

Your Municipal Communication Resource

Connecting Your Town to Your Residents

Where Are We Going From HereThat Is Up To You

I sat around for days, wrote a few sentences here and there, yet I still could not come up with an article for this month's newsletter. It was not from a lack of things to say. Anyone who knows me, knows I always have a few things to say. I like to keep on top of industry trends, keep informed about pending legislation and am always interested in production. But none of these were the reasons why I couldn't write this article. Truth is, it's not that I have nothing to say, it's that I have too much, and just didn't know where to start.



So, let's start with the main event – the Eastern Video Expo. JAG has always prided itself in holding the largest conference and expo targeted specifically toward PEG and other local media. From its early onset as a simple trade show, to its expansion as the Power of Partners to its present form, the Eastern Video Expo. The JAG Executive Board and Conference Committee work hard to coordinate a full day FREE trade show with industry leaders and the latest technology. In addition, they work hard putting together numerous panels and workshops with experts to discuss the trends and issues that affect all of us. Just these two elements alone should have everyone ensuring that they and their station staff, crew and volunteers are registered for this event. Everything from vendors and workshops to the traditional Thursday night banquet are in place to make this one of the best conferences to date. So what is missing? It's you -- our membership! Visit the conference website now and register for this year's event: www.easternvideoexpo.com There are a ton of registration options – from full conference to workshops only to just the FREE trade show!

An update on this year's JAG Awards – The JAG Awards have always been great way for stations and individual producers to have their hard work and efforts recognized by their peers. A night for us to gather, enjoy each other's company and talents, and share in expressing our congratulations for the winners. All of us understand all the hard work and thanklessness that goes in to a lot of the great shows and content we produce, but the JAG Awards ensure that it does not go unnoticed.

The JAG Awards Committee has decided to delay the JAG Awards ceremony until the end of this year, and to open the submission period again to allow more of you to submit your work. If you have already entered, you are all set. If you haven't, you will have the ability to enter over the course of the next few months. Look for updates via email and social media!

Trustees 2019-20

Bob Duthaler Pres.- 2020
 Dave Garb VP – 2019
 Dave Ambrosy
 Recording Sec.- 2019
 Linda Besink Treasurer- 2020
 Anthony Pagliuco
 Corresponding Sec. – 2020
 Jeff Arban- 2019
 Lee Beckerman- 2020
 Stephanie Gibbons- 2020
 Darryl Love- 2019

Inside This Issue

NATO Annual Report	pg3
Tightrope Preview	pg5
Expo Workshops	pg6
Volunteers	pg8
Bits & Bites	pg9
Committees Corner	pg10

General Meeting Schedule 2019-2020

Apr. 24- Oradell
 Presentation- Tightrope

May 22- New Brunswick
 JAG Reception, Welcome expo
 special guests

Jun.12- West Milford
 No Vendor Presentation

Sept. 25- Varto Technologies
 in East Rutherford
 Presentation-by Varto

Oct. 30- TBD
 Presentation- TBD

Dec. 4- Edison
 Presentation: TBD

**Jan. 30- East Brunswick
Library**
 Presentation- JVC

Feb. 27 Princeton
 Presentation- TelVue

Mar. 25- Piscataway
 Presentation- TBD

Finally, the JAG organization can only thrive when its members participate in monthly meetings, get involved with committees and participate in discussions via the JAG email list serve. Over the years these elements have helped grow the organization not only in membership numbers but in the organization's value to the governments and communities which we serve. But we have noticed slower membership renewals and reduced turnout at meetings. These very tools that once brought about a robust organization are now the very things that are challenging us in doing our best work for the organization.

