

Trustees 2015-16

Jeff Arban 2015
 Lee Beckerman-2015
 Bob Duthaler-2016
 Dave Garb-2015
 Stephanie Gibbons-2016
 Debbe Gist-2015
 Victoria Timpanaro 2016

Your Municipal Communication Resource
Connecting Your Town to Your Residents

PRESIDENT'S MESSAGE

It's JAG's Turn Now...



For years you may have asked yourself what can JAG do for me? JAG has answered that question time and time again for you. Providing you with monthly meetings that keep you informed about our industry. 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 are important to our membership and share experiences with each other. JAG provides a website that is a useful tool for educational videos and information, and a place to read about legislation on both a Statewide and National level that could affect our Stations and Municipalities. Plus the Jag website also has 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.

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 opportunity 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 manufacturers 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. Go to the conference website to learn more: <http://www.powerofpartners.org>

So why is it JAG's turn now? It's now your job as a Member of JAG to support our organization. Take time to participate in JAG meetings, register now to attend the JAG Conference in May and do it all to make the most of the organization and to make the most of your membership - stay active in JAG!

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Meeting Schedule

Apr. 29-Essex Cnty College
May 20- Conference
 Hyatt Morristown
 Presentation-Steve Traylor
Sept. 30- Varto
 Presentation-by our host
Oct. 28- Montclair
 Presentation-TBD
Nov. 25- Edison
 Presentation- TBD
Dec. 9- Annual Meeting & JAM Awards Dinner
 Location TBD
Jan. 27- Reorganization Meeting: TBD
Feb. 24- TBD
 Presentation-Telvue
Mar. 30- Shadowstone
 Presentation-by our host

Are you supporting JAG?

By Rich Desimone



Next month JAG will present its largest event of the year. This is an opportunity for you, the membership, to increase your technological knowledge, learn best practices from your peers, and explore ideas to increase the value of your facility. So why should you be attending?

A dedicated team of JAG members have been working since December to build this conference. Their work has reshaped the twelve events being offered based on your survey comments last year. We are also grateful to our sponsors that are supporting eight of the events.

In an effort to provide services to the community we have added two components: the Student Symposium and the College Student Free Registration program. These two events support JAG's mandate to provide educational opportunities to the youth of the state. 100 students from 12 schools will be attending. We have also reached out to all colleges and universities in New Jersey. While students will all be off for the summer we are finding a building interest in the opportunity to attend the conference. At this time 30 college students have registered.

NJEA has become a new sponsor of the Student Symposium and their Executive Director will be joining us to present the Student JAM Awards. They will also be participating in some of our workshops.

This year JAG has developed new relationships with the addition of its Associate Membership category. Each one of them is providing conference support in the development of workshops, affinity topics, and sponsorship. This assistance has increased the value to you the members.

At this time the 16 members attending are: Perth Amboy, Metuchen, Essex Community College, East Brunswick, Mendham, C-Net, Oradell, Piscataway, Long Hill, Bloomfield, Park Ridge, West Milford, Edison, and new members Lancaster, North Brunswick, and Ramsey. Conference partners MassAccess and the New Hampshire Coalition of Community Media have also registered a number of people.

We are looking for the other 44 members. We understand that many of you just didn't get around to it yet or are one of those that always wait until the last minute. Just don't forget. Without your support this event will have to be discontinued. This will have a direct effect on you, your station, and your community.

The primary reason people come to the conference is to network. Attendees want to spend time talking to old friends and making new ones. Being such a small group, maybe there is a comfort in talking to people that speak the same language. Maybe you are just searching for answers like how to increase staff, build a studio, market your station, or decide on which camera to buy. The new Welcome Affinity Luncheon will be an event designed to promote networking.

The next most popular reason to come to the conference is to visit the trade show floor. Nowhere else in New Jersey will you find the opportunity to see this many vendors in one place. You could go to one of the technology shows in NYC but the difference is that our show is specific to the needs of community media. We would not be able to sustain relationships with over 80 vendors without you.

And finally, people come for the workshops. Our workshops are not just about legislation or connectivity. Our workshops are designed to help you develop and improve your personal skills and the value of the communication infrastructure of your community. From the basic elements of production to the complexities of conversion to an HD facility and from multi-platform content delivery to the laws needed to ensure our content migrates on to over-the-top boxes, you will find a diverse group of workshops.

That is why you need to attend.

Expect a call in the coming weeks to find out if you will be attending.

