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General Meeting Schedule 2022-23

- Sept. 28- Zoom Meeting Presentation –G&G Technologies
 - Oct. 27- Hybrid Join us at Varto Technologies or via Zoom Presentation –Varto Technologies
 - Dec. 1- TBD Presentation- De Wolfe Music
 - Jan. 25, 2023- TBD REORGANIZATION Presentation- DeSisti
 - Feb. 22- TBD Presentation- TelVue
 - Mar. 31- TBD Presentation- TBD
 - Apr. 26- TBD Presentation- RUSHWORKS
 - Jun. 28- TBD No Presentation
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President’s Message

Bob Duthaler



Finish or Start The Year Strong. It’s All In The Way You Look At It

September is upon us, and it invokes many different emotions. There have been several songs about September as well: “Wake Me Up When September Ends” – GreenDay, “September” – Earth, Wind and Fire, just to name a couple. For parents and teachers, it starts the beginning of a new school year. For some businesses it’s the end of the first quarter and for those using a calendar year, you are in the final third of the year.

For JAG as an organization, it’s all of those above. The Executive Board Retreat in August, signifies the beginning of planning for a new JAG year. Having the months of July and August off from General Membership Meetings, we come back again in September like school kids coming back for a new year. For the fiscal year, we are winding up the 2022 budget, preparing for the 2023 budget and motivating members to take a role on the board or committee.

Whatever way you look at it, you need to be “all in”. That should apply to everything you do – work, volunteer, play and life in general. Be present, give your all, be “All In”! That is the approach the executive board at JAG takes. When it comes to this organization and its future, we on the board are “All In”. Because of that, we are taking several approaches to finish out this year or start it – however way you look at it.

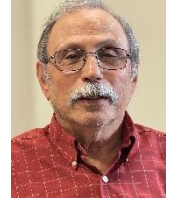
We are looking to hold our first Hybrid Meeting. The October General Membership Meeting will be held both in person at Varto Technologies in East Rutherford and virtually on Zoom as well. This will be a first for our organization as we welcome gathering again for those interested and still giving the option to those who can’t travel to join us virtually. Please mark your calendar for October 26th for this historic event in JAG! Coming up for our September meeting on the 28th, we will also have another first. We will welcome one of our newest Organizational Members, G&G Technologies, who will be doing a presentation to our membership. G&G represents many different manufacturers and offers installation services as well. I urge all members to take part in this virtual meeting and welcome our newer member.

During the last few months of the year 2022, we will be very busy as an organization. We are currently preparing for our participation in the upcoming New Jersey League of Municipalities Conference in November. JAG will be hosting two sessions with the league along with having our booth on the conference floor. I urge you to invite your mayors and council members to come to our sessions and visit our booth. In addition, we will be hosting a couple of webinars and round table virtual discussions. Look for emails announcing days and times.

Finally, at our September meeting you will also see our new agenda layout. We understand your time is valuable, we have reviewed past meeting attendance and “dropout” periods and the executive board has come up with a condensed, but action-packed agenda for our meetings moving forward. Now all we ask of you is to give an hour of your time to attend the meetings. Then at the conclusion, we will host an “after hours” session where you can continue with questions and discussions with vendors and members alike. For those in person, you can network with each other and explore vendor presentations up close and personal. I hope everyone enjoys this new format and I look forward to hearing your thoughts on it once we launch. So, make the most of this new start, closing of the year or however you view it and be “all in” when it comes to everything JAG.



I have about 50 years experience in this industry. Engineering, sales and designing systems. I graduated from Voorhees Technical Institute which is now a part of Hunter College and continued my education at New York Institute of Technology.



G&G Technologies has been in business for over 34 years. If you go to G&G Technologies website www.ggvideo.com you will find that we are an authorized dealer for over 100 manufacturers. I am now starting my 11th year at G&G Technologies as the Director of Broadcast Sales.

I will be presenting at JAG's Sept. 28 meeting. The main topic will be PTZ Cameras, discussing all phases of this particular type of camera such as NDI, HDBaseT, SDI and HDMI. PTZ camera systems are now starting to take over the industry. Most camera manufacturers are now adding this type of camera to their line of products. Municipalities, Courts, Houses of Worship and Schools are now replacing their current camera systems with PTZ cameras. Today all 30 Major League Stadiums have Panasonic Outdoor PTZ cameras installed.

In addition to selling individual items, we also design systems and do On-Site Surveys. G&G also offers equipment rentals with various cameras, intercom systems, lighting packages, etc.

Two of the PTZ cameras I will talk about are the Panasonic AW-HE42K and the JVC KY-PZ200NBU.



