

2009 Annual Conference

The Following Conference Program Details Are Subject To Change

09/30/2009 - Wednesday, September 30, 2009

8:00 am - 4:00 pm - Conference Registration Open

8:00 am - 9:00 am - Coffee at Registration

9:00 am - 5:00 pm - Exhibit Hall Set Up

9:00 am - 10:15 am - First Time Attendees Meeting w/continental breakfast

9:00 am - 10:15 am - Tech Showcases

TelVue PEG.TV v2.0

Learn how TelVue's PEG.TV v2.0 service can help your station reach a whole new audience on the web with video-on-demand and live streaming. Make your archive of PEG programming available on your stations own website all in easy to view Flash video. TelVue will demonstrate new enhanced features including agenda chapter points perfect for town meeting management, keyword search, related hyperlinks, and player customization.

Moderators: [tba]

Speakers: [tba]

Tightrope Media Systems

"Broadcast Automation, Self Hosted VOD and Streaming, and Digital Signage Networks from Tightrope"

Tightrope Media Systems is a leading provider of Digital Signage systems, Broadcast Automation systems, video servers, video bulletin boards, video streaming, and video on demand over the internet. Tightrope's "write once, publish everywhere" philosophy insures that the broadcast automation system does as much as possible so that you don't have to. By scheduling your programs, you are simultaneously publishing your schedule to your web site, to your bulletin board, and to TV Guide's X-list format. Tightropes Video on Demand solution automatically pulls content from the video server, transcodes it to Windows Media and MPEG 4, and puts links on your schedule for viewing and downloading the files. Tightrope's Carousel Bulletin Board pulls schedule information from Cablecast, pulls RSS feeds from your own and other web sites, runs streaming video and live video feeds and screen scrapes from your web site. Tightrope will demonstrate its integrated video on demand server functionality, and explain how you can save significant labor and service costs by hosting your own VOD content. Tightrope will also demonstrate how the same Carousel hardware and software that runs your bulletin board can also provide digital signage at city hall, in the council chamber, at the library, and in the schools. Come see how a number of municipalities are doing just that.

Moderators: [tba]

Speakers: [tba]

10:30 am - 12:00 pm - Workshop 1

MEETING THE CHALLENGE OF DIGITAL INCLUSION: COMMUNITY BEST PRACTICES

A significant piece of the broadband deployment and adoption quandary is the lack of computers in the home and the lack of understanding about how the internet can improve people's lives. With or without stimulus funds, communities across the nation are finding ways to introduce computers into schools, libraries, community centers and the home and helping individuals find or create relevant content to improve their lives. Aside from the \$450 million set aside through the stimulus packages, hear from local governments on how they are leveraging general funds to provide new and essential services within their communities.

Moderators: [Christina Jaramillo](#) |

Speakers: [Gary Gibson](#) | [Michael McCarthy](#) | [Nicol Turner Lee](#) |

WELCOME TO REALITY TV: DOING MORE WITH LESS

Was your channel's budget cut this fiscal year? Are you expected to continue managing your

community channel with less staff or other resources? Do you expect more cuts this budget season? This session's speakers will discuss practical suggestions on how to continue to provide excellent programming, resources and Internet services to meet the needs of your community in an era of shrinking budgets.

Moderators: [David Frye](#) |

Speakers: [Ron Cooper](#) | [Marion Ware](#) | [Dwight Williams](#) |

12:15 pm - 1:45 pm - Opening General Session/Keynote Luncheon

NATURAL AND MANMADE DISASTERS - PLANNING FOR, COMMUNICATING DURING, AND RECOVERING AFTER

Moderators: [tba]

Speakers: [Jerry Sneed](#) |

2:15 pm - 3:45 pm - General Session 2

PREPARING FOR GOV 3.0 - THE NEXT GENERATION INTERNET ENVIRONMENT

The next generation of the Internet will evolve rapidly and dynamically over the next few years as the Internet infrastructure develops and expands. New technologies and applications such as intelligent search, cloud computing and ubiquitous connectivity will dramatically impact the business practices of local government. Learn how to use new media to create and enable collaboration between and among local government agencies and citizens as well as how your agency's mission can be better served using new technology. This session will explore a series of questions: What will define the web environment in the next decade? What key roles will next-generation Web technologies play with local governments? What key steps can local governments take now to prepare for the Web 3.0 era?

