



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

- Mar. 24- Shadowstone Presentation-by our host**
- Apr. 29-**Essex Cnty College Presentation-TBA
- May 20-** Conference Hyatt Morristown Presentation-Save 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

Your Municipal Communication Resource

Connecting Your Town to Your Residents

NEXT MEETING MOVED FROM WEDNESDAY, MAR. 25 TO TUESDAY, MAR. 24.

PRESIDENT'S MESSAGE

Early Bird Gets The Worm....plus great discounts too!!



Everyone has heard the phrase "The Early Bird Get The Worm" in the case of the JAG/POP Conference you get much more than that. In fact you get a tremendous discount on the cost of the conference. In a time in which budgets are so tight and you need to fight for every penny you have and spend, then you owe it to your station and yourself to register early for the conference. The difference in the cost of registration is great for a full conference attendee...\$65 per person! That adds up to some SDHC Cards and several rolls of gaffer tape! I can tell you from personal experience, I am not one who always reacts quickly in certain situations. But, when it comes to early bird discounts on the conference I never miss out. There are several reasons why. One of the most important ones is the one I have already mentioned, the cost savings. When you have a group and you register early, then everyone in the group saves money and even more so with the early bird registration. If you are an individual and you register early, the savings is the greatest. It is a dollars and cents kind of environment in municipal government and your ability to find ways to save is a great asset to your role of station manager. In that same vein, your ability to show your advancement in your knowledge of station operations, equipment updates and savings, coupled with legislative knowledge in the ever-changing PEG landscape is what makes you an asset to your Access Station. The [Power of Partners Conference](#) can bring you all that!

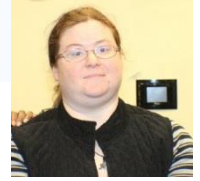
There is another reason for the early bird push, something you may not have given much thought to. It is a valuable tool for the conference committee and our organization as well. Getting attendees to register early, helps to spark interest in conference, generates early income for the event and lets the JAG Organization and Conference Committee breathe a tremendous "sigh of relief". I can't stress this enough, the success of the conference is the success of the JAG Organization. So much of our budget is dependent on conference income and the relationships we form with vendors, panelists and attendees is crucial to our organizational success. So in our case, the Early Bird saves money and helps to support JAG as an organization as well.

My last two requests as you finish reading this article, are to ask you to click on the link at the end and register for the conference NOW! Early Bird Discounts End On April 1st. My Second request, after you have finished registering for the [Power of Partners Conference](#) , is that you come back to this newsletter and finish reading the rest of the great articles you will find. Register for the Eastern Region Communication and Technology Conference Now...

[CLICK HERE TO REGISTER!!!](#)

College Students Attend Conference for Free:

By Victoria Timpanaro



Please circulate this letter to any contacts you might have at the colleges.

Hello,

My name is Victoria Timpanaro and I am reaching out to you as a member of the Jersey Access Group or JAG. This May we will be hosting the Eastern Region Communication and Technology Conference in Morristown, NJ. One of the goals of the conference is to help cultivate new professionals in the local communications industry by focusing on College students and helping them to move into the field. There will be workshops, a huge trade show and lots of opportunity for networking. And most importantly: FULL TIME COLLEGE STUDENTS ARE FREE! All they have to do is register online and bring their Student IDs with them. Please encourage your students to come out and take advantage of this great opportunity.

Please help us spread the word to the Television, Media and Communications students at your campus by posting this flyer on bulletin boards and in other appropriate places - classrooms, offices, labs and various student gathering spots.

It would also be a great help if you could please repost this Tweet/FB message so that your students can find us online:

Check out the Eastern Region Comm & Tech Conference in Morristown, NJ May 20-22! FREE FOR FULL TIME COLLEGE STUDENTS

<http://www.powerofpartners.org/>

We are also looking for students to help at our Student Symposium. We are in need of group leaders to walk high school students around our trade show floor and explain to them what they are looking at and how it can be utilized.

If you have any questions about the Eastern Region Communication and Technology Conference 2015 or the Jersey Access Group, please feel free to reach out to me or log on to <http://www.powerofpartners.org/>.

I have also included a PDF version of this letter that is aimed at students.

Thank you for your time.

Victoria T. Timpanaro

Manager of Production Services

Essex County College

Newark, NJ

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Tech Talk: PRODUCTION LIGHTING FINALLY HAS A REAL REVOLUTION!

By Paul Distefano, VP of Business Development, Shadowstone

The television production industry has certainly had its share of “revolutionary” ideas and technologies..... We’ve all survived the format wars. We have forgotten all classifications like “broadcast” quality as a result of the “prosumer” revolution. We have abandoned composite video and grown with the analog component revolution and the digital revolution. Our post-production systems have gone from rooms full of equipment to one laptop through the “desktop video” revolution. Every year we come back from NAB with a new buzz word to speak of like digital cinema, 3D, 4K..... The list goes on!



