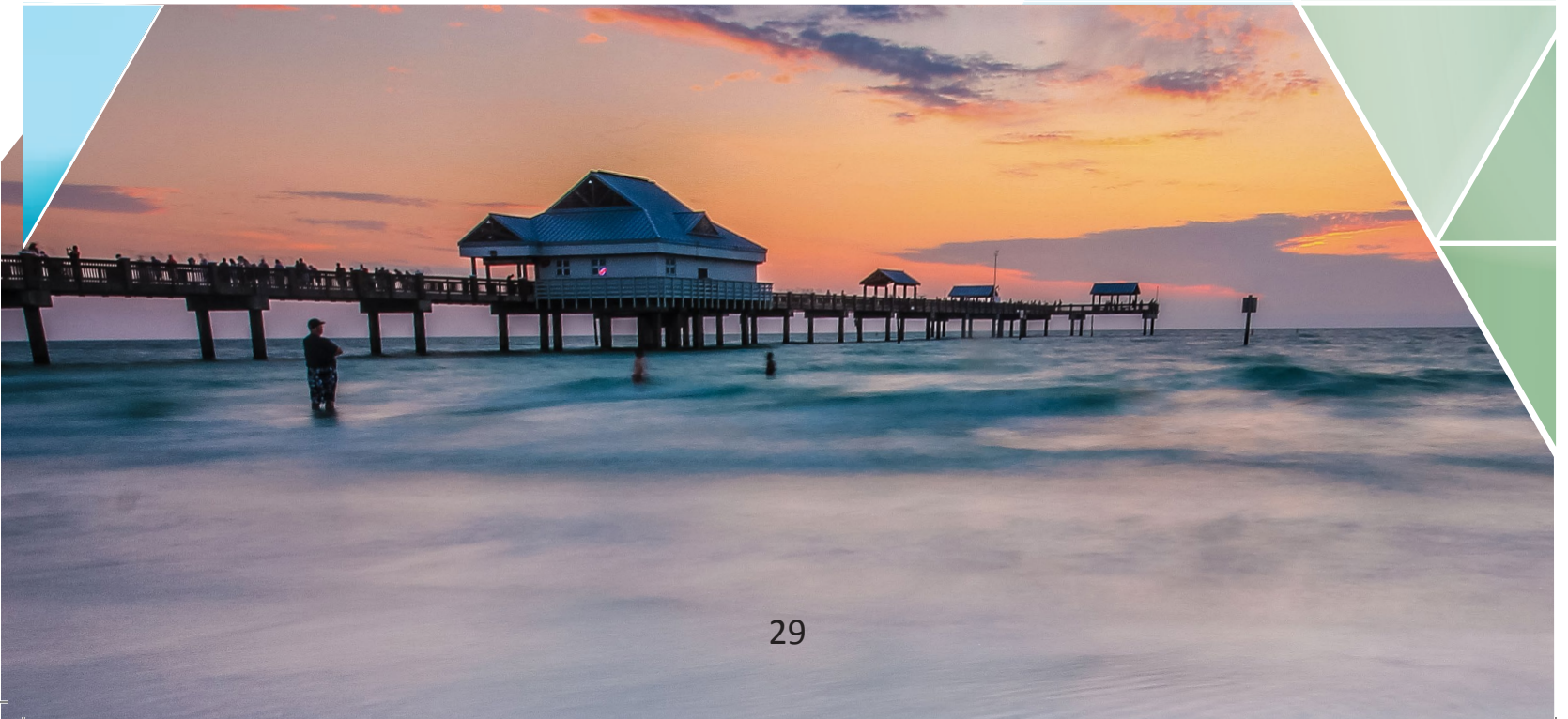


CONGRATULATIONS

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THURSDAY, SEPTEMBER 26TH

8:00 A.M. – 2:00 P.M. | **Registration Open**
Salon Lobby

8:00 A.M. – 9:00 A.M. | **Continental
Breakfast and GPA Promo Videos**
Grand Ballroom Foyer

Join us in the General Session room for coffee and laughter as we watch the entries from the 2019 GPA finalists in the Humor and Viral Video categories.

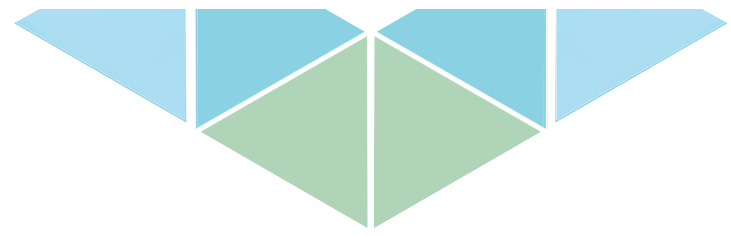
9:00 A.M. – 4:00 P.M. | **Programmer's
Tour of the Tampa Bay Arts and Education
Network - How to Look Like You've Spent a
Million Dollars When You Only Have 100**

A short, brisk ten minute walk up Florida Avenue to Jackson Street from the Marriott Water Street, the Tampa Bay Arts and Education Network will “wow” you with ingenuity, resourcefulness and professionalism; delivering two high quality PEG channels to the

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Tampa Bay community. This 45-minute tour will give you an overview of the two channels; one dedicated to the Hillsborough County School district and the other (TBAE) offering a unique blend of educational and arts programming. You will see how with limited funding, Scott Maiden has found creative, innovative, state of the art solutions to produce quality television programming. Two years ago, TBAE's previous location was sold and forced to find another location for their operation, adapting a traditional “law office” suite into a state of the art television production facility. Tours leave on the hour and you must be signed up in advance. See the NATOA Registration desk for details.

