

Your Municipal Communication Resource

Connecting Your Town to Your Residents

The Conference is here.

Here is a preview of some of what is going to happen.

WELCOME LETTER



Dear Conference Attendee:

Welcome to the 2019 Eastern Video Expo and Conference at the Hyatt Regency in New Brunswick, New Jersey. Over the course of the next few days, take advantage of the sharing at this event - it will go a long way toward strengthening the operation of your community communications and television channel, enhancing your production level and skills, and opening you up to the future of the industry and the access community as a whole.

Join us on Thursday, May 23rd for the largest vendor Expo to support the Access Community. Please stop by each vendor booth, participate in the special scheduled presentations, and individually thank each vendor for taking part in this conference. Make the most out of this time, as it is your chance to gain hands on experience with all the latest technology. I urge you to also participate in several legislative workshops and technology demonstrations during the day as well. We thank F. M. Valenti for being co-producer of the trade show.

This year, along with our full day of Conference Sessions on Friday, May 24th, we are again offering a special "Affinity Lunch" on Thursday, May 23rd. Each table will be setup with a different topic of discussion that may interest you. Space is limited at each table, but there are plenty of great topics to choose from.

We truly believe this to be one of the best Expos and Conferences you will attend in 2019, and ask that you make the most of this valuable experience. Participate, socialize, ask questions and enjoy the conference. We ask that you plan out your conference sessions; "divide and conquer" sessions if you are part of a group, and get the most out of each day to make this a memorable event. Should you have any questions, please feel free to reach out to our conference team specialists, who will be glad to help you out in any way they can.

Again, welcome to the Hyatt Regency in New Brunswick, New Jersey and the 2019 Eastern Video Expo and Conference.

Sincerely,

Robert W. Duthaler

President Jersey Access Group & NJ-NATO A

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

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General Meeting

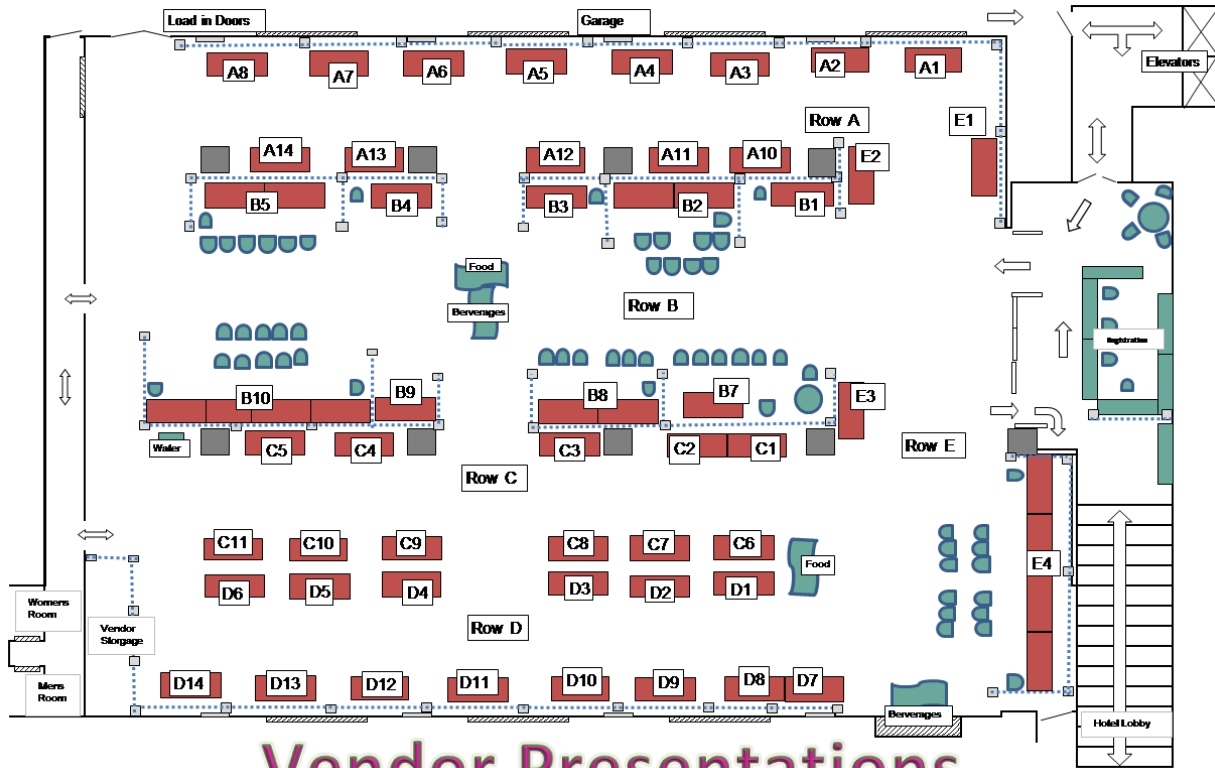
Schedule 2019-2020

- 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
- Apr. 24- Oradell**
Presentation- TBD

