

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

WORKING AGENDA

as of 8/14/25

MONDAY, AUGUST 18, 2025

2:00 p.m. – 4:30 p.m. Natchez Steamboat Sightseeing Tour w/ Lunch - SOLD OUT
(optional event, tickets must have been purchased separately)

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

5:00 p.m. – 6:00 p.m. First Time Attendees Networking Happy Hour
Sponsored by Moss & Barnett

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
 Angelina Panettieri

Organizational Pre-Production & Scripting

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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.

Moderator/Speaker: Chris Williams

Speakers: Ayyaz Amjad
Bob Pearce

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
Mike Watza

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.

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

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

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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/Speaker: Rick Assmus
Speakers: Chris Seidt
 Peter Wallace
 Brian Donoghue

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**

Local governments, broadband, and the age of AI

AI requires more than code and data -- it requires infrastructure, including data centers, power, and massive amounts of fiber. Joanne will discuss the criticality of communications infrastructure, particularly fiber, for supporting the AI ecosystem and how local governments can enable that ecosystem through their assets, expertise, and processes.

Keynote: Joanne Hovis, CTC

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

Wireline Déjà Vu: Shot Clocks, Fee Caps, and What's Next from the FCC

With growing momentum behind proposals to impose wireline shot clocks and fee caps similar to the small cell order, we will examine the latest developments in the Accelerating Wireline Broadband Deployment proceeding, including what these signals could mean for your

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jurisdiction. Learn how local governments can proactively engage to help shape policies that recognize the critical role communities play in broadband deployment.

Moderator: Mike Lynch
Speakers: Tripp May
Gerry Lederer
Rick Ellrod
Andrew Speer

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.

Moderator: Carson Hamlin
Speakers: Sue Buske
Debra Rogers

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 - SOLD OUT (optional event, tickets must have been purchased separately)

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

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Speakers: Lori Adams
Christine Mailloux
Ou Nopmongcol

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
Lya Yllaltes
Steve Harris

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

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.

Moderator: Michael Russo
Speakers: Dana Healy
Nancy Werner

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Centrell Reed

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

Programming Topic: Accessibility Roundtable w/ vendors

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