

Trustees 2022

Bob Duthaler Pres. – 2023
 Doug Seidel VP – 2024
 Anthony Pagliuco
 Recording Sec. – 2022
 Linda Besink Treasurer– 2023
 Stephanie Gibbons
 Corresponding Sec. – 2022
 Dave Garb – 2024
 George Fairfield – 2023
 Don Smith – 2022
 Rick Gearhart – 2024

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General Meeting Schedule 2022-23

Dec. 7- Virtual
 Presentation- De Wolfe Music
 Jan. 25, 2023- ZOOM
 REORGANIZATION
 Presentation- DeSisti
 Feb. 22- Hybrid
 Presentation- TelVue
 at Bloomfield TV
 Mar. 31- TBD
 Presentation- TBA
 Apr. 26- ZOOM
 Presentation- RUSHWORKS
 Jun. 28- TBD
 No Presentation
 Sept. 27- TBD
 Presentation –TBA
 Oct. 26- Hybrid
 Join us at Varto Technologies
 or via Zoom
 Presentation –Varto Technologies

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President's Message

Bob Duthaler

Your Odds Are Better With JAG



With the Powerball jackpot reaching almost 2 billion dollars, what a change to your life winning that money would make. I read somewhere that you have a better chance of being struck by lightning 249 times before winning the lottery. That is crazy! Realistically, you are better off taking the money you would spend on buying lottery tickets over the years and investing it. You would see a better return on your money over the years. Still, like me, most of us will still buy tickets for the big jackpot.

How about winning the big jackpot with your job, videos, and overall quality of your station? Is there a special lottery for that? It's not a lottery, it's JAG! Just by being a member of JAG you are already starting on the winning side. The valuable information the organization provides its members is priceless. The information the Jersey Access Group makes available to member stations, independent producers or non-profit organizations is geared to help these member groups operate more effectively.

Unlike the lottery, by being a member of JAG, the odds are in your favor that you get all the information needed to run a station, produce quality programs, or make your content available on different platforms. Organizations have many different avenues of learning at their disposal through a membership with JAG. From the special "members only" section on the organization's website, to the special members only email list serve, shared programming server and much more. Each of these are designed to make the member's experience welcoming and a powerful resource.

To steal a line from American Express, "Membership Has Its Privileges", can apply to being part of JAG. Apart from the benefits I previously mentioned, it's the interaction between the members that might be its most valuable trait. This is possible through the monthly meetings (which are beginning to take place in person and online), conferences, awards banquet, webinars, and manager's round table discussions. You even have the option to reach out to the JAG Executive Board and ask that they come onsite to your location to visit your operation or even speak to your mayor, council, or board. JAG even created the ability for members to interact with leading manufacturers, PEG equipment & service providers, along with leading industry professionals. It is the personal touch that the organization provides that separates JAG from others and makes it so valuable for its members.

One of the biggest strengths of the Jersey Access group is the availability for members to participate in the organization. Each member has the ability to take part and serve on numerous committees that help steer the organization. Members can also run for a position on the executive board. The more effort members take to be active in the organization the more rewards they reap from JAG. This increases your odds at being better at your job, producing quality content and running a more efficient station...and you do not have to be struck by lightning.



De Wolfe Music was founded in 1909 by Meyer de Wolfe. Now at 113 years old, we are a full-service music company offering a production music library, custom composition, sound effects, and commercial music clearance services. Although the company is still independent and family-run, de Wolfe has achieved worldwide recognition and our music can be heard in countless films, TV shows, advertisements, and more.



The main attraction is our production music library, which contains a broad collection of over 100,000 tracks. Instead of aggregating existing recordings by random composers, de Wolfe works with a close-knit circle of full-time composers and is directly involved from composition to recording, mixing and mastering. Both sides of our music (composition and master) are 100% owned and pre-cleared for licensing. By maintaining exclusive control of our compositions and master recordings, we make the licensing process 1-stop, quick and easy.

We release 40-50 new albums every year, guaranteeing a fresh, contemporary sound within a multitude of genres. We strive to stay on top of the hottest music trends and those that would lend themselves perfectly for synchronization. Our in-house music specialists are available to provide music search assistance with lightning-fast results.

Our Labels



DE WOLFE MUSIC

Creative and musically diverse, the production music label that started it all, covering most musical genres, with over 600 albums and tens of thousands of tracks.



SOLID STATE MUSIC

Tracks ideal for rock, sports, news and business all with a North American focus.