Panasonic AW-HE42K

The AW-HE42K is a full HD camera with an integrated rotating base equipped with 3G-SDI and a variety of other output connectors. The four types of output interfaces and the genlock function support smooth large-scale shooting with multiple cameras. The camera is perfect for a wide range of environments, from recording and broadcast of lectures, to live streaming at concerts and other events.



JVC KY-PZ200NBU

HD PTZ REMOTE CAMERA with NDI|HX

JVC's new HD KY-PZ200N cameras provide optimal streaming image quality and performance for remote production over the internet and is equipped with NDI®|HX and SRT streaming, H.265/H.264/MJPEG encoding, and VITC (Vertical Interval Timecode) multi-camera synchronization technologies.

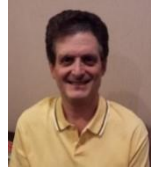
G&G will be presenting at the September 28, JAG General Meeting via Zoom.



A Retrospect of the Importance of PEG and News from the FCC Legislation

Dave Garb, Legislative Committee Chair

Over the decades, PEG Television Channels have demonstrated their value to the communities they serve. We have been challenged over and over again to get our vital information out to our local viewing audiences, especially in times of crisis. But there has never been anything more challenging than during the past pandemic. It was the access stations that found ways to get their individual messages directly out to their communities.



PEG channels were one of the few places viewers could go to watch Governor Murphy's daily press briefings in their entirety, both live and "on demand." While it is not surprising to find PEG stations carrying this, there were many other ways PEG Channels helped the citizens in their communities. With schools closed, and kids stuck at home, many stations tried to create programming to help parents entertain their kids while they worked from home. This programming included the mayors of several towns reading books to kids to keep them entertained. Other stations developed specialized programming around drawing and painting for kids stuck at home. Several stations even created shows for kids with sing-a-long songs that both educated and entertained.

Many of our PEG Stations carried local high school sports so friends and family could watch their teams compete even though they couldn't attend the games in person. PEG stations covered graduations virtually to give families a chance to honor their seniors, when traditional celebrations were cancelled.

Clearly, the fight against Covid 19 was a stressful time for people throughout the state, and our PEG stations provided programming designed to ease that stress with programs of Yoga and Meditation.

The Jersey Access Group (JAG) is proud of how our members have responded to the challenges we faced due to this pandemic. It's clear that our PEG Television Channels have risen to the occasion to prove their true value to the communities they serve.

Straight from the FCC:

In August, the Federal Communications Commission adopted an Order creating the "Your Home, Your Internet" pilot program designed to raise awareness of the Affordable Connectivity Program (ACP) among households receiving federal housing assistance. The one-year pilot program will test the best methods for helping consumers receiving federal housing assistance through the Department of Housing and Urban Development learn about the Affordable Connectivity Program and enroll in the program.

"Broadband is a necessity for American households, yet many HUD-assisted families lack access to reliable, affordable, high-speed internet," said HUD Secretary Marcia L. Fudge. "HUD is committed to ensuring that the people we serve have sufficient internet access for work, school, health care, and other needs. FCC's new pilot program will make it easier for HUD-assisted families to access reliable and affordable high-speed internet, and I look forward to working with Chairwoman Rosenworcel and the Commission to get more families online."

The "Your Home, Your Internet" pilot program features enhancements that are designed to help ease the application and enrollment process for federal housing assistance recipients. State and local housing authorities, Tribal Designated Housing Entities, and other state, regional, or local government entities, as well as community partners are eligible to apply for the pilot. Pilot program applicants will be able to submit proposals for specialized ACP outreach efforts, including promotional materials that are directed to federal housing assistance recipients and organizations. Pilot participants also are encouraged to propose application assistance tools which the Commission will evaluate. In addition, the Commission has set aside up to \$10 million to support pilot-related activities. The Wireline Competition Bureau will provide more guidance on how to participate in the pilot program.

The Affordable Connectivity Program provides a monthly discount of up to \$30 per month (and up to \$75 per month for households on qualifying Tribal lands) as well as a one-time \$100 discount toward a laptop, desktop computer, or tablet. Under the Infrastructure Investment and Jobs Act, a household may qualify for the Affordable Connectivity Program if at least one member of the household meets the qualifications for participation in the Lifeline program. Households that receive federal housing assistance are eligible for Lifeline and the Affordable Connectivity Program.



If you have been in this business for over 10 years, you recall that there was only one way to do it. The formula was simple, cover the event in full, get it to post and air it on cable – repeat. That applied to both meetings and township events. Somewhere along the way in recent years, the viewing habits of the consumer has changed, and so must the formula. Stations need to adapt to move forward and survive. We will cover three areas to focus on to move forward with: Broadcast Trend, Cord Cutters and Hybrid Productions.



