

NATOA 2026 ANNUAL CONFERENCE
SEPTEMBER 14-17, 2026
INTERCONTINENTAL KANSAS CITY, MO

WORKING AGENDA

as of 7/28/26

MONDAY, SEPTEMBER 14, 2026

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| 2:00 p.m. – 5:00 p.m. | Registration Open |
| 2:30 p.m. – 3:00 p.m. | Annual Business Meeting Voting Credentials Issued |
| 3:00 p.m. – 4:00 p.m. | 46th Annual Business Meeting |
| 4:30 p.m. – 5:30 p.m. | First Time Attendees Networking Happy Hour |

TUESDAY, SEPTEMBER 15, 2026

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| 8:00 a.m. – 3:00 p.m. | Registration Open |
| 9:00 a.m. – 10:00 a.m. | General Conference Welcome/Breakfast |
| 10:00 a.m. – 10:15 a.m. | Refreshment Break |

10:15 a.m. – 11:30 a.m. CONCURRENT SESSIONS

If It Streams... Does It Pay?

As video delivery evolves, the lines between traditional cable and streaming blur. These distinctions aren't just technical—they can directly impact franchise fee revenue and PEG funding. This session brings industry and local government representatives together for a discussion of one of the most significant issues in cable franchising.

Moderator: Sue Miller Buske, The Buske Group

Speakers: Brian Grogan, Cozen O'Connor

Smarter, Faster, Anywhere: The Future of Field Production

What if your team could go live from anywhere—with fewer people, less equipment, and more flexibility? Learn how Video-over-IP and wireless technologies like NDI, Dante, mobile devices, and drones are transforming field production and emergency broadcasting. Learn how these tools can improve efficiency, support leaner staffing models, and help you make smarter purchasing decisions. Whether you're planning your equipment upgrade or rethinking your production strategy, you'll walk away with practical insights to build a more agile, cost-effective operation.

Moderator/Speaker: Carson Hamlin

NATOA 2026 ANNUAL CONFERENCE

SEPTEMBER 14-17, 2026

INTERCONTINENTAL KANSAS CITY, MO

WORKING AGENDA

Speakers: Phillip Broaddus, LiveU Senior VP of Sales, Sports
Eric Strouse, City of Coon Rapids, MN
Jeremy Morris, Vizrt on NDI

11:45 a.m. – 1:15 p.m. KEYNOTE/GENERAL SESSION LUNCHEON

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

1:30 p.m. – 2:45 p.m. CONCURRENT SESSIONS

Policy Rapid Fire with the Experts

A conference favorite returns! Our experts tackle the most urgent legislative, regulatory, and legal developments in a fast-paced, high-energy session where insights come quick and nothing is off the table.

Moderator: Ken Fellman, WWFD

Speakers: Mike Wassenaar, ACM
Mike Bradley, Bradley Werner
Daniel Lightfoot, League of MN Cities

Scroll-Stopping Content: What's Working in Social Media Now

See how government agencies are evolving their strategies, creating impactful short-form content, and using humor, personality, and clear messaging to cut through the noise. We'll explore platform trends, content formats, and creative approaches that drive real engagement—no matter where your audience is watching. Come ready to steal ideas, rethink your approach, and walk away with fresh inspiration you can put to work immediately.

Moderator:

Speakers: Nina Chavez, Alamo, TX
Maya Gilmore, Baltimore, MD
Christine Lee, Torrance, CA

2:45 p.m. – 3:00 p.m. Refreshment Break

3:00 p.m. – 4:15 p.m. CONCURRENT SESSIONS

Breaking Now: A Timely Conversation You Won't Want to Miss

We're saving space for the issues that rise to the top. As new regulatory developments unfold throughout 2026, this session will tackle the most urgent topic(s) impacting local government telecommunications. Expect expert insights, real-time analysis, and practical takeaways you can act on immediately.

Moderator: Mike Lynch

Speakers: Seamus Dowdall, NACo

NATOA 2026 ANNUAL CONFERENCE

SEPTEMBER 14-17, 2026

INTERCONTINENTAL KANSAS CITY, MO

WORKING AGENDA

Sean Stokes, Keller & Heckman

Discover Your True Reach with Analytics and More

1,000 views? 10,000 clicks? Sounds impressive... but is it actually success? This session breaks down what your metrics are really telling you—and what they're not. Learn why some videos take off while others stall, how to make sense of the data, and how to confidently explain performance to your team (or your boss!). Get smart, practical strategies to boost reach, work with the algorithm, and get your content in front of the audiences that matter most.

