



8:30 am REGISTRATION AND HAWAIIAN GREETING

**9:00 am to 11:00 am PLENARY SESSION
RENEWALS IN TODAY'S MARKETPLACE**
E komo mai!

Our opening session will provide viewpoints on the status of cable television franchise renewals from different perspectives, as well as updates on how different parties are approaching renewals.

Moderator: Paul Valle-Riestra, Assistant City Attorney, City of Walnut Creek, CA
Panelists: Jeff Smith, Comcast; Gary Matz, Time Warner; Tom Carlock, Adelphia, Woodland Hills, CA; Nick Miller, Miller & Van Eaton, Washington, DC ; Harriet Steiner, McDonough, Holland and Allen, Sacramento, CA.



**12:15 pm to 1:45 pm
8TH ANNUAL
STAR AWARDS
LUNCHEON**

Our trip to the Islands continues with our fabulous luau luncheon and floor show featuring Brent Seltzer as our Master of Ceremonies along with the SCANnettes as we honor outstanding community programming.

**Elected and Appointed Officials Track
11:15 am to 12:15 pm - HOW ELECTION PROGRAMMING BENEFITS THE COMMUNITY**

A 'ohe hana nui ka alu'ia
One of the unique programming services that PEG Channels can bring to a community is local election coverage. This programming not only increases voter turnout, but plays an important role in educating the community. Learn how vital this programming is to democracy and what other cities are doing to create interesting programming that viewers will want to tune-in to.

Moderator: Stephen Grace, Executive Director, Los Angeles Cable Television Access Corporation, Los Angeles, CA. Speakers: Barbara Inatsugu, President, California League of Women Voters (2001-2003), Santa Monica, CA; Betsy Rosenfeld, Video Voter Project Manager, Center for Governmental Studies, Los Angeles, CA.



2:00 pm to 3:15 pm - LEGISLATIVE UPDATE

Pupukahi I holomua
E komo mai! Come in out of the sunshine and find out what's happening off the Island! These special kanes and wahines will share information on the San Jose case, update on Santa Cruz, happenings on the Hill, at the FCC and more.

Moderator: Lori Panzino, Division Chief, Franchise Programs, County of San Bernardino, CA.
Speakers: Libby Beaty, Executive Director, NATOA, Alexandria, VA; Jeff Melching, Partner, Rutan and Tucker, Costa Mesa, CA; and Nick Miller, Partner, Miller & Van Eaton, Washington, DC.

3:30 pm to 4:45 pm - VALUE OF YOUR ACCESS CHANNEL

Mālama ulu mai ka 'ano'ano
Have you ever wondered how much your PEG access channel is worth? A PEG channel can be valued and valuable in many ways to a community. Different perspectives and real life stories about how the true worth of a PEG channel was established in different communities will be shared.

Moderator: Barry Fraser, Assistant Director, Media and Public Relations, County of San Diego, CA.
Speakers: Jennifer McKinney, Television Production Coordinator, City of Tucson, AZ; John Risk, President, Communications Support Group, Inc.; and Ramon Torres, Station Manager, City of Las Vegas, NV.

**Government Access Track
11:15 am to 12:15 pm - INNOVATIVE PEG ACCESS CHANNELS**

Nānā i ka kiwi
Hear from two of the most innovative channels in the country and reshape your thinking about all that is possible with PEG. NYC TV has undergone a total revamp in the past two years. See clips of shows and see how the channel is aggressively marketing itself as a cool and trendy cable television destination with partners like the Style Network and the Tribeca Film Festival. PEN-TV successfully raises underwriting and has shows airing on the local PBS affiliate. Find out how they are able to attract sponsors such as SBC, The Chronicle, The Times Peninsula, BFI, shopping centers, banks and the local chamber of commerce.

Moderator: Steve Toler, Administrative Services Director, City of Foster City, CA. Speakers: Bob Marks, Director, PEN TV, San Carlos, CA; Arick Wierson, General Manager, NYC TV, New York, NY.

