



2024 CONFERENCE AGENDA

Strengthening Community Connections

Updated 10.4.2024

Thursday, October 17

Approved WSBA Event –
Earn up to 8 CLEs!

8 a.m.	Registration Check-in <i>and</i> Vendor Hall Open
8:00 - 8:45 a.m.	Breakfast
8:30 a.m.	Welcome/Opening Remarks
8:45 - 9:45 a.m.	<p>Production: The Future of Meeting Coverage Explore the latest in tech for in-chambers council meeting coverage and live field productions...mobile carts, switchers, cameras, Zoom hybrid setups, and one-touch operations for single booth operators. Moderator: Jim Demmon, <i>Vancouver / Clark County TV</i>, WATO A Board Presenters: Ben Skudlarek, <i>Bellingham TV</i> Megan Hutton, <i>Pierce County TV/ Rainier Cable Commission</i> Kevin Martinez, <i>City of Kent</i> Tom Arenz, <i>Keycode</i></p> <hr/> <p>Legislative/Policy: Federal Activity with Local Impact - Telecom Legal Update 2024 A review of what’s new, on-going, and coming down the road for telecommunications in Congress, the FCC, and the Courts. Moderator: Jeff Lueders, <i>City of Tacoma</i>, WATO A Past President Presenters: Brian Grogan, <i>Moss & Barnett, Communications and Technology Law</i> Gail Karish, <i>Best Best & Krieger (BB&K), Municipal and Telecommunications Law</i></p>
9:45 - 10 a.m.	Break
10 - 11 a.m.	<p>Production: Helping Government Look Less Government How do you cover a ribbon cutting differently? How about the dreaded interview in a conference room? It’s an hour packed with video examples! See how others get creative and avoid stereotypes in government video. Moderator: Mike Conner, <i>City of Kirkland</i>, WATO A Board Presenters: Dave Kellman, <i>Pierce County TV</i> Joshua Gonzalez, <i>City of Kent</i> Mark Ingham, <i>City of Richland</i></p> <hr/> <p>Legislative/Policy: Updating Your Telecom Management Toolbox Current trends and best practices for granting, managing, and renewing agreements when telecoms occupy your local rights-of-way assets. A discussion on franchises, financial reviews, technical reviews, and cost studies as tools to help you protect long-term community interests in the use of local public assets. Moderator: Jon Funfar, <i>City of Pasco</i>, WATO A President Presenters: Nancy Werner, <i>Bradley Werner</i>, NATO A Board Member Garth Ashpaugh, <i>Ashpaugh & Sculco CPAs</i></p>
11 - 11:15 a.m.	Break
11:15 - 12:15 p.m.	<p>Production: Between Two Ferns...Reinventing Studio Content Fresh ideas to dust off your studio programming. Tips to improve content, flow, and increase channel programming. Plus, what’s new for studio cameras and lighting. Moderator: Mark Ingham, <i>City of Richland</i>, WATO A Board Presenters: Randy Simpson, <i>AuroraTV Colorado</i>, NATO A’s 2024 Brian Wilson Award Winner Shannon Gee, <i>Seattle Channel</i> <i>Keycode Media</i></p> <hr/> <p>Legislative/Policy: Leasing Municipal Properties - Proprietary and Public Interests Cities and counties small and large are leasing municipal properties for telecommunication deployments. How to prepare to protect the long-term community interests and what to be mindful of legally, financially, technically & administratively when approached to use your water tower, building, parking garage, or land. Moderator: Alice Lawson, <i>City of Seattle</i>, WATO A Board Presenters: Brandon Dittman, <i>Wilson Williams Fellman Dittman</i>, Utilities, Municipal & Telecommunications Law Emily Romanenko, <i>Ogden Murphy Wallace</i>, Municipal, Land Use & Telecommunications Law</p>
12:15 p.m.	Lunch



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12:30 - 1:15 p.m. Joint Session: WATO A Annual Membership Meeting

1:30 - 2:30 p.m.

Production: Roundtable - Latest Trends in Accessible Video
 Requests are on the rise for more accessible options in video. Learn about new federal requirements coming for audio description. Plus, the latest in closed captioning using AI, language translation using Rev, and services your channel playback system can offer.
Moderator: Megan Hutton, *Pierce County TV*, WATO A Board
Presenters: Castus Cablecast

Legislative/Policy: Broadband Delivery - Fiber and Fixed Wireless
 There is no ‘one size fits all’ solution for Washington communities trying to reach all residents with essential and sustainable high-speed broadband connectivity. Broadband delivery options have both technical and financial implications. Learn more about fiber and fixed wireless options and understand their suitability for solving different connectivity challenges.
Moderator: Jeff Lueders, *City of Tacoma*, WATO A Board
Presenters: Andrew Afflerbach, *CTC Technology & Energy*, CEO & Director of Engineering
 Ariane Schmidt, *BROADLINC*, Executive Director
 Chris Walker, *NOANET*, Strategic Executive Director of Infrastructure Strategy
 Justin Stout, *NOANET*, Wireless Engineer

2:30 - 2:45 p.m. Break

2:45 - 3:55 p.m.

