

*Your Municipal Communication Resource*

**Connecting Your Town to Your Residents**

**PRESIDENT'S MESSAGE**

We began 2015 with the election of officers by the Trustees with the following results:

Bob Duthaler—President    Dave Garb—Vice President  
 Debbe Gist—Treasurer    Victoria Timpanaro—Recording Secretary  
 Jeff Arban—Corresponding Secretary  
 Trustees: Lee Beckerman & Stephanie Gibbons



**Standing Committee and Chairs are:**

Executive—Bob Duthaler    External Relations—Rich Desimone  
 Finance—Debbe Gist    Production—Peter Namen

I would like to recognize departing board members Sharon Colucci for her years of hard work and dedication to JAG. Sharon also played a significant role in the start-up of JAG. We thank her for her work as a trustee and wish her well. She will continue to be very active and supportive of JAG. I also want to thank Nick Besink and his role as a Trustee. Nick brings a great deal of knowledge and wisdom to the table. I wish him well and a speedy recovery and look forward to seeing him at JAG Meetings.

I have established the following Ad Hoc Committees and Chairs:

Membership—Stephanie Gibbons, Affiliates—Dave Garb, Conference—Rich Desimone, JAM Awards—Lee Beckerman, Marketing – TBA and Grants/Scholarships – TBA.

I have identified a number of goals for 2015 that I presented to the executive board at the reorganization meeting. JAG needs to increase its marketing to New Jersey Municipalities and promote the value in becoming a member. We will plan a stronger presence at the NJ League of Municipalities Conference, which will include workshops presented by JAG and joint workshops with the NJ State League of Municipalities. We will also continue to provide articles in both the NJSLOM Magazine and The Affiliates Newswire Newsletters , plus emails to the mayors via the NJ League. JAG will continue producing a monthly newsletter, update our website and have a stronger Conference.

JAG will strive to have guest speakers or vendor presentation at all of its meetings to provide more value to JAG's membership, work on vendor membership classification fees and develop a membership value package to market to our conference vendor list.

In conclusion the JAG Executive Board and Trustees will again have a retreat during the to continue work on our five year plan.

I look forward to a great year and thank the trustees for their support in electing me to lead this great organization once again.

**Trustees 2015-16**

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

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**Meeting Schedule**

- Jan. 28-** Reorganization Meeting: East Brunswick  
Presentation-none
- Feb. 25-** Summit  
Presentation-Telvue
- Mar. 25-** Shadowstone  
Presentation-by host
- Apr. 29-**Essex Cnty College  
Presentation-TBA
- May 20-** Conference  
Hyatt Morristown  
Presentation-Steve Traylor
- Sept. 30-** Montclair  
Presentation-TBD
- Oct. 28-** Metuchen  
Presentation-TBD
- Nov. 25-** Edison  
Presentation- TBD
- Dec. 9-** Annual Meeting & JAM Awards Dinner  
Location TBD

## JAM Awards

Stephanie Gibbons, Executive Board & Membership Chair.

You may have noticed that we are full into award season, that at least twice a week there is some broadcast of a guild or group bestowing honors of excellence. The Jersey Access Group finished its award season before the end of 2014 with the JAM awards presentation. While there may not have been a red carpet, paparazzi, and commentators asking “who you’re wearing?” it was a wonderful evening to celebrate the work of local content providers for the past year.

We gathered at the Spain Inn in Piscataway. After greeting each other and having an opportunity to catch up a short meeting was held to perform some business. President Bob Duthaler gave a brief recap of the highlights of the past year. Most significantly introductions of new organizational members of which two were present: Telvue represented by President and CEO Jesse Lerman and Chief Information Officer Mark Steele and Shadowstone represented Paul Distephano. There was even a special acknowledgement of Edison’s Ed Cologna first born son Leonard.

After the meeting, the buffet dinner was opened, an incredible amount of selections of items, plates were full with appetizers before many got to the dinner items so multiple trips were made to sample all the delicious dishes and maybe a second helping of some favorites. Ice tea, soda and red sangria sat on the tables to wash it all down. The awards began after everyone was sated by the great food.

The JAM awards were hosted by Lee Beckerman and Sharon Colucci who went for Hawaiian casual for their attire. In between the light banter, nominees were announced accompanied by short clips, winners were declared followed by a producer or representative coming up to accept the crystalline award and give a short acceptance speech.

In all, twenty-two awards were given out that evening, followed by a beautifully decorated cake that included the JAM Award’s logo. Winners and nominees took turns being photographed with their awards or certificates in front of the cake before it was sliced and served. It was a lovely event where the JAG community gathered to celebrate the work of government, educational staff, and local producers who care about showing the importance of their communities and in that respect everyone is a winner.

Members,

The JAG website is still in great need of your assistance!

I have been attempting to update the \*Members Only\* database with information about your stations/towns. The only problem is that there has been very little material from our membership that has been sent.

JAG needs 2 important documents from you. One, a copy of your towns franchise agreement ! With this readily available resource, all members will be well informed and have the tools at their finger-tips when their municipalities enter the refranchising window.