2:00 pm to 3:15 pm - TALK SHOWS AND TALENT DEVELOPMENT

Hō'olo!
Making a great program takes more than just great equipment and good technical skills, it takes good on-camera talent and good content. When done right, the talk show format can be an effective program on your government channel. This panel will discuss how to evaluate and select good talent for your programs, how to develop talk shows that maintain interest and tips for your talent to use for developing content and to do good storytelling.

Moderator: Mary Morales, Executive Director, Public Cable TV Authority, Fountain Valley, CA.
Speakers: Nancy Johnson, Communications Supervisor, TV Tacoma, City of Tacoma, WA; Jennifer McKinney, Television Production Coordinator, City of Tucson, AZ and Brent Seltzer, Host, Non Profit Profiles, Studio City, CA.

3:30 pm to 4:45 pm - OUTSIDE PROGRAMMING

'Oia ana!
With 8,760 hours of airtime to fill each year and a budget that is less than what Don Ho makes for one concert, it can be a challenge to fully program a PEG channel. Outside programming can bring quality information to your community at a reasonable cost.

Moderator: Dave Linder, Cable Station Manager, Clark County, Las Vegas, NV.
Speakers: Allison Gang, Communications Manager, UCTV, San Diego, CA; and Robin Gee, Cable TV Manager, CityTV, City of Santa Monica, CA.

**Telecommunications and Regulatory Track
11:15 am to 12:15 pm - WIRELESS TOWER SITING TODAY**

Kulia I ka nu'u
O k^o'ie'ie manawa (*contemporary*) issues, including ho'okān āwai (law matters) will be covered in this helpful session that will address Lekiō (*wireless*) tower siting and how it can be successfully implemented in your "Wahi noho like o ka po'e" (*community*). The ancient art of site "Ho'ope'epe'e, ho'onolonalo" (*camouflage*) will be covered. Pu'u pepa (handout pages) will be provided to assist you gathering good "Np hou, hò 'ike" (*information*)! Hela mai A'o!

Moderator/Speaker: Jonathan Kramer, Principal Technologist, Kramer.Firm, Inc., Los Angeles, CA.
Speaker: Greg Fuentes, Law Offices of Greg Fuentes, Los Angeles, CA.

2:00 pm to 3:15 pm - NEW TECHNOLOGIES FOR COMMUNICATIONS IN YOUR COMMUNITY

Wela ka hao!
There is a whole new pot of alphabet soup stewing: it is chock full of new technologies capable of providing advanced telecommunications, and is seasoned with competition, choice, and new applications. This session will describe some of the ingredients going into the recipes for BPL, WIFI, WiSP, MVDDS, VOIP, and FTTH.

Moderator: Brenda J. Trainor: Principal, Frontier Trail, Inc. Speakers: Alan Shark, President, Broadband Powerline Association, Arlington, VA; Annie Hylton, Public Information Manager, City of Cerritos, CA; and John Griebling, CTO, Airmesh Communications, Highlands Ranch, CO.

3:30 pm to 4:45 pm - ASK THE EXPERTS

O ka makapo wale no ka mea hapapa i ka pouli
No trip to the Islands would be complete without an opportunity to have your questions answered by some of the top experts in our field.

Moderator: Michael Friedman, Vice President, Telecommunication Management Corporation, Los Angeles, CA. Speakers: Jonathan Kramer, Principal Technologist, Kramer.Firm, Inc., Los Angeles, CA and Harriet Steiner, City Attorney, McDonough, Holland and Allen, Sacramento, CA.

**Technology and Facilities Track
11:15 am to 12:15 pm
SHOW OPENINGS AND GRAPHIC DESIGN**

Hana hou!
If you are looking for ideas and inspiration for show openings and graphics, then this session will show you tapes and give you the details on how the designs were technically achieved.

Moderator: Steve Jacobs, Production Coordinator, City of Moreno Valley, CA. Speakers: Tor Seemann, Broadcast Coordinator, GTV6, City of Glendale, CA; Scott Weber, Programming Manager, LA36, Los Angeles, CA.

