

**NATOA 2024 ANNUAL CONFERENCE**  
**AUGUST 25 – 28, 2024**  
**CHARLESTON MARRIOTT, CHARLESTON, SC**

**WORKING AGENDA**

*as of 7/17/24*

**SUNDAY, AUGUST 25, 2024**

**2:00 p.m. Charleston Tour Check-In**

**2:30 p.m. – 5:30 p.m. Historic Guided Tour of Charleston**

Tour one of the most beautiful and historic cities in the south on a privately guided drive through the historic district. Hear 300 years of Charleston's long and colorful history from 1670 to present day while taking in the many beloved landmarks.

Tickets are \$64 pp and must be purchased in advance. Visit the registration page for details.

**3:00 p.m. – 5:30 p.m. Registration Open**

**5:45 p.m. – 6:45 p.m. First Time Attendees Networking Happy Hour**

**7:00 p.m. Networking**

**MONDAY, AUGUST 26, 2024**

**8:00 a.m. – 3:00 p.m. Registration Open**

**8:00 a.m. – 9:00 a.m. Continental Breakfast sponsored by Moss & Barnett**

**9:00 a.m. – 9:30 a.m. Conference Welcome featuring Charleston Mayor William Cogswell**

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

**The Future of Franchising**

Will cable franchising continue? If not, what replaces it? Join this future-oriented discussion of (a) how traditional franchising must adapt, and (b) how local communities might address the end of cable franchising: consumer protection, public safety, PEG, localism, build-out, universal service, compensation for property rights.

Moderator: Mike Wassenaar, ACM

Speakers: Brian Grogan, Moss & Barnett

Jay Runte, City of Eugene

Tom Robinson, CBG Communications

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#### **Social Media 301: “Reel” In Your Audience**

Take a deep dive into the world of Instagram Reels and discover how to transform mundane government content into captivating, informative, and shareable videos (with far less production time). We’ll explore strategies to generate engaging content and use effective story telling practices to tell impactful stories even with the constraints of time, manpower and equipment.

Psst.... You can create Reels on Facebook too!

Moderator: Chris Williams, James City County, VA

Speaker: Amanda Kleber, UPTV, City of University Place, WA

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

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

#### **The Federal Landscape**

Are you listening? Local government has a lot to say about important issues such as streaming and revenue, digital discrimination, Title II reclassification, USF contribution, ACP and affordability and more. Learn how you can get involved in today’s issues... and, more importantly, why you should.

Moderator: Mike Lynch, NATOA

Speakers: Cheryl Leanza, Best Best & Krieger

Ceilidh Gao, CWA

Angelina Panettieri, NLC

#### **Animation Techniques**

Get animated! Animated LEGO’s can turn an ordinary video into something special. In fact, many types of animation can give your video that “wow factor” and make it pop. Learn practical animation techniques, stop-motion, and even inexpensive animation templates you can use to make your video project stand out.

Moderator: Bob Pearce

Speakers: Ann Schweisguth, SWCTC

Mike Secrest, Digital Media Editor, City of Arlington, TX

**12:45 p.m. – 2:15 p.m. Keynote Luncheon featuring Mignon Clyburn**

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

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

**Policy 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.

Moderator:

Speakers: Daniel Lightfoot, League of MN Cities (4/29)  
Gerry Lederer, BBK (4/11, 5/3)  
Wilson Scarbeary, WWFD (4/11)

**New Trends in Live & Remote Production**

From carts on wheels to new hardware, see what PEG stations are buying that makes live and remote productions simpler...including carts on wheels. Hear how it's shaving staff time, adding portability, and many other benefits that will have you excited too!

Moderator: Carson Hamlin, City of Fort Collins

Speakers: Megan Hutton, Pierce County, WA  
Glenn Williams, BNN  
Mariana Ferraro, City of Los Angeles

**4:00 p.m. – 7:00 p.m. Taste of Charleston Reception in the Exhibit Hall sponsored by Cablecast Community Media**

**7:00 p.m. Chapter Meetings**

**TUESDAY, AUGUST 27, 2024**

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

**8:00 a.m. – 9:00 a.m. Continental Breakfast in the Exhibit Hall sponsored by Keller & Heckman**

**9:00 a.m. – 3:30 p.m. Storytelling Workshop**

Moderator: Michael Russo

Speaker: [Amy DeLouise](#)

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

##### **Federal Dreams, Local Reality: Ensuring Equity in Broadband Deployment**

The Infrastructure Investment and Jobs Act (IIJA) created an ambitious agenda to eliminate digital discrimination and local governments are working diligently to make these dreams a reality. Learn how local governments are addressing discriminatory underinvestment in black, hispanic and low-income neighborhoods; participating in Broadband Equity, Access, and Deployment (BEAD) and striving to ensure affordability.

Moderator: Rebecca Gibbons

Speakers: Beth Crow, Michael Baker  
Jordana Barton, Connect Humanity  
Lori Adams, Nokia

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

#### **10:45 a.m. – 11:15 a.m. Programming Refreshment Break in the Exhibit Hall**

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

##### **Small Cell & Wireless**

As more providers install Small Wireless Facilities (SWF) and provide wireless services, this session explores how you should best structure your regulations, what you can charge for and how you manage your assets/lands as a property owner. The wireless industry will also share their perspective on what they are looking for when they approach a community.

