

Trustees 2014-15

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

Your Municipal Communication Resource

Connecting Your Town to Your Residents

PRESIDENT'S MESSAGE

Bob Duthaler, President



What has JAG been up to? That is a question you should ask yourself at least once a month (if not more). So how do you go about finding the answers? Well, that's the easy part and JAG provides you with many choices. This is the advantage of membership.

JAG is always looking for ways to keep our members up to date on the things that affect our industry, jobs and municipalities. We provide the tools necessary for you to find the answers and resources as well. One of those tools is our monthly general membership meetings. On the last Wednesday of each month we get together to discuss the business of JAG, keep members apprised of both Statewide and National laws/regulations that our important to our membership and share experiences with each other. These meetings are more than a social event, they are a valuable tool and learning experience. JAG provides the opportunities for members to discuss issues, ask questions to the members, elicit support and we bring in outside experts as well.

The learning doesn't stop with the meetings. Our new and improving website is also a valuable resource. We have added a legislative page to the website. Here you can read about legislation on both a Statewide and National level that could affect our Stations and Municipalities. Use this tool to educate yourself and those in your community and local government. We have broken it down for easy viewing by issues pertaining to the BPU, Statewide Legislation and Federal Legislation. Click on our Gallery page to watch videos on municipal interests including First-Net and Broadband. You can also watch our annual JAM Video Awards and JAG videos as well. Lastly, our website provides you with a Members Only section that's worth your membership dues alone. Here you will find valuable resources like franchise agreements, policies and procedures and a whole lot more. Visit this page on a regular basis to keep up to date and gain valuable information.

Finally, JAG's annual conference, The Eastern Region Communication and Technology Conference is a must attend event for ALL MEMBERS, staff, board members, volunteers and municipal employees. This is three days packed with valuable information, tools, training, educational seminars and the ability to network with others throughout New Jersey and surrounding states. The conference also provides members a unique event with the one-day vendor trade show. This is a great opportunity to meet with vendors and to get hands on with equipment important to the operation of your station. Plan on spending the day meeting with manufactures of cameras, broadcast servers, lighting, post-production, staging and a whole lot more. This is truly the largest trade show in the country that is geared for the access community. Plus, experience the Pre-Conference Training Sessions and Vendor Workshops. Go to the conference website to learn more: <http://www.powerofpartners.org>

What has JAG been up to? A lot to help keep our members updated, informed and educated. Make the most of your membership stay active in JAG!

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Meeting Schedule

- Jan. 29-** East Brunswick Presentation-JVC
- Feb. 26-** Piscataway Presentation-TelVue
- Mar. 26-** Oradell Presentation-Azzurro
- Apr. 30-** Verona Presentation-Varto
- May 28-** Asbury Park Presentation-TBA
- Jun. 25-** South Orange Presentation-TBA
- Sept. 24-** Montclair Presentation-TBA
- Oct. 29-** Metuchen Speaker-Steve Traylor
- Nov. 26-** Essex College Presentation-TBA
- Dec. -** TBA Holiday Party

The value of Community Access and the Jersey Access Group

This article appeared in the April issue of the NJ League Magazine.

By Brian Wahlar, Mayor of Piscataway, Third Vice President of the NJ League & Chair of the Communication Committee



Piscataway Community TV (PCTV) has long been a part of my town of Piscataway. PCTV was established in 1984 though a federal grant awarded to Piscataway by the National Telecommunications Information Administration (NTIA). That grant money was used to purchase start-up equipment for a small TV operation. Since then PCTV has produced coverage of hundreds of hours of events and produced thousands of programs that are of interest to the residents of Piscataway and central New Jersey.

Piscataway has always prided itself on its volunteers and those involved with our TV station are a shining example of what can be accomplished when residents step forward and donate their time. Our training program and volunteer crews have been an important component of the PCTV operation since the very beginning. With a limited staff, the involvement of trained volunteers has been vital to enable us to tape a large number of programs each month.

The ability to disseminate information to our residents, using PCTV, is invaluable. The electrical power to the PCTV facility is backed up by a generator so the station can continue to transmit information through our channels on Cablevision and Verizon FiOS, and via streaming, at all times. The value of having a TV station to rely on during a crisis was never more apparent than it was in October 2012 when Super Storm Sandy hit New Jersey. The station was a constant source of information that residents could turn to in the aftermath of the storm as conditions and recovery plans were changing rapidly. The Piscataway Police Department and our Emergency Management Team gave me constant updates on the situation as it evolved. I held daily video press conferences conveying this important information to our residents. These video updates were quickly added to our On-Demand site so residents could access the information at any time using any internet capable device. We were able to provide up-to-date information on things e.g. where shelters were being set up, what buildings were open to provide food and water and where electronics charging stations were so that people could stay connected to the outside world. All important information that needed to be circulated.

Looking to network and share ideas with other access stations in New Jersey, PCTV was instrumental in the formation of the Jersey Access Group (JAG). In March of 2000, Station Managers of surrounding access TV stations were invited to a meeting, held in the PCTV studio, to discuss the feasibility of forming an organization that would open up communication between the cable access stations in central New Jersey. Since that first meeting, attended by nine people, JAG has grown tremendously. Today JAG is a consortium of community media representatives from municipalities throughout New Jersey. JAG's purpose is to inform and educate members on issues facing municipalities concerning connectivity and distribution of information from both internally and externally wired and wireless connections. This includes communications by emergency responders, radio stations, television stations, security networks, IT departments and classroom education.

JAG recently became an affiliate of the **New Jersey League of Municipalities**. JAG is also the New Jersey chapter of the **National Association of Telecommunications Officers and Advisors** (NATOA).

