# WATOA 2019 Conference: Protecting & Connecting Communities

**Program Updated 4/22/2019**

**Dates:** Thurs-Fri, May 2-3, 2019 and Wed, May 1 Welcome Reception

**Times:** Wed 7:30 pm, Thurs, 8:00 AM to 7:00 PM, Fri 8:30 AM to 2:00 PM

## Wednesday

### 7:30-9:00 pm

**Welcome Reception**

Red Lion - Hanford House *River View Room*

*Sponsored by* Ogden Murphy Wallace

## Thursday

### 8:00 am

**Registration check-in**

### 8:00 am

**Breakfast**

### 8:30 am

**Welcome/Opening Remarks**

### Sessions I

#### 8:45 am

**PEG: Staying in the Current - Streaming Technology & Vendor Showcase:** How are you delivering your content to a younger “over the top” audience? What are your results? Hear about technology from vendors and WATOA members who are enjoying success.

*Moderator:* Jim Demmon, CVTV Vancouver

*Presenters:*
- Mark Siegel, Advanced Broadcast Solutions
- Elliot Wesen, Cablecast Community Media
- Scott Freeman, Invintus Media

### Sessions II

#### 10:15 am

**PEG: Different Strokes (Edit approach a project):** Experience how a typical video scenario is approached by different producers. A select group is sent a set of video clips for a simple video piece (sound and b roll) ahead of time. At WATOA they show how they assembled the video into a finished piece. We compare and discuss their efforts.

### Legislative/Policy: Telecom Legal Update 2019:

*A review of what's new, on-going, and coming down the road for telecommunications in Congress, the FCC, the Courts, and Olympia.*

*Moderator:* Jon Funfar, City of Pasco

*Presenters:*
- Gail Karish, Partner, Telecommunications Law, Best Best & Krieger (BB&K)
- Emily Miner, Attorney, Ogden Murphy Wallace
- Ken Fellman, President, Kissinger & Fellman, P.C., FCC Intergovernmental Advisory Committee Member

### Legislative/Policy: Franchising & Agreements:

*Best practices for developing and administering cable franchises, telecommunications franchises, and master pole attachment agreements.*

*Moderator:* George Geyer, Kitsap County

*Presenters:*
- Brian Grogan, Attorney, Communications and Technology Law, Moss & Barnett
- Pam Berrian, Telecommunications & Cable Program Manager, City of Eugene, OR
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Sessions III
11:30 am

**PEG:** Short and Sweet Panel: As attention spans get shorter, our content needs to be engaging, interesting, emotive and shorter in length. Explore how to grow engagement through shorter content and how to get your message to stand above the noise.

Moderator: John Delay, CityCable5 Spokane

Presenters:
- Tyler Sipe, Multimedia Producer, Seattle Channel
- Jennifer Nerad, Multimedia Producer, Seattle Channel
- Ian Devier, Producer/Videographer/Editor, Seattle Channel

**Legislative/Policy:** Small Cell Siting and Rights-of-Way: Effective local siting policies and managing the logistics of siting small cells.

Presenters:
- Elana Zana, Attorney, Ogden Murphy Wallace P.L.L.C.
- Doug Haberman, Wireless Collocations Strategic Advisor, Seattle City Light
- George Geyer, Voice, Video and Infrastructure Systems Engineer, Kitsap County
- Justin Johnson, Plan Reviewer, City of Renton

12:30 pm

Lunch

1:00 pm

Joint Session: WATOA Annual Membership Meeting

Sessions IV
2:15 pm

**PEG:** Smooth Move: Using stabilized camera platforms; from the drone to the gimbal. Fun gear & practical knowledge.

Presenters:
- DJ Brown, Production Coordinator, BTV Bellingham
- Chris Barnes, Channel Manager, Seattle Channel
- Robin Steel, Channel Manager, Bellevue Television
- Edgar Riebe, Channel Manager, Kent TV21

**Legislative/Policy:** Let’s Talk About the Money: Understanding changing cable revenues, conducting franchise/PEG fee reviews, small cell pricing and supporting your cost-based fees.