Before I break down the three areas we are going to discuss, I want to plant a thought in your mind about your station. You should think of the station as a marketing arm of your township. But aside from the fact that we cover meetings of all sorts and help keep government open to the public, your station should be used to market all the good things about your town. If you keep that thought in mind, it will help your station move forward with a mission.

Broadcast Trend: This is probably the slowest of all the changes we are going to talk about. Most stations are still broadcasting in SD using analog, composite video, and audio. This is the same technology the stations used in the 70s when the first went on air. That is 50 years without change! Until the cable company's feet are put to the fire, change will not take place. For that to happen, it needs to take place on both the state and local level. On the state level, JAG has already enacted changes to benefit your station. The BPU has already stated that cable companies like Verizon that are on the system-wide franchise agreement need to provide high-definition channels to municipalities, include station listings on the electronic guide and make available equipment/training for productions. JAG will continue to fight for municipalities on both the state and federal level. But on the local end, you as station managers need to take action to move your station forward. For those with local franchise agreements, you need to prepare for the movement towards HD in your upcoming negotiations. The cable companies are not just going to give you these upgrades, you need to ask and pressure them to do so. In addition, you need to make sure your station is ready for that change. You need to have an HD broadcasting system in place that is capable of sending out an HD-SDI signal that can be handed off to the cable company.

Cord Cutters: To understand this new trend of watching TV (or perhaps we should say video), most of us don't have to look any further than our own homes. If you have kids under 25 you already know their viewing habits. Most split the consumption of video on a phone, tablet or computer with watching Netflix, Hulu or live sports on a large screen TV. A recent study showed that during the month of July 2022, more people viewed video online than a traditional cable viewing (Note: it should be noted that there is no football in July, which would have changed viewing habits towards traditional). With that thought in mind, you need to start exploring ways to have your content available on multiple platforms. These can include YouTube, Facebook, Instagram, and other social media platforms. You should also consider streaming your station live on the web. Plus, to accommodate cord cutters, you should have a plan for an Apple TV, ROKU or Fire TV app. There are several vendors who are supportive of JAG that understand this and have offered up solutions to get you underway.

Hybrid Productions: Here is where we need to embrace new technology, explore what we can do and investigate other possibilities. Hybrid does not only apply to meetings and bringing in Zoom and in-person together. Hybrid explores ways you can take your productions that are normally live-to-tape or post-driver and make them live. Can you have multiple people working in different locations to collaborate to make a production? How can you operate your station virtually? These are all questions and answers to the hybrid production and operation scenario. During the next few months and beyond, we will discuss these through webinars, manager's round table discussions and vendor presentations.

Now is the time to explore these three properties I spoke of and how this can become a marketing arm of your operation to benefit your municipality, school, or organization. Reach out to stations that are doing this already, attend JAG meetings and webinars for further information and reach out to vendors who understand what JAG members are going through, where they want to go and, more importantly, our budget constraints. I hope you take this into account and help move your station forward.



Darkest day gave way to its brightest future

Christine Hoffman, Staff, Cranford Television

Members Spotlight

PEG TV35 in Cranford was born in 1986 with the help of then Township Committeeman Dan Aschenbach, who understood the benefits of public access to his community. It started at the high school but was moved to the township to give greater community access. That is where it remains today. Cranford resident H. Edward Davenport was asked to help lead the effort to start it up. He had little funds, so he gathered old and used tech equipment and duct taped it into a station that instantly brought local news and interesting stories to Cranford. Ed worked full time at pharmaceutical giant Hoffman LaRoche. He headed its media department which was tasked with making commercials and worldwide product announcements. But for years he volunteered every night at the station and slowly molded the beginnings.



With Cranford residents Ron Brown and Jack Duffy, the three labored for hours on editors like the Toaster, to produce shows such as how to make a good Irish soda bread and the opening of our community center. The station back then brought in many high school volunteers who are now working in areas such as homeland security, the MLB network, and Fox sports. TV35 occupies the lower level in our municipal building. In 2011 Hurricane Irene swamped our local river, which came flooding into the station. We had at least 4 feet of dirty water in our studio and control room. Everything was ruined by the floodwaters. However, TV35's darkest day gave way to its brightest future.

A good insurance policy enabled the station to leap into this century and allowed us to up our production quality. We now have our third main Tricaster, the Tricaster 2 elite. Our live events are brought in with our Live U 300, and we have three Mac editors with adobe premiere pro. Our studio, recently named the H. Edward Davenport studio, has three Hitachi SD cameras and gray and green curtains for virtual backgrounds. We use SCALA as our billboard software and are in the market for a new affordable one. Unfortunately, our request to fund new software was rejected last year. We have a mobile truck for our graduation coverage and football games.



