

Trustees 2014-15

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

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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 Technologies
May 28- Woodbridge Presentation-TBA
Jun. 25- South Orange Presentation-TBA
Sept. 24- Montclair Presentation-Broadcast Pix
Oct. 29- Metuchen Presentation-TBA
Nov. 26- Essex College Presentation-TBA
Dec. 10- JAM Awards

Your Municipal Communication Resource

Connecting Your Town to Your Residents

PRESIDENT'S MESSAGE

Bob Duthaler, President



Well, another conference is in the books (our 10th one to be exact) and this year's will go down as another successful event. I would like to thank the conference committee for their tireless work over the year to put this together, the volunteers who helped out during the event, all our sponsors and vendors for their support and contributions plus our membership.

Soon summer will be upon us and a lot of us will be scheduling some well-deserved time off. Before you take off on vacation, get your 2014 JAM Video Award submissions together. The 2014 JAM Video Award call for entries opens on June 9th of this year. Don't let all your hard work and talent go unnoticed, get your entries together over the next few weeks. Be sure to check out JAG's website for more information and details on how to enter this years JAM Video Awards.

Lastly, I would like to leave you with this final thought. You get out of JAG what you put in. What do I mean by that? Your attendance in JAG events is important not only to you, but to the organization as well. This means coming to JAG General Membership Meetings, attendance at our conference and support JAG at other events as well. This ensures you know what is going on in the industry and your support keeps JAG moving forward. I understand that we all live busy lives and are on the go all the time, but if JAG as an organization is important to you, you need to make sure you take an active role in the organization so it can move forward.

It's time for the 2014 JAM Video Awards!

The JAM Awards are New Jersey's premiere excellence in video festival.

If your mantle or trophy case doesn't have a JAMMIE, then perhaps you need to re-evaluate your priorities.

The Jersey Access Group will kick off the 2014 JAM Video Festival with a call for entries on **Monday June 9th!**

All videos must be received by Oct. 3rd with a Gala Awards extravaganza to follow Dec. 10.

Entries must have been produced between January 2013-September 30, 2014.

Nominees will be announced December 1, 2014.

A full list of categories and rules will follow before the opening date.

It's time to go through last year's production library, find your best work and get recognized for what you do best

Title: Power of Partners Conference Celebrates 10th Anniversary

By Cindy Hahn, Executive Director, C-Net, State College, PA , member of JAG

The Power of Partners V5.0: Eastern Region Communication and Technology Conference was held at the Hyatt Regency New Brunswick May 7th – 9th, 2014. The Jersey Access Group was proud to have celebrated the 10th anniversary of this annual event, which has grown to become the largest annual conference dedicated to PEG media on the east coast. JAG's partners in this year's conference included HB Communications, Telvue, NATOA, the New Jersey League of Municipalities, NewBay Media, Shadowstone, and, a new partner added this year, MassAccess.

The three day conference began with a day of pre-conference workshops, including a workshop on Final Cut Pro X presented by Ari Feldman, Certified Trainer, Manhattan Edit Workshop, and a Telvue Users Group led by Telvue CEO Jesse Lerman. The Users Group was an opportunity for people who either currently have or a planning to purchase a Telvue server to learn about some exciting new features available. Mr. Lerman did a terrific presentation on Telvue's new "Video Producer" feature, allowing users to simply upload images or video into the program, and have exciting content created instantly.

The Meet and Greet event that evening, sponsored by MassAccess, featured team trivia games and a buffet inspired by the "flavors of Massachusetts". Attendees formed small teams for the trivia game, which was neck and neck all night! Yes, PEG people are competitive! (Who knew?) Door prize winners at the Meet and Greet took home some great prizes including Samsung Galaxy tablets, Blue-Tooth Waterproof Speakers, Bose Ear Phones, and a Blu-Ray/DVD player with Wifi.

The conference trade show, held on day two of the conference, was targeted specifically to the equipment and technology needs of PEG organizations, independent producers and municipalities. Over 50 vendors participated in the trade show this year, with special presentations by Avid, JVC, HB Communications, Telvue, Tighrope, and Varto Technologies. Trade show attendees benefitted from demonstrations of new products, and were able to discuss their individual equipment needs with industry representatives. New vendors included Anchor Audio, Apantic, Castus, Closedcaption, Compix, Mole Richardson, Panasonic, ProMax, RueShare, and Teradek. The trade show continues to be a highlight of the JAG conference, exceeding expectations each year.

