

MACTA Annual Conference
June 15, 2022
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 – 10:00 GENERAL SESSION

Closed Captioning **Meeting Room 1**

More PEG stations are adding closed captioning every day. Live automatic captions using AI are now more readily available, less expensive and do not involve a human captioner. Find out more about legal requirements on closed captioning and what solutions are available for live and post production captioning.

10:00 – 10:30 Break and Visit with Vendors **PGA Hall of Fame**

10:30 – 11:45 CONCURRENT WORKSHOPS

CONTENT/TECHNICAL – Maximizing Production Resources **Meeting Room 1**

Join a roundtable discussion looking at the best ways to make use of the sometimes-limited resources that PEG organizations have at their disposal. This session will include tips about content production, technical/engineering work and maintenance, and marketing and distribution. All are encouraged to attend and participate in the conversation!

POLICY/LEGAL – MACTA Legislative Plan **Meeting Room 2**

ACM President Mike Wassenaar and NATOA General Counsel Nancy Werner (remote) will share updates on the Protecting Community Television Act, Congress, FCC, Courts, and the state legislation examples from around the country to support PEG and replace franchise fees lost due to cord cutting. We'll discuss what MACTA is also working on in the legislative front to help offset funding declines and how you can help.

11:45 – 1:00 LUNCHEON KEYNOTE

MACTA Ceremony **Meeting Room 1**

Presentation of MACTA Award and local celebrity entertainer!

1:00 – 1:30 Visit with Vendors **PGA Hall of Fame**

1:30 – 2:45 GENERAL SESSION

On Camera Coaching **Meeting Room 1**

Do you want to build your confidence, and polish your performance? Professional On-Camera Trainer and Coach Michelle Hutchison will lead this session in the craft of on camera and professional presenting. This is a great opportunity for reporters, interviewers, camera operators, elected officials, managers and directors...yes everyone!

2:45 – 4:00 CONCURRENT SESSIONS

CONTENT/TECHNICAL - Making Government Videos Fun! **Meeting Room 1**

Fun videos get billions of views on many different video platforms. Government videos can be fun too. Learn what these panelists are doing to make government videos fun and informative at the same time! Video Festival included.

POLICY/LEGAL – Let's Talk Franchising **Meeting Room 2**

Learn what's new and hear some expert advice from cable attorneys on this panel. We will also be engaging audience members to share news, questions, comments or feedback they have regarding franchise agreements.

4:00 – 4:15 CLOSING REMARKS