

Your Municipal Communication Resource

Connecting Your Town to Your Residents



They say that Haste Makes Waste! But as it pertains to our 2016 Power of Partners Conference, Haste Makes You Pay More!

Currently, there is a great savings to be found for those registering by the end of March. For those of us with tight budget restraints, you will find the savings a fantastic benefit. In Educational and Municipal Government, your ability to find ways to save money, is not only appreciated, but insisted upon.

Not only can you save them money, but you will be able to bring back an abundance of knowledge and information to guide your station into the future.

Information like how to properly produce a television show, or being given the opportunity to examine the newest equipment being used in our industry today, along with great deals and savings.

This knowledge is what will make you an asset to your Access Station!

To register for this year's conference, please click on the following link.
www.powerofpartners.org

Last month I got word from Steve Traylor of NATOA, that the FCC was going to hold an open forum, and Closed Captioning was on the agenda. I quickly sent out a notification about this to our members.

To my surprise, the Closed Captioning issue had nothing to do with us, at least this time around. However, one of the topics that I found quite interesting had to do with "Distribution Platforms".

On this topic, PEG was brought up by Commissioner Mignon Clyburn and the FCC's Media Bureau.

Since incumbent operators retain a very important position in the video programming marketplace, obtaining carriage is vital for the growth of many emerging programmers, as well as established ones.

The Media Bureau asked for comments on the negotiation practices of MVPD's and why discrimination is occurring against providers of Public, Educational and Governmental programming.

Commissioner Clyburn stated that she wanted to launch a fact finding exercise to start a conversation on how best to promote the availability of diverse and independent sources of video programming, including PEG programming.

Commissioner Jessica Rosenworcel echoed the sentiments.

Time will tell where these discussions lead to; however, it is comforting to know that PEG is still being thought about at such a high level of our government.

David Garb

President, JAG-The Jersey Access Group

Trustees 2016-17

- Dave Ambrosy-2017
- Jeff Arban 2017
- Bob Duthaler-2016
- Dave Garb-2017
- Stephanie Gibbons-2016
- Debbe Gist-2017
- Victoria Timpanaro 2016

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**General Meeting
Schedule 2016**

- Mar. 30-** Shadowstone in Clifton
Presentation-by our host
- Apr. 27-** Summit
Presentation- TBD
by HB Communications
- May 27-** **JAG Conference**
Hyatt, Morristown, NJ
8:00am breakfast meeting
- Jun. 8-** TBD
- Sept. 28-** Varto Technologies in East Rutherford
Presentation-by our host
- Oct. 26-** TBD
Presentation-
- Nov. 30-** Edison
Presentation-
- Dec. 7-** Annual Meeting
JAG Recognition Dinner
Lago, North Brunswick
JAM Awards
- 2017**
- Jan. 25-** Reorganization Meeting: TBD

How is JAG doing?

by Stephanie Gibbons, Executive Board & Membership Chair

Feature

This past fall I asked everyone to fill out the membership survey, and then over the next month I proceeded to plead, cajole and beg for your response. I guess it worked because we received 38 responses and 4 were from our new organizational members. At the February general meeting I gave a quick overview of the results. Here is a more in depth examination of the responses.



Question 1 asked for general contact information. Question 2 asked how did you learn about JAG.

40% learned about us through a colleague and 35% learned about us from another JAG member, which shows that members are reaching out to other stations.

What is the most important reason for joining JAG was question 3; the rating score for “networking with other stations” received a 9.5 while “learning about latest technology” was a close second of 9.2. We received this comment: “We find it very important to network with other stations, share content, and learn about the latest technology and changes. It is also a great place to vent any issues that we’re having and use knowledge from other stations to help correct issues.”

Question 4 was similar asking what items were the most valuable to your station? The rating score for “networking with other stations” received a 9.3 while “learning about latest technology” was a close second with a 9.1. So it looks like JAG is helping its members by providing support from other members as well as keeping current with technology and where it is going.

