

MACTA Annual Conference and Trade Show
June 13, 2018
University of Minnesota
Agenda



8:00 – 8:45 Registration, Continental Breakfast & Visit with Vendors **Foyer Area**

8:45 - 9:00 Welcome..... **Meeting Room 1**

9:00 – 10:15 GENERAL SESSION

Closed Captioning **Meeting Room 1**

Section 508 standards of the Rehabilitation Act were updated by the Access Board last year. While these standards may not apply directly to PEG channels, it's possible they may have implications for local governments because of our requirement to comply with ADA standards. Find out more about legal requirements on closed captioning and what solutions are available for live and post production captioning.

10:15 – 10:45 Break and Visit with Vendors **Foyer Area**

10:45 – 12:00 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, technicians, managers and directors...yes everyone!

12:00 – 1:15 NETWORKING LUNCHEON

NATOA Update **Luncheon Ballroom**

1:15 – 1:45 Dessert and Visit with Vendors **Foyer Area**

1:45 – 3:00 CONCURRENT WORKSHOPS

CONTENT/TECHNICAL – Live to Web Video **Meeting Room 1**

Facebook Live, Periscope, and other applications have made a huge impact on live online content delivery. In this session, learn how PEG stations can use live streaming services to their advantage.

POLICY/LLEGAL – Legislative and Regulatory Roundtable Discussions **Meeting Room 2**

Learn everything you wanted to know about 5G, followed by roundtable discussions on franchise renewals, the future of competitive franchising, and more. We'll have subject experts at each of the tables to help guide the discussions. *This will be a closed session for franchising authorities and their advisors and consultants.

3:00 – 4:15 GENERAL SESSION

Crisis Communication **Meeting Room 1**

Are you ready to help handle an incident or crisis in your community? What would you do to help? Your entire staff may be needed to help keep your community informed and offer the public guidance. Hear from those who have had to deal with similar issues including the plans made and roles that staff played.

4:15 Closing Remarks - Conference Concludes