And two, we also need your stations policies and procedures for our members needing the guidelines when creating their own set of operations/rules for their access television station.

*Membership Input is Vital!*

The executive board would also like to hear from you on what additional information you would like to see presented on it.

Please help to make our website a success. Please forward to me your thoughts and information to the e-mail address listed below.

Thank you.

*David Garb*

Vice President, JAG-The Jersey Access Group

[davegarb@paps.net](mailto:davegarb@paps.net) (732) 376-6030 Ext. 23538

# Congratulations to the 2014 JAM Video Awards Winners



**Category #1 Arts**  
No Cover: Garland Jefferies  
(Montclair)

**Category #2 Children & Youth**

Mr. Socks Rocks  
(HomeTowne)



**Category # 12 School/Educational**

PTA in our Schools  
(EBTV)



**Category # 3 Diversity**

Special Olympics  
(Bloomfield)



**Category # 13 Senior Programming**

Seniorsize with Caroline  
(Woodbridge)

**Category #4 Documentary**

Woodbridge River Park  
(Woodbridge)



**Category #14 Religion and Spirituality**

Kalmyk Village in Howell NJ  
(EBTV)



**Category #5 Instructional & Training**

Apple Galette  
(Brookdale)



**Category #15 Entertainment**

Edison Classic Movies  
(Edison)

**Category # 6 Issues & Political Process**

Election Night 2014  
(Metuchen)



**Category # 16: Sports Programming**

Sports Talk  
(Woodbridge)



**Category #7 Live Event**

Woodbridge Idol  
(Woodbridge)



**Category # 17 Sports – Games**

St. Joes vs. East Brunswick  
(EBTV)

**Category # 8: News & Magazine**

This Week in East Brunswick  
(East Brunswick)



**Category #18 Talk Show**

House Lifting: Raising Shore Homes  
(HomeTowne)



**Category # 9 Music Performance**

Songs on the Beach  
(Brookdale)

**Category #19 Best Production: Non-Professional**

Jersey City Public School News  
(Jersey City)

**Category # 10: PSA Promo**

Rutgers Bus System  
(RUTV)



**Category # 21 Program Opening**

Cool rocking  
(Montclair)



**Category # 11 Local Events**

R U Muddy  
(RUTV)

**Category # 22 Best Access NJ Story**

Relay for Life  
(Piscataway)



# Tech Talk: The Ins and Outs of the Broadcast Cloud

Jesse Lerman, President and CEO TelVue



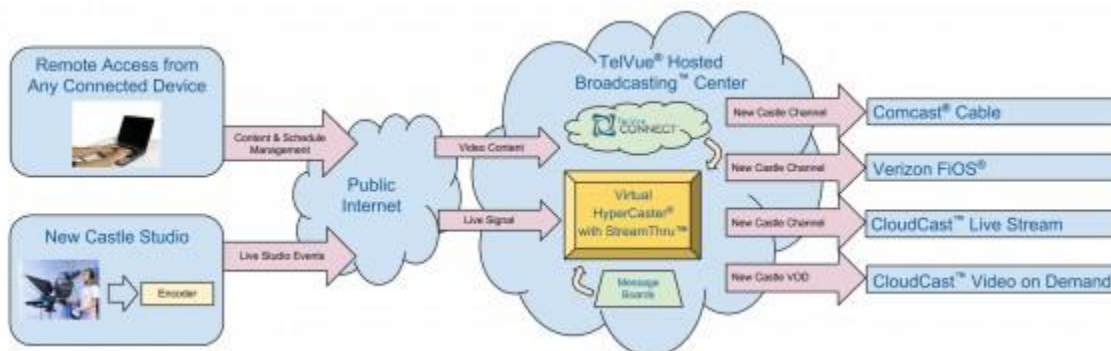
There are clouds in the forecast for the future of TV technology, and this is a good thing. A better understanding of what cloud services offer will open up new horizons for PEG broadcasters. Key benefits of cloud services include:

1. Greater accessibility from anywhere, anytime, on multiple devices, especially important in a mobile world.
2. Simplified maintenance compared to managing your own hardware and software.
3. Faster, and less expensive start-up.
4. Improved cost savings through efficient use of resources.
5. High scalability and elasticity allowing you to use as much or as little of the cloud as you need.

Sophisticated cloud services of all kinds have grown exponentially in recent years. Applications like Salesforce, DropBox, Gmail, Facebook, YouTube, and Netflix to name a few. As on-line storage, computing power, bandwidth, and scalable content delivery have become more efficient, barriers to cloud-based video applications have fallen. The cloud is the logical next step in the evolution of broadcast technology. Cable companies themselves are gearing up to replace traditional QAM delivery with modern, IP-based streaming protocols, based on video clouds.

It's not necessary to ditch your existing broadcast infrastructure to take advantage of the cloud. We know how important your in-facility workflow is, and that is why we invested so much development effort on our recent [HyperCaster 5.0](#) release. However, cloud services can help enhance your workflow.