**The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.*

Question 5 asked members what current benefits they were aware of? We did very well on the benefits of meetings, website, list serve, newsletter, Telvue Connect, vendor demonstration, annual conference, and JAM awards. All scored over 75%. We started to decline on conference website and conference newsletter. We found out that half of our members are not aware that JAG would visit their station to help out with technical issues or make presentations to their town or community officials and that JAG is on Facebook & Twitter. Even less knew that JAG has job listings for freelance help. So we realize that there is work to do in getting this information out to the membership.

The next four questions concerned the JAG meetings. In asking do you attend monthly meetings 71% said yes. The next question asked what benefits you received from the meetings. We received 29 comments most overwhelmingly positive. Here is an example: “Perhaps the most benefit I get from the meetings is being able to network with those who have years of knowledge in PEG broadcasting. Their advice has been invaluable as I have aimed to move our studio ahead with improved technology and more programming”. Question 8 asked for reasons members didn’t attend the meetings? We received 17 comments most citing reasons of too much work, no time and too far to travel. Question 9 asked for suggestions that would make the meetings more valuable and encourage you to attend. We received 14 responses that are being looked at by the committee.

The next three questions asked about the JAG website and its use. 58% responded that they used it while 40% said they didn’t. Regarding which features members used, 53% said the newsletter, the same percentage also used the Members only section, and the conference links received 48%. When asked what features in the Members Only Section were used, the highest scores were for upcoming events with 52%, Meeting Agendas and JAG news at 41% each.

In questions 13-15 the survey asked about other JAG benefits. Regarding using the members list serve, 60% responded they read it to keep informed, while 44% said they posted questions, and 28% to answer questions. Asked if they shared programming through Telvue Connect. 56% use it for downloading, 48% for uploading, 32% don’t use it at all and 13% don’t know how to use it. The committee will have to investigate why members aren’t using it and get training for members who want to learn to use this program sharing platform.

On asking if members read the JAG newsletter 36 of the 38 responses said they read it. The president’s newsletter, meeting schedule, guest and vendor articles all received high marks. This shows that the newsletter is a great success for being only two years old.

The next two questions concerned the JAG Conference. Members were asked the reasons for attending the conference and 68% responded for the vendor trade show, 60% for networking, 52% for the workshops, 42 % for the affinity topics and 39% social events such as the Meet & Greet and the Banquet. One comment, "I have served on the conference committee for the last few years, so I am biased, but I truly believe this conference is a tremendous value. Attending this conference with two or three other employees makes up the bulk of my staff development budget each year". When asked why you don't attend the conference we received 14 responses. 42% couldn't take the time off, 28% said it wasn't a good time of the year for them and 14% thought that the conference had no value to them. The membership committee will be looking in to this to find out in what ways the conference doesn't engage these members.

The next 2 questions asked about the JAM Award and the Awards Dinner. Only 34% enter the awards and the same percentage attend the dinner. The membership committee will work with the JAM Awards committee in looking in to the possible reasons of not entering.

Question 20 asked members to list any personal assistance they received from JAG, there were 19 responses which ranged from personal assistance from various members to coming to their station and helping with tech issues. Here is one such comment: "Over the last 11 years, just about everything needed to operate a local public access station from programming to broadcasting." We also asked if there were areas that you think JAG should focus on that would increase its value to you? We received 31.5% yes and 42.1% no. The committee will be looking at how to possibly implement some of the ideas we were given.

The last question asked you to give us possible contacts for membership, we received 9 responses and are working on reaching out to those contacts.

