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# 23<sup>RD</sup> Annual Conference

# 17<sup>TH</sup> Annual Video Programming Awards



# 2018

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## Wednesday, November 7, 2018

8:00 a.m. - 9:00 a.m.	<b>Continental Breakfast &amp; Conference Registration</b>	
9:00 a.m. - 9:15 a.m.	<b>Conference Welcome</b> <i>Rondella Hawkins, TATO A President</i>	
9:30 a.m. - 10:30 a.m.	<b>POLICY &amp; LEGAL: Smart Cities From a Municipal Perspective</b>	<b>PROGRAMMING: Social Media Video Production and Analytics</b>
	<p><b>(CLE: 1.00 HR)</b> What makes a community "smart" and why do we need to get smarter? A smart community isn't just the right technology and infrastructure, it's how you plan for it and for what purpose. This panel will explore how some cities are collaborating with other governmental entities toward sharing technology infrastructure to develop smarter communities. The panel will also discuss Smart City applications to enhance quality of life, economic development, and more efficient provision of municipal services.</p> <p><b>Moderator:</b> <i>Rondella Hawkins, Telecommunications &amp; Regulatory Affairs Officer, City of Austin, TX, TATO A President</i></p> <p><b>Speakers:</b> <i>Craig Hopkins, Chief Information Officer, City of San Antonio, TX</i> <i>Melissa Kraft, Chief Technology Officer, City of Denton, TX</i> <i>Tyler Hjorth, Assistant Director - Electric Utility, City of San Marcos, TX</i></p>	<p>It's the web, and you'd better believe it is worldwide. Your work plays for an audience that is watching on a television they carry in their back pocket. So how does that impact what you are creating, how you are making it, and how you measure success?</p> <p><b>Speakers:</b> <i>Christian Bruncsak, Video Producer, City of Austin, TX</i> <i>Aly Van Dyke, Marketing and Communications Consultant, City of Austin, TX</i> <i>James Williams, Video Production Specialist, City of Austin, TX</i></p>
10:45 a.m. - 12:00 p.m.	<b>POLICY &amp; LEGAL: 5G Deployment &amp; the Digital Divide</b>	<b>PROGRAMMING: I Like To Move It, Move It</b>
	<p><b>(CLE: 1.25 HR)</b> The wireless industry, state legislators, federal regulators, and congressional leaders are pushing laws and regulations to promote the installation of small cell facilities to set the stage for the deployment of 5G wireless broadband service. The deployment of 5G is being touted as the newest technology that will bring broadband to all, even bridge the digital divide. But what exactly is 5G technology and what impact is it expected to have on the digital divide? This session will address this question from a technical and market perspective and provide a local point of view on how 5G and other wireless technologies may be used to address the digital divide.</p> <p><b>Moderator:</b> <i>Gabriel Garcia, Director, Senior Counsel, CPS Energy, San Antonio, TX</i></p> <p><b>Speakers:</b> <i>Joanne Hovis, CTC Energy &amp; Technology, Kensington, MD</i> <i>Cynthia Garza Reyes, Director Business Development and Infrastructure, Pharr Economic Development Corporation, Pharr, TX</i></p>	<p>Motion graphics can add a new look and a level of sophistication to many projects. But if you don't have a history of working with them, the process can seem daunting. This is a quick look at the artform of motion graphics, how to use them, and some shortcuts and tools to help create them.</p> <p><b>Speakers:</b> <i>Pedro Hernandez, Video Production Specialist, City of Garland, TX</i> <i>Doug Seirup, Video Motion Graphics Producer, City of Richardson, TX</i></p>
12:15 p.m. - 2:15 p.m.	<b>Lunch &amp; Luncheon Presentation</b>	
	<p><b>86th Legislative Session Outlook</b>, <i>Scott Houston, Deputy Executive Director and General Counsel, Texas Municipal League</i>, will provide a preview of what's to be expected when the Texas Legislature opens a new session in January 2019.</p> <p><b>Networking/Family Feud - Host - Ken Jones</b> Come on down! It's time to play the Feud!! (immediately following Legislative update) Whether a spectator or participant, you'll find out amazing things about your fellow TATO A Conference attendees while they try to guess the top six answers on the board. Band together for networking while you show off how smart you are compared to 100 people that someone surveyed at a mall somewhere in Middle America.</p>	
2:30 p.m. - 4:15 p.m.	<b>POLICY &amp; LEGAL: Implementation of S.B. 1004 - One Year Update - and - What's Happening with Cable Franchise Fees?</b>	<b>PROGRAMMING: What's Your Problem?</b>
	<p><b>(CLE: 1.75 HR)</b> With very little lead time to prepare for the implementation of S.B. 1004, cities had to adopt ordinances and procedures and be ready on September 1, 2017, to permit wireless providers to gain access to public rights-of-way and municipal streetlights, signs, and traffic signals. This session will share best practices and lessons learned during the past year. City representatives will share their experiences, both with implementing S.B. 1004 and developing working relationships with the industry for the benefit of local customers and citizens. Wireless providers will share visual examples of their deployments where they have worked with local communities on the design and location of the facilities to accommodate characteristics of neighborhoods, historic areas, and parks. In addition, we will hear a brief update on pending efforts to resolve disputes arising out of recent franchise fee reviews by cities of several cable television providers that uncovered significant amounts of unpaid franchise fees due to cities.</p> <p><b>Moderator:</b> <i>Georgia Crump, Principal, Lloyd Gosselink Rochelle &amp; Townsend, P.C.</i></p> <p><b>Speakers:</b> <i>Jason Cooley, Intergovernmental Relations Manager, City of Frisco, TX</i> <i>Robert Perez, Public Works Manager, City of Dallas, TX</i> <i>Austin Stevenson, Assistant City Attorney, City of McAllen, TX</i> <i>Representatives from Wireless Providers</i></p>	<p>As governmental media producers, we are all often facing the same problems, challenges, and flat-out obstacles. So, bring your issues, unpack your baggage, ask your questions, and see how the experiences of your peers can help you out. Questions and topics can be submitted beforehand to <a href="mailto:ken.jones@cor.gov">ken.jones@cor.gov</a> or introduced during the session.</p> <p><b>Moderators:</b> <i>Jaclyn Trevino, Multimedia Coordinator, Hidalgo County Public Affairs</i> <i>Brian Groves, City Videographer, City of San Angelo, TX</i></p>
4:15 p.m. - 5:00 p.m.	<b>Joint Session: Why an Open Internet is Important?</b> <b>(CLE: 0.75 HR)</b>	
	<p>We've all read that FCC net neutrality regulations have been rolled back, but what does that mean? Net neutrality is a term much employed in debates about digital freedom and expression, but how is net neutrality affecting the media landscape? What's happening in the entertainment industry overall?</p> <p><b>Moderator:</b> <i>David McElroy, City of San Antonio, TX</i></p> <p><b>Speaker:</b> <i>Mike Wassenaar, President &amp; CEO, Alliance for Community Media</i></p>	
7:00 p.m. - 10:00 p.m.	<b>Government Programming Awards Reception/Dinner</b> <b>Emcee:</b> <i>Saul Garza, Social Media and Media Relations Manager, City of Garland, TX</i>	

