

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

WORKING AGENDA

as of 7/7/25

MONDAY, AUGUST 18, 2025

2:00 p.m. – 4:30 p.m. Natchez Steamboat 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

6:00 p.m. – 7:00 p.m. Social Hour at the Pelican Bar

Join us at the Pelican Bar in the Sheraton Lobby for this informal networking event. Catch up, meet new friends, make plans for the evening. Attendees are responsible for their own food and beverage expenses.

TUESDAY, AUGUST 19, 2025

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 break down the most pressing legislative, regulatory, and legal developments across key issue areas in this high-energy, beat-the-buzzer session where nothing is off the table.

Moderator: Mike Lynch

Speakers: Nancy Werner
Gerry Lederer

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.

Speakers: Ayyaz Amjad
Bob Pearce

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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: PEG & Cable Preemption

Join us for an insightful look at key actions shaping the year so far within the Courts, the Hill and the FCC. Our experts will unpack what's happening, why it matters, and the potential impacts – giving you the context and clarity to stay ahead of the curve.

Moderator: Daniel Lightfoot
Speakers: Mike Wassenaar
Tim Lay

Top Tips for Vertical Videography

Learn the top tips and creative tactics for producing standout vertical content. See what's working for others, how it's built into existing workflows, and where the content is going. Sharpen your strategy and discover the latest tools that streamline vertical production.

Moderator: Amanda Kleber
Speakers: Jonathan Kirsch
Scott Evans
Grant Bolling

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

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, and discuss 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.

Moderator: Mike Lynch
Speakers: Brian Grogan
Andrew Afflerbach
Tom Robinson, CBG

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2025 Show & Share

Throw your favorite tool or piece of gear in your suitcase and be ready to share how it has transformed your work. Walk away with a host of new gear ideas to solve your programming dilemmas.

Moderator: Carson Hamlin

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: *Flying Solo: Surviving and Thriving in a Social-First World featuring Juliana Broste*

It's time to harness the power of ONE. Let's take a deep dive into the world of solo storytelling, with a 2025 filter. We'll talk about the tools and techniques to get set up for success and work smarter, not harder. Beyond the demands of traditional media, we'll shine a spotlight on social-first content. We'll explore new ideas and avenues for creativity, connect with the community, and stay on trend. In this session, you'll gain a fresh perspective on destination-based storytelling and the confidence to do it yourself in this special workshop.

- Solo Storytelling: Working Smarter, Not Harder
- Gear Must-Haves
- On Camera Confidence: How to Film Your Selfie
- Stop the Scroll with Social-First Content

9:00 a.m. – 10:15 a.m. POLICY SESSION
AI for Municipalities

Artificial Intelligence (AI) is transforming how local governments serve their communities—starting with chatbots that deliver 24/7 support, streamline operations, and reduce costs. This session breaks down what AI means for municipalities and showcases long-term strategies that improve efficiency and citizen engagement. Learn how forward-thinking cities are using AI to do more with less—and how you can, too.

Moderator: Chris Seidt

Speakers: Peter Wallace, CIO, City of Virginia Beach
Brian Donoghue, Boston

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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.

Moderator: Brandon Dittman

Speakers: Cheryl Leanza
 Ceilidh Gao
 Sean Stokes

**12:15 p.m. – 1:45 p.m. KEYNOTE LUNCHEON celebrating NATOA's Community
Broadband & Digital Equity Award Winners**

Keynote: Joanne Hovis, CTC

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

Hold for Policy Topic

Smart Solutions for PEG Organizational Challenges

Get practical, no-nonsense guidance for navigating today's toughest organizational challenges—from higher costs and shrinking budgets to staff shortages and leadership transitions. Learn how to evaluate capital vs. operational spending, uncover hidden efficiencies, and build resilience through thoughtful planning and smart prioritization.

Speakers: Sue Buske

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

4:00 p.m. Exhibit Teardown

5:00 p.m. New Orleans School of Cooking – Demo and Dinner

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THURSDAY, AUGUST 21, 2025

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

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

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

Hot Topics in Broadband

In this timely session, experts will break down the latest broadband developments impacting municipalities—what’s changing, what’s at stake, and how you can position your community to benefit. Learn the opportunities, obstacles, and actions local leaders should be watching right now.

Moderator: Chris Seidt, Louisville Metro CIO

Speakers: Lori Adams, Nokia VP

Social Media Speed Dating

In an ever-evolving digital landscape, social media remains one of the most powerful tools to engage, inform, and connect with communities. Learn how to build smart, fast workflows, create videos that audiences actually watch to the end, and use cross-promotion techniques to make the most of every asset.

Moderator: Chris Williams

Speakers: Amanda Kleber
Steve Harris, City of Vancouver

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

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

Roundtable Discussion: Connecting Constituents in the end of DEI, E-Rate, ACP and more

This roundtable offers a platform to share experiences, explore alternative resources, and discuss strategies for sustaining constituent engagement and service delivery amidst these changes.

Moderator: Rick Assmus & Glenn Williams

Programming Showcase: Lemons to Lemonade

Every programmer has a war story—a project that just didn’t go as planned. But sometimes, those missteps lead to better solutions, surprising innovations, or important lessons. Share your “lemons to lemonade” and leave with a fresh perspective on how mistakes can fuel growth.

Moderator: Suzanne Bartole

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12:00 p.m. – 1:15 p.m. CLOSING GENERAL SESSION LUNCHEON

Will My PEG Channel Survive?

These days, the future of PEG channels can feel uncertain (to put it mildly)—but survival is not only possible, it's achievable. Across the country, PEG channels are finding new ways to stay relevant, amplify community voices, and thrive in a rapidly changing media landscape. Join us to discover practical strategies, fresh ideas, and walk away with the tools and motivation to secure your channel's future and strengthen its impact for years to come.

1:30 p.m. – 2:30 p.m. Roundtables

Franchise Enforcement (Closed session)

Moderators: Carolyn Sculco & Garth Ashpaugh

Programming Topic: Accessibility Roundtable

Moderator: Daniell Krawczyk

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