2:00 pm to 3:15 pm - MOBILE PRODUCTION VANS

'A'ohe pau ka 'ike i ka hālau ho'okāhi
If you are in the market for a mobile production van or ever wanted to know all that goes into the many steps of acquiring one: planning, designing, going out to bid, checking out the van in progress, equipping, etc., this session will cover it all. It will start with a tour of two production vans that represent the range of what may be appropriate for government access channels. Then, you'll hear the stories behind the vans and the many steps it took to get to what you will be seeing.

Speakers: Darren Doerschel, Technical Operations Supervisor, CityTV, City of Santa Monica, CA; and Marc Jaffe, Cable Television Program Manager, City of San Diego, CA.

3:30 pm to 4:45 pm - NAB ROUNDUP – FIELD GEAR

Ka pahu pa'i wikiō
Learn about new cameras that record on memory cards and other new field gear that you'll want to consider!
Moderator: Kristen Tetheron, Vice President, Director of Sales, TV Magic, San Diego, CA.
Speakers: Steve Miller, District Sales Manager, Panasonic. Others to be added after we see what's cool at NAB!



**register on-line at
www.scannatoa.org**

8:00-9:00 a.m.	REGISTRATION, HAWAIIAN GREETING AND CONTINENTAL BREAKFAST			
9:00-11:00 a.m.	PLENARY SESSION RENEWALS IN TODAY'S MARKETPLACE			
11:15 a.m. to 12:15 p.m.	ELECTED& APPOINTED OFFICIALS	TELECOM & REGULATORY	GOVERNMENT ACCESS	GOV'T ACCESS TECHNOLOGY& FACILITIES
	How Election Programming Benefits the Community	Wireless Tower Siting Today	Innovative PEG Channels	Show Openings and Graphic Design
12:15p.m. to 1:45 p.m.	EIGHTH ANNUAL STAR AWARDS WITH BRENT SELTZER			
2:00 - 3:15 p.m.	Legislative Update	New Technologies for Communication	Talk Shows and Talent Development	Mobile Production Vans
3:30 - 4:45 p.m.	Value of Your Access Channel	Ask the Experts	Outside Programming	NAB Roundup - Field Gear



Hawaiian Style Telecommunications
just hang loose
SCAN NATOA SPRING CONFERENCE
States of California and Nevada Chapter of the
National Association of Telecommunications Officers and Advisors
c/o CityTV of Santa Monica
525 Broadway, Suite 100
Santa Monica, CA 90401



SCAN NATOA, Inc.
EIGHTH ANNUAL SPRING CONFERENCE

MAY 20, 2004
FAIRMONT MIRAMAR HOTEL
101 Wilshire Blvd.
SANTA MONICA, CA

SCAN NATOA SPRING CONFERENCE

Thursday, May 20, 2004
Registration Form
Please use one form per person. Feel free to make extra copies.

Name _____ Title _____ Organization _____

Address _____ City, State, Zip _____

Phone _____ E-mail _____

FULL REGISTRATION
Includes continental breakfast, Awards Luncheon, parking and all sessions

Received with payment prior to May 13 or
Faxed with purchase order to (310) 260-1568 or
Faxed Reservation by May 13 with commitment
to pay whether you show or not. Sorry, no phone reservations

After May 13 or At Door with cash or check

STAR Awards Luncheon only (does not include parking)

TOTAL Enclosed/Owed/Committed \$ _____

DRESS CODE: HAWAIIAN SHIRT, HAWAIIAN CLOTHES, GRASS SKIRT OPTIONAL!

SCAN Member	\$125
Non-Member	\$149
SCAN Member	\$149
Non-Member	\$175
	\$40



Make check payable to: SCAN NATOA, Inc. Mail to: SCAN NATOA c/o CityTV, 525 Broadway #100, Santa Monica, CA 90401 Credit card payments can be made at www.scannatoa.org.



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