

NATOA 2024 ANNUAL CONFERENCE
AUGUST 25 – 28, 2024
CHARLESTON MARRIOTT, CHARLESTON, SC

WORKING AGENDA

as of 8/6/24

SUNDAY, AUGUST 25, 2024

2:00 p.m. Charleston Tour Check-In

2:30 p.m. – 5:30 p.m. Historic Guided Tour of Charleston (ticket required)

Tour one of the most beautiful and historic cities in the south on a privately guided drive through the historic district. Hear 300 years of Charleston's long and colorful history from 1670 to present day while taking in the many beloved landmarks.

3:00 p.m. – 5:30 p.m. Registration Open

5:45 p.m. – 6:45 p.m. First Time Attendees Networking Happy Hour

7:00 p.m. – 8:00 p.m. Welcome Happy Hour

Open to all attendees immediately following the First Time Attendees Meeting. Join us as we gather in an informal setting for a light dinner and drinks. NATOA will provide the food, attendees are responsible for their own drink costs.

MONDAY, AUGUST 26, 2024

8:00 a.m. – 3:00 p.m. Registration Open

8:00 a.m. – 9:00 a.m. Continental Breakfast sponsored by Moss & Barnett

9:00 a.m. – 9:30 a.m. Conference Welcome featuring Charleston Mayor William Cogswell

9:30 a.m. – 10:45 a.m. CONCURRENT SESSIONS

The Future of Franchising

Will cable franchising continue? If not, what replaces it? Join this future-oriented discussion of (a) how traditional franchising must adapt, and (b) how local communities might address the end of cable franchising: consumer protection, public safety, PEG, localism, build-out, universal service, compensation for property rights.

Moderator: Mike Wassenaar, ACM

Speakers: Brian Grogan, Moss & Barnett

Jay Runte, City of Eugene

Tom Robinson, CBG Communications

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Social Media 301: “Reel” In Your Audience

Take a deep dive into the world of Instagram Reels and discover how to transform mundane government content into captivating, informative, and shareable videos (with far less production time). We’ll explore strategies to generate engaging content and use effective story telling practices to tell impactful stories even with the constraints of time, manpower and equipment.

Psst.... You can create Reels on Facebook too!

Moderator: Chris Williams, James City County, VA

Speaker: Amanda Kleber, UPTV, City of University Place, WA

10:45 a.m. – 11:00 a.m. Refreshment Break

11:00 a.m. – 12:15 p.m. CONCURRENT SESSIONS

The Federal Landscape

Are you listening? Local government has a lot to say about important issues such as streaming and revenue, digital discrimination, Title II reclassification, USF contribution, ACP and affordability and more. Learn how you can get involved in today’s issues... and, more importantly, why you should.

Moderator: Mike Lynch, NATOA

Speakers: Cheryl Leanza, Best Best & Krieger

Ceilidh Gao, CWA

Angelina Panettieri, NLC

Animation Techniques

Get animated! Animated LEGO’s can turn an ordinary video into something special. In fact, many types of animation can give your video that “wow factor” and make it pop. Learn practical animation techniques, stop-motion, and even inexpensive animation templates you can use to make your video project stand out.

Moderator: Bob Pearce

Speakers: Ann Schweisguth, SWCTC

Mike Secrest, Digital Media Editor, City of Arlington, TX

12:45 p.m. – 2:15 p.m. Keynote Luncheon featuring Mignon Clyburn

Make It Make "Cents"

A Perspective on Net Neutrality, Digital Discrimination, USF/ACP and more...

Captioning provided by ENCO

1:00 p.m. – 3:30 p.m. Exhibitor Set-up

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2:45 p.m. – 4:00 p.m. CONCURRENT SESSIONS

Policy Rapid Fire Q&A with the Experts

A conference favorite! Our experts will cover the range of telecom-related topics in this fast-paced, beat-the-buzzer session where nothing is off the table.

Moderator:

Speakers: Daniel Lightfoot, League of MN Cities

Gerard Lavery Lederer, BBK

Wilson Scarbeary, WWFD

New Trends in Live & Remote Production

From carts on wheels to new hardware, see what PEG stations are buying that makes live and remote productions simpler...including carts on wheels. Hear how it's shaving staff time, adding portability, and many other benefits that will have you excited too!