Municipal Communication Workshops, held on day two, included an update on the new Emergency Management Communication Network "FirstNet", and a workshop on Cyber Security presented by IT specialists representing NJ-GMIS and NATOA Executive Board representative Lori Sherwood.

The Welcome Lunch guest speakers included Piscataway's Mayor Brian Wahler, representing the NJ league of Municipalities and Lori Sherwood, Executive Board member representing NATOA. Both provided valuable content substantiating the value of their organization as conference partners.

The "Partner's Banquet", held on the evening of day two is a highlight of the conference each year. This year's event, held at a fabulous New Brunswick night club, had a "speakeasy" theme. Costumed attendees enjoyed a dinner buffet, and danced to music from the decades of the '20s and '30s. As a special treat this year, attendees were able to have their pictures imposed on famous magazine covers at a Fantasy Photo Station. The faces of party guests were transformed into cast members from "The Sopranos", Pope Francis and "Captain America". Thanks to Scott Montagna and Hi-tech Imaging for some great photos! A great souvenir from a great event.

Paul Distefano, sales manager, Shadowstone was caught by surprise when JAG presented him a special award for his ten years of contributions to the conference. It was Paul who first brought the idea to have a conference to JAG. Varto Keshishian, CEO, Varto Technologies received the annual "Serving Community Media" award, thanking him for his years of support. Congratulations to George Strimel of Radnor Studio 21 and Stephanie Gibbons of METV, winners of the costume contest!

The third day of the conference was dedicated to workshops on a wide array of topics. For content producers, workshops offered solutions to common production hurdles such as finding the right lighting, the importance of just the right camera angle, and how the right equipment can lead to the best sound possible in any environment. Experts in various editing programs including Final Cut Pro X, Avid, and Premiere Pro came together to present a workshop entitled "Non Linear Editing Wars: The Good, the Bad and the Ugly". This workshop was targeted to those who use editing programs, as well as engineers, Executive Directors and Station Managers who make decisions about the best products to purchase for their organizations.

A second track of workshops related to the marketing of PEG media, creative ideas for developing alternative funding sources, and what stations might look like in the future. It was clear that one of the concerns we all share is our need to market our stations effectively, and remain relevant. Workshops in social media marketing and the possibility of developing new community partners as a potential revenue stream were enthusiastically received by attendees.

In order to address a transition that many PEG centers will be addressing in the near future, Telvue's Chris Perry and Tightrope Media Systems' Daniel Krawczyk presented the workshop "Transitioning to High Definition". This workshop, sponsored by MassAccess, took a look at changes and adjustments needed in equipment and workflow to transition effectively to HD.

Of equal interest to PEG centers and local governments was the workshop "Cable Franchise Renewals in an Era of Changing Technology". An impressive panel of NATOA legal advisor Ken Fellman, MassAccess Chairman, Bob Kelly, and Radnor Studio 21 Board member and attorney Art Hartel shared their thoughts and expertise on getting the best possible franchise for your station and your community. The panelists advised participants to not be afraid to "ask for what you want" and "be sure to know what other communities in the country are getting".

Finally, a panel of national advocates on communications issues including Washington DC attorney Gerard Lederer, Piscataway Mayor Brian Wahler, and NATOA Executive Director Steve Traylor discussed current issues before Congress and the FCC including the re-write of the Telecommunications act, broadband deployment, the CAP act, and Net Neutrality. These are issues which affect us all, and their insights into where legislation and FCC rulings are likely to lead in the next 12 months inspired much discussion.

The Keynote Luncheon included remarks from Telvue CEO Jesse Lerman, and the Conference Keynote Address by David Silverman, President of American Atheists. Mr. Silverman gave an enlightening presentation on the strategy behind his organization's successful marketing campaign, and the role of the mass media in raising awareness of your brand and getting a message out to the public.

