



WATO 2017 CONFERENCE SESSIONS

THURSDAY, APRIL 27, 2017

Sessions

PEG: Successful Integration and H/D Migration.

Sit in on a discussion and learn the in's and out's from those that have successfully moved forward into the HD world.

Legislative/Policy: Wireless Telecommunications: What Every Local Government Needs to Know.

Wireless technology is an expanding telecommunications frontier, with increasing pressure on local governments to balance the consumer, industry, economic development, public safety and community aesthetic interests associated with its proliferation. Take a look at the latest development that impacts local control in this important area.

Sessions

PEG: How to reach today's audiences.

Video press releases, blogs, YouTube live. Join us for a discussion on how to push your message out to the new social media market.

Legislative/Policy: Cable Franchising: Today and Tomorrow in a Changing Cable Industry.

With increasing non-cable (IP-based) delivery of video services, it's time to take a look at local governments' legal and contractual authority and prepare for a changing cable franchising future.

Sessions

PEG: NAB Road Show from the Floor.

Legislative/Policy: 2017 Federal Update: FCC, NTIA and Telecommunication Law.

Build your understanding of important federal activities with local impacts, including shifting FCC priorities under a new Commission Chairman Ajit Pai. The session will also address activities at the NTIA and DOJ, current federal legislative action, and congressional ambitions to rewrite the Communications Act.

Sessions

PEG: Drone 101 Roundtable.

The Federal Aviation Administration's (FAA) new comprehensive regulations went into effect in August 2017 for unmanned aircraft systems (UAS) – more popularly known as "drones." The new rules are designed to minimize risks to other aircraft and people and property on the ground. If you plan on getting your license be sure to attend this seminar that will help understand more about the regulations and help you get ready for the FAA test.

Legislative/Policy: Unmanned Aircraft Systems (UAS): Legal Issues for Government Users and Governing of Use by Others.

Unmanned aircraft systems (UAS) – or *drones* – are a growing feature in many communities. Learn about new FAA regulations on drones and the legal implications for how local governments use them and can regulate their use by others.

Sessions

PEG: Drone Demo.

You've heard about them, seen video shot with them on almost every major tv series and motion picture. Now get up close and personal with the unmanned aircraft system, or, as you know them, drones. Various users and models will be on hand for demonstrations.

Legislative/Policy: Telecom Infrastructure: Competing for Access.

Traditional cable and broadband infrastructure (cable, fiber) and new telecom equipment (small cells, distributed antenna systems) are all competing for access to poles, buildings and the public rights-of-way to bring increased connectivity to



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communities. Hear from cable and telecom industry representatives on how they are addressing the challenges of limited infrastructure space while meeting increasing consumer demand for broadband, cable and wireless services.

FRIDAY, APRIL 28, 2017

Sessions

PEG: Video Editor/Photographer Storyteller.

Seattle TV journalist Jon Yeager savors the art of storytelling. In it he finds his purpose. But deadline after deadline, he grows increasingly weary of TV news. He accepts a job at World Vision, an international charity, developing stories about those living in extreme poverty, especially children. His job is now to share those stories with journalists he once worked with.

Legislative/Policy: The View from Olympia.

Learn what state level telecommunication activities were part of the 2017 legislative session, and what might be expected as we move forward.

Sessions

PEG: Can't we fix it in Post? Producers, Writers and Editors Summit.

Share ideas, shortcuts and techniques to take the stress out of building better videos on-time and on-budget.

Legislative/Policy: Cable TV Subscribers and Franchise Revenues: A Future Look.

Access to video programming continues to expand beyond the traditional cable TV subscription model. Improvements in broadband access and wireless technologies provide easier access to video programming over the internet, and increased 'cord cutting.' This is a 2017 look at where this cable industry evolution stands, and planning for a future of decreasing cable TV subscriber levels and franchise fee revenues to local governments.

Lunch Keynote: PEG Video Medley: A Sampling of WATOA Member Excellence.

Watch the best of PEG programming from around Washington state.
