



**SCAN NATOA, INC.
THIRTEENTH ANNUAL SPRING CONFERENCE**

**MAY 21, 2009
FAIRMONT MIRAMAR HOTEL
SANTA MONICA, CA**

SCAN NATOA, INC. - THIRTEENTH ANNUAL SPRING CONFERENCE
BLAST FROM THE PAST
MAY 21, 2009
FAIRMONT MIRAMAR HOTEL - SANTA MONICA, CA

CONTINENTAL BREAKFAST AND REGISTRATION
8 AM to 9 AM

PLENARY SESSION
9 AM to 10:45 AM
The Game of Life
The Effects of DIVCA Post-January 2009

	TELECOMMUNICATIONS AND REGULATORY	GOVERNMENT ACCESS - DISTRIBUTION	GOVERNMENT ACCESS - CONTENT	TECHNOLOGY AND FACILITIES
	WILSHIRE I	WILSHIRE II	WILSHIRE III	WILSHIRE IV
11 AM to 12:15PM	<i>Slinky</i> TOWER SITING	<i>Easy Bake Oven</i> New Distribution Channels: Legal & Policy Issues	<i>View Master</i> Producing for Streaming Video	<i>Tinker Toys</i> AV Products for Council Chambers

12:15 pm to 1:45pm
Thirteenth Annual STAR Awards
SCAN's Blast from the Past

2 to 3:15 PM	<i>Hula Hoop</i> Changes at the State and Federal Level	<i>Hot Wheels</i> New Distribution Channels: Implementation	<i>GI Joe & Barbie</i> Channel and Show Promotions	<i>Mousetrap</i> TRADE SHOW
3:30 to 4:45 PM	<i>Pick-up Sticks</i> Wireless Installations	<i>Rock'em Sock'em Robots</i> Alternative Distribution Models	<i>Bozo Bop Bag</i> Public Service Announcements	<i>Operation</i> Digital Signage

Visit our Trade Show!

(you are welcome to attend the Trade Show for free without a conference registration
but you will need to check-in to receive a badge for admission)

Follow this year's conference
and STAR AWARDS winners at
www.twitter.com@SCANNATOAIInc





THE GAME OF LIFE

THE EFFECTS OF DIVCA POST-JANUARY 2009

9:00 - 10:45 AM

On January 1, 2009, most communities concluded their transition from a local franchise to a franchise issued by the California Public Utilities Commission pursuant to DIVCA. Although this transition affects many aspects of cable regulation, the areas most impacted at the beginning of this year were PEG and I-NETS, since many of these provisions were grandfathered until 2009. As a result, we have recently seen Public Access Studios shut down and Governmental and Educational programming curtailed based upon concerns regarding the appropriate use of PEG Fees collected pursuant to DIVCA. In addition, communities are also being faced with threats of unilateral disruption of existing I-NETS and demands for payment from their cable operator. This panel will review all of these issues, as well as others such as customer service and revenue generation, from the perspective of local franchising authorities, the California Public Utility Commission, and the cable industry.

Moderator:

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

Panelists:

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

Johnnie Giles, Vice President of Government Affairs for Comcast California

Gail A. Karish, Attorney, Miller and Van Eaton, San Francisco, CA

Michael Morris, Video Franchising and Broadband Deployment Group, Communications Division, California Public Utilities Commission, San Francisco, CA

TELECOMMUNICATIONS & REGULATORY

WILSHIRE I

11:00 AM - 12:15 PM

TOWER SITING

SLINKY

The state of wireless regulation and wireless deployment is undergoing a major shift. This government-industry panel of experts will explore current trends in local government regulation of wireless sites; the court cases shaping the landscape; current siting issues, opportunities, and challenges; and the new wireless entrants coming to the marketplace.

Moderator:

Jonathan L. Kramer, Esq., Kramer Telecom Law Firm PC

Panelists:

Javan N. Rad, Deputy City Attorney, City of Pasadena, CA
Representative of the California Wireless Association

2:00 - 3:15 PM

CHANGES AT THE STATE AND FEDERAL LEVEL

HULA HOOP

This session will review recent and pending legislation, rulings and hearings on both the Federal and State level. Congress and the FCC are focusing on broadband deployment. What is likely to happen in DC? In California, the Legislature and Public Utilities Commission also have been busy implementing DIVCA and addressing telecommunications concerns. Join us as we wade into the political tides of change.

Moderator:

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

Panelists:

Sue Buske, President, The Buske Group, Sacramento, CA
Michael Morris, Video Franchising and Broadband Deployment Group, Communications Division, California Public Utilities Commission, San Francisco, CA
John Russell, Government Relations Advisor, NATOA, Alexandria, VA

3:30 - 4:45 PM

WIRELESS INSTALLATIONS AND THE CALIFORNIA ENVIRONMENTAL QUALITY ACT: WHO IS PROTECTING THE ENVIRONMENT?

PICK-UP STICKS

Panelists will discuss how CEQA, California's "environmental full disclosure" statute, applies to proposed wireless installations.

Moderator/Panelist: Jeff Melching, Partner, Rutan and Tucker, Costa Mesa, CA

Panelists:

Javan N. Rad, Deputy City Attorney, City of Pasadena, CA
Julian K. Quattlebaum III, Channel Law Group, Long Beach, CA

GOVERNMENT ACCESS - CHANNEL DISTRIBUTION

WILSHIRE II

11:00 AM - 12:15 PM

NEW DISTRIBUTION CHANNELS: LEGAL AND POLICY ISSUES

EASY BAKE OVEN

Representatives of Facebook, YouTube and cities that have established a social networking presence will discuss the terms and conditions of Facebook and YouTube, how member and user conduct on the services is governed, and any special issues cities should consider before deciding to establish a social networking presence.