So now I ask you, the members of this organization, the very thing that is the title of this article: Where are we going from here? And that answer can only be found in each one of you - our members.... That is up to you! So to that end, I ask that all members do the following this week:

- 1) Go to the conference website now, www.easternvideoexpo.com and register for this year's conference. You can enjoy the entire conference with all of the great meals or simply register for the FREE Trade Show. There is truly a registration option to suit everyone's needs.
- 2) Share the conference website and registration information with at least FIVE other people you know who might benefit and could be interested in this event. This would include people working in PEG, volunteering for PEG, independent producers or students.
- 3) Attend the next JAG meeting, which is Wednesday, April 24th @ 11:30am in Oradell (355 Kinderkamack Road). Do what you can to open up your schedule, reschedule meetings during that time slot or rework production schedules. Make this and all monthly meetings a regular part of your schedule. And, please, you are welcome to bring along a friend or two!
- 4) So you didn't enter the JAG Awards...well your procrastination opened up a new window that will allow you to still register. In the upcoming weeks, we will make a new registration link available for stations and producers to still register their work for the JAG Awards. In addition, you will not be required to upload your videos or clips until the fall! This takes away all excuses and still affords you the opportunity to be part of a JAG tradition.
- 5) Finally, please know that it is important to keep the lines of communication open. If you have a question for me or the Executive Board, want to give us feedback on our communications or initiatives, or want to learn more about committee membership, please send me an email at bduthaler@jagonline.org. I would love to hear your input and ideas.

See you at the conference!

Bob Duthaler

President, Jersey Access Group

Member, National Academy of Television Arts and Sciences (EMMYS)



Free Trade Show and vendor presentations.

Register for the Expo today at www.easternvideoexpo.com

Special Promo Codes are available for JAG members by contacting Linda Besink at lbesink@gmail.com or calling (201) 261-0786.

And be sure to "Like" us on Facebook (<https://www.facebook.com/Easternvideoexpo/>) and "Follow" us on Twitter (@EasternVideoExp) and Instagram (Easternvideox) to get the latest news as plans for the Expo continue to develop. We look forward to seeing you there!

Every member strengthens NATOA's unified voice and political clout.

Our accomplishments demonstrate the power of local governments working together and a commitment to our mission of supporting and serving our members through efforts such as:

- Annual conference and webinar educational programs (eNATOA)
- Advocacy tools, templates and model codes
- Committee engagement and action across local government telecom issues
- Listservs for members from varying sectors to network
- eN-Light newsletter briefs
- Professional networking and online resources
- For nearly 40 years, NATOA has represented and guided local governments through the minefield of telecommunications policy.
- We are your voice in Washington DC.
- We advocate on your behalf before the FCC and Congress.
- We follow judicial cases and partner to fight for you in court.
- We work closely with other national organizations
- NATOA also provides guidance to local officials on industry and regulatory changes in wireless, broadband, cable franchising, and PEG programming.
- In just the past few months, for example, NATOA has prepared a Model Municipal Code, has issued a Small Wireless Facilities Implementation Guide, and has scheduled a national webinar on building creative content for PEG channels.
- Recently, NATOA held a webinar called "Diving Into Small Wireless Facilities Deployment: Implementation of the FCC's New Rules for Small Cells" to assist our members with the FCC's new small cell wireless rules.

Conferences/Speaking Appearances:

- Broadband Communities Summit
- NATOA State and Regional chapters - SCAN, MACTA, JAG Eastern Video Expo, CCUA, TATOA
- USCM Congress
- Mountain Connect
- APPA
- FCC Wireless Bureau
- NLC Tech and Communications Committee
- ACM and ACM Western Regional
- Great Lakes Connect
- CLIC/BB Communities
- NJ League of Municipalities
- Mass Municipal Assn

Continued

In 2018, NATOA submitted 17 filings with the Federal Communications Commission in at least 19 different dockets, including:

- Ex parte letters objecting to proposed Declaratory Ruling on moratoria on telecommunications applications and to proposed preemption of local authority over deployment of small wireless facilities in the rights of way, WC 17-84; WTC 17-79
- Ex parte meeting with Commissioner Carr regarding small wireless facility deployment, WTC 17-79; GN 17-83; WC 17-84; WTB 16-421; ET 13-84
- Jointly filed a request to stay the FCC's small wireless deployment order
- Comments and Reply Comments in opposition to a proposed rule that would reduce cable franchise fees and impact PEG operations, MB 05-311
- Ex parte letter regarding issues with the Broadband Deployment Advisory Committee (BDAC), WTC 17-79; GN 17-83; WC 17-84
- Ex parte letter objecting to the FCC's order exempting certain wireless deployments from federal environmental and historic preservation review, WT 17-79
- Petition for Reconsideration of the FCC's order exempting certain wireless deployments from federal environmental and historic preservation review, WT 17-79
- Comments on a proposed rule to eliminate the requirement that cable operators maintain a channel lineup at the local office and in the FCC's online public file, MB 18-92; MB 17-105
- Comments in NPRM to make changes to Lifeline program, WC 17-287; WC 11-42; WC 09-197
- Intervened in litigation challenging the FCC's orders preempting local authority over their rights of way with respect to small wireless facility deployment
- Created a model code for municipalities to help facilitate small wireless deployment, which is useful as an alternative to the model approved by the industry-dominated BDAC
- Provided detailed summaries on the FCC's new small wireless deployment rules and proposed new cable franchising rules
- Provided template letters, resolutions and FCC comments for members to use in opposing FCC small wireless and cable franchising proposed rules; assisted members in drafting and filing letters, comments and reply comments
- Appointed to represent local governments on the BDAC's Disaster Recovery and Resiliency Working Group
- Provided template letters and resolutions in support of legislation, such as H.R. 530, that would undo the FCC's small wireless preemptions
- Submitted a statement for the Record, with NLC, with respect to the hearing "Closing the Digital Divide: Broadband Infrastructure Solutions" before the House Energy and Commerce Committee, Subcommittee on Communications and Technology

PEG

- An active Facebook group for video producers
- Annual Government Programming Awards
- Examples of all award-winning programming
- Annual featured storytelling speaker at annual conference
- Hands on editing workshop at annual conference
- Learning from colleagues in the same profession from different parts of the United States
- Participating in panel discussions and webinars covering a variety of topics related to your profession
- Learning ways to articulate the values of your profession to elected leaders, public officials and residents

Why OTT is a PEG Game Changer Opportunity exists, will you seize it?

By Steve Israelsky, President, Cablecast Community Media by Tigtrope Media Systems

Note: Visit the Cablecast team at OPTV in April for an exclusive JAG OTT special offer. We will need a head count, so register here (alt text: Visit: [bit.ly/JAG Roku Giveaway](http://bit.ly/JAG_Roku_Giveaway)).

OTT in the vernacular of the Cable Communications industry stands for “Over-the-Top” which is a non-specific way of saying that it is a way to receive television over the Internet directly to your television without the need of a cable box or subscription. Given the fact that cable operators dominate the home Internet market it still means that you are forking money over to the cable company, but for some people who are OTT only or “cord cutters” the net result is that they can watch television without a cable subscription.

There are many ways to cut the cord and as they mature more people will make that decision. It is possible to use an HD antenna for over-the-air broadcast and then just pull in Netflix, Amazon Prime and premium pay services like HBO and Showtime to round out your viewing experience, but now there are also several services that make it possible cut the cord without a line of sight to a broadcast tower. These services are called virtual MVPD’s, which stands for virtual multichannel video programming distributor. An MVPD would be a typical cable operator like Comcast or Spectrum; a virtual MVPD uses the Internet to deliver a set of channels, which now often include local broadcast channels and sports networks, over the public Internet. Sling TV, YouTube Premium and PlayStation Vue are a few examples. The fact that virtual MVPD’s exist, and that they are getting better and offer a back-door way to “bust the bundle”, means that it is inevitable that their market share will increase.

OTT is a game changer for a many of reasons; first, as more consumers drop cable in favor of OTT, unless the basis of franchise fees are redefined away from cable subscriptions to all services delivered through the cable; franchise fees and PEG revenues will continue to drop. The second reason OTT is a game changer is much more positive, it can put community programming on the same footing as any other local broadcaster.

The cable operators have commonly treated PEG like a second-class citizen. They fight tooth and nail to keep PEG channels out of the electronic program guide; they do zero cross-channel promotion of PEG content; they move PEG channels up into the hinterland of the channel lineup; and while most other channels are offered on-demand, very few PEG channels are afforded that opportunity. The reality is that we now live in an on-demand and time shifted television world and PEG channels have been left on the bench. OTT changes all of that.