ROYAL PHILHARMONIC ORCHESTRA

De Wolfe is proud to be working with the Royal Philharmonic Orchestra and releasing their recordings of the world's greatest classical music.



DE WOLFE JAZZ

A unique collection of the very best jazz available for licensing. From ragtime to jazz hop, and everything in between



COMMERCIAL BREAKS

Made-to-measure music that's ideal for radio ads, jingles and voice-overs, all cut to handy 60, 30 and 15 second lengths.



DE WOLFE VINYL

Our LP - back-catalog lovingly remastered. Old favorites, cult classics and music hard to find anywhere else



20TH CENTURY ARCHIVE

A special collection of our authentic vintage recordings remastered from our prized vaults. Each album focuses on a particular era. Perfect for time period productions.



SYLVESTER MUSIC LIBRARY

Recorded between 1960 and 1974, the albums on Sylvester cover everything from avantgarde and music concrete, to French jazz and easy listening.



HUDSON MUSIC

The little production music library that's a lot different. Hudson offers tracks that are quirky, fun and diverse: from easy listening and lounge to styles and musical clichés.



ROUGE

Rouge catalog showcases our commercial composers at their best. The specialty series 'The History of Jazz' features some of the outstanding musicians on the jazz scene.



ROUGE VINYL

The Rouge Music Library was created in the 1970s and includes a wealth of Disco, Sports, Jazz and Drama. All of these LP's are now available re-mastered.



SYNCTRACKS

Synctracks covers a broad range of popular styles and genres as well as some experimental tracks for those who consider themselves adventurous.



BITE HARD

Bridges the gap between commercial music and the ease of licensing of production music. Bite Hard brings authenticity and commercial production values to promos, trailers, TV shows and movies.

Music Licensing

We offer a wide array of music licensing options which can be tailored to the needs of any single or series of productions.

Needle Drop: per use within a single production

Production Blanket: unlimited use within a single production

Series Blanket: unlimited usage throughout a series of related productions

Theme Use: unlimited use of one (1) track for a period of one (1) year

Annual Subscription: unlimited use of a portion or the whole library for a period of 1, 2, or 3 years.

Pricing

Our licensing fees are calculated based upon the type of production, clearances required, territory, and term. Please contact us for a quote at team@dewolfmusic.com

To learn more, we will be speaking at JAG's general meeting on December 7th at 12:12pm via Zoom.

New Jersey State League of Municipalities 107th Annual Conference

November 15-17, 2022 • Atlantic City Convention Center • #njleague



JAG SESSIONS

Wednesday, November 16th, 10:45AM - 12:00PM in Room 413

Following the Money: Accessing Broadband Funding

A joint session with the New Jersey League of Municipalities

Thursday, November 17th, 10:45AM - 12:00PM in Room 413

Beyond Cable: New Ways to Communicate with Your Citizens



Dave Garb, Legislative Committee Chair

Since March 2000, JAG (Jersey Access Group) members have raised awareness of communication issues that have an impact on the interests of local government. JAG has created initiatives that ensure the voices of local officials and citizens continue to be communicated effectively.



JAG Is an NJLM Affiliate

In 2013, JAG became an affiliate organization of the New Jersey League of Municipalities. This allowed us to provide support to New Jersey municipalities in all areas of communications. We distribute information to more than 560 mayors and 13,000 elected and appointed officials who are League members. Each year at the League's annual conference JAG presents workshops on communications issues that impact every municipality. These panels have spanned many communication issues and contain vital and informative facts that help New Jersey municipalities face communications challenges.

Meet the JAG Team at the NJLM Convention.

This year, JAG is preparing two new workshops that address potential funding for broadband and improving citizen engagement:

- ***Following the Money: Accessing Broadband Funding*** (Wednesday, November 16, 10:45AM-12:00PM in Room 413 of the Atlantic City Convention Center). JAG and the NJ League of Municipalities present a joint session that explains how to access broadband funds from the Infrastructure Investment and Jobs Act. Last year the Federal Government approved \$65B to improve broadband deployment and adoption. This funding will flow to states for distribution. During this session, our expert panel discusses how municipalities can apply for grants and use funds at the local level. The panel is hosted by Mayor Brian Wahler of Piscataway Township with a keynote delivered by Lieutenant Governor Shelia Oliver. Other panelists include Valarry Bullard, Broadband Advisor to Governor Murphy; Joseph Rivera, Manager of Broadband Access - NJ BPU; Ken Fellman, Esq. Of Counsel, Helmer, Conley, & Kasselmann, P.C.; Robert Boyle, CEO Planet Networks; and Bob Duthaler, JAG President.
- ***Beyond Cable: New Ways to Communicate with Your Citizens*** (Thursday, November 17, 10:45AM-12:00PM in Room 413 of the Atlantic City Convention Center). This session discusses the different media and strategies that municipalities can use to communicate with their citizens. Our panel of experts will delve into social media, over-the-top (OTT) options and platforms beyond Facebook and YouTube. Our panelists include JAG's Executive Board members who utilize various media and platforms every day to amplify and share municipal information every day.