1. By simplifying uploading, transcoding and aggregation, services like [TelVue Connect](#) facilitate program-sharing among JAG stations, as well as contributions from independent producers in the [Media Exchange](#).
2. Cloud-based streaming services, like [TelVue CloudCast](#), deliver linear, live and VOD to your own Web player, Roku channel, and mobile devices.
3. Digital signage is also in the clouds, making it easier to manage from anywhere without application servers and databases in your facility. Keep an eye out for TelVue's new cloud-based, HD, multi-zone digital signage solution that we'll be unveiling soon.
4. Cloud-based archiving solutions such as Amazon Glacier or the open Internet Archives are practical for large libraries of high-quality videos.
5. Collaborative video editing has made it to the cloud with offerings like WeVideo and Vidmaker.
6. And for any station that would like to think truly "out of the box", it is now possible to host an entire broadcast operation in the cloud. [Delaware's New Castle County](#), opted for a 100% [Hosted Broadcast](#) solution: content is uploaded, scheduled and streamed from a virtual HyperCaster to their cable providers, website and viewers on multiple devices. Live meetings are reliably backhauled over the Internet in HD to the cloud for broadcasting.



When it comes to cloud video services, the sky's the limit. Video in the cloud will become even more practical with the new High Efficiency Video Codec (HEVC), a.k.a "H.265" that aims to be 40-45% more efficient than H.264. And that means SD, HD and even 4K files will become ridiculously small, transferring even faster over the Internet and taking up even less storage space.

So as you consider future upgrades - like HD capability and streaming to multiple screens - think about cloud based workflow enhancements that supplement your physical station. You might find yourself hoping for more and more "cloudy days".

## Bits & Bytes

- Jan 14 – Board of Trustees meeting: election of officers, establish Ad Hoc Committees, and set executive board and general meeting schedule. Discuss participation in NJ-GMIS Conference.
- Jan. 28 – General meeting (Reorganization Meeting) to be held at East Brunswick Public Library: Newly elected executive board members Victoria Timpanaro and Jeff Arban begin their terms. Executive Board officers will be announced, Ad hoc committees will be Announced, and a call for members to join committees.
- Feb. 11 – Executive Board meeting: Continue update of Policies and Procedures.
- 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. Hotel reservation and conference registration will open in November. Like us on Facebook and watch the conference develop.
- Sept. 8-11 – NATOA's 2015 Annual Conference will take place in sunny San Diego, CA at the Hard Rock Hotel in the heart of the Gaslamp District. This event will be jam packed with educational sessions, dynamic speakers and content, and fun networking activities, making this an event you won't want to miss!

### JAM Video Awards 2014



## COMMITTEES CORNER

### JAG Annual Conference

**Eastern Region Communication  
and Technology Conference 2015**



May 20-22, 2015

Hyatt Morristown, NJ

**Save the Date**

**Registration Now Open**

### **EXTERNAL RELATIONS COMMITTEES: *Rich Desimone, Chair***

We continue our campaign to solicit associate members. This membership classification is open to vendors, manufacturers, integrators and non-profit organizations that support our mission and goals. We have been asked to participate in NJ-GMIS (NJ IT Group) conference and will discuss at executive board meeting. We continue to have monthly conference calls and possible face to face meetings before or after JAG's monthly general meetings. To join the committee, contact Rich Desimone at [rjdesimone@verizon.net](mailto:rjdesimone@verizon.net).

### **FINANCE COMMITTEES: *Debbe Gist, Chair***

The committee has meet to discuss the 2015 budget and has made it's recommendation to the Board of Trustees. Members interested in joining this committee are requested to contact Debbe Gist at [dgist@piscatawaynj.us](mailto: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](mailto:pnamen@piscatawaynj.org).

### **AD HOC COMMITTEES**

#### **Affiliate Committee: *Dave Garb, Chair***

The House Energy & Commerce Committee has been issuing a series of white papers as part of its process for a possible update to the Communications Act. Its latest paper (number six) focuses on the regulation of the market for video content and distribution and poses a number of related questions for comment. The committee is looking into this. Members are needed to serve on the committee. If interested please contact the chairperson at [davegarb@paps.net](mailto: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](mailto:stgibbons@verizon.net).

#### **Conference Committee: *Rich Desimone, Chair***

We welcome Victoria Timpanaro, Brian Smith, and Jeff Arban to the committee. Early registration is now open and will provide substantial discounts to you. Payment must be received by April 1. Those using purchase orders should get them in the first quarter of 2015 to insure payment is received by April 1. NEW THIS YEAR: Additional discounts are available for groups of three or more. Free conference registration is available for all full time college students. Students must register in advance on the conference and present their student ID at the registration desk. No meals will be provided. 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 meet via conference call once a month for the next 4 months. To join contact Rich Desimone at

### 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](#)

### JAM Video Awards Dinner



Dec. 9, 2015

6-10pm

Location to be announced

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

732-877-8581

[www.jagonline.org](http://www.jagonline.org)

[info@jagonline.org](mailto:info@jagonline.org)

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

Editor Rich Desimone