Transformation #1, Program Guide Parity. Imagine this. You sit down on your couch in the living room and launch Roku, or Apple TV or any of the television sets with Roku built directly into the user interface/menu. When Roku launches you are presented with the dozen or so channels or apps that you have downloaded onto your home screen. One of them is the app that takes you to the P, E & G channels sorted geographically so that the channels closest to you are the first ones listed. So, if your viewers choose to place it there, your local access channels are among the first tiles that they see. It is not buried in a lineup of a thousand channels; it is right where they want it, front and center.

Transformation #2, Picture Quality Parity. You click on your access station and are immediately presented with 3 streams, one for Public, one for Government and one for Educational access. They are all in full 1080P high definition. The quality is just like what you would receive if the cable operator gave you an HD channel. Better in fact, they cannot mess with your audio quality or squeeze you into the smallest gigabit per second profile possible.

Transformation #3, Video on Demand Parity. The stream looks great, but you really want to see the community repertory theater production of “The Crucible” that aired last week. So you scroll down to the Arts category or a smart collection on the screen and navigate over to the play. Or, you search for it with your remote, just like your neighbor searches for shows on the HBO channel. You find it, click on the show, it opens in full HD 1080P just like Game of Thrones, but it is not, it is your local production of “The Crucible”. You skip forward with your controller to Act 3 because that is where you left off last time.

Many argue that they can’t go online or OTT because they don’t want to antagonize the entity that provides their primary source of funding. Others argue that PEG funding is tied to cable revenues and therefore to distribute content outside of the cable environment online and over the top will reduce those revenues. The irony is that the cable providers are doing everything they can to reduce their franchise commitments and marginalize PEG programming. They have even created their own virtual MVPD packages. Perhaps it comes down to philosophy; if you view your role as providing community media and alternative voices versus a role defined by the cable medium itself. One thing is certain however; history is not kind to those that do not embrace change, particularly changes in technology. If PEG does not join the rest of the world, the rest of the world will quickly pass PEG by.

Preview This Year's Workshops



Technology

LED Lighting changed everything: Smaller, lighter, more diversity, less power needed.

The television production industry has experienced many changes in technology over the years, but arguably, no technology has revolutionized the production industry the way LED technology has completely revolutionized lighting. There are so many new lights available that it's difficult to know what lights to choose for specific situations. Dave Landau will review the various new lighting appliances available and help you understand which one to choose for which situation.

Panelists: Dave Landau, Director of Photography, Cinematographer Teacher and Author, (With Paul Distefano, Northeast Regional Sales Manager, DeSisti) Moderator: TBD

Picking the Right Camera

With so many different cameras available today, how do you know which one to choose for your particular application? Do you work in a studio; do you shoot on location; do you have control over your lighting, or does your camera have to work in low light; which compression and file format works best for your application; what size sensor do you need; does the same camera work in run and gun situations and controlled set ups; what is your budget; should you consider a DSLR or a more traditional video camera? There are a lot of questions to be answered and this workshop will attempt to tell you everything you need to know about choosing the right camera for your application.

Panelist: Rick Cook, DP Brookdale Community College, Nick Besink, Station Manager, Oradell, Brian Belzer, EBTU & Freelance, Moderator: Eddie Cologna, President, Cologna Productions

Station Workflow design in the age of video over IP

For years the workflow in most Television facilities was taken for granted—a expensive router switch sent signals all over the planet to where they were needed. Today there is technology available using the ethernet connections that are available in most businesses to do exactly the same thing at a fraction of the cost. This has revolutionized the design of new production facilities while saving the end user thousands of dollars in hardware costs. This workshop will explore the new techniques involved with facility design and discuss the plusses and minuses of video over IP.

Panelists: John Turner, Freelance Cinematographer, Yervant Keshishian, Sales Engineer, Varto Technologies, Moderator/Panelist: Eddie Cologna, President, Cologna Productions

Taking Automation to the Next Level

In the modern age, you want your automation system to do more. Automation is no longer just about your linear channel schedule, or moving media within your facility. Cloud integrations, Social Media, and Artificial Intelligence are driving new automation requirements. In the evolving media landscape, how can you best use automation to save you time and money?

Panelists: Jesse Lerman, CEO TelVue, Bob Duthaler, Ex. Producer/Partner, DNS Media Group Moderator: Dave Garb,

Production

The Creative Process: How to tell an informative and entertaining story.