The Vendors

Thanks to our new partner FM Valenti and the work of Geoffrey, Stephanie, and Eddie

Feature



Vendor Presentations

Cablecast Community Media: Become your community's multiplatform hyperlocal hub!
 10:00am & 2:45pm B5
Comrex: Taking "Live" Calls in the Studio
 10:30am B8
Comrex: Transmitting "Live" to your Studio
 1:45pm B8
JVC: The JVC ProHD Studio 4000S
 11:00am & 2:15pm B2

Rushworks: New Products That Reduce Operating Costs
 11:30am & 3:15pm B7
TelVue: Live, Social Media, and OTT
 10:00am E4
TelVue: HyperCaster AIO
 11:00am E4
TelVue: Closed Captions
 2:45pm E4

Varto Technologies: NewTek NDI: Thousands of products, millions of users
 9:30am & 1:45pm B10
Varto Technologies: LiveU 4G Wireless Transmission
 10:30am & 2:15pm B10
Varto Technologies: Virtual Sets & Chroma Keying
 11:30am & 3:15pm B10

Vendors

Anton/Bauer	A1	FDU Film Program	A3	Philips Commercial	C9
Apantic	B5	Filex	A3	Reach	C1
Atlas IED	C8	FM Valenti	E3	Remeo Wire & Cable	D5
Autocue	E1	Hall Research	C3	RGB Spectrum	C10
BB&S Lighting	B1	Hanwha	D7	Rushworks	B7
BCI Computer	A2	Inex Technologies	D12	Sachtler	E1
Beyerdynamic	C7	Jersey Access Group	E2	Seneca	D1
Blueshape	A4	JVC	B2	Senstar	D6
Blackmagic Design	A5	Litepanel	E1	Sielox	D14
Coemar	B9	LiveU	B10	Stentofon	D10
Commet	D9	Montclair State University SCM	A14	TelVue	E4
Comrex	B8	MyCaseBuilder	A12	Toner Cable Equipment	A10
Crimson	C5	Nautical Media Group	A6	Varto Technologies	B10
Cyber Power	D3	Navori Labs	C4	Vinten	E1
DataVideo	B4	NewTek	B10	Vitec	A1
Delta Turnstiles	D13	New Jersey Film & TV Commission	A11	Winsted	C11
DeSisti	B9	Qognify	D11	Yale Locks	D4
Discover Video	C6	Panasonic	B10		

May 23, 2019

12:15pm-1:30pm

Garden State Ballroom

- **Welcome: J Robertson, Managing Director at Ho'ike: Kauai Community Television, HI**
- **Guest Speaker: Tonya Rideout, Executive Director, National Association of Telecommunication Officers and Advisors**

Affinity Table Topics: *sponsored by CBG Communications*

1. Editing for Different Video Platforms with Mary Foti, Editor, Nautical Media Group

Video editing has become more than splicing film. Today's standard for broadcast and the web includes motion graphics, compositing and live streaming. Award winning editor Mary Foti answers your questions about multi-camera cutting for live streaming to Facebook and Youtube. Host: Geoffery Belinfante, External Relations, JAG

2. Bright Tips on Lighting with Paul Distefano, Northeast Regional Sales Manager, DeSisti

Whether covering a local festival, municipal meeting, or the next great documentary, you need to achieve the best lighting for your production. This lunch conversation will help you put a bright light on your next project. Get the latest scoop on light control, "how to" tips, and fascinating methods of providing the perfect lighting for your location. Host: Jeff Arban, Executive Board, JAG

3. Taking Automation to the Next Level with Jesse Lerman, CEO, TelVue

The industry is becoming more and more automated. This lunch is an opportunity for you to learn about the latest industry data and methods for automation. You'll learn the best practices to streamline your workflow and provide a high-quality viewing experience. What platforms will win out as OTT develops the broadcast landscape? Host: Stephanie Gibbons, Conference Co-Chair, JAG

4. Needs Assessment and Franchise Renewal with Tom Robinson, President, CBG Communications

A crucial part of any Cable Franchise renewal is the development of a comprehensive Community Needs Assessment. This assessment will aid you in creating a concise list of goals for your access center and your community. What is the best process for coordinating an assessment? What support for your center can you reasonably expect to negotiate for in the franchise renewal? And how will a Community Needs Assessment help you educate your local leaders and interested parties? Host: Cindy Hahn, Conference Co-Chair, JAG