The relationship with both NJLOM and NATOA extends Jag's mission into all areas of telecommunications including broadband, right-of-way, franchise fees, wireless communications, and developing technology. Membership is available to all municipalities and school districts in New Jersey and surrounding areas. For information about the value of joining JAG visit http://www.jagonline.org/jag_organization_details

JAG has taken a proactive role in the dissemination of information via the League of Municipalities Magazine and the Affiliates Newswire. In December we addressed FCC cell tower regulations; January's topic focused on constructing fiber networks; and March addressed issues regarding the use of social media.

Since 2005 JAG has produced a community media conference which is now the largest such event in the Mid-Atlantic Region. The 2013 conference featured a full day of programs on the emergency broadband deployment via FirstNet, communication infrastructure, and right-of-way/communication taxes. As a benefit to all League members videos of these presentations are available for viewing at <http://www.jagonline.org/gallery/>.

JAG's 2014 Eastern Region Communication and Technology Conference will include workshops that follow up on JAG's League of Municipalities Magazine articles with the authors and other expert panelists, a number of technology and legislative workshops, along with a large trade show. Municipal registration discounts and CEU credits will be available. Please see the Conference information newsletter:

http://www.powerofpartners.org/jag_conference_newsletter

Workshops on a wide variety of topics effecting municipalities will also be part of this Conference that will be held May 7 - 9, 2014 at the Hyatt Regency in New Brunswick. For complete details about the conference and everything being offered visit www.powerofpartners.org

With the need for better municipal communications and the many platforms available, membership in JAG is a resource for your town. Join JAG today! Call 732-887-8581 or email us at info@jagonline.org

Thanks to Mayor Wahler for providing this article and for his continued support of JAG.

Bits & Bytes

• Presentation Added to April Meeting

There will be a presentation of the latest technology unveiled at NAB by Varto Technologies. They will demonstrate workflow solutions using products from JVC, Vitec Group, NewTec, Compex, and ProMax. Because of the time needed to prepare the presentation it will be held at Varto's facility at 195 Hackensack St, East Rutherford, NJ 07073 (888) 656-62332 at 2pm. This is about 30 minutes from our meeting location in Verona. We will end the JAG meeting with ample time to arrive for the 2pm start of the presentation.

This will be an opportunity for JAG members to support one of our *Conference Sponsors* and to see their amazing facility. You must register in advance at: <http://www.vartotechnologies.com/Articles.asp?ID=121>

- NATOA eNATOA webinars can be seen by members at The Hyatt Regency New Brunswick. Reservations required do to limited space. Details: <https://www.natoa.org/events/enatoa.html> . Next eNATOA: May 5, 2014, 2pm *Remote Control and Content Delivery*.
- Volunteers needed for conference. Pipe & drape load in May 7, 2-5pm and load out May 8, 4-6pm. Other assistance needed. Contact Stephanie at stgibbons@verizon.net.
- Executive board next meeting May 14.
- Conference presentations will be made by TelVue, HB Communications, Avid, JVC, and Varto Technologies will all be doing presentations at their booths on the vendor floor.
- We would like to welcome West Milford as the newest member and welcome returning members Glen Rock and Manhattan Neighborhood Network.

Need a room at the conference hotel?

The special conference room rate, \$146, will end April 16, 2014

COMMITTEES CORNER

CONFERENCE

Rich Desimone, Chair



Eastern Region Communication and Technology Conference 2014

May 7-9, 2014, Hyatt Regency New Brunswick, NJ

Celebrating Our 10th Anniversary

Conference Highlights

May 7, 2014

Pre-Conference workshops
Meet and Greet

May 8, 2014

Breakfast with the Vendors
Vendor presentations
Municipal workshops
Welcome luncheon
PM energy break
Partners Banquet

May 9, 2014

Networking Breakfast
Municipal, Technology and
Operational Workshops
Keynote luncheon
Vendor prize give away

Conference Partners

HB Communication

TelVue

NATOA

NJ League of Municipalities

Shadowstone

MassAccess

NJEdge

New Bay Media

Community Media Network

Update

Partners Banquet: Attendees will be directed to a private *Speakeasy* at a secret nearby location. Stop at the red door, give them the password, than follow the hallway ramp to the basement for an event you will long remember. Costumes recommended (*think Boardwalk Empire*) with prizes to best male and female costume.

Personal Fantasy Photo souvenirs available for all attendees.



Workshops

- FirstNet presented by NATOA
- Cyber Security presented by NJ-GMIS
- Lighting: The Right Fixture in the Right Position for the Right Effect presented by Shadowstone, Special guest presenter David Landau
- Non Linear Editing Wars: The Good the Bad and the Ugly presented by Manhattan Edit Workshop
- Social Media Marketing: Value, Protocol, Etiquette and Your Legal Responsibilities
- Seeking and Acquiring Elusive Grant Funding in Fiscally Difficult Times
- Cable Franchise Renewals in an Era of Changing Technology presented by Kissinger & Fellman, P.C.
- Protecting the Public Interest in Washington DC presented by: Best, Best & Krieger, LLP
- The 5 c's of Videography: Camera Angles, Composition, Continuity, Close-ups, Communication
- Websites that work: Community Media Online presented by MassAccess
- Transitioning to High Definition presented by MassAccess
- Beyond Winning Awards presented by MassAccess

CEU CREDITS AVAILABLE ON SOME WORKSHOPS

SEE YOU AT THE CONFERENCE

Get all the conference details and updates at www.powerofpartners.org

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

Editor Rich Desimone