

Trustees 2014-15

Lee Beckerman-2015
 Nick Besink-2015
 Sharon Colucci-2014
 Bob Duthaler-2014
 Dave Garb-2015
 Stephanie Gibbons-2014
 Debbe Gist-2015

INSIDE THIS ISSUE

Feature:

Evolution of Communications Technology	2
Bits & Bytes	4
JAM Video Festival	5
Committees Corner	10

Meeting Schedule

~~Jan. 29~~ East Brunswick
 Presentation-JVC
~~Feb. 26~~ Piscataway
 Presentation-TelVue
~~Mar. 26~~ Oradell
 Presentation-Azzurro
~~Apr. 30~~ Verona
 Presentation-Varto
 Technologies
~~May 28~~ Woodbridge
Jun. 25 South Orange
Sept. 24 Montclair
 Presentation-Broadcast
 Pix
Oct. 29 Metuchen
Presentation -Custus
Nov. 26 TBD
 Presentation-TBA
Dec. 10 JAM Awards

Your Municipal Communication Resource

Connecting Your Town to Your Residents

PRESIDENT'S MESSAGE SUMMER TOP 10 LIST

Bob Duthaler, President

Every station should have a "Top 10" list of things to do over the summer.

Summer time is always a good time to look at your station and re-think your operation or even to do upgrades. If your station does not have a Top 10 List, why not use the following below as a place to start. These are in no particular order.

- 1) Organize your video files. Now is a good time to go through your video files on your edit system, remove the unwanted files, store raw files on storage drives and back-up all video files.
- 2) Summer is a good time to explore the possibility of upgrading your station to High Definition. You can create a plan to migrate your station to HD. It might start with cameras, move towards an edit system, have HD video-on-demand and eventually stream your station live in High Definition. The cable company might not be ready to give you an HD Channel, but you can be prepared on all other fronts.
- 3) Take inventory of all your equipment. If you are like me, you may have equipment scattered all around your station. Now is a good time to make a list of all equipment, operational use/condition and purpose. Any equipment deemed unusable or unnecessary should be gathered on a list and submitted to your Township Administrator so it can be auctioned off or properly disposed of.
- 4) Take time to update your edit system software and operating systems. Word of caution here, be aware of any Operating System Updates that they do not affect the editing software currently on your system. Certain OS software upgrades might be great for newer versions of edit software, but if you are still running an older version, updating may cause it to not work properly. Always check manufacturers website and the Internet for any possible problems. Always back-up your system on an external drive in case you need to revert back.
- 5) Time to get new B-Roll. Late spring and summer is a great time to go out and about your town with a camera to capture lots of B-Roll of places/locations, signs and more throughout town. This should include parks, monuments, main streets, downtowns and much more. You can NEVER have too much B-Roll.
- 6) Organize your cables. Pull those cables out of boxes, cabinets, bags or just the corner of the room and re-roll them properly (Over-Under), create a location to store them, label them by size (use color coordinated ties) and sort by usage.
- 7) Time to reformat. Use this opportunity to reformat and portable drives that get re-used constantly, format SDHC Camera Cards (do make sure everything you want is off them first), video recording drives (such as Ki-Pro Drives or Focus Enhancement Drives), or bulk erase any video tapes (although if you are still using video tapes – time to look in to #2 on my list)
- 8) Clear out any unnecessary video files on your playback server. Shows that may never see the light of day again or just air annually, now is a good time to store them externally and remove them from your video server. The less files on your server, the better the unit will run smoother. Remember hard drives are just like us, the more we fill them up, the fatter they get with files and slower they operate (which reminds me of another top 10 list I better work on personally).
- 9) Update, Update, Update....there are always so many more things you can update or upgrade for that matter. Use this time to update sets, microphone flags, station websites, phone messages, marketing material, station policies & procedures and much more. Again, take inventory of your station and operation and create an update check list and proceed
- 10) Finally, the summer is a great time to gather up your best videos you created over the year and enter them in the JAM Video Awards. The JAM Video Awards for 2014 are now open and accepting submissions. Keep in mind that if you register 4 paid entries, you are entitled to one additional at no extra cost! You, your staff, volunteers, and others have worked hard to create great content, why not reward yourself. Enter the JAM Video Awards NOW!!