Again I want to thank everyone who filled out the survey, the information we received is very valuable to this organization and its ability to grow and more importantly serve the needs of the members. The work of the membership committee is just beginning. We could use your help. If you believe that the needs of the members are important then getting involved with this committee may be your way help serve the members. I also want to thank the members of the committee, Bob Duthaler and Debbe Gist. I also want to thank Rich Desimone for his assistance in developing the survey. Finally, the Membership committee thought that we should have a forum for the members to discuss the survey and developing the next steps that will increase JAG's value. Therefore, a JAG General Meeting will be held on Friday May 28th at 8am at the JAG Conference in Hyatt Morristown. This meeting will be held prior to the beginning of the full day of conference workshops. Breakfast will be provided. Come with your ideas and suggestions on how JAG can better serve the members. I look forward to seeing you there.

Stephanie Gibbons
Membership Chair

New Organizational Member



We would like to welcome Clear-Com to JAG as an Organizational Member. This is a great addition to JAG. Clear-Com has been a longtime supporter of our conference and James Schaller, Regional Sale Manager, Northeastern US was the recipient of JAG's "Serving Community Media" award in 2012. We look forward to learning about the many components that have been integrated into production communications.

HAS IT REALLY BEEN A YEAR???

TEC TALK

By Paul Distefano, VP of Business Development, Shadowstone

Hello everyone. I cannot believe that it has been a year since we had the pleasure of hosting a meeting of the Jersey Access Group, and we look forward to seeing you all at our facility in Clifton on Wednesday the 30th. We here at Shadowstone are deep into planning for this year's National Association of Broadcasters convention, and we have been accumulating products to display in our booth. The timing could not be more perfect for JAG, as we will be able to give you a sneak peek of some new products a couple of weeks before the show!



Some of the items we will demonstrate for you include:

The **ARRI SKYPANEL and L5-C**. A new breed of ultra-high brightness LED fixture, the SkyPanel can be used as a single high output wash light or an overhead space light. The S60-C that we will show you is capable of producing tunable white from 2,800 degrees Kelvin all the way up to 10,000 degrees, with +/- green adjustment. Additionally, it can be put into full color spectrum mode and create any color you wish, with full saturation control. The L5-C uses the same color tuning technology, but is scaled down to a 5" Fresnel.

The **MOLE RICHARDSON SENIOR**. The Mole Senior LED Fresnel is the first of its kind, boasting an output comparable to a 5K! Most importantly, its color quality, whether in 3200 degrees Tungsten or 5600 degrees Daylight, is outstanding. Its 5K Tungsten equivalent output exceeds the output of a 1.2K HMI at a draw of only 900 watts.

The **KINO FLO CELEB 401Q**. The Celeb® 401Q DMX LED is one of the largest LED soft panels available today, measuring 30" x 26". The Celeb produces a soft, broad, wraparound light at a very high quality (CRI 95) and produces accurate color, beautifully, on HD video or film, in the studio or on location.

The **LUMOS HAWK 50 and 200GT**. A relatively new line for Shadowstone, the Lumos line of fixtures impressed us with their high CRI and consistency in color from fixture to fixture. Lumos manufactures their own LEDs and, therefore, has total control over the binning process. The 200GT is an LED panel producing high quality, soft lighting for field and studio production. The Hawk 50 is a small Fresnel. Both are suitable for field use and can be powered by battery as well as 120v AC.

The **ALTMAN PHOENIX**. The Phoenix is a 250 watt LED ellipsoidal spotlight suitable for use in television as well as on the stage. Combined with the appropriate high quality optics, the Phoenix allows for hard and soft edge lighting, pattern projection, even key lighting, from a distance. Color selection is via DMX control, and can be used to add dynamic color changing to a static set.

The **ETC SOURCE 4WRD**. You all know the ETC SourceFour ellipsoidal. The Source 4WRD (Watt Reduction Device) is a replacement back end for a standard SourceFour. It allows you to replace the 575 watt HPL lamp housing with an LED! The result is a 70% reduction in power with the same output as with the lamp. Furthermore, you can dim via DMX OR an existing dimmer.