Sometimes when beginning to tackle a new production, the task seems daunting—where to start, what to include, what to leave out, who to interview, what story to tell. Each of our Emmy award winning Producers will share with you their approach to creating an informative and entertaining documentary. In this workshop they will explain how they chooses topics that will have appeal; how they pitched these ideas to network decision makers; and the methods they use to execute the project once it has been sold.

Panelists: Joe Lavine, documentary film producer and director, Mike Kostel- Producer, Actors Studio, Ch13, Willie Wienbaum, Producer, ESPN, Moderator: Geoffery Belinfante, Ex. Board, Hometown TV

Understanding Storytelling for Editors

The storytelling aspect of editing is an art more than it is a series of techniques. In this workshop, learn the skills to make great edit decisions, choose better shot sequences, understand pacing, and tell a great story. Watch famous film moments, learn why they work and how you can use these concepts in your own craft.

Panelists: Mary Foti, Editor, Nautical Media Group, Abby Wilson, Editor, C-Net, State College Moderator: TBD

Operations

Multi-platform Media Workflow Management: Live Streaming Solutions

Changes in live streaming have affected the way content can reach audiences. Come learn some of the different workflow methods that are applied, such as, point to point between the field and studio, as well as how audiences access content over the public internet

using OTT technologies. We will discuss some of the current data that suggests how the distribution of content is evolving so you can stay current with future shifts in the broadcast industry.

Panelist: Paul Cintolo, Technical Support, Quality Assurance, Comrex, Jesse Lerman, CEO TelVue Moderator: Cindy Hahn, Executive Director, C-NET, State College, PA

Marketing your Channels and Centers: Social Media Analytics

You have a Channel. You have Video Content. What you need are eyeballs. How do you market your channel without a big marketing budget? How do you leverage and utilize social media platforms to help drive your message? What role do social media analytics play in crafting that marketing message to residents? Discussion includes defining social media analytics, how to generate and interpret the information and what options you have to adjust.

Panelist: Samantha Torres, Social Media Strategist, Solis Digital, Sabrina Teekah, COO, OP-X Consulting Services Inc., Leontyne Anglin, Staging Execs Moderator: J Robertson, Managing Director, Ho'ike: Kaul Community Television, HI

○ **Documentary Production—How to get started, raise money and produce the show.**

So you have this great idea for a documentary, but you have no idea how to get your project financed, and once it is financed, how to make it. Our panelists have had this same experience, but they have lived to see their dreams become reality. They'll take you through the challenges of finding interested parties, applying for grants, raising money, producing the finished product, and then finding a distributor. It's a roadmap for success from documentary producers who share all the pot holes you'll face along the way.

Panelist: Larry Fast, Producer, Synergy Electronic Music, Inc, Steve McCarthy, News Producer, School of Communication and Media, Montclair State University, Moderator: Geoffery Belinfante, Ex. Board, Hometown TV

Legislative

Cable Franchise Update and Understanding the Federal Regulatory Threat to Community Media

The FCC has proposed rules that if adopted, could mean the end of PEG channels or at a minimum, drastic reductions in the ability to fund them. Learn what JAG and others around the country are doing to advocate to protect community media, what your jurisdiction can do to help, and how these issues are being addressed in franchise renewal negotiations. This session will also address related issues facing jurisdictions facing franchise renewals nationwide like HD channels and franchise oversight.

Panelists: Nancy Werner, General Counsel, National Association of Telecommunication Officers and Advisors, Tom Robinson, President, CBG Communications, Moderator: Cindy Hahn, Executive Director, C-NET, State College, PA

Small Cells in the Rights of Way and 5G Technology

How are localities adapting to the FCC's September 2018 Order? Last year's conversation was about preparing for the roll out of 5G and the impact on local rights of way. Where are we a year later? What requirements are imposed on localities by the FCC's 2018 Order and what local control remains? Learn how your community can be best prepared to address these challenges.

Panelists: Greg Meese, Price, Meese, Edward Purcell, DiFrancesco Bateman, Brandon Dittman, Helmer, Conley and Kasselmann, Moderator: TBD

Energizing You Municipal Leadership for Legislative Support

Cable franchise issues? Challenges with siting wireless facilities? Looking for ways to enhance your broadband capabilities? How do you best advocate with elected officials? This session will examine the current communication landscape impact on your community, the tools available to you to build support, and leave you better prepared to address your local communications challenges.