The Evolution of Communications Technology

By Jesse Lerman, President and CEO, Telvue Corporation

The evolution of communications technology is extremely fast, it's everywhere, and it is changing almost everything we do. From the days when the printing press first ushered in the age of mass media, through the arrival of telecommunications technologies that eliminated the barriers of distance and time, we have now arrived at the Internet Age, which is turning digital communications into a tidal wave of information that is disrupting not only communications - but all kinds of business models, politics, information, entertainment, education.... life.



Before we look at how this has affected video technologies, let's review some of the ways in which the Internet has changed the way we relate to information in general:

- Flood of information - Since anyone can publish on the Internet, we are now inundated with information, whether we want it or not. The flood of information is a great for access to knowledge, but sometimes, too much of a good thing. Though we have a world of information at our fingertips, it's now harder to filter signal from noise. Consider that more than an hour of video is now uploaded to YouTube every second of the day -- more than anyone can possibly consume.
- Search - Hence the central role of search algorithms in today's world of communications. People now expect to be able to find what they want to know, as opposed to having it presented to them by newspapers, school teachers, media outlets. Search has changed people's expectations of what they want to see on the Internet. Search presents special challenges to the video industry, as video search is still in its infancy.
- Social networking - The networking potential of the Internet was amplified by the development and wild adoption of social networks, from Facebook and Twitter. The socialization of videos on sites like YouTube has led to a new metric for the success of a video - how viral was it?
- App-ification - Social media apps in particular are emblematic of the next trend fuelled by the growth of the Internet: App-ification. This means that the Internet, instead of being just a huge repository of billions of pages of information, is becoming an underlying service layer for application-based interfaces. In other words, apps have become a way to optimize the experience for any Internet user, whether they're looking for games, videos, or information. When applied to the world of video, in some way apps are becoming the new TV channels. Netflix, Hulu, Roku and others, for example, are apps that might stream to you content that you used to watch on your favorite TV channels.
- Cloud-ification - The Internet has given rise to many software services moving into the cloud. With everything being accessible from everywhere, cloud-based technologies have become powerful tools for collaboration, cooperation, and hardware-free applications for many forms of media, including broadcast.

How has technology disrupted the world of moving images? The transition from film, to videotape, to digital, non-linear file-based workflows has implications for both the production and distribution of videos to the public. The digitization of video was just the first step in a revolution in the entire production workflow. Digital video has created a lower barrier to entry for filmmaking. Just as with publishing, the digitization of video means anybody can be a TV producer, even a TV station, on the Internet. Videos can and are produced by elementary school kids, people with cats, and this generation of what some people are calling "screenagers".

Following Moore's Law, digital media is trending to ever more powerful tools, even while the price of these tools drops to the point where amateurs can afford near professional-grade equipment - like a 4k camera for less than \$2,000. This has led to an explosion of user-generated videos; a sobering thought for any PEG director who believes the central role of their station is to give the community a way to express themselves through video. On the other hand, more

producers means it could be easier to get content from more sources. More producers opens up more potential sources of video, maybe there's a chance for more PEGs to move away from broadcasting community news as digital signage, and increase the broadcast of more varied user-generated and community-generated video production.

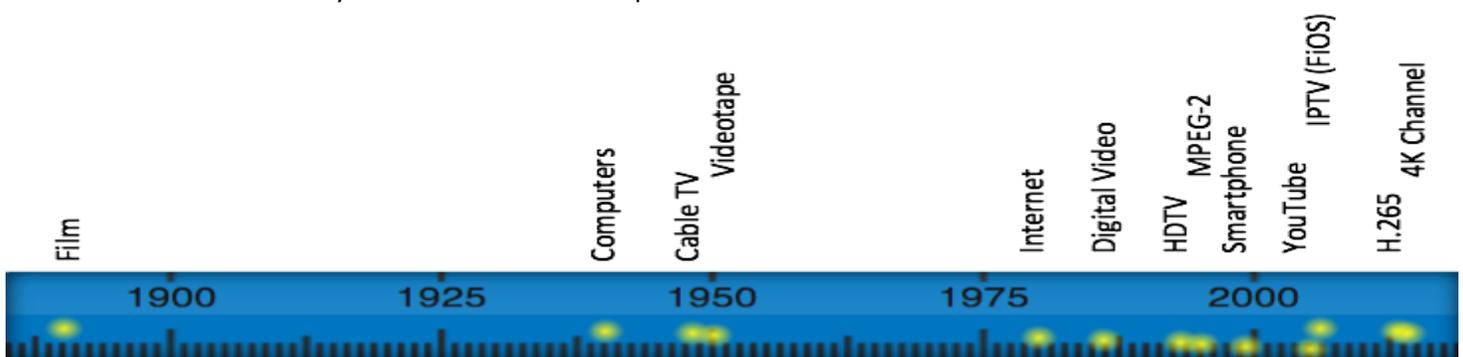
And finally, the digital video revolution has changed the way people use and view video to tell a story. The audience is getting used to ever shorter, more "authentic" videos, and far more personalized than ever. The ability to shoot, produce, and stream video has only increased its currency as a storytelling platform, but at the same time it has led to a transformative shift in the way video is distributed to the world. No longer does the family gather around a single TV screen in their living room. Video is now online, on-demand, social, and available on multiple screens.