Moderator: Carson Hamlin, City of Fort Collins

Speakers: Megan Hutton, Pierce County, WA

Glenn Williams, BNN

Mariana Ferraro, City of Los Angeles

4:00 p.m. – 7:00 p.m. Taste of Charleston Reception in the Exhibit Hall sponsored by Cablecast

Join us for an evening of fun, music, and delicious food. Featuring a low country boil and live band karaoke! Visit with Exhibitors and have your Exhibit Passport stamped at every booth for the opportunity to win some fabulous prizes!

7:00 p.m. Chapter Meetings

TUESDAY, AUGUST 27, 2024

8:00 a.m. – 2:30 p.m. Registration Open

8:00 a.m. – 9:00 a.m. Continental Breakfast in the Exhibit Hall sponsored by Keller & Heckman

9:00 a.m. – 3:30 p.m. Storytelling Workshop

Moderator: Michael Russo

Speaker: [Amy DeLouise](#)

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9:00 a.m. – 10:15 a.m. POLICY SESSION

Federal Dreams, Local Reality: Ensuring Equity in Broadband Deployment

The Infrastructure Investment and Jobs Act (IIJA) created an ambitious agenda to eliminate digital discrimination and local governments are working diligently to make these dreams a reality. Learn how local governments are addressing discriminatory underinvestment in black, hispanic and low-income neighborhoods; participating in Broadband Equity, Access, and Deployment (BEAD) and striving to ensure affordability.

Moderator: Rebecca Gibbons

Speakers: Beth Crow, Michael Baker
Jordana Barton, Connect Humanity
Lori Adams, Nokia

10:15 a.m. – 10:45 a.m. Policy Refreshment Break in the Exhibit Hall Sponsored by Lumos Fiber

10:45 a.m. – 11:15 a.m. Programming Refreshment Break in the Exhibit Hall Sponsored by Lumos Fiber

10:45 a.m. – 12:00 p.m. POLICY SESSION

Small Cell & Wireless

As more providers install Small Wireless Facilities (SWF) and provide wireless services, this session explores how you should best structure your regulations, what you can charge for and how you manage your assets/lands as a property owner. The wireless industry will also share their perspective on what they are looking for when they approach a community.

Moderator: Sean Stokes, Keller & Heckman

Speakers: Nancy Werner, Bradley Werner
Lani Williams, LGL Roundtable
Tripp May, Telecom Law Firm
Karmen Rajamani, WIA

12:30 p.m. – 2:00 p.m. DIGITAL EQUITY LUNCHEON/CBDE AWARDS

Sponsored by CTC Technology & Energy

Luncheon Speaker: Joanne Hovis, President, CTC Technology & Energy

Leveraging Best Practices in Digital Equity Planning

This interactive session is designed to identify the best strategies to assist local and state governments in digital equity planning. This discussion will also assist in understanding funding opportunities that state broadband offices and NTIA will be administering in the next year and global opportunities to attract investment to build infrastructure, bring competition, and better pricing. Joanne will also lead a discussion on how your jurisdiction can develop a digital equity strategy that maximizes obtaining funding to build equitable networks and services.

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2:30 p.m. – 3:45 p.m. POLICY SESSION

Using AI in Government to Ensure Universal Digital Equity

As a foundational technology built on other technologies and rapidly developing, what is the role of government at local, state and federal levels in the policy and practices for civil society and government to ensure digital equity.

Moderator: Khotan Harmon, City of Austin

Speakers: Brian Donoghue, City of Boston

 Dr. Alan Shark, PTI

 Dr. Sharon Strover, UT-Austin

 Mitsi Herrera, Montgomery County, MD

3:45 p.m. – 4:15 p.m. Refreshment Break in the Exhibit Hall sponsored by Bradley Werner

4:15 p.m. Exhibit Teardown

4:15 p.m. – 5:15 p.m. ROUNDTABLES

Franchising Roundtable (Closed)

Programmer's Idea Exchange

PEG channel operators, managers, and staff will engage in an open dialogue, exchanging experiences, challenges, and best practices. Bring your expertise, questions and lessons learned to this communal roundtable as we share our successes, struggles and best tips and tricks.

