



# MINNESOTA ASSOCIATION OF COMMUNITY TELECOMMUNICATIONS ADMINISTRATORS

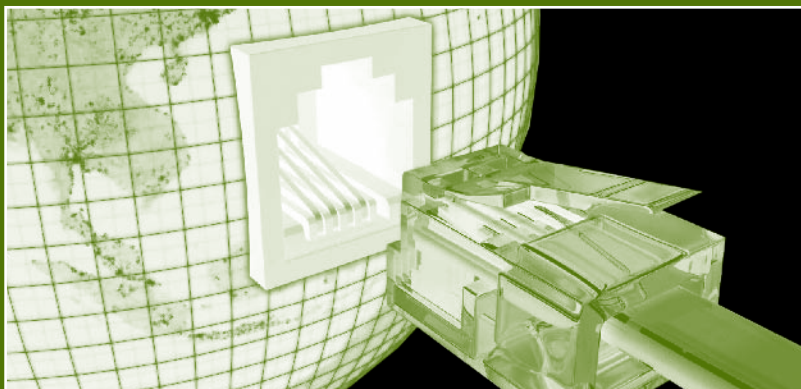
## 2011 ANNUAL CONFERENCE

THURSDAY, OCT 13, 2011  
WILDWOOD LODGE  
8511 HUDSON BLVD.  
LAKE ELMO, MN  
PHONE: 651-714-8068

## CONFERENCE REGISTRATION

1000 WESTGATE DR., SUITE 252  
SAINT PAUL, MN 55114  
PHONE 651.290.6282  
FAX 651.290.2266

[WWW.MACTAMN.ORG](http://WWW.MACTAMN.ORG)



### PROGRAM HIGHLIGHTS

#### GENERAL SESSIONS:

Minnesota Communications Landscape 2012;  
The National View: An Overview of the Regulatory Arena in D.C.

#### Concurrent sessions in two tracks:

##### ► POLICY/LEGAL:

Earned Income Policy Issues  
Threats to Local Control  
Franchise Renewal

##### ► PROGRAMMING/TECHNICAL:

Closed Captioning  
Transitioning to HD  
Documentary Basics

### WHO SHOULD ATTEND?

- Broadband/Fiber Network administrators
- Cable franchise administrators
- Cable television video transmission professionals
- Communication professionals
- Data communication professionals
- Institutional network administrators
- Overall administrators of municipal and non-profit operations
- Video programming professionals

### REGISTRATION

	Members	Non-members
Postmarked by Sept. 22	\$195	\$295
Postmarked after Sept. 22	\$225	\$325

### HOTEL

A block of rooms will be held at the Wildwood Lodge until September 12 for MACTA Conference participants. Special room rates are \$115 plus tax for single or double occupancy. Reservations should be made directly with the hotel. Be sure to mention the MACTA Conference when making your reservation.

# PROGRAM

7:00 – 8:20 a.m. Registration, continental breakfast, visit with vendors

8:20 – 8:30 a.m. Welcome and introduction: MACTA President

8:30 – 9:45 a.m. Opening Keynote:

## Minnesota Communications Landscape 2012

A panel of legislators and industry leaders will discuss Minnesota's communications future. Find out how the current political and economic environment could affect major issues such as franchising, public rights of way, and broadband deployment. And learn what the CenturyLink/Qwest merger might mean for competition in Minnesota.

9:45 – 10:30 a.m. Break and Visit with Vendors

10:30 – 11:45 a.m. Concurrent Sessions:

## POLICY/LLEGAL

### Earned Income Policy Issues

In the face of mounting challenges to traditional sources of funding for community television, more organizations are working to develop new sources of revenue. What are the policy and accounting issues for public access entities trying to develop alternative sources of funding? Join our group of experts for a round-table discussion of this very timely topic.

## PROGRAMMING/TECHNICAL

### Closed Captioning

Many of us have heard the uproar regarding AT&T's UVERSE system for cablecasting public access programs and its inability to display closed-captioning on public access programs. What are the requirements for public access programs when it comes to closed captioning? Who has to do it, and how much does it cost? And what might the FCC do about requiring captioning of Internet video content?

12:00 – 1:15 p.m. Luncheon Keynote:

## The National View: An Overview of the Regulatory Arena in D.C.

Joanne Hovis, NATOA's President and the President of Columbia Telecommunications Corp., will highlight some of the key issues in the cable and telecommunications arena and review key state, Congressional and FCC activities. Learn about decisions made in Washington D.C., that may affect cable regulation and community television in Minnesota and what NATOA, along with its local government association partners, has been doing to make our case.