The **BRIGHTLINE 1.2LED**. Brightline lead the way in innovative reflector design when binning their Studio Series compact fluorescent fixtures into the studio market. Their idea was to make a fixture that was smaller in size, but did not sacrifice light output. Capitalizing on a winning design, they have now introduced the LED SeriesONE fixtures. Utilizing remote phosphor technology, their lights produce a beautiful soft light, controllable with the same honeycomb grids used by their CFL fixtures.

The **VISIONSMITH ENLYTIN EGT**. As far as I am concerned, the Enlyten EGT was the most impressive product we found at NAB last year. In short, this is nothing less than an LED lamp replacement for a 1000 watt EGT lamp. Just pull the lamp out of a compatible Fresnel fixture, and plug this in to the existing housing. For a list price of \$750.00, you now have an LED Fresnel that is phase dimmable. In other words, you can plug it right back into your dimmed circuit, as you would with any conventional fixture. This is one of the most inexpensive ways to convert your studio to LED, without the need for any changes in infrastructure, and at half the price of a new LED Fresnel fixture.

The **LIGHT & MOTION 1000, 2000, and 5000** Light & Motion make a great line of on camera lights which are powered by untethered battery packs. In addition to producing 1000, 2000, and 5000 lumens worth of beautiful 5600 degree Kelvin daylight, they are totally weatherproof. In fact, they are even submersible to 100 meters. They even make a great little light called the **SIDEKICK**, which is designed for use with your GoPro camera.

The **BBS LIGHTING PIPELINE REPORTER**. The Pipeline Reporter system is a desktop lighting package with remote phosphors of 3200K, 4300K or 5600K. The kit is, made to address the challenges of traveling correspondents who often deliver their reports via Skype or Messenger from a webcam on a desktop as well as allowing the cinematographer to create special soft lighting scenes. The Pipeline remote phosphor LED fixtures in the Reporter kits deliver modeled lighting with **95+ TLCI** under a wide range of ambient lighting conditions. The footprint of each fixture is less than the computer mouse and set up takes just a minute. Each 2-fixture kit comes complete with versatile power accessories, desktop tripods, 1/4 20 threads and everything else in its own lightweight case.

I'm hoping that by the time the 30th rolls around, I will have even more in to show you all in advance of NAB. If you plan to attend the show and have not yet registered, feel free to use Shadowstone's VIP code to get a free exhibit hall guest pass. Just log on to www.nabshow.com and use code LV7349. We hope you will come by to visit Shadowstone in the Central Hall, booth number C6343 as well.

And, of course, if you would like to see any of these products (or ANY lighting products, for that matter) at your facility.....please just give me a call.

We look forward to hosting you in a couple of weeks. See you then.



MAY 25-27, 2016.

**Eastern Region Communication
and Technology Conference 2016**

Early Bird Ends March 31.

Bits & Bytes

- **Mar. 10 — JAG launched its new web site. Visit: www.jagonline.org. Tell us what you think.**
- Mar. 30 — General meeting in Clifton @ Shadowstone – Presentation by Shadowstone, www.shadowstone.com . Shadowstone represents over 140 manufactures of lighting equipment and accessories. They will demonstrate some of the newest fixtures that will be premiered at NAB.
- Apr. 4 — Conference Committee Meeting via conference call will be finalizing the workshop and affinity topics.
- Apr. 13 — Executive Board Meeting- Review JAG Policies & Procedures. Select 2016 Legislator of the Year and Municipal Excellence awards.
- Apr. 18 — Conference Committee Meeting via conference call will focus on vendor presentations and guest speaker.
- Apr. 27 — General meeting in Summit – Presentation hosted by HB Communication. Vendor TBA.
- May 2 — Conference Committee Meeting via conference call will announce plans for special trade show events. Excitement continues to build as a number of components of the conference fall into place.
- May 9 — Conference Committee Meeting via conference call finalizes plans for this year’s banquet. Always different with many surprises. Expect great food and lots of laughs. Details soon.
- May 16 — Conference Committee Meeting conference call focus final plans.
- May 25 — Executive Board Meeting- Special NATAO Chapter meeting with Steve Traylor, Executive Director and NATOA Executive Board President, Jody Miller.
- May 27 — General meeting has been added to the schedule in Morristown at the conference. This is an 8:00am breakfast meeting and will be an open forum for members to participate in the evaluation of the membership survey and help in the development of JAG’s plan for the future.