5:30 p.m. An Evening at the Charleston Riverdogs Ballpark (ticket required)

Join NATOA for an evening of baseball and fun! Tickets include access to a covered deck area prior to the game with hamburgers, hot dogs, potato salad, watermelon, soda and water. Game seats are in a shaded area below the deck. The stadium is 2 blocks from the Charleston Marriott.

WEDNESDAY, AUGUST 28, 2024

8:00 a.m. – 1:00 p.m. Registration Open

8:00 a.m. – 9:00 a.m. Continental Breakfast sponsored by American Tower

8:00 a.m. – 9:00 a.m. Board/Chapter President Breakfast

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9:00 a.m. – 10:15 a.m. CONCURRENT SESSIONS

Alternative PROW Compensation to a Percentage of Revenue

Traditional compensation for cable use of public rights-of-way (PROW) has been a percentage of revenue and it has been declining at an alarming rate. However, the same cable companies are still using PROW to earn profits. AND we now have other users of PROW earning profits. This session will explore the landscape, including alternative compensation being considered – both methods and applications.

Moderator: Mike Lynch, NATOA

Speakers: Garth Ashpaugh, Ashpaugh & Sculco CPAs
Mike Bradley, Bradley Werner
Mike Watz, Kitch Firm

Time to Shine! Video Programming Showcase

Back by popular demand! We will be showcasing your best work from the past year. It's always a varied collection of styles and techniques – not to mention a great opportunity to see what your colleagues are doing.

Moderator: Suzanne Bartole, County of San Diego, CA

10:15 a.m. – 10:30 a.m. Refreshment Break

10:30 a.m. – 11:45 a.m. CONCURRENT SESSIONS

Consumer Protection & Oversight of Community Services

Be prepared to delve into the critical realm of consumer protection, as we explore the challenges, issues, and oversight mechanisms surrounding cable and broadband internet services in our community. Learn about the regulatory landscape and best practices of safeguarding consumer interests in the services that shape our daily lives.

Moderator: Mike Lynch, NATOA

Speakers: Rick Ellrod, Fairfax County
Tim Lay, BB&K
Amina Fazlullah, Common Sense

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Programmers Rapid Fire Q&A

In the dynamic landscape of PEG channel production, harnessing creativity within diverse budget constraints is both an art and a science. This "Rapid Fire" will ignite inspiration and practical know-how for programmers, editors, and videographers. Spanning budgets from under \$100k to over \$1M, "Rapid Fire" fosters a collaborative idea exchange, tackling challenges and pushing creative boundaries.

Moderator: Rick Assmus, Michael Russo

Speakers: Derrick Kenny, Montgomery County

Jeff Lueders, City of Tacoma, WA

Michael Connor, City of Kirkland, WA

Grant Bowling, City of Kyle, TX

12:15 p.m. – 1:15 p.m. KEYNOTE LUNCHEON featuring Bratton Riley, CEO, Citibot
From the American Revolution to the Gov Tech Revolution: The story of how progressive leadership in Charleston for better race relations and building the modern city helped usher in the Technology Renaissance impacting governments today.

Captioning provided by ENCO

1:30 p.m. – 2:30 p.m. Roundtables

Policy & Legal - NTIA Competitive Grant

Programmers Roundtable: Speed-Dating Style

Pick a topic, then rotate. Featuring issues such as: The Future of Meeting Coverage, Story & Idea Generation, Requests from other departments, The Project Approval Process and Justifying your Department's Existence.

2:30 p.m. – 3:00 p.m. Annual Business Meeting Voting Credentials Issued

3:00 p.m. – 4:00 p.m. 44th Annual Business Meeting

4:00 p.m. – 4:30 p.m. Board Meeting

6:00 p.m. GPA Ticket Table Open

6:30 p.m. – 8:30 p.m. Annual GPA Dinner