5. Video Over IP with Varto Keshishian, President, & Yervant Keshishian, Sales Engineer, Varto Technologies

Are you in the process of upgrading your systems and want to send live signals back to your center for live cablecasts and recording? If so, then this luncheon table in IP technology is a must for you! The conversation will inform you on what you need to support incoming streams and the best options and stream apps available in today's marketplace. Host: Anthony Pagliuco, Corresponding Secretary, JAG

6. Energizing Your Elected Officials with Nancy Werner, General Counsel, National Association of Telecommunication Officers and Advisors & Brandon Dittman, Helmer, Conley and Kasselmann

Civic engagement is at an all-time high. But the question remains - are people effectively reaching their elected officials? This table will discuss the most effective ways to reach out to and influence congressional and local elected officials. How can you get the support you need on important legislation affecting your center? Have you reached out to your legislators lately? Host: J Robertson, Conference Committee

7. Telecommunications Issues Facing Local Government with Ed Purcell, DiFrancesco Bateman & Tonya Rideout, Executive Director, National Association of Telecommunication Officers and Advisors

This group discussion will go over some of the important issues facing local governments when it comes to telecommunications. Whether it's managing municipal Rights-of-Way, cord cutting, franchise fee renewals or federal legislation, every New Jersey local government has their hands full. Please attend this affinity lunch for a broad ranging discussion of the hard hitting issues affecting your town. Host: Bob Duthaler, President, JAG

8. Cyber Invasions are a Growing Threat with Andrew Calore, Vice President, BCI Computers

As we continue to use and rely on internet connections to operate TV facilities and create and deliver content the results of a cyber-attack could have devastating consequences. Understanding the facts will be tough to swallow at this table. Come learn about solutions available to protect yourself from the internet predators. Host: Rich Desimone, Managing Director, JAG

9. What obstacles are you facing when attempting to broadcast "Live"? with Paul Cintolo, Technical Support, Comrex

Going "Live" from the Field - What problems do you face and what solutions have you applied? As the need to broadcast "Live" increases, let's have lunch and share some of our experiences to better understand what to watch out for and what may be possible for your workflow. Host: Ed Cologna, Conference Committee

10. Social Media for Marketing and Content Distribution with Leontyne Anglin, Multimedia Consultant, Staging Executives LLC

How can media centers and independent producers successfully navigate the rapid changes occurring in content creation and distribution technologies, and the growing reliance among certain age groups on social media platforms and OTT? How can you effectively meet the media needs of your community and leverage and utilize social media platforms to help drive your message? Join us for a delicious discussion on the various uses of social media in our fast paced and ever-changing technological world. Host: Abigail Wilson

The Legislative Workshops

Thanks to Ken Fellman and Ed Purcell

May 23, 2019

9:15pm-10:30pm

Garden State Ballroom

Cable Franchise Update and Understanding the Federal Regulatory Threat to Community Media — *Sponsored by Helmer, Conley and Kasselman*

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

CEU 1.5 Credits: CMFO/CCFO, office management and ancillary subjects; RMC, professional development

10:45pm-12:00noon

Garden State Ballroom

Small Cells in the Rights of Way and 5G Technology — *Sponsored by Helmer, Conley and Kasselman*

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 Kasselman; Moderator: J Robertson, Managing Director, Ho'ike: Kauai Community Television, HI

CEU 1.5 Credits: CMFO/CCFO, office management and ancillary subjects; CPWM, government; RMC, professional development

May 24, 2019

9:30am-10:45am

Brunswick A

Energizing You Municipal Leadership for Legislative Support — *Sponsored by Helmer, Conley and Kasselman*

Cable franchise issues? Challenges with siting wireless facilities? Looking for ways to enhance your broadband capabilities? How do you best to advocate with elected officials? This session will examine the current communication landscape's impact on your community, and 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 Kasselman; Edward Purcell, DiFrancesco Bateman; Nancy Werner, General Counsel, National Association of Telecommunication Officers and Advisors; Moderator: Rich Desimone, Managing Director, JAG

11:00am-11:45am

Brunswick A

How Secure is Your Network From a Cyber Attack? — *Sponsored by The Jersey Access Group*

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. Host: Andrew Calore, President, BCI Computers;

Moderator: J Robertson, Managing Director, Ho'ike: Kauai Community Television, HI