Recent research on how technologies are changing viewer habits show several important trends:

- A 2014 comScore report shows that for the first time ever, a majority of U.S. digital consumers - 56% - are using multiple platforms to access their media
- comScore also reports that the number of videos watched online has jumped more than 800% over six years.
- Research conducted last year by the New York Times Video Study confirms a generation gap in viewing patterns. One third of all millennials... that's ages 18 to 34 years old... do most of their video watching online, not on TV. When asked why, viewers said online video was easier to access, could be reached in places where there was no TV, and was the best way for binge viewing... watching several episodes at a time.
- Viewers of traditional TV, on the other hand, said they favored the large screen because of the quality of the broadcast, and the comfort and pleasure of viewing with friends and family.
- And yet -- despite all these trends toward more online viewing -- the latest Nielsen study shows that TV remains BY FAR the dominant means of watching video in America.

For video distribution, this has led to new opportunities for niche content, which can reach viewers with special tastes, anywhere on the Internet. Digital delivery also allows broadcasters, for the first time, to access accurate viewer data, opening up potentially more lucrative advertising solutions.

Whatever the future of communications technology holds, it's approaching more and more rapidly every day. The evolution of communications technology is gaining speed... almost to the point where new technologies become outdated even before everyone has a chance to adopt it. Look at this timeline:



This acceleration of the arrival of new technologies presents some special challenges for PEG. Take franchise agreements, for example. If you sign an agreement for 25 years, let's say, who's to say that the technical provisions will even be relevant by the end? What if you don't get an HD channel in your next franchise renewal... will the world have moved on to 4K by the time the next franchise comes around? Will there even be another franchise agreement by then?

Among the top challenges facing PEG stations in the Internet age is the Internet itself. The term “community media” nowadays means more than just TV, and a PEG operation that doesn’t leverage the Web to enhance its video resources is in danger of becoming irrelevant. That includes a responsibility to archive videos properly, and make them searchable. A lot of legacy TV operations have been slow to embrace the power of the search industry. Since image search is still in its infancy, video is really only searchable by metadata. One of the easiest ways to solve this is through methodical use of metadata in your workflow. You can’t afford to have it be something you “get around to later”. Without metadata, your program becomes very hard to find online.

The evolving technology is a challenge for PEG stations that include community media training in their mission, since the call for training is moving away from the kind of specialized broadcast knowledge that PEGs used to embody. On the other hand, your community would probably be grateful if the community media station truly became the go-to place for multimedia training of all sorts, whether video or other online tools.

So what’s the takeaway from all this? I’m not a futurist or a science fiction writer, but I am an entrepreneur, and entrepreneurs take risks... so here are a few predictions for the future of broadcast technology:

- Move to IP video - The large MSOs are already delivering most of their video as IP. But it’s not just the Cables and Telcos. IP delivery is key to how operations like Netflix have managed to move past its humble DVD beginnings, to the point where it now serves up more than one Billion hours of streaming video a month... consuming an estimated one-third of all US bandwidth at prime time.
- Cloud-based tools dominate. As broadcast moves more and more toward IP, multi-screen, and software solutions running on general purpose hardware, software-as-a-service becomes more attractive, especially for smaller operations that may have no in-house IT experience.
- Line between TV and Internet blurs. Some of you may already be using the Internet to get ahead of Cable. How many are already HD, for example, on the Internet? And as the technology of Smart TVs converges with video-enabled computing devices, will there eventually be much of a difference between the two?
- Devices will multiply - video has already gone mobile. Think of the devices we already mentioned: Roku, laptops and phones... and add to that: Amazon, Apple TV, ChromeCast, Boxee, and even the gaming devices like Playstation and Xbox. TV Everywhere is ... well everywhere.
- TV will finally be searchable - the more people want to choose what they want to see, the more incentive there is to make TV and video more easily searched. Look for greater application of image recognition search, better use of metadata on TV.
- PEGs will move to HD on cable in the near future and will solidify their role as the small voice that can still be heard in a room full of media giants.

