



SCAN NATOA, INC. - TWELFTH ANNUAL SPRING CONFERENCE

**SURFIN' TELCOMMUNICATIONS CHOICES:
A NEW WORLD, A NEW DIRECTION!**

**May 22, 2008
Fairmont Miramar Hotel - Santa Monica, CA**

SCAN NATOA, INC. - TWELFTH ANNUAL SPRING CONFERENCE

SURFIN' TELECOMMUNICATIONS CHOICES: A NEW WORLD, A NEW DIRECTION

May 22, 2008

Fairmont Miramar Hotel - Santa Monica, CA

CONTINENTAL BREAKFAST AND REGISTRATION

8 a.m. to 9 a.m.

PLENARY SESSION

9 a.m. to 10:45am

Good Vibrations

The Future of Public, Educational, and Government Access Television

TELECOMMUNICATIONS AND REGULATORY

GOVERNMENT ACCESS

TECHNOLOGY AND FACILITIES

WILSHIRE I

WILSHIRE II

WILSHIRE III

WILSHIRE IV

11am to 12:15pm

Big Wednesday
Public Safety and
Municipal Networks

The Lost Wave
PEG Carriage Policies
and Interconnection
Agreements

Surfin' Safari
Interstitial Ideas

Free as a Dog
Channel Distribution

12:15 pm to 1:45pm

Twelfth Annual STAR Awards

SCAN's Muscle Beach Party

2pm to 3:15pm

Pointbreak
Legislative and
Regulatory Issues

The Endless Summer
PEG Fees, Franchise
Fees, and Customer
Service under DIVCA

Beach Blanket Bingo
Programming on a
Shoestring

Hang 10
TRADE
SHOW

3:30pm to 4:45pm

North Shore
Ask the Experts

Blue Crush
Wired and Wireless
Above and Beyond

Fun, Fun, Fun!
Animation, Motion
Graphics and Show
Opens

Ride the Wild Surf
Transition from
SD to HD

Hang 10- Visit our Trade Show!

(more vendors to be announced)

JVC - HDTV Acquisition

Media Control Systems -Playback Files direct from edit storage

IEEI TV - Networked Storage for Video Dataflow

IQM2- Agenda Meeting Management Solutions

Burst Communications- Systems Integration and Equipment

360 Systems - Production and Playback Video Servers

Telvue Corporation - Automation and Batch Encoding

Apple - servers, podcasting



PLENARY SESSION

GOOD VIBRATIONS

THE FUTURE OF PUBLIC, EDUCATIONAL AND GOVERNMENT ACCESS TELEVISION

9:00 - 10:45 AM

State law enables cable companies to terminate support for PEG access beginning January 1, 2009 in cases where local franchises have expired. Some cities are already planning large reductions to their governmental channel budgets. There is uncertainty about the future of PEG channels as cities reevaluate the resources needed to operate PEG channels in their community. PEG fees represent a new source of funding for PEG capital facilities, but do the limitations create difficulties in continuing operations under current operating models? Will new models emerge? Join our discussion as we have a frank talk about options available and approaches that communities are taking to deal with the future of PEG access.

Moderator:

John Risk, President, Communications Support Group, Costa Mesa, CA

Panelists:

Dean Hansell, Partner, Dewey & Le Boeuf, and President, City of Los Angeles, Board of Information Technology Commission (BITC)

Bill Marticorena, Partner, Rutan and Tucker, Costa Mesa, CA

Nick Miller, Miller & Van Eaton, Washington, D.C.

Brenda Trainor, President, Frontier Trail, Inc., and Chair, Board of Directors, Community Media of the Foothills, Monrovia, CA

Tracy Westen, Vice-Chair and CEO Center for Governmental Studies and Chairperson, City of Los Angeles Municipal Access Policy Board (MAPB)

TELECOMMUNICATIONS AND REGULATORY

WILSHIRE I

11:00 AM - 12:15 PM

Public Safety and Municipal Networks: Wired and Wireless Developments

BIG WEDNESDAY

Along with the regulatory landscape, our technology landscape is rapidly changing. In the past we had PEG and I-Nets—today we need to understand Wi-Fi, WiMAX, Fiber Optics and IPTV. How may government TV channels adapt to provide real-time, response and recovery information when a disaster strikes? Which emerging wired and wireless technology models look most promising for public safety and government applications? What are the best practices for deploying Wi-Fi networks? How should digital inclusion fit into the mix? This panel will introduce you to emerging municipal wired and wireless policy and technology developments that may help you answer these questions and get prepared to meet future communications challenges.