Moderators: [James Baller](#) |

Speakers: [Michele Hovet](#) | [Dan Mintz](#) | [Ron Vinson](#) |

3:45 pm - 4:00 pm - Refreshment Break

4:00 pm - 5:30 pm - Workshop 2

ENTERING ROUND TWO OF THE OBAMA BROADBAND STIMULUS: LESSONS LEARNED SO FAR TO POSITION YOURSELF FOR THE NEXT ROUND

What did we learn from the process and rules in the first round of the Broadband Stimulus funding? What changes are we likely to see in Rounds 2 and 3? What are the key components of putting together a compelling broadband stimulus grant application? Learn how to increase your chances for funding and position your community to be a winner in the next two rounds.

Moderators: [Gerard Lavery Lederer](#) |

Speakers: [David Honig](#) | [Casey Lide](#) | [Tom Power](#) |

CREATING EFFECTIVE PROGRAM MEASURES

The call for performance measurements in government is not new. As the economic crisis continues to impact budgets, and we compete for funding with public safety, education and health initiatives, access channels are being asked to justify the cost of their operations. This session will explore ways to design, implement and use both quantitative and qualitative performance measurements that showcase the value of your channel to your community.

Moderators: [Marjorie Williams](#) |

Speakers: [Constance Book, PhD](#) | [Bunnie Riedel](#) | [Tom Wilson](#) |

4:00 pm - 5:30 pm - Tech Showcase

TelVue PEG.TV v2.0

Learn how TelVue's PEG.TV v2.0 service can help your station reach a whole new audience on the web with video-on-demand and live streaming. Make your archive of PEG programming available on your stations own website all in easy to view Flash video. TelVue will demonstrate new enhanced features including agenda chapter points perfect for town meeting management, keyword search, related hyperlinks, and player customization.

Moderators: [tba]

Speakers: [tba]

5:30 pm - 7:00 pm - Exhibit Hall Open/Welcome Reception

8:00 am - 4:00 pm - Conference Registration Open
8:00 am - 9:00 am - Continental Breakfast
8:00 am - 4:00 pm - Exhibit Hall Open
8:00 am - 9:00 am - Board Breakfast with Chapter Presidents
9:00 am - 10:30 am - Workshop 3

LEG/REG/STATE OF THE INDUSTRY UPDATE

Since the 2008 election, we have seen new court decisions, new regulatory proceedings and new legislation affecting local government communications issues. These decisions are likely to have a significant impact on local government finances, land use authority, and public safety communications, as well as on the ability of local communities to control their own communications futures. The Supreme Court is considering rights-of-way; state courts are addressing cases on local government involvement in community networks and local land use authority over communications facilities. The FCC is continuing its work on a national broadband policy, and regulatory proceedings on public safety spectrum; there is also proposed federal legislation on community broadband networks. Our panel of experts will update conference attendees on how the federal government and the courts are shaping communications law and policy in 2009.

Moderators: [Stephen Guzzetta, Esq.](#) |

Speakers: [Tillman Lay](#) | [Nicholas Miller, Esq.](#) | [Lani Williams](#) |

FACILITIES SITING UPDATE

Everybody wants better wireless coverage, but without having a tower planted in the middle of their yard. Cities want fair revenue from the growing number of wireless installations, while staying alert for opportunities to meet their own network needs. New wireless applications are increasing the demand for additional sites for network deployment. How do you balance these competing interests? At this session, learn about the practical solutions detailed in NATOA's "Local Government Official's e-Guide to Communications Facilities Siting," and hear success stories from communities and carriers who have worked together to meet needs for greater coverage, appropriate compensation, and improved public safety communications.

Moderators: [Rondella Hawkins](#) |

Speakers: [Steve Caplan](#) | [Jonathan Kramer](#) | [David Soloos](#) |

STORYTELLING WORKSHOP - Tall Tales & Government TV: Telling Your Story

Jennifer McKinney and Dan Sheffer from Tucson 12, helped build one of the most successful government access channels in the country. Tucson 12 has garnered NATOA's coveted "Overall Excellence" honors nine times and won 12 Rocky Mountain Regional Emmy awards. They will inspire you to use video to get people to listen, remember, and take action, to look at your programming with a fresh eye, use storytelling to sell your product to City management as well as the public, and to use the web and social media sites to enhance your channels' outreach. Join this award-winning team for a highly interactive day of storytelling.

