

MACTA 37th Annual Conference and Trade Show Webinar

Tuesday, October 20

9:00 – 10:15 **POLICY/LLEGAL** – Federal and State Legislative Update Webinar

What’s happening at the FCC, in Congress, and in the courts, and what info or action steps should MACTA members bring back to our leaders and elected officials? We’ll get an update on wireless small cell deployment, cable franchise fees and how cable operators are implementing the FCC’s order. We’ll also cover how can MACTA members prepare for the post-election Minnesota Legislature and Administration, and successfully advocate for the needs of our communities.

Organizer/Moderator: Mike McIntee, **Executive Director**, *ETV*, www.cityofeagan.com

Joe Bagnoli, **MACTA Lobbyist**, *Winthrop & Weinstine, P.A.*, www.winthrop.com

Nancy Werner, **General Counsel**, *NATOA*, www.natoa.org

Mike Bradley, **Attorney**, *Bradley Law, LLC*, www.BradleyLawMN.com

10:15 – 11:30 **POLICY/LLEGAL** – Broadband Roundtable Webinar

Get the news AND engage in conversation about Minnesota broadband issues that impact MACTA members...bring your questions or a topic that you wish to discuss! MACTA members are at the nexus of local government, communications media, and technology...all across the state. Our panelists will touch on deployment, digital divide/inclusion projects, needs, funding, and policy updates that relate to our members in the metro, mid-size regional communities, and Greater Minnesota. And we’ll hear how the city of Austin, TX, is promoting and supporting digital adoption and why it’s a priority for the city.

Organizer/Moderator: Jodie Miller, **Executive Director**, *NDC4 Cable Commission & Town Square Television*, www.townsquare.tv

Daniel Lightfoot, **Intergovernmental Relations Representative**, *League of Minnesota Cities*, www.lmc.org

Angie Dickison, **Executive Director**, *Office of Broadband Development, Department of Employment and Economic Development*, <http://mn.gov/deed/broadband>

Rondella Hawkins, **Telecommunications and Regulatory Affairs Officer**, *City of Austin (TEXAS, not MN)*, www.austintexas.gov/department/telecommunications

11:30 – 12:15 Visit with Sponsors and Lunch Break Chat Rooms

Tuesday, October 20

12:15-1:30 GENERAL SESSION – Closed Captioning Chat Webinar

Daniell Krawczyk from Municipal Captioning moderates a panel with city channel operators who have implemented captioning, including traditional human captioning services and new AI solutions that automate the process. Daniell and his panel will discuss the experiences these cities had and the feedback they've receive from their community.

Organizer/Moderator: Daniell Krawczyk, **Owner**, *Municipal Captioning*, municipalcaptioning.com

Grant Bachman, **IT / Master Control Specialist**, *Capital Community Media* (Salem, OR)

Alan Bushong, **Recently Retired Executive Director**, *Capital Community Media* (Salem, OR)

Kevin Reopelle, **Information & Communication Specialist**, *City of Jacksonville*, NC

Justin Cowgill, **CTO**, *CreaTV*, San Jose, CA

1:30 – 2:45 CONTENT/TECHNICAL SESSION – All About Editing Webinar

Learn Editing tips and tricks for FCPX, the Adobe Creative Suite, and DaVinci Resolve, from experienced editors on each platform. Attendees will be able to compare platforms, and see how each one is used to make productions shine!

Organizer/Moderator: Carmen Hauck, **Government Producer**, *NDC4 Cable Commission & Town Square Television*, www.townsquare.tv

Tommy Platek, **Producer & Instructor**, *NDC4 Cable Commission & Town Square Television*, www.townsquare.tv

Luke Erickson, **Multimedia Graphics Designer**, *CTN Coon Rapids*, www.ctncoonrapids.com

2:45 – 4:00 CONTENT/TECHNICAL SESSION – Production Roundtable Webinar

Coming soon...Lots of topics to discuss and share ideas. How are you dealing with COVID in productions? What challenges do smaller cities and stations have to deal with COVID in productions? Other possible topics for discussion:

- Sources for templates for animations, effects, music, and stock footage
- 4K video storage and transport/NDI Editing
- Fun video “toys” show and tell
- Sports and Event coverage
- Selling stock footage

Organizer/Moderator: **MACTA PEG Committee**

Wednesday, October 21

9:00 – 10:15 POLICY/LLEGAL – Financial Planning for 2021 and Beyond Webinar

How should MACTA members assess industry trends and create sound budgets for 2021? With the impacts of the pandemic on local government finances, the possible effects of the FCC 621 Order, and the rapidly changing cable television/video marketplace, what is the best approach to forecasting revenues and budgeting for expenses? Must we change our accounting for operating and capital?

Organizer/Moderator: Karen George, **Executive Director**, *Quad Cities Television*, www.qctv.org

Brian T Grogan, **Attorney**, *Moss and Barnett*, www.lawmoss.com

Garth Ashpaugh, **CPA**, *Ashpaugh & Sculco, CPAs, PLC*, gashpaugh@ascpas.com

Bob Vose, **Attorney**, *Kennedy and Graven*, www.kennedy-graven.com

10:15 – 11:30 GENERAL SESSION – Creative Revenue Streams Roundtable Webinar

Hear from Town Square Television staff about their lessons learned on sponsorships, production services, fundraising and cost saving measures, share your own ideas, AND bring your questions for an engaging and interactive roundtable discussion!

Organizer/Moderator: Carmen Hauck, **Government Producer**, *NDC4 Cable Commission & Town Square Television*, www.townsquare.tv

Mike Davison, **Master Control Operator**, *NDC4 Cable Commission & Town Square Television*, www.townsquare.tv

Joe Conlon, **Engineering Manager**, *NDC4 Cable Commission & Town Square Television*, www.townsquare.tv

Shawn Vougeot, **Production Services and Sponsorship Coordinator**, *NDC4 Cable Commission & Town Square Television*, www.townsquare.tv

11:30 – 12:15 Lunch Break

12:15 – 1:30 GENERAL SESSION – Ask the Sponsors! Webinar

Moderator will rotate through the list of attending vendors and sponsors to share attendee questions.

Organizer/Moderator: Eric Strouse, **Station Manager**, *CTN Coon Rapids*, www.ctncoonrapids.com

Wednesday, October 21




1:30 – 2:45 CONTENT/TECHNICAL SESSION – **Social Media and Marketing**..... Webinar

The Wyoming Police Department Twitter page has more than thirty-eight thousand followers. Learn how they did it and how you could do that too! Also, see how a mobile app is created and why CCX Media created one.

Organizer/Moderator: Brian Schmidt, **Government Producer**, SWCTC, www.swctc.org

Paul Hoppe, **Public Safety Director**, *Wyoming MN Police Department*,
www.wyomingmn.org/police

Steve Brockhouse, **Digital Media & PR Coordinator**, *CCX Media*, www.ccxmedia.org

-  - Policy/Legal Sessions: for Cable Administrators, Advisors and Managers
-  - General Sessions: for All Attendees
-  - Content/Technical Sessions: for Content Producers and Technicians