Moderator: Barry Fraser, City & County of San Francisco

Panelists:

Linda Fowells, Vice President, Programs and Public Affairs, Community Partners

Greg Richardson, Founder & Managing Partner, Civitium LLC

Michael Russo, Program and Production Manager, CTN

County of San Diego, CA

Jason Shannon, Chief Technology Officer, Civitium LLC

2:00 - 3:15 PM

Legislative and Regulatory Issues

POINTBREAK

This session will review recent and pending legislation, rulings and hearings on both the Federal and State level. Congress and the FCC have been very active in addressing competitive providers, spectrum availability and wireless issues. The California Legislature and Public Utilities Commission also have been busy in implementing DIVCA and addressing telecommunications concerns. Join us as we wade into the political tides of change.

Moderator: Michael Friedman, Vice President, Telecommunications Management Corporation

Panelists: Nick Miller, Miller & Van Eaton

Lori Panzino-Tillery, Division Chief, Franchise Programs, County of San Bernardino, CA

3:30 - 4:45 PM

Ask the Experts and the Industry

NORTH SHORE

Get your questions answered by our panel of experts!

Moderator/Panelist: William M. Marticorena, Partner, Rutan and Tucker, Costa Mesa, CA

Panelists: Susie Evans, Director of Government Relations, Charter Communications Inc., Redding, CA

Other panelists to be announced

WILSHIRE II

11:00 AM - 12:15 PM

PEG Carriage Policies and Interconnection Agreements

THE LOST WAVE

Will you be ready to address PEG access issues when new competitive video service providers initiate service in your community? Learn about what to expect when new providers enter your jurisdiction and how you can assert local government rights for PEG channel carriage. Presenters will include video service provider representatives who will provide updates on the status of current PEG channel placement and interconnection agreements with incumbent video service providers.

Moderator: Marc Jaffe, Executive Director, PCTA, Fountain Valley, CA

Panelists:

Sue Buske, President, The Buske Group, Sacramento, CA

Alison Gang, Communications Manager, UCTV, La Jolla, CA

John C. Jefferson, Director – PEG Implementation, AT&T

Jeff Torres, Partner, McCuire Woods, Chicago, IL

2:00 - 3:15 PM

PEG Fees, Franchise Fees & Customer Service Performance under DIVCA

THE ENDLESS SUMMER

This panel will explore issues that are common to incumbent cable operators and local governments leading up to, and following, the start of state franchise authority. Key subject areas include:

1) assessment and collection of PEG fees, 2) reporting and collection of franchise fees, 3) reporting and measuring customer service performance; and other issues surrounding notices and enforcement under DIVCA.

Moderator: John Risk, President, Communications Support Group, Costa Mesa, CA

Panelists:

LeVoyd Carter, Director, Government Communications, Cox Communications, Atlanta, GA

Susie Evans, Director of Government Relations,

Charter Communications Inc., Redding, CA

Deborah Luppold, Vice President, Franchising and Government Affairs, Comcast, Inc., Beaverton, OR

3:30 - 4:45 PM

Wired and Wireless - Above and Beyond

Blue Crush

The wireless world continues to evolve, often with the 'help' of the courts. Learn about the newest wireless 'life forms' being grown by technology and litigation, and how it will impact a right-of-way near you!

Moderator: Jonathan Kramer Esq. FSCTE, Kramer Telecom Law Firm, Los Angeles, CA

Panelists:

Jeffrey T. Melching, Partner, Rutan and Tucker, Costa Mesa, CA

Javan N. Rad, Deputy City Attorney, City of Pasadena, CA

GOVERNMENT ACCESS

WILSHIRE III

11:00 AM - 12:15 PM

Interstitial Ideas

SURFIN' SAFARI

It's important to make good use of all the airtime you have on your PEG channel. The time between regular shows can be very important since many viewers are channel surfing at that time. Don't let this valuable time during your program schedule go to waste! See how other channels are making a special effort to make good use of their time for interstitials.