Moderators: [Laurie Berg Sapp](#) |

Speakers: [Jennifer McKinney](#) | [Dan Sheffer](#) |

10:30 am - 10:45 am - Refreshment Break

10:45 am - 12:15 pm - General Session 3

COMMUNITIES LEADING CHANGE: NATOA, NACO, NLC, AND US CONFERENCE OF MAYORS

NATOA has always had a close working relationship with its sister associations, the National Association of Counties, National League of Cities and US Conference of Mayors. In these challenging economic times, it is more important than ever that we enhance and strengthen these partnerships. This session will bring together the presidents of each organization to discuss our mutual goals and interests.

Moderators: [Kenneth Fellman, Esq.](#) |

Speakers: [John Marks](#) | [Kathleen Novak](#) |

10:45 am - 12:15 pm - Storytelling Workshop

Tall Tales & Government TV: Telling Your Story

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Moderators: [Laurie Berg Sapp](#) |

Speakers: [Jennifer McKinney](#) | [Dan Sheffer](#) |

12:15 pm - 1:45 pm - Exhibit Showcase - Box lunch and exhibitor mic time

2:00 pm - 3:30 pm - General Session 4

COMMUNICATIONS AND CHANGE IN THE OBAMA ERA

The Obama Administration promises to usher in a new era in communications and broadband policy. Yet as momentous economic events unfold around us can we expect sweeping policy changes from the new FCC or a more tempered approach to change? The Obama Administration is more tech-savvy and web-connected than any before it. What are the key communications priorities in the Obama era? Moving the US up in the worldwide broadband standings? Addressing network neutrality? Explore these questions and more with a panel of Washington insiders as we look ahead to the challenges and opportunities we face in the communications policy arena.

Moderators: [Mary Beth Henry](#) |

Speakers: [Jamie Barnett](#) | [Beth McConnell](#) | [Rick Whitt](#) |

2:00 pm - 3:30 pm - Storytelling Workshop

Tall Tales & Government TV: Telling Your Story

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Moderators: [Laurie Berg Sapp](#) |

Speakers: [Jennifer McKinney](#) | [Dan Sheffer](#) |

3:30 pm - 3:45 pm - Refreshment Break

3:45 pm - 5:15 pm - Workshop 4

BEST PRACTICES IN BROADBAND MAPPING

It has been said that you can't analyze what you can't measure. Broadband mapping has the potential to provide policy makers and citizens with information needed to develop effective strategies around broadband deployment and adoption. Mapping projects in a number of states have raised concerns about transparency, conflicts of interest, and the accuracy and usefulness of the information developed. Speakers representing a variety of interests will discuss pros and cons of the nation's mapping projects and will evaluate the Federal Government's efforts to date.

Moderators: [Geoff Daily](#) |

Speakers: [Drew Clark](#) | [Ken Eisner](#) | [Brian Mefford](#) |

Franchising: It Still Lives!

Twenty-eight states still have franchising under the Cable Act. Speakers will address franchising in today's broadband and digital environment with an emphasis on meeting your community's needs - including conducting a community ascertainment, PEG, renewal timelines and planning for the negotiations. Everything you need to know to successfully address the issues important to your community in a cable franchise renewal.

Moderators: [Mitsuko Herrera](#) |

Speakers: [Brian Grogan, Esq.](#) | [Thomas Robinson](#) | [Carolyn Sculco](#) |

STORYTELLING WORKSHOP - Tall Tales & Government TV: Telling Your Story

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Moderators: [Laurie Berg Sapp](#) |

Speakers: [Jennifer McKinney](#) | [Dan Sheffer](#) |

5:30 pm - 6:30 pm - Chapter Meetings

10/02/2009 - Friday, October 2, 2009

8:00 am - 2:30 pm - Conference Registration Open

8:00 am - 9:00 am - Continental Breakfast

8:00 am - 10:45 am - Exhibit Hall Open

9:00 am - 10:30 am - Workshop 5

How to Keep My Hat on My Head and Not in My Hand

In tough economic times, local governments need to turn over as many rocks as possible to uncover needed dollars. It is now more important than ever to collect what is due and to save what you can. Sometimes the local government needs to invest time and money in these efforts and sometimes the efforts can be self-fulfilling. Local governments need to understand their options and determine what works best for them. This expert panel will address methods under local franchises and ordinances, and opportunities under state franchising to identify and pursue these funds. Topics will include audits of telecommunication taxes; review of telecommunications bills; franchise fee audits under state franchising; right-of-way cost studies. Come prepared with your questions and ideas.