Thanks to Jesse Lerman for providing this article and for his continued support of JAG.

Bits & Bytes

- Executive board next meeting June 11.
- NATOA eNATOAs webinars can be seen by members at METV. Reservations required do to limited space. Details: <https://www.natoa.org/events/enatoa.html> . Next eNATOAs: July 14, 2014, 2pm **Preparing Your Community to Be a Gigabit City.**
- September – JAG will open membership to vendors.
- October 29 – Nominations for Trustees (Three Positions) and presentation of the 2015 budget.
- November 26 – Election of Trustees.
- December 10 – JAM Awards Dinner will be the final JAG meeting of the year



Enter Now!
4th Annual JAM Video Festival
Including Four Student Categories

Submission deadline: Friday, Oct. 3, 2014

The festival is open to members of the public and at a discount rate to members of the Jersey Access Group.
Not a JAG member? Find out how to become one.
Student Categories entries are FREE of charge with a limit of five entries per school.

Presented by the Jersey Access Group.



Rules

Judging is based on six basic criteria: Content, Technical Quality, Creativity, "Local-centricity", Style, and Overall Impact. There are a total of up to 24 competitive categories.

1. Submit all entries in DVD-R format only - DVDs must be received by October 3, 2014.
2. Entries may be any length; however judges are only required to watch 15 minutes of each entry. You may submit any part of a program or programs: such as the beginning and end, or beginning and middle, etc. of a single program OR three to four segments from a series program, not exceeding 5 minutes for each segment (clearly delineate between each segment with a slate or fade). You must not re-edit the segments for the purpose of this contest; they must appear as they were originally produced. Entries will not be returned, do not send masters.
3. All entries must be accompanied by a 15 second highlight clip for publicity purposes.
4. All entries submitted must have been wholly produced between January 1, 2013 and August 31, 2014.
5. Entry fees are \$35 for JAG members and \$45 for non JAG members, per entry. Enter 4 programs and you get the fifth entry free!!! Pay online with PayPal at the registration site or make checks payable to Jersey Access Group.

If you don't know if you are a Jersey Access Group member please go to the website www.jagonline.org to ask if you are a member or contact Debbe Gist at dgist@piscatawaynj.org

6. Category awards will be in the form of award for first place, certificates for second and third place, and possibly honorable mention.
7. Please label each entry disk with station or organization name, Name of entry, Category entered and the category number.

Mail entries to:
Lee Beckerman:
The Woodbridge Channels
1 Main Street
Woodbridge, NJ 07095

Make checks payable to Jersey Access Group
Mail check or purchase order to:
Jersey Access Group
PO Box 164
Metuchen, NJ 08840

Reasons for Disqualification

1. DVD-Rs which are not viewable for technical reasons. Judges will make every effort to view your entry. Please check your DVDs before they leave your possession.
 2. An entry that clearly violates a specific requirement of the category in which it is entered.
 3. Improper alteration or re-editing for the purpose of this contest. Program or excerpts of the program should be entered in this contest as they were originally produced.
 4. Incorrect payment or failure to pay.
 5. Failure to provide a 15 seconds publicity clip.
 6. Entry received after Oct. 3, 2014. This is a REAL deadline and there will be no extensions!
- Note: No refunds will be made for any entry that is disqualified, or if any other error is made by the producer or submitter of any entry.

Indemnification and Rights

The Jersey Access Group is not responsible for lost or damaged DVDs. To protect yourself, please do not send masters. DVDs will not be returned.

All decisions made by the judging panels of the Jersey Access Group Video Festival Committee are final. To promote community media, the Jersey Access Group retains the right to use clips of winning entries for promotional purposes, including broadcast of the JAM Awards show for a period of two (2) years.

