

MACTA's 41st Annual Conference
July 31, 2024
Bunker Hills Event Center
Agenda



8:00 – 8:45 Registration, Continental Breakfast, Visit with Vendors

Foyer Area/ PGA Hall of Fame

8:45 – 9:00 Welcome

Meeting Room 1

9:00 – 10:15 GENERAL SESSION

PEG Funding Legislation Needs You!

Meeting Room 1

You are a critical part of the effort to secure new funding. MACTA leadership and Goff Public will provide an update on all of the hard work and what we learned from this past State Legislative session. Learn the strategies and plan for the next Legislative session and keys to success.

10:15 – 10:45 Break and Visit with Vendors

PGA Hall of Fame

10:45 – 11:45 CONCURRENT WORKSHOPS

CONTENT/TECHNICAL –Creating Good Quality Audio

Meeting Room 1

Audio can make or break a video! With so many advances and new AI-related features available, find out how you can make sure your videos sound as good as they look.

POLICY/LLEGAL – MACTA State Legislative: Preparing for 2025

Meeting Room 2

Goff Public is working with MACTA this summer to develop a comprehensive communications plan to guide public relations efforts in the 2025 legislative session. Learn how every PEG station can help in the effort and provide input on our strategy.

11:45 – 1:00 LUNCH

MACTA news and Film Fest

Meeting Room 1

While lunch is served enjoy a showing of the best work from the past year by your fellow PEG producers!

1:00 – 1:30 Visit with Vendors

PGA Hall of Fame

1:30 – 2:45 CONCURRENT WORKSHOPS

CONTENT/TECHNICAL – Production Equipment Show and Tell

Meeting Room 1

Bring your favorite new gadget! Play with other people's new gear! Geek out with your fellow video nerds! This open floor discussion is your chance to learn about what is sure to become your next object of desire. Local PEG stations CCX and SCC will also be providing tours and a presentation on their production vans.

POLICY/LLEGAL – Combo: NATOA and Federal updates and The Future of Cable Franchises

Meeting Room 2

What's happening on the federal level and the FCC? Could that also affect PEG funding? What is changing in cable franchising and where are you in the process? Hear from the cable attorneys and administrators that have secured recent franchise agreements. Opportunities for Q & A with our panelists.

2:45 – 4:00 GENERAL SESSION

Drones, how things have changed!

Meeting Room 1

The FAA continues to work on changes and improvements to the regulations surrounding drone usage. Hear from drone professionals on the FAAS team about the rules, regulations and updates that you should be aware of, whether you currently fly drones or are perhaps considering adding them to your toolbox.

4:00 – 4:15 CLOSING REMARKS