Moderators: [Richard Treich](#) |

Speakers: [Tom Allibone](#) | [Garth Ashpaugh](#) | [Robert Pender, ASA, R.E.](#) |

PROGRAMMING: USING BROADBAND TECHNOLOGY

Learn how and why your community and PEG Channels should enhance their presence on social media and networking sites. These sites are not just for the younger generation. The average age of members on YouTube, Facebook, Twitter, and MySpace is over 35. Online audiences are growing by leaps and bounds and many of your constituents are the new users. Hear from those who have used a variety of tools and techniques to effect change; which tools are best suited to which needs; and how to grow your social networking site into one of a perennial garden, not just an annual affair.

Moderators: [Jeffrey Lueders](#) |

Speakers: [Joaquin Alvarado](#) | [Melissa Pace](#) | [Nancy Rodgers](#) |

10:30 am - 10:45 am - Refreshment Break

10:45 am - 12:15 pm - Workshop 6

THERE'S MORE TO STIMULUS THAN BROADBAND: MAKING THE MOST OF OTHER STIMULUS FUNDING OPPORTUNITIES

The Recovery Act includes grant opportunities for local governments and non-profits in a wide range of areas, including broadband, health IT, smart grid, energy efficiency, and traditional infrastructure projects. The Obama Administration has suggested that it looks with favor on projects that integrate different areas of funding and realize efficiencies in construction and operations. In this session, subject matter experts will survey the areas of stimulus funding that are still available to local governments and community non-profits, and suggest strategies for accessing these funds through integrated plans and applications.

Moderators: [Lori Sherwood](#) |

Speakers: [Terry Huval](#) | [Todd Marriott](#) | [Paul Smolen](#) |

LEG/REG/STATE OF THE INDUSTRY UPDATE ON PEG

The past two years have brought significant challenges to PEG programmers. Can a cable operator move PEG channels to a higher priced digital tier? Can they be removed from the basic tier? Must PEG channels be comparable to other channels in technical quality? As easily located in the lineup? Some new systems are making PEG channels harder to access than their commercial channels. How do state franchise laws impact PEG accessibility for cable subscribers? The courts, the FCC

and Congress are all addressing these issues in 2009. If you care about PEG, you'll want to be at this session.

Moderators: [Mike Lynch](#) |

Speakers: [Helen Soule](#) | [Joseph Van Eaton, Esq.](#) | [Michael Watza](#) |

RURAL BROADBAND STRATEGIES

Rural America faces dramatically higher barriers to broadband deployment than do our metropolitan areas. At the same time, broadband is crucial to rural economic and community development, as well as quality of life. This session examines successful, demonstrated models for community-based broadband deployment in rural areas, including municipal or county provision; the traditional Institutional Network model; and private, local ownership.

Moderators: [Christopher Mitchell](#) |

Speakers: [Mark Ansboury](#) | [Wally Bowen](#) | [Jessica Zufolo](#) |

10:45 am - 12:15 pm - Tech Showcase

Tightrope Media Systems

"Broadcast Automation, Self Hosted VOD and Streaming, and Digital Signage Networks from Tightrope"

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Moderators: [tba]

Speakers: [tba]

12:30 pm - 2:00 pm - Keynote Luncheon

PLANNING FOR A BIG BROADBAND FUTURE: THE OBAMA ADMINISTRATION'S VISION FOR A NATIONAL BROADBAND PLAN

Moderators: [tba]

Speakers: [Eugene Huang](#) |

2:00 pm - 2:30 pm - Annual Business Meeting Voting Credential Issued

2:30 pm - 4:00 pm - Annual Business Meeting

6:30 pm - 7:30 pm - GPA Ticket Table Open

7:00 pm - 10:00 pm - 24th Annual GPA Gala