Moderator: Alice Lawson, City of Seattle

Presenters:
- Garth Ashpaugh, CPA, Ashpaugh & Sculco, CPAs, PLC, NATOA Treasurer
- Nancy Werner, General Counsel, NATOA

Session V
3:45 pm

**PEG:** Produce This! Providing Solutions to Typical Producer Challenges: A series of video scenarios are presented (sealed envelopes) to break-out groups. Each scenario is discussed, and break-out groups present to the whole group how they’d solve the video challenge.

Presenters:
- Megan Hutton, General Manager, Pierce County TV
- Pipa Escalante, Channel Manager, The Everett Channel

**Legislative/Policy:** Industry Panel - The Operators’ Landscape: Representatives from cable, broadband and wireless companies share their perspectives on the technology, market and regulatory challenges facing the companies.

Moderator: Mike Charloneau, City of Richland

Presenters:
- Terry Davis, Comcast
- Chelsea Watson, Crown Castle
- Kim Allen, Wireless Policy Group
- Fred Lutz, Wave Broadband
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| 6:00 pm| President's Reception  
*Terra Blanca Winery*  
Sponsored by Advanced Broadcast Solutions & Comcast  
**COMCAST** |
| 8:30 am| **FRIDAY**                                                            |
| 8:45 am| Breakfast                                                             |
| 8:45 am| **Session I**                                                        |
| 8:45 am| **Joint Session:** Pierce County Broadband Study: Review of the 2018 study of broadband development and needs in urban and rural Pierce County and how the findings will shape future broadband planning and other policy areas.  
Moderator: Megan Hutton, Pierce County  
**Presenter:** Derek Young, Pierce County Councilmember District 7, Rainier Communications Commission President |
| 9:45 am| **Session II**                                                       |
| 9:45 am| **PEG Workshop:** Engage Your Viewer (Shoot with your feet):** How to keep your audience engaged.  
Workshop with Brian Miller, award-winning Photojournalist and Director of Photography for over 30 years, including 12 years with KIRO-TV, founder of Wide Angle T.V., and traveling across the country and around the world working for network shows and major companies. |
| 9:45 am| **Legislative/Policy:** The Spectrum Frontier: Wireless microphones, wireless phones, Wifi, AMR, TV white space. Understanding the basics of spectrum and the impacts of its abundance and scarcity.  
Moderator: Ben Faubion, City of Ellensburg  
**Presenter:** Michael Calabrese, Director, Wireless Future Project, New America Foundation |
| 11:15 am| **Session III**                                                     |
| 11:15 am| **PEG Workshop:** Softer is Better (hands-on field lighting workshop):** The way to light interviews has changed with the evolution of adjustable color temperature, battery powered, cool lighting. We look at creative ways to get the professional looks with minimal effort. BYOL - bring your own light to see how others might use them.  
Workshop with Brian Miller, Director of Photography, Wide Angle T.V. |
| 11:15 am| **Legislative/Policy:** Telecom Policy – All politics is local: Street by street, block by block, system deployments impact local people and local communities. Be prepared for opportunities to help protect these interests. We’ll cover the why, when and how of adding your community’s perspective to FCC and legislative telecommunication activities.  
Moderator: Alice Lawson, City of Seattle  
**Presenters:** Nancy Werner, General Counsel, NATOA  
Brandon Dittman, Associate, Kissinger & Fellman, P.C.  
Candice Bock, Director of Government Relations, Association of Washington Cities (AWC) |
| 12:30 pm| Lunch  
**Keynote:** PEG Video Medley: Sampling of WATOA Member Programming Excellence |
| 2:00 pm| Conference Drawings & Conclusion: Stay for drawings and the chance to take home great items like a GoPro Hero 7, a smartphone Gimbal, Eastern WA wines, and free WATOA 2020 Conference registration & lodging. Must be present to win! |
WATOA 2019 CONFERENCE:
PROTECTING & CONNECTING COMMUNITIES

PROGRAM

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