Conference updates— Register Today

By Eastern Region Communication and Technology Committee

MAY 20

- JAG General Meeting **4pm-5:45pm**
Guest Speaker-Steve Traylor, Executive Director, NATOA
- Meet and Greet **6pm-9pm**
Barbecue on the Balcony
Games that can earn you additional chances to win door prizes
Try your skills at Bean Bag Toss, Jenga, Rubik's Cubes, Bar Pong
Sponsored by Varto Technologies

MAY 21

- Student Symposium, **9am-2pm**
100 students from 12 Schools (**REGISTRATION CLOSED**)
Guest Speaker-Josh Vorensky, ESPN, Associate Producer
Student JAM Awards
Sponsored by NJEA
- Trade Show, **10am-4pm**
40 exhibitors (*Alzo, ClearCom, Pearson Media Group, Rue Share, Shadowstone, Swit Electronics, Digit Signage*)
8 presenters (*Varto, Rushworks, AJA, HB Communications, TelVue, Tightrope, JVC*)
Quadcopter aerial drone shooting demonstration - Pearson Media Group
Sponsored by HB Communications and TelVue
- Breakfast with Vendors, **9:00am-10:30am**
Sponsored by Shadowstone
- Welcome Affinity Lunch, **12:00pm-1:30pm**
Affinity Tables: Some of the topics include: 1- PEG on over-the-top platforms-Steve Traylor, NATOA & Jesse Lerman, TelVue, 2- Marketing and Social Media, 3- Franchise Agreements-Ken Fellman, NATOA, 4- SD to HD- Chris Perry TelVue, 5- Sports Production with the Latest Technology, 6- Understanding IP Technology - Daniell Krawczyk, Tightrope, 7-The Brave New World of Drones, Dan Maas, Airborne Media, 8-Live From Anywhere, Bruce Pearson, Pearson Media Group, 9- One Man Band Operations, 10- Building a Studio on a Tight Budget- Varto Keshishian, Varto Technologies 11- Lighting: Old Problems New Solutions- Paul Destifanio, Shadowstone, 12- Citizen Journalism Partnership
- PM Break **2:30pm-4pm**
Sponsored by Rushworks
- Banquet **6pm-10pm**
A short walk down the street and into the past – “Once upon a time many years ago there was the 60s”
Great buffet, live music and best 60s costume prizes
“Serving the Community” Vendor Award
Sponsored by Tightrope

MAY 22

- Networking Breakfast **7:30am-9:30am**
Get some energy before a very busy day begins
Sponsored by Cablevision
- Workshops **9:00am/9:30am/10:00am/11:00am/2:00pm**
16 workshops covering technology, production, operations, legislative, and product user groups
9:00am—TelVue Users Group Pt1: New TelVue Signage product— InfoVue
9:00pm—Tightrope Users Group Pt1: Learn about updates in their product line and talk to the designers
9:30am—Lighting 101: Dealing with background, the sun, the shadows and more.
9:30am—Interviewing: It only looks easy
9:30am—How New Regulations Impact Your Station
9:30am—Tricaster Users Group Pt1: Dig into the many tools available plus a Q & A
10:00am—TelVue Users Group Pt2- Program sharing using Media Exchange
10:00am—Tightrope Users Group Pt2: Learn about updates in their product line and talk to the designers
11:00am—Understanding Editing: Storytelling in just a few minutes
11:00am—Obtaining PEG HD Channels in Your Next Franchise Agreement
11:00am—Using Social Media: Distribution/Technology
11:00am—Tricaster Users Group Pt2: Dig into the many tools available plus a Q & A
11:00am—Broadcast Pix Users Group: Understanding the features and Q & A with experts
2:30pm—Documentary Film Making
2:30pm—Future of Community Media: Protecting PEG
2:30pm—Production Quality & Capability through New Technology
- Keynote Lunch **12:30pm-2:15pm**
Keynote Speaker: Congressman Frank Pallone (D Ranking member of the Energy and Commerce Committee)
Legislator of the Year and Municipal Excellence awards
- Farewell **4:00pm-5:00pm**
Vendor Passport Drawing (*Over 50 prizes available*)

---Updates and Details: Conference website www.powerofpartners.org or the conference newsletter and follow us on Facebook---

Diamond Sponsors

HB Communications, TelVue & NJEA

Titanium Sponsor—Tightrope

Gold Sponsor—Varto Technologies

Silver Sponsor—Shadowstone & Cablevision

Bronze Sponsor—Rushworks

Bits & Bytes

- Apr. 8 — Executive Board meeting: Continue update of Policies and Procedures.
- Apr. 11-16 — National Association of Broadcasters (NAB) Las Vegas, Nev. The NAB Show® is the world's largest event covering filmed entertainment and the development, management and delivery of content across all mediums. From creation to consumption, across multiple platforms and countless nationalities, the NAB Show is the home to the solutions that transcend traditional broadcasting and embrace content delivery to new screens in new ways.
- Apr. 27 — MassAccess Spring Conference, Basketball Hall of Fame, Springfield, MA
- Apr. 29 — General meeting to be held at Essex County College. We encourage members to attend. This is the first time we will be visiting this location.
- May 6 — Executive Board meeting: Conference assistance
- May 20 — General meeting to be held at the Hyatt Morristown. Steve Traylor will be our guest speaker. Steve will talk about the battle to insure delivery of community media in a changing technological landscape.
 - May 20-22 — JAG Annual Eastern Region Communication and Technology Conference 2015 will be held at the Hyatt Morristown. We are taking your advice and recommendations. New location, new schedule, new workshop structure, and new events, it's a new conference. Details coming soon. Discounts on hotel reservation and conference registration are now open. Like us on Facebook and watch the conference develop.

