

NATOA 2025 ANNUAL CONFERENCE
AUGUST 19 - 21, 2025
SHERATON NEW ORLEANS, NEW ORLEANS, LA

WORKING AGENDA

as of 4/21/25

MONDAY, AUGUST 18, 2025

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|------------------------------|---|
| 2:00 p.m. – 4:30 p.m. | Optional Tour: Sightseeing Tour w/ Lunch |
| 3:00 p.m. – 5:00 p.m. | Registration Open |
| 5:00 p.m. – 6:00 p.m. | First Time Attendees Networking Happy Hour |
| 6:30 p.m. | Networking Dinners/Reception |

TUESDAY, AUGUST 19, 2025

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| 8:00 a.m. – 3:00 p.m. | Registration Open |
| 8:00 a.m. – 9:00 a.m. | Continental Breakfast |
| 9:00 a.m. – 9:30 a.m. | General Conference Welcome and Keynote |

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

Policy Rapid Fire 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.

Organizational Pre-Production & Scripting

Whether it's a script, a storyboard or a meeting agenda, pre-production remains a crucial step in the video process. Learn more about how other stations organize staff and projects before grabbing the camera and how pre-production can benefit your clients as well.

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

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

Changes at the Federal Level

Mid-year status report on Courts, Hill & FCC.

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Top Tips for Vertical Videography

Find out what vertical content others are creating, the best production tools they're using, how it's built into existing workflows, and where the content is going.

12:45 p.m. – 2:15 p.m. KEYNOTE LUNCHEON

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

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

End of Federal Funding: Impact on the States

2025 Gear & Equipment Trends: Show & Share

4:00 p.m. – 5:30 p.m. Welcome Reception in the Exhibit Hall

6:00 p.m. Chapter Meetings

WEDNESDAY, AUGUST 20, 2025

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

8:00 a.m. – 9:00 a.m. Continental Breakfast in the Exhibit Hall

9:00 a.m. – 2:00 p.m. STORYTELLING WORKSHOP

9:00 a.m. – 10:15 a.m. POLICY SESSION

AI for Municipalities

Artificial Intelligence (AI) chatbots are providing citizens with 24/7 assistance and information. Explore AI concepts and practices for local governments to cut costs and improve service levels.

10:15 a.m. – 10:45 a.m. Refreshment Break in the Exhibit Hall

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

Working with Today's FCC: Possibilities & Perils

Recent court decisions indicate that courts may give less deference to FCC actions than under the previous Chevron doctrine and new Commission leadership may be changing the FCC's traditional priorities. Join a panel of experts to discuss what may arise under the new regime.

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12:15 p.m. – 1:45 p.m. COMMUNITY BROADBAND AWARDS LUNCHEON

2:15 p.m. – 3:30 p.m. CONCURRENT SESSIONS

Cable & Streaming Video: Is There A Technical Difference?

Are there technical differences between traditional cable service and streaming video, and do they matter? Technical experts will explain how modern cable systems transmit video programming, followed by discussion of the legal and policy differences. Learn about QAM and IP-based video, how PEG programming is handled by cable systems, and how program information appears on channel guides.

Organizational Challenges in PEG

Your guide to successfully navigating tough times. Ballooning costs? Learn tips for evaluating your capital vs. operations spending. Less funding, less staff? Discover how to find savings, handle budget cuts and approach succession planning.

3:30 p.m. – 4:00 p.m. Refreshment Break in the Exhibit Hall

4:00 p.m. Exhibit Teardown

5:00 p.m. Optional Tour: Cooking Demo and Dinner

THURSDAY, AUGUST 21, 2025

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

8:00 a.m. – 9:00 a.m. Continental Breakfast

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

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

Hot Topics in Broadband

Social Media Speed Dating

Are you ready to break up with your old social platform? Find out which platforms are best for video (and governments) in 2025. Not seeing the engagement? Learn what video performs best on which platforms.

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

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

Roundtable Discussion: How Can Communities Serve all Constituents with the End of DEI and Other Programs

Programming Showcase: Lemons to Lemonade

12:00 p.m. – 1:15 p.m. CLOSING GENERAL SESSION LUNCHEON
Will My PEG Channel Survive?

1:30 p.m. – 2:30 p.m. Roundtables
Franchise Enforcement (Closed session)

Programming Topic TBD

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

3:00 p.m. – 4:00 p.m. 45th Annual Business Meeting

3:00 p.m. – 5:00 p.m. GPA Set Up

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