

**Government Access Track for
SCAN NATOA Spring Conference
FOCUSING ON THE BIG PICTURE
June 2, 2010
Hilton Long Beach
701 West Ocean Blvd.**

With an ever-changing media landscape, attention must be paid to the Big Picture and how it affects our communities, viewers and infrastructure. SCAN NATOA's 15th Annual Spring Conference helps frame the issues and gives you the tools to keep your goals in focus.

GOVERNMENT ACCESS TRACK

11 a.m. – 12:15 p.m.

Enhancing Government Access Websites

The Internet continues to rapidly and dynamically evolve. Government Access websites are reaching larger audiences with video on demand and live streaming. Learn from our panelists the techniques they have used to enhance their station's websites while increasing viewership. You'll get tips on how you can improve your own website too!

Moderator:

Dean Smits, LBTV Station Manger, Long Beach, CA

Presenters:

Klyde Layon, Inland Empire Media Group, City of San Bernardino, CA

Harry Roberts, LBTV Webmaster, Long Beach, CA

Leon Worden, Executive Director, Santa Clarita Valley TV, Santa Clarita, CA

2:00 p.m. – 3:15 p.m.

How to produce effective PSAs

Telling a story and communicating a call to action is a lot to accomplish in 30 seconds, but it can be done effectively in a public service announcement. Hear from PSA veterans about their techniques used to create engaging PSAs.

Moderator: Robin Gee, Cable TV Manager, CityTV, City of Santa Monica, CA

Presenters:

Richard Gale, Producer, Beverly Hills Television, City of Beverly Hills, CA

Jane Garcia, Program Manager, Women In Film PSA Program

Tobie Loomis, Director/Executive Producer, Women In Film PSA Program

3:30 p.m. – 4:45 p.m.

News Shows

Find out how local professionals are producing award winning news programs. Get tips and inside knowledge on creating a news program that's specific to your local community. As a Government Access Channel, how do you set your news show apart from network news? With so much variety on TV, how do you get viewers to tune to your channel and watch your news program? Guest speakers will discuss how topics are chosen for their news programs and what guidelines reporters are given to ensure content is relevant and dynamic to their community. Not only does the storytelling have to be compelling, but the types of stories chosen for your show line up could make a difference between a viewer staying tuned in or just another viewer surfing past your channel. Bring your notepads and questions, you won't want to miss this session!

Moderator: Jin Chun, Supervising Producer/Writer, Torrance CitiCABLE 3, City of Torrance, CA

Presenters:

Carla Carlini, President and General Manager, LA 36, City of Los Angeles, CA

Sandra Holden, Executive Producer & Principal Creative Contributor, Long Beach Connect, City of Long Beach, CA

Robert Roseen, Cable TV Producer, Moreno Valley TV 3, City of Moreno Valley, CA

GOVERNMENT ACCESS POST-PRODUCTION TRACK

11 a.m. – 12:15 p.m.

Post-Production Audio for your programs

This session will focus on how you can improve your sound for your programs by using ProTools. You will get taught techniques that can improve your mix and guidelines to use for getting that sound just right!

Presenter:

Don, Audio, Torrance CitiCABLE, City of Torrance, CA

2:00 p.m. – 3:15 p.m.

Set-up, Optimization and Troubleshooting Final Cut Pro

Apple-Certified Trainer Larry Jordan joins SCAN NATOA for this session for Final Cut Pro editors. Larry is a producer, director, editor, consultant and Apple-Certified trainer with over 25 years video production and post-production experience. He is currently using his award-winning skills in training editors to use Final Cut Studio. He is the Executive Producer and Host of **Creative Planet's Digital Production Buzz**, as well as author of five books on Final Cut Studio, along with a monthly on-line newsletter covering Final Cut Studio; now in its sixth year of publication.

A member of both the *Directors Guild of America* and the *Producers Guild of America*, he is a post-production consultant to Los Angeles broadcast and production studios. In addition to his broadcast credits, Jordan is recognized as one of the Top 100 Corporate Producers in America and is frequently a featured speaker at trade shows, industry events and user groups around the U.S.

3:30 p.m. – 4:45 p.m.

Effects and Plug-ins for Final Cut Pro

Join Larry Jordan for this session for Final Cut Pro editors about effects and plug-ins.

GOVERNMENT ACCESS PRODUCTION TRACK

11 a.m. – 12:15 p.m.

Advanced Camera Techniques

Learn from one of SCAN NATOA's most talented director/videographers Tor Johansen, the Broadcast Manager from the City of Glendale, as he brings in the cameras, lights, mics and monitors for a basic field shoot set-up and then demonstrates camera techniques and workflow for both a traditional ENG camcorder and the HD-DSLR workflow. Tor is known for his beautiful camerawork so this is an exclusive opportunity to tune-up those field camera skills as well as gain an understanding of the HD workflow.

2:00 p.m. – 3:15 p.m.

NAB Highlights

The latest video equipment and accessories from NAB are highlighted in this informative session designed to keep you up-to-date in our field!

Moderator:

Kristen Tetherton, Triton Technology Solutions, San Clemente, CA

Presenters:

Doug Leighton, Panasonic

Merlyn Morgan, Marketec

John Borja, Sennheiser

3:30 p.m. – 4:45 p.m.

Trade Show

Don't forget to make the time to check-out our Trade Show in the lobby area where we have hand-picked equipment to showcase that is especially relevant to government cable programmers!