CEU 1.5 Credits: CMFO/CCFO, office management and ancillary subjects; CPWM, government; RMC, professional development; OPA, information technology

2:15pm-3:30pm

Brunswick A

New Jersey Telecommunications Policy: Where We Are and Where We're Going — *Sponsored by DiFrancesco Bateman*

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, Piscataway; BPU Commissioner Upendra Chivukula; Mayor Colleen Mahr, Fanwood, Moderator: Ed Purcell, DiFrancesco Bateman

CEU 1.5 Credits: CMFO/CCFO, office management and ancillary subjects; RMC, professional development

Thanks to Geoffrey and the committee for their work on developing these workshops

May 24, 2019

7:00am-8:30am Networking Breakfast— *Sponsored by Helmer, Conley and Kasselmann*

Brunswick Pre-function

8:00am-9:15am

Brunswick C

LED Lighting changed everything: Smaller, lighter, more diverse, less power needed.. — *Sponsored by DeSisti*

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 the best choice for every situation.

Presenter: Dave Landau, Director of Photography, Cinematographer Teacher and Author, (with Paul Distefano, Northeast Regional Sales Manager, DeSisti) Moderator: Jeff Arban, Chief Engineer, RU-tv, Rutgers

8:00am-9:15am

Brunswick B

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 will include defining social media analytics, how to generate and interpret the information and the various options to which you may need 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: Kauai Community Television, HI
CEU 1.5 Credits: CMFO/CCFO, office management and ancillary subjects; RMC, professional development

8:00am-9:15am

Brunswick D

Multi-Camera Live Streaming – sponsored by Varto Technologies

Let's spend an hour talking about the different tools needed to stream a live multi-camera production from the field. We will discuss solutions from manufacturers like NewTek, LiveU, Teradek, Blackmagic Design, Panasonic, JVC, Sony & more.

Presenters: Varto Keshishian, President & Yervant Keshishian, Sales Engineer, Varto Technologies

9:30am-10:45am

Brunswick C

Station Workflow Design in the Age of Video over IP — *Sponsored by Helmer, Conley and Kasselmann*

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

9:30am-10:45am

Brunswick B

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

12:00pm-2:00pm

- **Keynote Luncheon - Sponsored by Varto Technologies**

Garden State Ballroom

Hosted by Bob Duthaler, President, JAG

Remarks: Nancy Werner, General Counsel, National Association of Telecommunication Officers and Advisors

Remarks: Michael Darcy, Executive Director, New Jersey League of Municipalities

Remarks : Mayor Brian Wahler, Piscataway

Guest Speaker: Mayor Colleen Mahr, Fanwood, President of NJ League of Municipalities

Keynote Speaker: BPU Commissioner Upendra Chivukula

2:15pm-3:30pm

Brunswick C

Taking Automation to the Next Level — *Sponsored by Helmer, Conley and Kasselmann*

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, President & CEO TelVue; Bob Duthaler, Ex. Producer/Partner, DNS Media Group; Moderator: Dave Garb, Video Production Specialist, Perth Amboy TV

CEU 1.5 Credits: CMFO/CCFO, office management and ancillary subjects; CPWM, government; RMC, professional development; OPA, information technology

2:15pm-3:30pm

Brunswick B

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 pitches 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

3:45pm-5:00pm

Brunswick C

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, EBTV & Freelance, Moderator: Eddie Cologna, President, Cologna Productions

3:45pm-5:00pm

Brunswick B

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; Abigail Wilson, Producer and Editor, C-NET, State College; Moderator: Stephanie Gibbons, Co-Chair Conference Committee

3:45pm-5:00pm

Brunswick A

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, President & CEO TelVue; Moderator: Cindy Hahn, Executive Director, C-NET, State College, PA

Bits & Bytes

- May 22, 12 noon-2pm — Executive Board meeting
 - NATOA Chapter Update
 - Legal Consultation
- May 22, 6pm -9pm — JAG Welcome Reception
 - VIP Welcome
- May 23, 9am -4pm — Eastern Video Expo
 - FREE Trade Show
 - Legislative Workshops
 - Affinity Lunch
- May 24, 8am -5pm — Eastern Video Expo
 - Technology/Production/Operations/Legislative Workshops
 - Keynote Lunch



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**



HELMER, CONLEY & KASSELMAN, P.A.

ATTORNEYS AT LAW



cool technology for
• PRODUCTION
• PLAYBACK
• STREAMING



Organizational Members

COMMITTEES CORNER

All Committes have been working on assisting in the production of our conference.

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

Editor: Rich Desimone, Managing Director, Staff: Cindy Hahn, Stephanie Gibbons --Marketing Committee