## Thursday, November 8, 2018

8:15 a.m. - 9:15 a.m.	<b>Continental Breakfast</b> <b>TATO A Annual Business Meeting (Members Only)</b>	
9:30 a.m. - 11:15 a.m.	<b>POLICY &amp; LEGAL: Federal Update - the FCC, Case Law, Legislation - Impacting Local Governments and the Communications Industry</b>	<b>PROGRAMMING: The Best of the TATO A Programming Awards (and the NO!Toa Showcase)</b>
	<p><b>(CLE: 1.75 HR)</b> Events in Washington, D.C., at both the FCC and Congress, can have significant impacts on how local governments in Texas manage their rights-of-way and provide essential public services to their citizens. Our panel of experts will bring us up-to-date on the activities at the FCC to accelerate broadband deployment, on potential legislation coming out of Congress that may impact infrastructure siting, and on case law that may have ramifications here at home.</p> <p><b>Moderator:</b> <i>Rogelio E. Peña, Assistant City Attorney, City of San Antonio, TX</i></p> <p><b>Speakers:</b> <i>Tim Lay, Partner, Spiegel &amp; McDiarmid, Washington, D.C.</i> <i>Joe Van Eaton, Partner, Best Best Krieger, Washington, D.C.</i> <i>Nancy Werner, General Counsel, National Association of Telecommunications Officers &amp; Advisors</i></p>	<p>You've seen these videos win the trophies at the Programming Awards Dinner! Now it is time to pick the creators' brains and ask any questions you might have about production techniques, behind-the-scenes details, or the creative process. Also, we will debut the 2nd annual NO!Toa Showcase, featuring those projects that were brilliant, thrilling, and for whatever reason, unshowable. You may only get to show them once, but this is the crowd that will appreciate it.</p> <p><b>Moderators:</b> <i>Brian Plinck, Video Producer, City of Denton, TX</i> <i>Ken Jones, Video Producer, City of Richardson, TX</i></p>
11:30 p.m. - 1:00 p.m.	<b>Lunch With Joe!</b> Joe Scott is the popular host of the hit YouTube series "Answers with Joe," where he provides mind-blowing answers to the most perplexing questions in the universe. And jokes. Joe will share how he got started, what he's learned along the way, how to grow your audience and work the algorithms, and of course, Why Teleportation Would Most Likely Kill You. Just like you, he's on a quest to find all the answers.	
1:00 p.m.	<b>Conference Adjournment</b>	
1:30 p.m. - 4:00 p.m.	<b>Optional Tours</b> #1 - George W. Bush Presidential Library and Museum #2 - The Sixth Floor Museum at Dealey Plaza	