9:00 A.M. – 10:15 A.M. | **CONCURRENT
SESSIONS**

Rapid Fire Q&A with the Experts
Salon G-J

A longtime conference favorite! This is YOUR opportunity to ask the experts any telecom-related question you have in this fast-paced, beat-the-buzzer session where nothing is off the table.

Moderator: **Mike Johnson**, Executive Director, Northwest Suburbs Cable Communications Commission
Speakers: **Nancy Werner**, General Counsel, NATOA; **Mike Bradley**, Partner, Bradley Law, LLC; **Mike Watza**, Principal, Kitch Drutchas Wagner Valitutti & Sherbrook

Integrating Video into Everything
Salon B-D

Video may have killed the radio star, but it's also going beyond traditional television. Video is everywhere in local government. From press releases and media relations to social media and internal communications. Learn creative ways local governments are using video to go beyond the TV channel to get their message out.

Moderator: **Michael Russo**, Communications Director, City of Calabasas, CA
Speakers: **Jaclyn Trevino**, Multimedia Coordinator, Hidalgo County Public Affairs; **Frank Crum**, Television Producer/Director, City of Tampa, FL



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10:15 A.M. – 10:45 A.M. | Refreshment Break

Grand Ballroom Foyer

Sponsored by NCTA – The Internet & Television Association

10:45 A.M. – 12:00 P.M. | CONCURRENT SESSIONS

Rural Broadband – Is it doable?

Salon G-J

There are more programs than ever that help provide funding for unserved and underserved areas – state grants, USDA grant/loan programs, FCC programs, public-private partnerships and a new tax incentive program through the IRS. Learn the requirements, who qualifies, how to access these programs and what you should be doing to be “grant ready.”

Moderator: **David Hoover**, Senior Advisor, The Ferguson Group, NATaT

Speakers: **Jeffrey Stoke**, Deputy County Administrator, Prince George County, VA; **Scott Woods**, Senior Communications Program Specialist, NTIA’s Broadband USA Initiative; **Jesse Jachman**, Legal Advisor, WCB, Federal Communications Commission

Tap The Fountain of Diversity in Media

Salon B-D

Increasing diversity in the creation of content is vital to keeping and building our audiences. In this session, we will talk with producers who are successfully working with teams that include gender, religious and ethnic diversity. Diverse producers equal content that truly reflects our communities.

Moderator: **Donna Keating**, Media Services Manager, Montgomery County, MD

Speakers: **Amber Krasinski**, Director of Educational Services, Billerica Access TV, MA; **Abraham Gonzalez**, Video Production Specialist, City of Austin, TX; **Deborah Guthrie**, Communications Director/PIO, Meridian Township, MI

12:15 P.M. – 1:45 P.M. | KEYNOTE LUNCHEON Nicole Turner Lee, Fellow, Center for Technology Innovation, Brookings

Solon E-F

Dessert provided by Beery Elsner & Hammond, LLP

Presentation of the Community Broadband and Digital Equity Awards

Exhibit Passport Drawing

Completed passports must be turned into the NATOA Registration desk by 12:15 p.m.

2:15 P.M. – 3:30 P.M. | CONCURRENT SESSIONS

Telecom Update 2019

Salon G-J

Join us for an “insiders look” at federal, state and local legislative, regulatory and judicial development affecting wireless facilities, cable franchising, telecom taxes, broadband deployment and adoption and more. Learn about the decisions and policies affecting local government telecom now and BIG CHANGES on the horizon.

Moderator: **Donna Richardson**, Cable Administration, Howard County, MD

Speakers: **Gail Karish**, Partner, Best Best & Krieger, LLP; **Ken Fellman**, President, Kissinger & Fellman, P.C., **Gary Resnick**, Commissioner, City of Wilton Manors, FL and Shareholder, GrayRobinson, PA



Edit Room Floor...Recut Part 2

Salon B-D

Part 2! Join us for a continuation of Wednesday's Edit Room Floor session where we will continue to review submissions and participate in an editing roundtable with a discussion of current trends.

Moderators: **Mark Kaufmann** and **Suzanne Bartole**

3:30 P.M. – 4:30 P.M. | Roundtable Franchising & Franchise Auditing

Salon G-J

(Closed roundtable session for government employees and their advisors)

This is the opportunity to get your franchising questions answered. Compare notes with others and share challenges, expertise, model documents, and best practices. This roundtable will also discuss the franchise auditing process and a case study that uncovered several million dollars in franchise underpayments. The moderator may divide the room into smaller groups depending upon the interests of the participants.

Moderator: **Nicholas Hooyman**, Revenue Auditor, City of Portland, OR

5:30 P.M. – 6:00 P.M. | GPA Ticket Table Open

Grand Ballroom Foyer

6:00 P.M. – 8:00 P.M. | Annual GPA Gala

Salon E-F

Presentation of Brian Wilson Memorial Award for Programming Excellence

Join us as we celebrate this year's GPA winners! Don't miss out as we learn the winners of this year's Government Programming Awards LIVE during this special video presentation. Featuring an amazing buffet dinner, drinks, and special photo opportunities to commemorate the evening. Award of Excellence winners will take home their awards during this special event. Dinner will begin promptly at 6:00 p.m.



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*Across all digital platforms and does not include programming viewed on any channel or any programming produced by the public. Viewer engagement numbers would increase significantly if accurate audience measurement were made available for all channels. Content distributed on digital platforms is a value-added service for video cable subscribers and internet subscribers and allows for CCX Media to reach nearly 100% of the residents within the member communities.