

## WORKING AGENDA

### MONDAY, OCTOBER 2, 2023

- 1:00 p.m. – 4:30 p.m.**      **SoFi Stadium Tour**
- 5:15 p.m. – 6:15 p.m.**      **First Time Attendees Networking Happy Hour**
- 6:30 p.m.**                      **Networking Dinners**

### TUESDAY, OCTOBER 3, 2023

- 9:00 a.m. – 9:30 a.m.**      **General Conference Welcome and Keynote**

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

**In Dirt to Above Ground: Fiber Construction Practices in the ROW**

Learn about the experiences and results from deploying fiber using the latest construction methodologies, including microtrenching. We will examine the latest designs of wireless small cell (4G/5G) installations and explore what the rollout of 5G looks like here in the US.

**Field Production: Plan... Pivot!**

Pre-production and adapting are key elements in storytelling. Learn how planning ahead and pivoting in the field can improve production outcomes. Hear the struggles faced and overcome through resiliency to make the story impactful and memorable.

- 11:15 a.m. – 12:30 p.m.**      **CONCURRENT SESSIONS**

**Ending Digital Discrimination and Growing: The Roles of Local Government**

The Infrastructure Investment and Jobs Act (IIJA) gives the FCC the formidable task of eliminating digital discrimination of access to broadband “based on income level, race, ethnicity, color, religion, or national origin.” Local governments recognize and seek to eradicate the lack of equal access. This session will explore innovative strategies to ensure equal access and how our federal partners can support our initiatives.

**Templates & Plug-Ins & Stock Footage, Oh My!**

Make your stories, promos and programs more interesting through visuals. Create something of your very own using highly customizable After Effects templates. Use text effects, transitions, dynamic show opens and even logo reveals for station IDs to make amazing video. Maximize time and creativity using time-saving plug-ins to make your projects pop!

- 12:45 p.m. – 2:15 p.m.**      **Trivia & Awards Luncheon**

Do you know where the first NATOA Conference was held? Or what year McDonald’s was founded? Put your trivia skills to the test at this fun-filled and engaging trivia luncheon. Get ready to show off your knowledge and play for bragging rights amongst your colleagues!

## WORKING AGENDA

### TUESDAY, OCTOBER 3, 2023 (CONT.)

**2:30 p.m. – 3:45 p.m.            CONCURRENT SESSIONS**

**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.

**Using Humor to Unite Your Community: A Case Study from HC Media**

Producing videos that involve the community can be time-consuming from shooting to editing. Introducing.... JUMP CUT! Jump Cut inspires group to think outside the box and use creativity to bring your community together in a fun way. Learn how HC Media's Jump Cut initiative has benefited their community.

**4:00 p.m. – 5:30 p.m.            Happy Hour in the Exhibit Hall**

**6:00 p.m.                              Chapter Meetings**

### WEDNESDAY, OCTOBER 4, 2023

**9:00 a.m. – 3:30 p.m. Storytelling Workshop featuring award-winning Mike Castellucci**

**9:00 a.m. – 10:15 a.m.            POLICY SESSION**

**BEAD: One Year In. What's YOUR Plan?**

Our experts in mapping, planning, funding, and partnerships will walk you through your broadband assessment and plan. From identifying your needs to fund matching opportunities, this session will dive into the resources available to you and prepare you to advocate for your local government as states solidify their BEAD implementation proposals.

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

**The Future of PEG & Local Government Franchise Revenue**

Local governments and PEG operations are all asking the BIG question: Where's the future revenue stream? This session will dive in to that and present the latest trends, transitions and opportunities.

**12:30 p.m. – 2:00 p.m.            POLICY LUNCHEON/CBDE AWARDS**

**2:15 p.m. – 3:30 p.m.            POLICY SESSION**

**Franchising: It's Not Your Father's Clicker Anymore**

In today's legal and market environment, what can we expect to achieve through cable and non-cable franchising? Our featured speakers will attempt to corral the prospects for cable franchise renewals and the potential for non-cable ROW franchising across the range of state laws, and the position of streaming video within these issues.

**4:00 p.m. – 5:00 p.m.            CONCURRENT SESSIONS/ROUNDTABLES**

**6:00 p.m. – 9:00 p.m.            Offsite Reception at Café Sevilla**



## WORKING AGENDA

### THURSDAY, OCTOBER 5, 2023

#### **8:00 a.m. – 9:00 a.m. Breakfast: Denver Case Study**

#### **Denver Nuggets 2023 Championship Celebration: “A Mile-High Slam Dunk!”**

For the first time in their 47-year franchise existence, the Denver Nuggets won their first NBA Championship. Learn how the City and County of Denver prepared for this historic celebration through careful planning and collaboration across city employees, Department of Transportation and Infrastructure, and twenty-plus city agencies. Hear how they developed a celebration roadmap for 750k Denver Nuggets fans. What went right, what went wrong, and how they handled the largest level of social engagement they had ever experienced.

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

#### **To BEAD or not to BEAD: Affordability, ACP and USF**

Learn the myriad federal funding sources and programs, including the FCC’s Affordable Connectivity Program and the Universal Service Fund that help ensure low-income, fixed-income and digitally disadvantaged households can afford reliable and affordable internet services needed for work, school, healthcare and more.

#### **Social Media: Production Styles, Trends & Techniques**

To say that message delivery has transformed over the years is a major understatement. See how the use of vertical video, thumbnails and other unique production styles have been effective for others on their platforms – and grab the strategies to enhance your own. Head home with a toolkit of practical methods on turning your widescreen projects into Reels.

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

#### **Where, oh where does all this fiber go?**

Local governments have the unique challenge of identifying the unserved and underserved, while striving to provide broadband connectivity to all citizens. We will explore the workings of GIS mapping tools, accuracy of dataset features, and the FCC maps utilizing data from broadband provider companies.

#### **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.

#### **12:00 p.m. – 1:15 p.m. GENERAL SESSION LUNCHEON Sponsored by NCTA & Comcast**

#### **1:30 p.m. – 2:30 p.m. Roundtables**

#### **3:00 p.m. – 4:00 p.m. 43<sup>rd</sup> Annual Business Meeting**

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