Moderator/Presenter:

Carla Carlini, General Manager, LA36, Los Angeles, CA

Panelists:

Charles Hosmer-McGraw, Video Services Manager, KCLV Channel 2, City of Las Vegas, NV
Kenneth Hinegardner, Cable TV Programming Specialist, CityTV, City of Santa Monica, CA

2:00 - 3:15 PM

Programming on a Shoestring

BEACH BLANKET BINGO

Come up a winner with cheap, fun and wild programming for your station. Find out how to shoot an award-winning cooking show with a crew of one, get three or four half-hour music programs in one shoot, plus get the most bang for your bingo buck with an open studio, live call-in shows and PSA workshops. Get the best tips and tricks on how to do more with less. You won't want to miss it!

Moderator: Tracy DeFore, Business Manager, Dept. of Media & Public Relations, CTN, County of San Diego, CA

Panelists:

Robin Gee, Cable TV Manager, CityTV, Santa Monica, CA
Chris Ley, Program Specialist, El Segundo Community Cable, City of El Segundo, CA
Suzanne Owens, Photojournalist/Producer, CTN, County of San Diego, CA
Andy Tolley, Photojournalist/Producer, CTN, County of San Diego, CA

3:30 - 4:45 PM

Animation, Motion Graphics & Show Opens

FUN, FUN, FUN!

Get inspired by seeing lots of examples of what government channels are doing with virtual sets, motion graphics, show opens and more. The panelists will share what type of equipment, software and techniques they use to create their stations look!

Moderator:

Tor Johansen, Broadcast Manager, GTV6, City of Glendale, CA

Panelists:

Timothy Adam, Entertainment Media Productions, Los Angeles, CA
Wendell Ayala, Computer Graphic Artist, LA Cityview35, City of Los Angeles, CA
Hanry Safarian, Motion Graphic Artist, GTV6, City of Glendale, CA

TECHNOLOGY & FACILITIES

WILSHIRE IV

11:00 AM - 12:15 PM

Channel Distribution

FREE AS A DOG

There are many different ways to make use of the Internet to make your programming available 24/7 to the world. This session will show how channels are taking their programming and making it available via iTunes, podcasting, webcasting, onDemand and more!

Moderator:

Jack Chin, General Manager, SFGTV, City & County of San Francisco, CA

Panelists:

Carol Higgins, Executive Producer, Metro Dade County, FL
Laurie Kraft, Web Manager, The Seattle Channel, Seattle, WA

2:00 - 3:15 PM

Trade Show

Hang Ten

Take a break from the workshops and check-out our vendors in the Trade Show. We've selected companies that we think have great options for you to consider for your government channel operations!

3:30 - 4:45 PM

Transition from SD to HD

RIDE THE WILD SURF

High Definition TV (HDTV) is the best quality digital picture today, its 16x9 widescreen display, with at least 720 progressively scanned lines (720p) or 1080 interlaced lines (1080i) and Dolby digital surround sound. Join us for an exciting discussion on how to get your channel from its current Standard to High Definition.

Moderator:

Renard Ricks, CitiCABLEe3, City of Torrance, CA

Panelists:

David Hausman, 360 Systems
Stephen Milley, JVC Company
Mark Pinkel, MPro Systems



REGISTRATION FORM

SCAN CONFERENCE REGISTRATION FORM

SCAN NATOA SPRING CONFERENCE

Thursday, May 22, 2008
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 15 or
Faxed with purchase order to (310) 260-1568 or
Faxed Reservation by May 15 with commitment
to pay whether you show or not. Sorry, no phone reservations.

SCAN Member	\$125
Non-Member	\$149

After May 15 or At Door with cash or check

SCAN Member	\$149
Non-Member	\$175

STAR Awards Luncheon only (does not include parking) \$ **40**

TOTAL Enclosed/Owed/Committed \$ _____

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.

Dress Code:
Dress for a day surfin' at the beach!