Production: Editor’s Roundtable - Plugins and Favorite Services
 Find out what other editors can’t live without! These plugins and vetted online services are making production processes faster and easier: Cap Cut, Frame.io, Storyblocks Pins and Boxes & more!
Moderator: Edgar Riebe, *Seattle Public Schools TV*, WATO A Board

Legislative/Policy: The Telecommunications Forecast
 What can local governments and residents expect when it comes to internet, cable TV, telephone, and wireless services in your community? A panel discussion with telecom providers on how, why, and where they are upgrading, transforming, and rolling out networks and services across Washington state.
Moderator: George Geyer, *Kitsap County*, WATO A Board
Presenters: Terry Davis, *Comcast*
 Kevin Stamey, *Astound Broadband*
 Stafford Strong, *Charter Communications*
 Jason Verduzco, *Verizon*
 Matt Russo, *T-Mobile*

3:55 - 4:00 p.m. Break

4:00 – 5:00 p.m.

Production: Free Head Shot Photos and Vendor Hall open
 Say cheese! Get a new head shot for personal and professional use! And catch up with vendors for hands-on demos in our vendor hall.

Legislative/Policy: Digital Equity Roundtable
 What’s out there for network and digital equity projects and how do you help get it for your community? BEAD funding, WA State Broadband Office grant programs, broadband funding alternatives under philanthropy and the Community Reinvestment Act (CRA). A roundtable discussion on how to create Digital Equity in your community and where to look for ideas, resources, and application support.
Moderator: Jon Funfar, *City of Pasco*, WATO A President
Presenters: Sabrina Roach, *Make Digital Equity*, Principal
 Jon Morrison Winters, *City of Seattle*, Digital Equity Program and Broadband Manager

6:00 pm WATO A President’s Dinner with WATO A Award Winning Videos



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8:30 a.m.	Breakfast
9:00 a.m.	<p>Joint Session: A Conversation with Senator Boehnke Insights from Washington State Senator Matt Boehnke, prior two-term House Member, cybersecurity expert, and current member of the Environment, Energy & Technology, on telecommunication related priorities and SB 5577: An act relating to establishing and making appropriations for the capital broadband investment acceleration program.</p> <p>Moderator: Jon Funfar, <i>City of Pasco</i>, WATO A President Presenter: Senator Matt Boehnke, <i>WA State 8th Legislative District</i></p>
10:00 - 11 a.m.	<p>Production: Social Media 301 - Advanced Analytics and Trends Use analytics to drive your social media decisions. What’s trending in social videos including reels. Plus, social media management, resources and customer service.</p> <p>Moderator: Megan Hutton, <i>Pierce County TV</i>, WATO A Board Presenter: Taylor Angulo, <i>Pierce County</i></p>
	<p>Legislative/Policy: Open Access Networks – The What, When and How “Open Access” network is a term that’s been applied to many different scenarios depending on how a network is built, operated, maintained and who it serves. Get acquainted with the types, benefits, and challenges of “Open Access” network options and what they can do to support sustainable, high-speed broadband for your community.</p> <p>Moderator: Jon Baker, <i>Pierce County</i>, WATO A Board Presenters: Christopher Mitchell, <i>Institute for Local Self-Reliance</i>, Director of Community Broadband Networks Initiative</p>
11 - 11:15 a.m.	Break
11:15 – 12:15 p.m.	<p>Production: Canva for Video + Social Learn the basics of how to use Canva to spruce up your social image. Plus time saving tricks to edit graphics and make video thumbnails.</p> <p>Presenter: Anndrea Harris, <i>Whooann Creative Studio</i></p>
	<p>Legislative/Policy: Franchise 101 Are you new to the role of Franchise Manager/Administrator or just want a refresher? than this session is for you. Experts will dive into current franchise trends on term, insurance, ROW authority and protection and the opportunities communities have when negotiating for HD channels, Network connections, Franchise & PEG Fees as well as many other items.</p> <p>Moderator: Jeff Lueders, <i>City of Tacoma</i>, WATO A Board Presenters: Brian Grogan, <i>Moss & Barnett</i>, Communications and Technology Law Brandon Dittman, <i>Wilson Williams Fellman Dittman</i>, Utilities, Municipal & Telecommunications Law</p>
12:15 p.m.	<p>Lunch & Joint Session: The IP Future is Now - Impacts from a Shrinking Cable Subscriber Base. Join an open discussion on what our local communities are experiencing, concerned about, and planning for related to PEG channel usage and shrinking funding support.</p>
1:15 p.m.	<p>Conference Drawings & Conclusion: Stay for drawings and a chance to take home great items. Must be present to win!</p>