Find Out More About JAG

Stop by the Jersey Access Group booth, #230, on the trade show floor. Talk to us about how our non-profit organization can help you develop the best strategy for communicating directly to your audience.

Long Battle Over FCC nominee Gigi Sohn Prompts Action

On Friday, October 14th, JAG was among nearly 250 industry and public interest groups who wrote a letter to top Senate leaders calling for a vote on the nomination of Gigi Sohn to the FCC before Congress adjourns at the end of the year. The FCC needs a full commission as it begins to deliberate on vital decisions that will impact the American people and the economy.

Following the infrastructure legislation that Congress passed last year, the federal government will soon invest an unprecedented amount of funding in expanding internet access. The lack of action on the Sohn nomination, and not having a 5th FCC Commissioner in place, has constrained the efforts to restore open internet protections and close the digital divide.

During the last administration, the agency deregulated net neutrality protections and wiped-out decades-old rules that maintained media diversity throughout our country. This new legislation directs the FCC to develop rules to address the discrimination in internet access on the basis of income level or race.

Here is an excerpt from the letter:

“Over Ms. Sohn’s 30 years of experience in telecommunications, broadband and technology policy, she has shown a strong commitment to the First Amendment, and proven to be a leader in promoting innovation, US jobs and a strong economy. She has regularly worked with organizations representing diverse media interests and across the aisle to ensure all voices and views are heard both as a consumer advocate and as a government official. Her consistent and long held support of diversity in viewpoints in media will serve all voices well and is why she is supported by both conservatives and progressives. “

It was sent to Senators Charles Schumer, Mitch McConnell, Maria Cantwell and Roger Wicker.

For a full version of this important letter please go to [“LINK TO COALITION LETTER”](#)

JAG - Connecting Your Content to Your Audience.



Bob Duthaler, Executive Board, Chair

Running an effective and efficient station can be a challenging job. The degree of difficulty also changes depending upon your ability to spend time at your station. Some stations have the luxury of a paid station manager who oversees the operation on a daily basis. Others must rely on volunteers or boards to operate them successfully. Some are even a combination of both. However it is that your station is staffed, you need tools to help you successfully operate. JAG understand this. With this in mind, JAG is announcing our Manager's Roundtable Discussions for 2023. These are special virtual meetings designed specifically for those who are involved in the oversight and operation of the PEG channel.



Thursday, January 12th at 2pm: Join us as we discuss "Sponsorship Opportunities for your Station". Learn from those who are currently doing or have done this, what is involved and for what you need to prepare yourself. This is an open discussion designed for station managers to interact with each other, share personal experiences and ask questions of concern on the topic.

Thursday, March 9th at 2pm: Join us as we discuss "In Studio Productions". Do you have a studio space or are looking to create a studio space? Learn how stations are utilizing space to create a studio, quality content and more. We will discuss all different sizes of studios from a small insert to a larger multi-set space. Find out about shows created, set designs and equipment used. This is an open discussion designed for station managers to interact with each other, share personal experiences or ask questions of concern on the topic.

Thursday, June 8th at 2pm: Join us as we discuss "Field Productions: Multi-Camera Productions both Live and Live to Tape". How are stations covering larger events that require multiple cameras, including live switching, live streaming or live to tape coverage. We will discuss production vehicles, fly packs, portable switchers and the latest in live streaming. Come prepared to discuss your needs, budgets and capabilities. Learn from those doing it currently and hear from those who want to take the next step. This is an open discussion designed for station managers to interact with each other, share personal experiences or ask questions of concern on the topic.