Panelists: Brandon Dittman, Helmer, Conley and Kasselmann, Edward Purcell, DiFrancesco Bateman, Nancy Werner, General Counsel, National Association of Telecommunication Officers and Advisors Moderator: Rich Desimone, Managing Director, JAG

New Jersey Telecommunications Policy: Where We Are and Where We're Going

Please join this seminar to discuss the state of the State of New Jersey's telecommunications policy and what to expect ahead. This panel will consist of a discussion among New Jersey policy makers about issues related to franchise fees, statewide franchise renewal, managing municipal rights-of-way and much much more.

Panelist: Mayor Brian Wahler, BPU Commissioner Upendra Chivukula, Assemblyman Wayne P. DeAngelo, Deputy Speaker, Telecommunications and Utilities, Chair INVITED Moderator: Ed Purcell, DiFrancesco Bateman

How Secure is Your Network From a Cyber Attack

In this workshop, you will learn the types of threats that can infect your network and the best ways to protect yourself and your data. TV facilities networks are growing everyday with new devices and along with that is increased vulnerability. We see nearly 8 million cyber-attacks in the United States every day, with nearly 50% targeted to networks of 100 users or less. During this workshop, we will discuss the best practices for securing your network against the latest threats.

Panelist: Andrew Calore, President, BCI Computers Moderator: J Robertson or Cindy Hahn?

Committees

Volunteerism

Rich Desimone, Managing Director

This has been a very busy month for committees. Legislative Committee provided representative to FCC/Hill Visits. External Relations Committee supported Montclar State live event and attended NAB. Production Committee is planning interviews at the expo. Conference Committee was at NAB recruiting vendors for the expo, launched an Expo video, and is finalizing the expo program. Please join in with these dedicated members listed below and assist JAG in forfulling its mandate.



Executive 2019	Production 2019	Membership 2019
Bob Duthaler, President 2020	Lee Beckerman (Chair)	Darryl Love/ Bruce Goldsmith (Co-Chairs)
Dave Garb, Vice-President-2019	TBD: (Secretary)	Linda Besink: (Secretary) Data Management
Linda Besink, Treasurer-2020	Dave Ambrosy: Producer	Bob Duthaler: List Serve
Dave Ambrosy, Secretary-2019	Nick Besink:	George Bumiller: Outreach
Anthony Pagliuco, Corresponding Sec.-2020	Brian Belzer: Editor/Camera	Stephanie Gibbons:
Stephanie Gibbons, Trustee 2020	Anthony Pagliuco: Editor/Camera	Dave Garb
Jeff Arban, Trustee 2019	Peter Neman	
Lee Beckerman, Trustee 2020	Dave Grab	JAG Awards 2019
Darryl Love, Trustee 2019		Bob Duthaler (Chair):
Geoffrey Belinfante, External Relations		various members: (Secretary)
Rich Desimone: Managing Director Action Plan		David Bandfield (Vice-Chair)
		Dave Garb
Finance 2019	Legislation 2019	Lee Beckerman
Linda Besink: (Chair)	Dave Grab (Chair):	Darryl Love
TBD: (Secretary)	Linda Besink: (Secretary)	Amanda Olsen
Bob Duthaler: Budget Review	Ada Erik: NJ Legislation	Bob Nicholson
Dave Garb	Nick Besink	Dave Ambrosy
	Dave Bandfield	Conference 2019
		Stephanie Gibbons: (Co-chair) Registration, Municipal Outreach
		Cindy Hahn: (Co-chair/Secretary) Program, Marketing, Newsletter
Outside Contract: Bookkeeper		Linda Besink: Treasurer, Registration
Outside Contract: CPA		Geoffrey Belinfante: Workshops/Vendors
External Relations 2019	Sub Committee Marketing 2019	J Robertson: Affinity Lunch & topics
Geoffrey Belinfante (Chair)	OPEN: Chair	Bob Duthaler: Marketing
TBD (Secretary)	TBD: (Secretary)	Anthony Pagliuco: P&D, Tec Support
Stephanie Gibbons: Members	Bob Duthaler: JAG Web Site	Jeff Arban: Power, Tec Support
Bob Duthaler: NJLOM Join Session, JAG Session, Booth Staffing and rooms	Cindy Hahn: JAG Newsletter, Writer/Editor	Mary Foti: Video Marketing
Cindy Hahn: Writer/Editor	Mary Foti: Video	Ed Cologna: Vendors, Tec Support
George Burmiller		Rich Desimone: Managing Director Conference Coordinator
Vivian Gaspar		Outside Contract: Web Site, Program, Fliers
Mariam Rosenberg	Rich Desimone: Managing Director JAG Newsletter Editor	Outside Contract: Social Media
Dave Garb	Outside Contract: Social Media-TBA	Outside Contract: Videographer
Bruce Goldsmith		
Rich Desimone: Managing Director Rep. to NJLOM and NATOA		