But in the lighting world, we have pretty much gone along for the ride without too many “revolutionary” ideas. Sure, we have seen new lamps introduced, such as the HMI, giving us a highly efficient source of daylight color for field production. We have seen tungsten sources, such as the HPL lamp, which are so efficient that we can approach 1000W light output with only 575W of power consumption. The theatrical lighting industry saw a boom in moving light technology and color changing technology through DMX controlled dichroic filters. These technologies have crossed over into the TV studio, adding dynamic lighting elements to higher end (a.k.a. higher budget) television productions. We have seen more and more fluorescent lighting sources replacing traditional 1K and 2K softlights as fill lights. But the traditional fixtures we have all used for the past few decades have remained relatively unchanged. At least..... Until now. Yes, the digital revolution has finally come to production lighting!

A few years ago, if one walked through the Lighting & Grip Pavilion of the NAB show, they would see all the usual suspects. About ten years ago, there was a new entry in the pavilion, Litepanels..... and there was quite a buzz about them. They may not have been the first company to introduce LED lighting to our industry, but they took a different approach. While others offered RGB (red/green/blue) LEDs, which could be mixed to produce white light, Litepanels introduced single color, daylight balanced (and later adding tungsten balanced), white light, to illuminate skin tones. Jump ahead ten years, and the floor of NAB is filled with manufacturers of LED production lighting gear of all types and sizes.

It was a logical progression. LEDs offered some significant advantages. LEDs consume a fraction of the power of conventional sources. In the studio, this means lower electric costs. In the field, this means much longer life when powered by battery. LEDs do not project heat the way conventional sources do. Again, this has an impact on the electric bill, as HVAC systems are not taxed as they once were. On camera talent can enjoy a much more comfortable environment as well. This is especially important when those guests (who may not be accustomed to being under the lights) come into the studio. LEDs have an average life of 50,000 hours, which means studio personnel no longer need to worry about frequent lamp changes. Most LED fixtures can be controlled via DMX (the signal which comes from a lighting console), which means the installation of massive dimmer cabinets and all those home runs of copper wire are not necessary. All significant advancements, but, we still had a bit of a way to go.

Currently, there is a high quality LED instrument available to replace almost any lighting fixture that one may find in a typical TV studio. Fresnels, softlights, PARs, ellipsoidal spots, cyc lights, space lights, pans - you name it, all can be found in LED. This LED revolution also means that television content producers now have a choice..... They can light their studios in traditional 3200 degrees Kelvin (tungsten color temperature) or 5600 degrees Kelvin (daylight color temperature), without the need to use filters for one color of light to be balanced to match another. Filters cut down on light output of a fixture by about 40%, so the benefit here is clear.

Another revolutionary digital lighting technology is the plasma light source. These sources use an emitter (about the size of a Tic-Tac) which is filled with a proprietary mixture of inert gases. These gases are bombarded with RF, causing them to “spin” at a very high rate of speed. The result is the formation of the fourth state of matter, plasma, which outputs brilliant daylight color light. Like the LED, these sources do not project heat like conventional sources do and are highly power efficient, allowing them to be used in the field with battery power.

One of Shadowstone’s lighting philosophies has always been to reduce the power consumption, reduce the heat, and increase the light. As a result, we were a very early adopter of such energy efficient technologies and have outfitted hundreds of studios with these sources..... either completely or in a “hybrid” system utilizing LED and plasma sources, along with conventional tungsten and compact fluorescent sources. This approach allows us to augment, or upgrade an existing system within budgetary restrictions.

We have invested heavily in these new technologies in order to stay ahead of the curve. When the JAG members meet here at Shadowstone later this month, they will see some of these fixtures up close, many of which are available to rent from our rental department as well.

Yes, the digital revolution has come to the lighting world, and the result is brilliant!

Editor’s note: Join us and explore this new technology at JAG’s next meeting, Tuesday, Mar 25 at Shadowstone.



Eastern Region Communication and Technology Conference 2015

Free Entry for College Students*

- Huge Vendor Exhibit Hall
- Workshops on the Communications Industry, Production Tips, and Job Opportunities

*No meals are included with the student admission.



May 20 – 22, 2015 — Hyatt Morristown, NJ

Presented by The Jersey Access Group/NJ NATOA Chapter and NJ League of Municipalities Affiliate in association with HB Communications, the TelVue Corporation, Shadowstone, National Organization of Telecommunication Officers and Advisors, and the NJ League of Municipalities.

