

SCAN NATOA proudly presents



Seventh Annual
SPRING CONFERENCE
Thursday, June 5, 2003
Universal Sheraton Hotel
333 Universal Drive, Universal City, CA

The magic of telecommunications brings an ever increasing stream of services, channels and improved capabilities to consumers. As regulators and government access programmers, we are often asked to create “magic” with limited resources to better serve electeds, internal departments and the community. SCAN NATOA waves its magic wand and brings together top quality speakers from around the country to provide a day full of policy updates, the latest technology wizardry, and best practices so you can learn the latest tricks in our field!

9:00 am Plenary Session

Bankruptcies, Mergers and Acquisitions

A panel representing all sides discusses the issues and challenges faced in today’s tumultuous business environment.

Elected and Appointed Officials Track

11:15 am Municipal Ownership of Cable Television Systems

As cable television rates continue to rise, and technology makes it possible to build a system with less capital, jurisdictions are relooking at the issue of municipal ownership of a cable television system and the benefits it can provide to the community.

2:00pm Legislative Update

An update from top experts on the latest Federal, State and local legislation, including recent court decisions, and how it affects your responsibilities as a cable television/telecommunications franchise regulator.

3:30 pm Audits

Performing regular audits can increase the accuracy of cable franchise fee submissions by cable television companies. This session will provide professional guidance on how to best manage the audit process.



schedule

**8:30 am
registration**

**9 am
plenary session
bankruptcies,
mergers
& acquisitions**

**11:15 am
breakout sessions**

- ◆ **municipal ownership of cable systems**
- ◆ **the future of telecommunications**
- ◆ **becoming indispensable**
- ◆ **automated playback systems**

**12:15pm
star awards
luncheon**

**2 pm
breakout sessions**

- ◆ **legislative update**
- ◆ **handling cable consumer complaints**
- ◆ **targeting your viewing audience**
- ◆ **streaming solutions**

**3:30pm
breakout sessions**

- ◆ **audits**
- ◆ **ask the experts**
- ◆ **channel promotion**
- ◆ **public meeting coverage**

Telecommunications/Regulatory Track

11:15 am The Future of Telecommunications

Hear the latest developments in telecommunications technology and the new products and services it will create.

2:00 pm Best Practices of Cable/Broadband Consumer Complaints

Hear how other cities are taking consumer complaints, tracking the resolution of the complaints, and reviewing information provided by the cable company to generate reports to be used to evaluate cable franchise compliance of consumer service standards.

3:30 pm Ask The Experts

Bring your questions and get advice from a variety of experts!

Government Access Track

11:15 am Becoming Indispensable

With most channels facing budget cuts, managers may want to consider generating revenue and providing additional services to remain an integral part of city services. Hear tales from the trenches of how to best position yourself to survive in a budget slashing environment!

2:00 pm Targeting Your Viewing Audience

One of the best things that cable television can do is to serve the special needs and interests of different target audiences. Learn how you can be using your programing line-up to attract different audiences to your channel.

3:30 pm Channel Promotion

Get inspired and get great ideas for promoting your government access channel in this session!

Government Access Technology and Facilities Track

11:15 am Automated Playback Systems

With costs going down for servers, automated server based playback systems are now a cost efficient alternative for many government access channels. Hear about different systems being used by other government access channels and what to look for in purchasing an automated playback system.

2:00 pm Streaming Solutions

There are different approaches and decisions to be made if you want to stream your government access channel on the Internet. Hear how other channels have implemented streaming and how you can do it too!

3:30 pm Public Meeting Coverage Solutions

Public meeting coverage is much more than gavel-to-gavel coverage! This session will cover real time captioning, indexing, archiving, video-on-demand and more that is being done with public meeting coverage.

register on-line at scannatoa.org!

DO YOU BELIEVE IN MAGIC?



SCAN NATOA SPRING CONFERENCE

Thursday, June 5, 2003
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 29 or
Faxed with purchase order to (310) 260-1568 or
Faxed Reservation by May 29 with commitment
to pay whether you show or not. Sorry, no phone reservations

SCAN Member	\$125
Non-Member	\$150

SCAN Member	\$150
Non-Member	\$175

After May 29 or At Door \$40

TOTAL Enclosed/Owed/Committed \$ _____



Make check payable to: SCAN NATOA

**Mail to: SCAN NATOA c/o Robin Gee, CityTV,
525 Broadway #100, Santa Monica, CA 90401**

Or Fax to: 310-260-1568

**Credit card payments can be made via the SCAN NATOA web site
at scannatoa.org**