Moderator: Sean Stokes, Keller & Heckman

Speakers: Nancy Werner, Bradley Werner  
Lani Williams, LGL Roundtable  
Tripp May, Telecom Law Firm  
Karmen Rajamani, WIA

#### **12:30 p.m. – 2:00 p.m. DIGITAL EQUITY LUNCHEON/CBDE AWARDS**

Sponsored by CTC Technology & Energy

#### **2:30 p.m. – 3:45 p.m. POLICY SESSION**

##### **Using AI in Government to Ensure Universal Digital Equity**

As a foundational technology built on other technologies and rapidly developing, what is the role of government at local, state and federal levels in the policy and practices for civil society and government to ensure digital equity.

Moderator: Khotan Harmon, City of Austin

Speakers: Brian Donoghue, City of Boston  
Dr. Alan Shark, PTI  
Dr. Sharon Strover, UT-Austin  
Mitsi Herrera, Montgomery County, MD

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**3:45 p.m. – 4:15 p.m. Refreshment Break in the Exhibit Hall sponsored by Bradley Werner**

**4:15 p.m. Exhibit Teardown**

**4:15 p.m. – 5:15 p.m. ROUNDTABLES  
Franchising Roundtable (Closed)**

**Programmer's Idea Exchange**

PEG channel operators, managers, and staff will engage in an open dialogue, exchanging experiences, challenges, and best practices. Bring your expertise, questions and lessons learned to this communal roundtable as we share our successes, struggles and best tips and tricks.

**5:30 p.m. An Evening at the Charleston Riverdogs Ballpark**

Join NATAO for an evening of baseball and fun! Tickets include access to a covered deck area prior to the game with hamburgers, hot dogs, potato salad, watermelon, soda and water. Game seats are in a shaded area below the deck. The stadium is 2 blocks from the Charleston Marriott.

Tickets are \$45 pp and must be purchased in advance. See registration page for details.

**WEDNESDAY, AUGUST 28, 2024**

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

**8:00 a.m. – 9:00 a.m. Continental Breakfast sponsored by American Tower**

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

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

**Alternative PROW Compensation to a Percentage of Revenue**

Traditional compensation for cable use of public rights-of-way (PROW) has been a percentage of revenue and it has been declining at an alarming rate. However, the same cable companies are still using PROW to earn profits. AND we now have other users of PROW earning profits. This session will explore the landscape, including alternative compensation being considered – both methods and applications.

Moderator: Mike Lynch, NATAO

Speakers: Garth Ashpaugh, Ashpaugh & Sculco CPAs

Mike Bradley, Bradley Werner

Mike Wata, Kitch Firm

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**Time to Shine! Video Programming Showcase – programs due by 8/2**

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.

Moderator: Suzanne Bartole, County of San Diego, CA

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

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

**Consumer Protection & Oversight of Community Services**

Be prepared to delve into the critical realm of consumer protection, as we explore the challenges, issues, and oversight mechanisms surrounding cable and broadband internet services in our community. Learn about the regulatory landscape and best practices of safeguarding consumer interests in the services that shape our daily lives.

Moderator:

Speakers: Rick Ellrod, Fairfax County  
Tim Lay BB&K

**Programmers Rapid Fire Q&A**

In the dynamic landscape of PEG channel production, harnessing creativity within diverse budget constraints is both an art and a science. This "Rapid Fire" will ignite inspiration and practical know-how for programmers, editors, and videographers. Spanning budgets from under \$100k to over \$1M, "Rapid Fire" fosters a collaborative idea exchange, tackling challenges and pushing creative boundaries.

Moderator: Rick Assmus, Michael Russo

Speakers: Derrick Kenny, Montgomery County  
Jeff Lueders, City of Tacoma, WA  
Michael Connor, City of Kirkland, WA  
Grant Bowling, City of Kyle, TX

**12:15 p.m. – 1:15 p.m. KEYNOTE LUNCHEON featuring Bratton Riley, CEO, Citibot**

**1:30 p.m. – 2:30 p.m. Roundtables**

**Policy & Legal Roundtable TBD**

**Programmers Roundtable: Speed-Dating Style**

Pick a topic, then rotate. Featuring issues such as: The Future of Meeting Coverage, Story & Idea Generation, Requests from other departments, The Project Approval Process and Justifying your Department's Existence.

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<b>2:30 p.m.– 3:00 p.m.</b>	<b>Refreshment Break</b>
<b>2:30 p.m.– 3:00 p.m.</b>	<b>Annual Business Meeting Voting Credentials Issued</b>
<b>3:00 p.m. – 4:00 p.m.</b>	<b>43<sup>rd</sup> Annual Business Meeting</b>
<b>3:00 p.m. – 5:00 p.m.</b>	<b>GPA Set Up</b>
<b>4:00 p.m. – 4:30 p.m.</b>	<b>Board Meeting</b>
<b>6:00 p.m.</b>	<b>GPA Ticket Table Open</b>
<b>6:30 p.m. – 8:30 p.m.</b>	<b>Annual GPA Dinner</b>