Do you have a story to tell?

We are looking for articles for the newsletter from the membership.

Send to rjdesimone@verizon.net



**Organizational
Members**



COMMITTEES CORNER

JAG Annual Conference



May 25-27, 2016
Hyatt Morristown, NJ

Save the Date

NATOA 2016
Annual Conference
Sept. 19 - 22



The Sheraton at the Capitol
Austin, TX

<https://www.natoa.org/events/annual-conference/2016/>

Registration Open

NJ League of Municipalities



Nov. 15-17, 2016
Atlantic City, NJ

Save the Date

JAG Recognition & Annual JAM Video Awards Dinner



Dec. 7, 2016
6-10pm

LAGO

North Brunswick, NJ

www.lagonj.com

EXTERNAL RELATIONS COMMITTEE: *Rich Desimone, Chair*

Clear-Com has become a JAG organizational members. Varto Technologies will host the Sept. meeting. We are working to complete the schedule of presentations at JAG's general meeting and vendor articles for the newsletter. To join the committee, contact Rich Desimone at rjdesimone@verizon.net.

FINANCE COMMITTEE: *Debbe Gist, Chair*

2015 was the first year we invited groups that were not stations, municipalities or schools to join JAG as Organizational Members. We ended the year with 8 such members. ClearCom has just become our 9th Organizational Member, joining just last month! We welcome them to JAG. Invoices for 2016 were sent out to all stations/towns in October. If you need an invoice to be resent to you or if you require any additional documents or assistance processing your payment please contact me at dgist@piscatawaynj.org.

PRODUCTION COMMITTEE: *Peter Namen, Chair*

One of the benefits of being a JAG member is that if you have questions, we can answer it, or at least point you in the right direction. We are always getting questions in regard to new equipment, old equipment, why isn't something working the way it is supposed to, etc. It doesn't matter if you do not know what it is, what it does or where is the on button. If you have any questions about "it", ask JAG we're here to help. If you can't wait just shoot a line through the member's email, we all get it and you will be surprised how quickly you get a response from those who can answer. To join the committee, contact me at pnamen@piscatawaynj.org.

AD HOC COMMITTEES

Legislation Committee: *Dave Garb, Chair*

The Legislative Committee is in the process of creating a letter to be sent to the FCC regarding last month's open forum meeting regarding *Distribution Platforms*. We would like to express JAG's appreciation to them, and especially Commissioner Clyburn, for keeping PEG programming in mind during their decision making process.

David Garb at davegarb@paps.net.

Membership Committee: *Stephanie Gibbons, Chair*

The membership committee will continue its evaluation of the member's survey. The next step will include a general meeting with members to seek their input on the results. Contact Stephanie Gibbons at stgibbons@verizon.net.

Conference Committee: *Rich Desimone, Chair*

A special JAG general meeting has been added to the conference, which will be held Friday, May 27 at 8:00am. Breakfast will be served. Workshops and Affinity topics are being finalized. The committee meets Apr. 18 and then each Monday in May 2016. If you are interested contact Rich Desimone at rjdesimone@verizon.net

JAM Awards Committee: *Victoria Timpanaro & Jeff Arban, Co-Chairs*

If anyone would like to order an additional statue from this past JAM Awards, please return the request form to me either via email vtimpana@essex.edu or at the next meeting. You can also order a statue if you received an Outstanding Video certificate at the event.

Marketing Committee: *Victoria Timpanaro, Chair*

After months of work, the new JAG website is finally here! Log on today to see the new and improved site! Tell us what you think. If you are interested in joining the committee, email me at vtimpana@essex.edu

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

Editor Rich Desimone, Marketing Committee