Moderator: Barry Fraser, Telecommunications Policy Analyst, Department of Technology, City and County of San Francisco, CA

Panelists:

Tom Long, Deputy City Attorney, City and County of San Francisco, CA
Randi Zuckerberg, Facebook

2:00 - 3:15 PM

NEW DISTRIBUTION CHANNELS: IMPLEMENTATION HOT WHEELS

Think social networking sites Twitter, Facebook, MySpace and YouTube are just for teenagers? Think again. These new tools are being used from the White House to Main Street to publicize ideas and reach new markets through text and video. The majority of users are over the age of 35 and the number of subscribers is growing daily. Learn from the experts about how you can strategically use these new tools to impact a wider audience online.

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

Panelists:

Richard Bartlebaugh, SFGTV, City and County of San Francisco, CA
Smith Long, Director of Interactive Media, Center for Governmental Studies, Los Angeles, CA
Randi Zuckerberg, Facebook

3:30 - 4:45 PM

ALTERNATIVE CHANNEL DISTRIBUTION MODELS ROCK'EM SOCK'EM ROBOTS

Public access managers and innovators discuss new ways to create and promote community programming in the new regulatory era.

Moderator: Marc Jaffe, Executive Director, Public Cable TV Authority, Fountain Valley, CA

Panelists:

Tom Reeser, Executive Director, KOCT, Oceanside, CA
Betsy Rosenfeld, Video Voter Project Manager, Center for Governmental Studies, Los Angeles, CA
Tony Shawcross, Executive Director, Denver Open Media, Denver, CO

GOVERNMENT ACCESS - Content

WILSHIRE III

11:00 AM - 12:15 PM

PRODUCING FOR STREAMING VIDEO VIEW MASTER

This session will be full of tips, tricks and techniques to make your videos more watchable on the web in terms of content, technical requirements, and visuals like camera shots and graphics. Learn from this panel of experts who have done it all!

Moderator:

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

Panelists:

Darwin Kuan, VP Business Development, Pictron, San Jose, CA

Leon Worden, President-CEO, SCVTV – Santa Clarita, CA

Scott Weber, NBC Universal

David Murdico, Creative Director, Partner
Supercool Creative: Online Video + Social Media,
Los Angeles, CA

2:00 - 3:15 PM

CHANNEL AND SHOW PROMOTIONS GI JOE AND BARBIE

It takes more than making great shows to make a difference, you need to promote viewership to get an audience! See examples of on-air promos and get some good ideas at this session!

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

Panelists:

Timothy Adam, Entertainment Media Productions,
Los Angeles, CA

Other speakers TBA

3:30 - 4:45 PM

PUBLIC SERVICE ANNOUNCEMENTS BOZO BOP BAG

With no commercials, local cable channels have lots of airtime for public service announcements. See Emmy award winning pieces, find out how you can make PSAs as a partnership with charities in your community, learn about the Women in Film PSA program and see samples, and get the latest on how to download PSAs from the Ad Council.

Moderator:

Robin Gee, County Channel Manager, County of Los Angeles, CA

Panelists:

John Boal, Managing Director, Western Region, Ad Council

Jane Garcia, PSA Coordinator, Women in Film

Gina Levy, PSA Director, Women in Film

Robert Manciero, Producer/Director, Full Vision Productions

TECHNOLOGY & FACILITIES

WILSHIRE IV

11:00 AM - 12:15 PM

AUDIO VISUAL PRODUCTS FOR COUNCIL CHAMBERS

TINKER TOY BUILDING SET

Council meeting coverage remains the most watched programming on government cable channels. In addition, video staff is being asked to integrate audio visual presentations, voting systems, captioning, web streaming and more into meeting coverage as City Council Chambers get upgraded.

As broadcast TV signals go digital and the TV world migrates to 16:9, what changes and upgrades are appropriate for your City Council Chambers and your coverage?

Moderator: Renard Ricks, Production Supervisor,
City of Torrance, CA

Stephen Milley, Senior Vice President of Sales, TV Magic, Burbank, CA

David Suter, Digital Networks Group, Irvine, CA

Jim Wolfe, Sales Director, Telemetrics, Inc. ,
Mahwah, New Jersey

2:00 - 3:15 PM

Trade Show

MOUSE TRAP

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

DIGITAL SIGNAGE OPERATION

Explore the vibrant world of Digital Signage and its use on PEG Channels. What new options are available? What is the best way to communicate with video text effectively using visually stimulating designs and fonts. What types of information can be displayed on your channel, and how do you keep viewers tuned in?

Moderator:

Tor Johansen, Broadcast Manager, GTV6, Glendale, CA

Panelists:

Veronica Kim, Vice President, Compix Media, Inc., Irvine, CA

Juan C. Noboa, Harris BCD

Tom Walsh, President, Media Control Systems,
El Cajon, CA



REGISTRATION FORM

SCAN CONFERENCE REGISTRATION FORM

SCAN NATOA SPRING CONFERENCE

Thursday, May 21, 2009
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 14 or

Faxed with purchase order to (310) 260-1568 or

Faxed Reservation by May 14 with commitment

to pay whether you show or not. Sorry, no phone reservations.....	SCAN Member	\$125
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	Non-Member	\$149
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	SCAN Member	\$149
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After May 14 or At Door with cash or check	Non-Member	\$175
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STAR Awards Luncheon only (does not include parking).....	\$	40
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TOTAL Enclosed/Owed/Committed	\$	_____
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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 IN A WAY THAT REPRESENTS
YOUR FAVORITE BLAST FROM THE PAST!**