Bits & Bytes

- Apr. 24, 12 noon-2pm — Oradell General Meeting
 - JAG Legislator of the Year & Municipal Excellence Awards
 - FCC Visit and NAB Reports
 - JAG at NJLM 2019
 - Presentation Tightrope- *Roku Box Giveaway to all attending*
- Apr.29, 2pm -4pm — Conference Committee meeting
 - Outreach
- May 22, 12 noon-2pm — Executive Board meeting
 - NATOA Chapter Update
 - Legal Consultation
- May 23, 6pm -9pm — JAG Welcome Reception
 - VIP Welcome
- May 24, 9am -4pm — Eastern Video Expo
 - FREE Trade Show
 - Legislative Workshops
 - Affinity Lunch
- May 25, 8am -5pm — Eastern Video Expo
 - Technology/Production/Operations/Legislative Workshops
 - Keynote Lunch



Hotel rooms block filling up. CALL NOW

JAG Members are invited to a Free Event

**Welcome our visiting guests and VIP's that will be attending
The Eastern Video Expo
May 22, 2019, 6-9pm, Blackthorn Restaurant & Irish Bar
61 Church Street, New Brunswick (opposite the Hyatt)
Hot appetizers and cash bar**



WE SHARE YOUR VISION™



HELMER, CONLEY & KASSELMAN, P.A.

ATTORNEYS AT LAW

COMMITTEES CORNER

EXTERNAL RELATIONS COMMITTEE: *Geoffrey Belinfante, Chair-Re-elected*

I just spent four days at the NAB convention in Las Vegas, and it seems every time I leave the convention, I scratch my head just thinking about the changes to our industry since I first got involved over 40 years ago. As you might expect, it used to be that the changes always seem to start at the high end—camera's that make spectacular pictures with controls to paint the image any way you like—infrastructure changes that will allow the production and transmission of 4K and even 8K images over IP networks—new streaming technologies that provide real time two way interaction with live streams—huge displays that look better and are lighter and thinner than the 60 inch tv in my living room. The good news is that these changes have also trickled down to technologies that even those of us with modest budget can afford. More and more people were showing software-based production tools that work with all sorts of source material even images produced by cell phones. The studio in a box technology that was popularized by Newtek is now offered by many companies at prices far below the cost of a Tricaster. There are more and more products to stabilize your camera when shooting hand held and there are more, smaller, and brighter LED lights than ever before. While there seem to be technological enhancements every year at NAB, this year those changes seemed to be particularly appropriate for community and municipal channels. You can be sure that some of this technology will be on display at our conference. Be sure to attend and be prepared to be amazed. If you have any ideas as to how we can help the Commission, please let me know. Geoffrey Belinfante at geoffbel512@gmail.com.

FINANCE COMMITTEE: *Linda Besink, Chair*

The 2019 Budget was approved in March after an introduction in February. Thanks to the JAG Executive Board and JAG members for your involvement in this process. MEMBERS: if you have not paid your 2019 dues please do so, and if you need another copy of the 2019 invoice please contact Linda Besink at 201-650-0116 or lbesink@gmail.com. The Finance Committee is always open to new members, to provide their common sense and oversight. No formal accounting background is necessary. If you would like to serve on the Finance Committee, please also contact Linda Besink.