1:15 – 1:45 p.m. MACTA Membership Annual Business Meeting

1:45 – 2:30 p.m. Vendor Dessert Reception

2:30 – 3:30 p.m. Concurrent Sessions:

## POLICY/LLEGAL:

### Threats to Local Control

NATOA President Joanne Hovis will participate in a panel to discuss, in more detail, regulatory threats to local authority to manage public rights-of-way, the FCC's Notice of Inquiry on Broadband Deployment, Congressional efforts on Internet sales tax reform, and state attacks on community broadband networks. What are the key rule makings and bills that we should be watching? What should we be doing now to influence legislators and the FCC?

## PROGRAMMING/TECHNICAL

### Transitioning to HD

We all want the best, most technologically advanced tools for doing our jobs, but when will it make sense for cable access channels to upgrade to HD? Hear from access facilities and a consultant who have undertaken or are planning HD upgrades, examine the costs and value of investing in this new technology, and learn about the non-technical aspects to be considered as well.

3:45 – 4:45 p.m. Concurrent Sessions:

## POLICY/LLEGAL

### Franchise Renewal

Many Minnesota communities have begun the process of franchise renewal. Join our panel of experts as they discuss the trends and challenges facing municipalities during these negotiations and learn about the importance of needs assessments in the renewal process.

## PROGRAMMING/TECHNICAL

### Documentary Basics

Many producers have great ideas for interesting programs, but don't quite know how to put it all together. During this session, documentary producers and instructors will offer advice, examples, and strategies to help you turn your idea into a well produced and organized documentary.

# REGISTRATION FORM

MACTA ANNUAL CONFERENCE | OCTOBER 13, 2011 | WILDWOOD LODGE | LAKE ELMO, MN

**Payment MUST accompany form to guarantee your spot.**

## MULTIPLE REGISTRATION INCENTIVES

Multiple Registration Discount: Register three or more people and you may deduct \$20 per person from the fee. Multiple registrations must be from the same organization and in one payment. Registrations sent individually or at a later date are not eligible for discounts.

## REGISTRATION FEE INCLUDES:

Registration fee includes: educational sessions, handout materials, trade show with exhibitors, continental breakfast, luncheon, and refreshments.

## CONTACT INFORMATION:

Main Contact: \_\_\_\_\_

### Additional Registrants:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email (required) \_\_\_\_\_ Website \_\_\_\_\_

## REGISTRATION OPTIONS:

	Before Sept. 22	After Sept. 22			TOTALS
Members	<input type="checkbox"/> \$195	<input type="checkbox"/> \$225	x _____	=	_____
Non-Members	<input type="checkbox"/> \$295	<input type="checkbox"/> \$325	x _____	=	_____
<i>Multiple registration discount: If three or more registered, subtract \$20 per person</i>				=	-
<b>Grand Total</b>				=	_____

### PAYMENT TYPE:

Check enclosed

PO Number: \_\_\_\_\_

Complete this form and mail/fax with check payment to the MACTA office at:

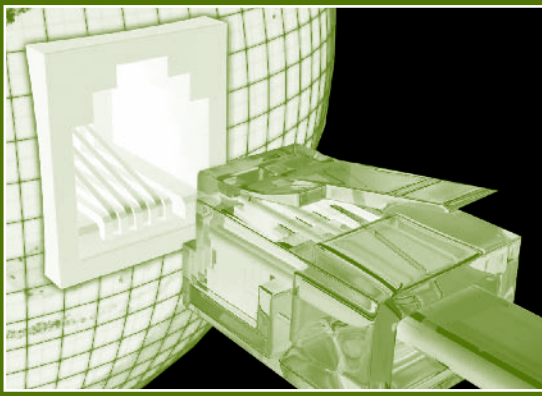
1000 Westgate Drive, Suite 252  
 St. Paul, MN 55114  
 Phone: 651-290-6282  
 Fax: 651-290-2266  
 www.mactamn.org

(For office use only)

initials		fin.
date		
CK/CC		
amt. paid		
bal. due		

Please Note: MACTA does not accept credit cards.

Cancellation Policy: Registration fee less a \$25 administrative charge may be refunded up to one week prior to the conference. An 80% refund may be made up to 72 hours before the conference. No refund for cancellation notice less than 72 hours.



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**REGISTER EARLY  
AND SAVE!**