

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
Eric Strouse, MACTA President **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.

Moderators: Karen George - Quad Cities TV, Eric Strouse - CTN Coon Rapids

Panelists: House Representative District 43B Mike Freiberg, Pierre Willette - Goff Public, Ellen Larson - Goff Public

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.

Moderator: Brian Schmidt - SWCTC

Panelists: Damon Price - NineNorth, Tom Forliti - The Resonating Chamber, Inc.

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.

Moderator: Sam Temple - Northfield Public Television

Panelists: Mike Bradley - Bradley Werner LLC, Elizabeth Emerson - Goff Public, Ashley Aram- Goff Public

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.

Moderators: Pat Cook - QCTV, Carmen Hauck - Town Square Television

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.

Moderator: Jodie Miller - Town Square Television

Panelists: Daniel Lightfoot - League of MN Cities, Brian Grogan - Moss & Barnett, Mike Bradley - Bradley Werner LLC

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 FAASTeam 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.

Moderator: Dan Carpenter - City of Edina

Panelists: Greg Schulz - FAASTeam, Alexander Aman - FAASTeam

4:00 – 4:15 CLOSING REMARKS