Moderator:

Speakers: Chris Williams
Kevin Martinez, City of Kent, WA

4:30 p.m. – 6:00 p.m. Welcome Reception in the Exhibit Hall

6:30 p.m. Chapter Meetings

WEDNESDAY, SEPTEMBER 16, 2026

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. – 3:00 p.m. STORYTELLING WORKSHOP: Finding The Story: How to Hook Your Audience with Strong Visual Storytelling

Stories are everywhere — in every person, every moment, every frame. As visual storytellers, we have the privilege of capturing those moments and sharing them in ways that resonate. Whether you're covering a public meeting, a ribbon-cutting, or creating content for constituents, great storytelling starts with the same fundamentals: editing inside the camera, building scenes with strong sequences, hunting for crisp natural sound, and finding the organizational structure to bring it all together in the edit.

This session will give you a storytelling system you can use immediately.

What you'll learn:

- **Finding your visual eye** — sharpening fundamental shooting skills to build stronger, more compelling video scenes
- **Sound hunting** — exploring budget-friendly audio tools and choosing the right equipment for your project
- **Covering events** — techniques for turning routine coverage into something memorable

NATOA 2026 ANNUAL CONFERENCE

SEPTEMBER 14-17, 2026

INTERCONTINENTAL KANSAS CITY, MO

WORKING AGENDA

- **Editing** — crafting strong opens and using sound editing to make any piece stand out

In the second half of the day, we'll shift into hands-on practice — gear tips, technique drills, and live feedback on your work.

Moderator: Chris Williams

Speaker: Alanna Kopania, Lecturer, Philip Merrill College of Journalism,
Freelance Videographer, Editor and Photographer | Baltimore,
MD

9:00 a.m. – 10:15 a.m. POLICY SESSION

Wireless Siting Update: What You Need to Know Now

With the FCC once again considering new rules based on its interpretation of federal law, local governments face yet another shift in the regulatory landscape. Hear from experts on the latest federal actions, how they may impact your wireless siting policies, and what steps your community should be taking now. Gain practical guidance best practices you can put into action right away to stay compliant and protect local interests.

Moderator:

Speakers: Nancy Werner, Bradley Werner
Tripp May

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

10:30 a.m. – 11:00 a.m. Programming Refreshment Break in the Exhibit Hall

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

Permit me! Breaking down BEAD for local governments.

Understand the most pressing issues local governments face as broadband deployment accelerates. Explore opportunities to leverage BEAD funding for critical local priorities like permitting support, underground mapping, workforce development, and digital literacy initiatives. Position your community to maximize resources, streamline processes, and play a proactive role in broadband expansion. Learn how to take advantage of opportunities beyond the buildout.

Moderator: Brian Donahue, City of Boston

Speakers: Joanne Hovis, CTC
Karen White, Michael Baker

12:15 p.m. – 1:30 p.m. KEYNOTE LUNCHEON celebrating NATOA's Community Broadband & Digital Equity Award Winners

NATOA 2026 ANNUAL CONFERENCE

SEPTEMBER 14-17, 2026

INTERCONTINENTAL KANSAS CITY, MO

WORKING AGENDA

Keynote: Cheryl Leanza, BB&K

1:45 p.m. – 3:00 p.m. POLICY SESSION/REPLY COMMENT WORKSHOP

Wireline NPRM

Discussion Leaders: Mike Lynch and Andrew Speer

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

3:30 p.m. – 4:30 p.m. ROUNDTABLE

Keep Calm and Describe On: Surviving WCAG 2.1

WCAG 2.1 requirements are putting new pressure on local governments—on top of tight timelines and limited resources. Hear from communities working through these challenges in real time..... Learn how agencies are interpreting WCAG 2.1, what compliance means for production workflows, and how teams are implementing practical, sustainable solutions. Whether you're adapting now or just getting started, you'll leave with clearer insight and a path forward.

Moderator:

Speakers: Dana Healy, Tightrope

4:00 p.m. Exhibit Teardown

THURSDAY, SEPTEMBER 17, 2026

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

**9:00 a.m. – 10:00 a.m. Continental Breakfast
Chapter Presidents/Board Breakfast**

10:00 a.m. – 11:15 a.m. CONCURRENT SESSIONS

CLOSED ROUNDTABLE: FRANCHISING

Join fellow local government professionals and consultants for a focused, candid discussion on the evolving world of franchising. This roundtable is a space to share experiences, challenges, and strategies related to franchise agreements. Bring your questions, insights, and real-world scenarios. Walk away with practical ideas, peer perspectives, and approaches you can apply in your next negotiation.

Show, Tell & Inspire Video Showcase

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Join us for this fast-paced, interactive showcase featuring standout videos from across the country. We'll watch selected submissions together, break down what makes them work, and hear directly from the creators about their process, tools, and creative decisions. Whether you're looking for fresh ideas or a creative spark, this session delivers real-world inspiration you can take back to your own productions.

2:30 p.m. – 3:30 p.m. Policy Roundtable

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INTERCONTINENTAL KANSAS CITY, MO

WORKING AGENDA

4:00 p.m. – 5:30 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