



GOVERNMENT ACCESS

11:00 AM - 12:15 PM

Channel Promotion

PIMP MY RIDE

Channel promotion can be done in lots of creative ways to let your community know about your channel and your programming. This session will give you lots of ideas, big and small, that you can consider using for your own operations.

Moderator/Presenter:

Robin Gee, Cable TV Manager, CityTV, City of Santa Monica

Other speakers TBA

2:00 - 3:15 PM

Web Integration Enhancement

BEAUTY AND THE GEEK

Learn how programming for your cable channel can be used in new and creative ways on websites, cell phones, PDA's and more. Web streaming, web archiving, podcasting and other alternative content delivery systems will allow you to reach out to new audiences and your base audience using the latest technologies.

Moderator: Deborah Steller, Media Operations Director, City of Calabasas

Panelists:

Matt Mincks, Granicus

Mark Geddes, Beverly Hills

3:30 - 4:45 PM

Sports Coverage: How and Why

AMAZING RACE

Local sports is popular in every community. See how others are implementing sports coverage technically and logistically. And, get ideas for sponsorship to cover your costs!

Moderator:

Tom Strickfaden, City of Lawndale

Panelists:

Carla Carlini, President, LA36, Los Angeles, CA

Jacob Rush, Production Manager, KOCT, Oceanside, CA

TECHNOLOGY & FACILITIES

11:00 AM - 12:15 PM

Work Flow Makeover

EXTREME MAKEOVER

Server networks are transforming the production, post-production and playback operations for local cable stations. Hear about how integrating your systems can lower your costs, improve workflow and increase productivity.

Moderator:

Darren Doerschel, Technical Operations, CityTV, City of Santa Monica

Panelists:

Steve Israelsky, Leightronix

Ava Langer, TV Magic, Inc.

Steve Milley, Regional Sales Manager, JVC

2:00 - 3:15 PM

Hands-on Camerawork

THE APPRENTICE

Talented camerapersons will share their techniques and the essentials that they must have in order to bring back award winning footage. Different styles for different program formats will be presented.

Moderator: Dave Linder, Cable Station Manager, Clark County, Nevada

Panelists:

Tor Johansen, Broadcast Manager, City of Glendale (invited)

Suzanne Bartole Owen, CTN, County of San Diego

Jim Stevenson, CityTV, Santa Monica

3:30 - 4:45 PM

SCAN Trade Show

PROJECT GREENLIGHT

Make the time to check out the equipment being demonstrated in our Trade Show. We've hand-picked what we think is of the most interest to local cable channels and are featuring the latest technology available!