Closed Captioning and the FCC

I recently discovered an article regarding Closed Captioning from the FCC. For years PEG has not had to provide this service to its viewers. Since most of our profits were under \$3,000,000, cable operators are not required to provide closed captioning by law, which is not subject to their editorial control.

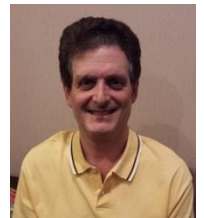
However, the cable operator must pass through programming already captioned when received.

I bring this up because there is another section in this article that brings up information that you must have if your programming goes out over the internet and that all our emergency information must be made accessible to everyone. Also, please keep in mind, The ADA (**Americans with Disabilities Act and Rehabilitation Act of 1973**) imposes requirements for accessibility on state and local governments and educational institutions.

I have been quite confused with the language in this FCC document. "Are we still good with not having Closed Captioning or do we have to start planning for costly changes in how we air our programming?"

I have reached out to James N. Horwood, NATOA member and Attorney from the Washington Law Offices of Spiegel & McDiarmid; to help us understand what the FCC is requiring of us. Please stay tuned, for his eye-opening and clarifying article which will be coming out in our May newsletter.

David Garb
Vice Chair



Associate Members



tightrope media systems 

COMMITTEES CORNER

MassAccess Spring Conference

MASSACCESS

April 27, 2015

9:00AM-3:30PM

Naismith Memorial Basketball

Hall of Fame

1000 Hall Fame Ave

Springfield, MA 01105

Registration: \$50.00 Member Rate

www.massaccess.org

JAG Annual Conference

*Eastern Region Communication
and Technology Conference 2015*



May 20-22, 2015

Hyatt Morristown, NJ

Save the Date

Registration Now Open

NATOA 2015 Annual Conference

Sept. 9 - 11



San Diego, CA

[2015 Annual Conference, Sept 9-11 at the Hard Rock Hotel in San Diego, CA](#)

Annual JAM Video Awards Dinner



Dec. 9, 2015

6-10pm

Location to be announced

EXTERNAL RELATIONS COMMITTEE: *Rich Desimone, Chair*

Our focus has moved to supporting the Conference Committee. We have entered into an agreement with MassAccess to promote each other's conferences. The MassAccess conference is a one day event and JAG members can register at the member rate. We urge our members to take advantage of this opportunity to explore our common interests. Varto Technologies will be hosting our September meeting. To join the committee, contact Rich Desimone at rjdesimone@verizon.net.

FINANCE COMMITTEE: *Debbe Gist, Chair*

Members interested in joining this committee are requested to contact Debbe Gist at dgist@piscatawaynj.us or call 732-562-2305

PRODUCTION COMMITTEE: *Peter Namen, Chair*

Jersey Access Group Production Committee is always looking for new members. If you can be a member don't hesitate to reach out to us, we need you! We are in the process of revitalizing Access New Jersey and we need pieces. If you can produce a news magazine/story piece please let us know. For further info about how to go about it or to join the committee, contact me at pnamen@piscatawaynj.org.

AD HOC COMMITTEES

Affiliate Committee: *Dave Garb, Chair*

Members are needed to serve on the committee. If interested please contact the chairperson at davegarb@paps.net

Membership Committee: *Stephanie Gibbons, Chair*

The membership committee has begun to reach out to contacts made at the NJLOM. We are also gathering information about other groups or associations that may have some interest. If you know of a neighboring town or school district that are not members but should be please send me their contact information. The Membership Committee needs assistance with contacting people, if you are interested please let me know at stgibbons@verizon.net.

Conference Committee: *Rich Desimone, Chair*

We are finalizing the last of the workshop topics in the area of technology, production, legislation, operations, and training. We are still looking for a few more topics and moderators for the affinity lunch. Banquet location has been found and the band has been signed. The Student Symposium. The committee is welcoming people willing to provide assistance with social media management, municipal outreach, student symposium development, event supervision, and marketing and attendee development. The committee will be meeting via conference call every two weeks over the next 2 months. To join contact Rich Desimone at rjdesimone@verizon.net

Marketing Committee:

Not yet been established.

JAM Awards Committee:

Not yet been established.

Grant/Scholarship Committee:

Not yet been established.

Jersey Access Group, PO Box 772, Woodbridge, New Jersey 07095

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info@jagonline.org

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

Editor Rich Desimone