The producer of the work is responsible for obtaining all approvals, clearances, licenses, etc., for materials contained in the entry and will provide such clearances upon request.

To volunteer to be a festival judge, or for answers to questions, contact:

Lee Beckerman at lee.beckerman@twp.woodbridge.nj.us .

Program Categories

Note: Programs may be entered into more than one category but each category has to have a separate entry form and fee. Awards will be given to first place winners with second and third place winners receiving certificates.

1. **Arts:** Spoken recital, theatre, or other art medium such as video art or experimental videos, other non-musical art medium, or artist profiles
2. **Children and Youth:** Informational or entertainment show or series designed for children or youth
3. **Diversity Programming:** Program that explores culture, people or ideas not generally explored in the mainstream media; speaks to a human understanding of diversity; a specific culture, ethnic group, gay/lesbian, or differently-abled group or different ways of life
4. **Documentary Profile or Event:** Program that profiles true-to-life people, places, organizations, or program that examines true-to-life event(s), occurrences or issues and provides factual information without fictional elements
5. **Instructional & Training:** Programming of a "how-to" nature... informational and skill-building feature (often hands-on) to help viewers accomplish a goal
6. **Issues and Political Process:** Program that includes a monolog or opinion/interview-based discussion of an issue or idea in order to explore points of view, or that involves viewers in the political process, pre-election interviews or coverage of local election night results, commentary, debates, or forums...democracy in action
7. **Live Event or Programming (Live or Live to Tape):** Coverage of an event involving NO post-production editing (except minimal titling) such as a community event, meeting, live in-studio call-in, etc
8. **News and Magazine Format:** Entertainment, information, or variety show or series comprised of short, self-contained segments; or an edited series, or a program that offers reports on local topics and events around a town, city or school
9. **Music and Performance:** Traditional or innovative musical/dance performance, creative or experimental music videos, dance, or music/dance artist profiles
10. **Promo/PSA:** Short (UNDER 5 MINUTES) Station IDs, Show Promos, informational piece about PEG, or a short public service announcement about a nonprofit organization
11. **Local Events:** Parades, festivals, fairs, holiday events, performance, concerts, hometown events, things-to-do in your community
12. **School / Educational Program:** School related programming, profiles or coverage of classroom projects, school events, activities, meetings, etc.
13. **Senior Program:** Informational or entertainment show or series designed for seniors.
14. **Religion & Spirituality:** Discussion of religious teachings or spirituality. Events and traditions of religion, inspirational music or religious and spiritual topics or events
15. **Entertainment Series:** Programs that may include music video and movie wraparounds, sketch comedy, variety acts, along with movie and gaming reviews
16. **Sports Programming:** Program or series about topics related to sports and/or athletics

17. Sports Programming-Games: Coverage of a sporting event and/or sports competition

18. Talk Show: Talk show on any subject or topic, including but not limited to activities or entertainment or monolog or opinion/interview-based discussion of a person or event to generate interest and educate the public

19. Best Production by non-professional/volunteer: Open to any production entirely created and executed by non-professionals

20. Short Film/Narrative Video: Scripted dramatic works of fiction or non-fiction, either drama or comedy

21. Program Opening: Best use of a title sequence of a recurring program

Student Categories

Student Program Categories are intended for programs produced and executed by students in grades 6-12 with adults serving in an advisory capacity only.

1. News or Short Segment: Short informational piece produced as part of a news or morning announcement program.

2. Talk Show Segment: Best produced talk show format on any subject

3. Public Service announcement: PSA produced by school as a call to action

4. Sports Event: Best coverage of a school sporting event

An award will be given for the best Access New Jersey segment that aired between January 1, 2013 - August 31, 2014. You need not submit for this category.

For questions or to volunteer to be a festival judge, contact:

Lee Beckerman at lee.beckerman@twp.woodbridge.nj.us.

Mailing Notes

- **Do not send DVD's until you have completed this on line registration.**
- **Payments can be made by check, purchase order or Paypal with a credit card.**
- **Click below to enter up to five programs and/or categories.**
- **Additional entries require use of a different email address.**
- **You may not change or add to your registration form after you have submitted it.**
- **Maximum of 5 entries per registration form.**
- **Submission of this registration application certifies that I have the authority to submit this entry and have secured all necessary rights for material presented in the program. I understand that by submitting this entry, I am giving the Jersey Access Group and local broadcast stations the rights for non-commercial use of clips of my winning entry for two years for promotional and/or broadcast of the JAM Video Awards show.**
- **All entry DVDs must be received no later than Friday, Oct. 3, 2014.**

JAM Video Awards

Click below to register.