Thursday, September 14th at 2pm: Join us as we discuss "Sports Coverage". From single camera shoots to multi-camera shoots with live switching and cameras that can stream, add graphics and more. We will discuss having play-by-play announcers to take your coverage to the next level and how you can create a big budget feel with a small crew or even single camera coverage. Hear from stations currently covering sporting events and listen to those who want to take the next step. This is an open discussion designed for station managers to interact with each other, share personal experiences or ask questions of concern on the topic.

Thursday, November 9th at 2pm: Topic To Be Announced. Do you have a specific topic you would like to discuss? Please reach out to JAG President Bob Duthaler and discuss your ideas on topics you would like to discuss. Contact information: bduthaler@jagonline.org

Make the most of your station's ability to create quality content and run efficiently and effectively by participating in the JAG Manager's Round Table Discussions. Currently the plan is to hold these sessions virtually. If possible, there might be the ability to hold these in a hybrid format at a station's location and online. Please mark your calendar now for these must attend events in 2023.



The broadcasting of video recordings of Highland Park, NJ public meetings by HPTV is an accepted fact in the Borough and a well-regarded public service. Yet it may surprise some observers to hear that the development of the channel was by no means simple or amply supported.



The Borough's Cable TV Advisory Committee established HPTV in 1996, initially offering only a bulletin board scroll. Video telecasts of Borough Council meetings began the following year.

As Borough resident Gary Leslie, long-time HPTV station manager shared, the Mayor and Borough Council were initially hesitant to have their meetings televised. Yet they soon came to see the value of the broadcasts, both to improve transparency and for enhancing accessibility. The Highland Park Board of Education expressed reluctance as well to see their meetings televised, yet they too embraced the option years later.

As the channel grew, HPTV added other forms of programming such as broadcasts of other town meetings and special community events; a talk show led by a local senior citizen; a series of stories from the public library; the airing of public domain films, and more.

When HPTV began adding local content, the limited group of volunteers who ran the channel benefited from a partnership with the public high school that allowed HPTV to work with a video production class and share a TV studio in the school with them. The students helped develop some of the programming and the class teacher served as a member of the Cable TV Advisory Committee. Sadly, budget cuts led to the cancellation of the class and the closing of the TV studio.

HPTV has often operated with a shoestring budget and a skeleton crew of volunteers. The Borough was able to obtain grants from the cable provider during franchise renewal negotiations, and used these funds to purchase new equipment. In the last decade the channel established a presence on YouTube and Facebook, which has enabled it to further extend the reach of the programming. Our next big step will be to stream our borough council meetings live to Highland Park residents beginning with our November meetings.

In 2019, Gary Leslie decided to take a much deserved retirement from his time-intensive involvement in HPTV. He has remained an active cheerleader, and helpful advisor for the station. Gary's leadership has given us the foundation from which we operate today.

Monica Jackson, communications coordinator of the Borough, assumed responsibility for the channel and has overseen programming ever since. She, like Gary, finds it quite challenging to enlist volunteers to help create content for the channel. We are always looking for new ways to recruit volunteers and we would welcome any suggestions as to how to find and keep new people.

HPTV is currently aired on Verizon Fios channel 44 and on Optimum channel 15. The channel offers recordings of local government meetings (Mayor & Borough Council, Zoning Board, Planning Board, and Board of Education), programs produced by other sources (public access stations, public domain programming, etc.), bulletin board listings of upcoming events, and (when available) locally produced interviews and recordings of public events. We depend on the JAG cloud-based server to supplement the programs we produce locally. These programs help make the channel more interesting to our residents.

For more information on HPTV, please contact Monica Jackson at mjackson@hpboro.com.



JAG General Meeting- ZOOM

Dec. 7, 2022 @ 12:12pm

Presentation: De Wolfe Music

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=J953yGBSzdc&list=PL1GODzEKbOu7YPv4dhjna4NA6jbRnWj63&index=1&t=1s>

Montclair Latino Heritage Festival - Montclair TV34

https://www.youtube.com/watch?v=Tr6_Vf0Nc1Q&list=PL1GODzEKbOu7YPv4dhjna4NA6jbRnWj63&index=2

Aging Insights 133 Multi-dimensional Wellness to Promote Emotional Well-Being - NJ Advocates for Aging Well

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 lbesink@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>

Organizational Members



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

www.jagonline.org JAGinfo@jagonline.org

New Jersey Chapter of NATOA, Organizational Member of the ACM, and New Jersey League of Municipalities Affiliate
Editor-in-Chief: Rich Desimone Social Media Manager Doug Seidel Feature Editors: Stephanie Gibbons & Cindy Hahn
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