The conference brings together community media TV station staff/volunteers, independent film makers, educators, TV technicians/engineers, manufacturers/vendors/integrators, IT staff, legal counsel, municipal officers/advisors/board members, government officials, and advocates of community media, local broadcasting, and telecommunication issues and services.

Conference Outline

Thursday, May 21st: The largest trade show in the country devoted to community media education, content production, AV support, and video distribution platforms. Along with the many exhibitor tables, the trade show includes vendor presentations.

Friday, May 22nd: This full day of workshops by panels of industry professionals will cover topics designed to provide information on regulatory issues affecting municipal communications infrastructures and assist PEG stations and municipalities in producing and distributing content on all available communication devices.

Hotel reservations can be made online or by phone. The special hotel rate is good until May 5, 2015.

To learn more and to register, visit: www.powerofpartners.org.

Conference Partners: The Jersey Access Group/NJ NATOA Chapter, HB Communications, TelVue Corporation, Shadowstone, National Association of Telecommunication Officers and Advisors, New Jersey League of Municipalities, and New Bay Media.

How many reasons do you need? Register Today

By Eastern Region Communication and Technology Committee

Those using Purchase Orders need to get them in now so your payments reach us by April 1.

An inside look at some of what the conference committee has planned.

Diamond Sponsors
HB Communications,
TelVue & NJEA

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

MAY 21

- Student Symposium, **9am-2pm**
100 students from 10 Schools
Guest Speaker-Josh Vorensky, ESPN, Associate Producer
Student JAM Awards
Sponsored by NJEA
- Trade Show, **10am-4pm**
40 exhibitors (*Alzo, ClearCom, Pearson Media Group, Shadowstone*)
8 presenters (*Varto, Rushworks, AJA, HB Communications, Telvue*)
Quadcopter aerial drone shooting demonstration - Pearson Media Group
- Breakfast with Vendors, **9:30am-11am**
Sponsored by Shadowstone
- Welcome Affinity Lunch, **12:00pm-1:30pm**
Affinity Tables: Some of the topics include:

Using Social Media	Sports	One Man Bands
Making Volunteers Work	Franchise Agreements	Arial Shooting
SD to HD	Marketing Your Station	Live from Anywhere
- 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

MAY 22

- Networking Breakfast **7:30am-9:30am**
Get some energy before a very busy day begins
- Workshops **9:00am/9:30am/10:00am/11:00am/2:00pm**
17 workshops covering technology, production, operations, legislative, and product user groups
Some of the workshops include:
 - Lighting 101: Dealing with backgrounds/the sun/unwanted shadows and more
 - What needs to be in your sound remote bag of tricks?
 - Understanding Editing: Picking the right video to tell the story in just a few minutes
 - Future of Community Media: Protecting PEG
 - Refranchising and HD: How towns are getting HD channels
 - Using Social Media: Understanding its value as a communication path to your community and the rules of the road
 - Production Quality & Capability through New Technology
 - TelVue Users Group: Learn about updates in their product line and talk to the designers
 - TelVue Users Group- Media Exchange: Discuss changes in product operations
 - Tricaster Users Group: Dig into the many tools available plus a Q & A
 - Broadcast Pix Users Group: Understanding the features and Q & A with experts
- Keynote Lunch **12:30pm-2pm**
Keynote Speaker: Congressman Frank Pallone (D Ranking member of the Energy and Commerce Committee)
Legislator of the Year and Municipal Excellence awards
- Farewell **3:30pm-5pm**
Vendor Passport Drawing (*Over 50 prizes available*)

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

Bits & Bytes

- Mar. 11 — Executive Board meeting: Continue update of Policies and Procedures.
- Mar. 24 — General meeting to be held at Shadowstone. Shadowstone will present an assortment of products they represent and will provide a tour of their facility.
- Mar. 25 — NJ-GMIS Conference. JAG is presenting a session. Options local governments have for recording/broadcasting public meetings. Using PEG or non-PEG, professional vs. fixed camera, using hosting services (dedicated vs. open, i.e, Youtube, Vimeo), standalone vs. agenda integrated systems, and any related issues. Panelists: Jesse Lerman, TelVue, and Rich Desimone, Metuchen. **LOOKING FOR AN ADDITIONAL PANELIST.**
- 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
- 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.
- 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!

Congratulations and Good Luck

Shadowstone DC's Grand Opening Event

Friday, March 27, 2015 - 11:00am-8:00pm
Saturday, March 28, 2015 - 10:00am-4:00pm

Washington DC 953 V Street NE
Washington, DC 20018
202-635-9400

Associate Members



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. Schools are being chosen to participate in 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.

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732-877-8581

www.jagonline.org

info@jagonline.org

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

Editor Rich Desimone