PRODUCTION COMMITTEE: *Lee Beckerman, Chair*

No report provided

AD HOC COMMITTEES

Legislation Committee: *Dave Garb, Chair*

The Legislative Committee has been crazy lately. We are working feverishly trying to turn the tides with the FCC's willingness to revise the definition of "franchise fees". At the beginning of the month JAG's Managing Director Rich Desimone, along with our lawyer, Ken Fellman, had a visit to DC. They met with the FCC Chairman Ajit Pai, and other FCC officials representing each of the commissioners, and discussed our views on this franchise issue. They also had the opportunity to meet with representatives of Congressman Pallone's office. By all reports, the meetings went well. It is now a waiting game to see what will come from it. It is issues like this that the committee needs your attentiveness and action. This one event could greatly affect you and your station's operations. Other such issues are floating in the background ready to strike us, unless we are ready to strike first. I implore you to join the Legislative Committee, please contact me at David Garb davegarb@paps.net. or call 732-376-6030 x23538.

Membership Committee: *Darryl Love and Bruce Goldsmith (Co-Chairs)*

No report provided

JAG Video Awards Committee: *Bob Duthaler, Chair*

The JAG Video awards have been cancelled and will be rescheduled for a later date. Those who submitted entries will not need to re-register.

COMMITTEES CORNER

Conference Committee: *Stephanie Gibbons & Cindy Hahn, Co-Chairs*



The 2019 Eastern Video Expo is just about a month away, and the committee has been hard at work finalizing vendors, workshops and Affinity Tables! The Affinity Table luncheon will be held on Thursday, May 23rd at Noon. It's a great opportunity to take a lunch break from the Trade Show and enjoy a meal with experts and other conference attendees on a topic of interest to you. Confirmed Affinity Lunch topics include Lighting, Going LIVE from the Field, Taking Automation to the Next Level, Video Over IP, Using Social Media, Editing for Different Video Platforms, Needs Assessment and Franchise Renewal, Growing Threat of Cyber Invasions, and Communication with Local Government. Details will be posted shortly to our web site www.easternvideoexpo.com

Members Spotlight

Oradell's OPTV: Celebrating 13 years of Broadcasting
by Linda Besink and Bruce Goldsmith

OPTV began broadcasting in February 2006 in an effort to broadcast Mayor & Council meetings of the Borough of Oradell, NJ, thanks to the efforts of then-Council members Andrew Rudman, Rob Pizzuto and future Mayor Dianne Didio. This coverage quickly expanded to include Zoning and Planning boards for this municipality of over 8,000 residents. OPTV had an active volunteer group, originally headed by Reed Gidez, and shortly after by broadcast engineer Nick Besink, who runs the facility currently.

At the outset, most of the broadcast content consisted of municipal meetings and a Bulletin Board. After about a year the Bulletin Board was maintained by Nick's wife Linda, which continues today. The content that aired in those early years included OPTV-produced features about the Oradell-based Bergen County Players. These highlighted discussions on set building, design, direction and acting for the productions *Man from La Mancha* and *Ruthless*, as well as the Players' live radio play broadcast of *My Favorite Wife*. Another early original program was a show produced by Park Ridge resident Ned Barber, the *Pascack Valley History Show*. Several months later OPTV purchased the first generation TelVue Server, allowing shared programs to be broadcast throughout the day, typically from 6am through 12 midnight. Programming has been provided on a 24/7/365 basis for several years.

In addition to live broadcasts of municipal meetings, OPTV ran live coverage of President Obama's address at Rutgers University's 250th Anniversary commencement. Over the past week or so, OPTV participated in a live feed from Montclair State University – which was a student-produced, in-depth look at immigration.

With Nick's wisdom, vision and constant guidance, upgrades in camera and equipment came as often as possible – boosted by OPTV's growing reputation for quality and the great support received from the Mayor and Council. OPTV's content has been focused on covering many of the Borough's local events such as parades, celebrations, and preserving / maintaining its historic sites. Volunteers of all ages have come and gone over the years, but they have consistently contributed to a fun, warm and cohesive working comradery.

OPTV is always on the move with upgrades, most recently adding the latest TelVue cloud server and NewTek Tricaster. Residents can also access OPTV's live Internet stream and video-on-demand. A proud JAG member since 2008, it is OPTV's vision and goal to provide original content and serve its community for many years to come.

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