Dinner

When

Wednesday, Dec. 10, 2014

6:00pm-10:00pm

Cost: \$45.00 reservation

\$60.00 at the door

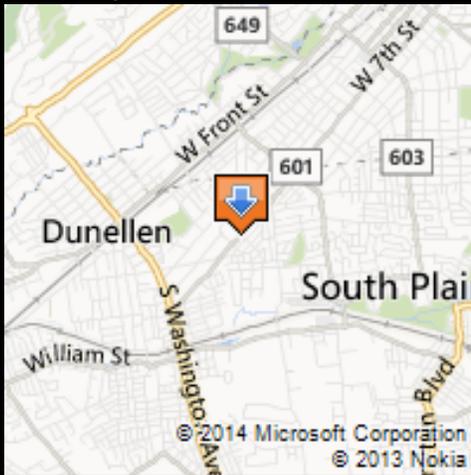
[Add to Calendar](#)

Where

Spain Inn

1707 W 7th St.

Piscataway, NJ 08901



Driving Directions

Register Here!

Only 5 entries per registration.

Awards will be presented at the Jersey Access group JAM Awards Dinner on Dec. 10, 2014 at the Spain Inn, Piscataway, NJ.

We appreciate your support and wish you luck!

Sincerely,
JAM Video Awards Committee
Lee Beckerman, Chair



Register Today!

NATOA's 2014 ANNUAL CONFERENCE

FEATURING

FCC Chairman
Tom Wheeler



September 29 - October 2, 2014

Crowne Plaza St. Paul

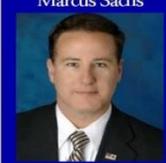
Riverfront Hotel

St. Paul, MN

www.natoa.org

FEATURING

Verizon VP of
National Security
Marcus Sachs



COMMITTEES CORNER

NJ League of Municipalities Conference



<http://www.njslom.org/99thconf/index.html>

Nov. 18-20 Set up Nov.17

NATOA 2014 Annual Conference

Sept. 29-Oct. 2



St. Paul, MN

<https://www.natoa.org/events/annual-conference/2014/>

MassAccess Annual Conference

Coming in Sept.



www.massaccess.org

JAM Awards

Call for entrees NOW OPEN



Awards Dinner

Dec. 10, 2014

STANDING COMMITTEES

External Relations: *Rich Desimone, Chair*

- Rushworks would like to do a virtual interactive presentation at a JAG meeting.
- Tightrope and Azden would like to present at a future JAG meeting.
- Net Neutrality continues to heat up. The NJLOM has requested JAG provide an article for their magazine.
- Continuing to work on two possible workshops for the 2014 NJLOM conference in Atlantic City: *Local Government Communications in a Digital World* and *Cable Franchise Renewals in an Era of Changing Technology*. Details to follow.
- JAG will be meeting with representatives from NJ-GMIS to discuss ways the two organizations might provide expertise in support each other.
- The two municipal workshops: *Emergency Management Communication Network: Nationwide Public Safety Network-FirstNet* and *Cyber Security: Understanding the Threat* presented at the conference were recorded and will be posted on JAG's web site. Links will also be provided to the NJLOM to post on their web site.
- The JAG Newsletter continues to develop as a communication tool for our members. We will be adding a "Vendors Report" section where vendors that have joined JAG will have the opportunity twice a year to update JAG on product development. Only two will appear each month.

AD HOC COMMITTEES

Membership Committee: *Stephanie Gibbons, Chair*

West Milford has requested representative from JAG to address their cable committee. Members of JAG are scheduled to attend. We are also pursuing non-member towns that attended the conference.

Conference Committee: *Rich Desimone, Chair*

Thanks to all that supported the conference and a special thanks to all of you that have responded to our survey. The committee will meet this week to evaluate the results, make recommendations, and close out the work of the committee. A final report will be submitted to the executive board. The conference web site will be updated with highlights in the coming months. Congratulation to those who left with one of the vendor passport prizes valued this year at \$8,775.00.

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info@jagonline.org

New Jersey Chapter of NATOA and New Jersey League of Municipalities Affiliate

Editor Rich Desimone