When our old box truck died, the township's sewer dept gave us their van. After it was sanitized, we moved in our mobile operations, including a Tricaster TC1. Our coverage is hyperlocal and adds another voice to the community. We show all the regular meetings of the township committee, planning and zoning board, and the BOE, high school graduation, Memorial Day parade, prom and pre-prom parties, church services and townwide events. We have shows that focus on town, health and education issues.

The goal is to give leaders and residents a chance to have their say and to add to the conversation. Some of our more popular shows include Cranford Cooks, which is named after a Facebook group here that highlights culinary dishes people are making and eating. On our show, residents share their cooking tips and recipes with each other. Our high school football, baseball and wrestling teams do well, and so they too are our most popular shows and we cover them on a regular basis. We do try to cover at least one game in each varsity sport per year. With talented home announcers and now the addition of graphics and replay, our residents, alumni and extended Cranford families can really enjoy following their home teams and neighbors. We have a small town feel, and Friday night football brings us all together.



During the pandemic, TV35 brought residents coverage of high school baseball's Last Dance series. We gave our town a bit of a respite, something to have fun with during a dreary time. People held small family gatherings outside on their patios with their TVs, eagerly waiting for the games to be on. Our team eventually won the whole contest, easily beating top notch private schools, and hundreds of people were able to watch through us. It was the town buzz.

In the last few years, we have averaged more than 300 shows that we produce per year. TV35 has two part-timers who work on a daily basis, and several people who work hourly to help with editing and live shows. We always welcome volunteers. TV35 programming can be found on channel 35 on Comcast and Fios, on Facebook and on CranfordTV35 YouTube. While we eye the HD channels longingly, we fear changing location to such high numbers on the dial would confuse our senior citizens, who are among our most loyal viewers. They rely on us to connect them to the community. TV35 started as, and remains as, a labor of love. The staff pours tremendous amounts of time and effort into producing shows and keeping up with technology. Financial constraints keep us at bay, but the station does its job, which is to show the community a reflection of itself and to promote conversations to move the township to new levels.



JAG General Meeting- ZOOM

Sept. 28, 2022 @ 12:12pm

Presentation: G&G Technologies

For more information and access to the meeting email JAGinfo@jagonline.org

JERSEY ACCESS GROUP

[facebook.com/pegvtv](https://www.facebook.com/pegvtv) [linkedin.com/company/jersey-access-group](https://www.linkedin.com/company/jersey-access-group) [instagram.com/jersey_access_group](https://www.instagram.com/jersey_access_group)

EASTERN VIDEO EXPO

[facebook.com/Easternvideoexpo](https://www.facebook.com/Easternvideoexpo) [instagram.com/easternvideox/](https://www.instagram.com/easternvideox/)

New Content on JAG YouTube Channel

<https://www.youtube.com/watch?v=BZoCnJLYi7g&list=PL1GODzEKbOu7YPv4dhjna4NA6jbRnWj63&index=2&t=1s>

Aging Insights Episode 131 - Driving Safer, Better & Longer
NJ Advocates for Aging Well

<https://www.youtube.com/watch?v=tyYvB6vGIDA&list=PL1GODzEKbOu7YPv4dhjna4NA6jbRnWj63&index=3&t=2s>

2022 Mayor's Summer Concert: Jeff Slate's Weekend Wilburys - Woodbridge TV

https://www.youtube.com/watch?v=SKY_k0zqew8&list=PL1GODzEKbOu7YPv4dhjna4NA6jbRnWj63&index=1&t=4s

Piscataway Summer Concert Series The Verdict 2022 - PCTV

Do not forget to check out our YouTube channel. Have something you want on our YouTube channel?

Send a link to dseidel@piscatawaynj.org for review.

New Content on JAG Members Only Section

The JAG Job Board is currently being populated with opportunities.

New Password as of June 1- contact Linda Besink lbsink@gmail.com for access

New Content on JAG Web Site

List of all of this year's JAG Award recipients. <https://jagonline.org/jag-award-winners/>

Share the value of Jag's newsletter with your elected officials, cable committee, station volunteers, associates, and friends. Send this invitation: <https://lp.constantcontactpages.com/su/B7EMU1R/JAGnewsletter>

Welcome New Organizational Member

De Wolfe Music

Organizational Members



Jersey Access Group, PO Box 164, Metuchen, New Jersey 08840

www.jagonline.org JAGinfo@jagonline.org

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