Also at the Keynote Luncheon, JAG's "Legislator of the Year" award was presented to Assemblyman Craig Coughlin, and the "Municipal Excellence" award was presented to Bloomfield Mayor Michael Venezia.

The final conference event was a Farewell Reception and Vendor Prize Give-A-Way. Those attendees who had completed their "Vendor Passport" at the trade show the previous day were eligible to receive fabulous prizes donated by the trade show vendors. Prizes included an ipad mini, light kits, steadicam, camera bags and gift cards. Thank you to our conference vendors for their generous donations of prizes. Total prize value was over \$7,600.00.

On a personal note, I have been attending the JAG conference for the last seven years. And every year, I leave with solutions. Solutions to workflow issues, production challenges, and technology upgrades. Seven years ago, the solution was about franchise negotiations with Comcast. Six years ago, it was about getting content online. Four years ago, it was about the purchase of a robotic system for a municipal meeting room. Last year, it was about the purchase of new multi-unit for field production. And, this year, it was about transitioning to HD.

But, of course, the conference is about more than just problems and solutions; it is about connecting with other people who do what I do.....who have many of the same challenges and obstacles that I face every day. I have found solutions, of course, but I have also found colleagues and made friends.

Congratulations to JAG for the 10th anniversary of the Power of Partners Conference. I can't wait to see you all in 2015!

Thanks to Cindy Hahn for providing this article and for her continued support of JAG.

Bits & Bytes

- The Conference 2014 Survey is out. Please take the time to respond and help us plan next year's event.
- NATOA eNATOAs webinars can be seen by members at METV. Reservations required due to limited space. Details: <https://www.natoa.org/events/enatoa.html> . Next eNATOAs: June 2, 2014, 2pm *The Little Channel That Could - Small PEG Stations*.
- Executive board next meeting May 21.
- Broadcast Pix presentation scheduled for Sept. meeting.
- New and Returning members:
We want to welcome new member Rutgers Cooperative Extension and welcome back Franklin Township.

COMMITTEES CORNER

Dave Garb, Affiliates Committee, Lee Beckerman, Production Committee, Rich Desimone, Conference Committee

NJ League of Municipalities Conference



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

Nov. 18-20 Set up Nov.17

NATOA 2014 Annual Conference

Sept. 29-Oct. 2



St. Paul, MN

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

MassAccess Annual Conference

Coming in Sept.



www.massaccess.org

JAM Awards

Call for entrees in Jun. 9



Awards Dinner

Dec. 10, 2014

Affiliates Committee, JAG Web Site Update

During the last few months, I have been striving to update the JAG website. New content has been added and old information is being removed.

We are also underway with redesigning the look of the site. It will be many months away until it will be ready, but in the meantime I wanted to get your opinions on the current site.

I would like all of our members to give their input on the current changes and updates, and what other information you would like to see on it.

I am also seeking your help in updating the *Member Only Section*. We need a copy of your towns franchise agreement and your stations policies and procedures.

By listing them, it will help out our members who are seeking vital information when they need to renew their franchises or create/rewrite their rules.

Thank you.

David Garb, *Vice President, JAG-The Jersey Access Group*

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The Production committee met on May 8th at the JAG Power of Partners conference. The committees focus is going to be on jumpstarting the Access New Jersey Program. You can expect a call from a production committee member soon, as we start to take an inventory on who is able to produce a segment for Access New Jersey, whether you are running the program and how you receive it. The hope is to identify stations that are not producing segments and get them to buy into the program.

Starting with our next episode we will also be breaking out all of the individual segments into Access New Jersey Branded shorts which we will offer to member stations as filler and hopefully work into our website and share with other outlets. We will also be looking to upgrade the opening, update the production guidelines and revamp the recruiting and follow process for segment solicitation. We will be working towards doing a "Producing a Segment for Access New Jersey" workshop at an upcoming JAG meeting.

Any member who is interested in joining the Production Committee please contact me at lee.beckerman@twp.woodbridge.nj.us

The Conference Committee 2014 will hold its final meeting in June to wrap up 2014 finances, evaluate the 2014 survey, and discuss plans for 2015. Volunteers needed for the 2015 conference committee. Contact Rich Desimone at rjdesimone@verizon.net

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

Editor Rich Desimone