



**Trustees 2023**

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- Anthony Pagliuco  
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- Linda Besink Treasurer– 2023
- Stephanie Gibbons  
Corresponding Sec. – 2025
- Dave Garb – 2024
- George Fairfield – 2023
- Don Smith – 2025
- Rick Gearhart – 2024

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**General Meeting  
Schedule 2023-24**

- Feb. 22- ZOOM  
Presentation- Cablecast
- Mar. 31- Hybrid  
Presentation- TelVue  
at Bloomfield TV or via Zoom
- Apr. 26- ZOOM  
Presentation- TBA
- May 18  
JAG Conference
- Jun. 28- TBD  
No Presentation
- Sept. 27- TBD  
Presentation –TBA
- Oct. 26- Hybrid  
Presentation –Varto Technologies  
at Varto Technologies or via Zoom
- Dec. 6- ZOOM  
Presentation- TBD
- Jan. 25, 2024- Hybrid  
Presentation- TBD

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**President’s Message**

Bob Duthaler



**The Ground Hog Can’t Be Right**

**Ground Hog’s Day has past**, and the ground hog saw his shadow.

According to folklore, we have 6 more weeks of winter. If you look back on the last two months of winter, you would think that winter hasn’t even begun. The weather for the most part has been unseasonably warm with little to no snow. Long range forecast shows the same when it comes to snow. You will hear no complaints from me!

I will choose to believe that warmer weather is still on its way and we will have an early spring. And just like the weather, things are heating up with JAG as well. I would just like to run through several things that you should be aware of and remind you of things to come as well. You should use this opportunity to mark your calendar and prepare for these upcoming events, registrations and dates!

**JAG Awards** have been open and are shortly coming to a close. It is not too late to register and get noticed for all the hard work you did in 2022. This year we have included a free single entry for all member stations and individual members. I urge you strongly at the very least, please take advantage of your free entry. There are 21 categories for you to enter your videos in. There is no doubt in my mind, that you can find one, if not five categories you can enter in. Please do not take the stance of “there is no way I will win”! The more entries in a category gives the judges a wide range of productions and the opportunity to judge on both uniqueness and technical quality. Please visit the JAG website for more information. Click on this link for further details: <https://jagonline.org/about-2/>

**Manager’s Round Table Discussions** have already begun for 2023. Our first one we held was on sponsorship for both programming and station. Station managers from various JAG member stations talked about their experiences with sponsorships and examples as well. Stations who were looking to implement sponsorships has lots of great questions to the group. If you missed this session or want to revisit it, please visit the JAG website and go to our members only section where you will find this latest episode along with others held in the past. Here is a link to the members only section of the JAG website: <https://jagonline.org/recorded-webinars/> (this is password

protected and you should reach out to Linda Besink, JAG Treasurer if you need a password). For those who are interested in seeing examples of some sponsorship spots, I am including a link to the WBMA-TV website which has some samples: <http://www.wbmatv.com/media-center> (scroll down to Sponsorship Demos playlist). I urge you to look out for the next invitation to the March topic in which we discuss volunteers and how to get the most out of them.

**Monthly General Members Meetings** are a continued benefit in being a JAG member. In January we held our second hybrid meeting (in-person and Zoom) as our meeting was hosted by Piscataway TV and a special vendor presentation and lunch by DeSisti Lighting. It was once again great to gather together, eat lunch, conduct the business of JAG and hear and see a vendor presentation. For those who could not make it in person were still able to participate via zoom, saw full access to the presentation by Paul from DeSisti Lighting and were able to ask questions and participate fully. The only thing the online participants missed out on was a free lunch! Our upcoming meeting in February will be a 100% Virtual. Please look out for the upcoming invitation along with a special presentation by JAG Organizational Member Cablecast during our next meeting. We will once again be hybrid in March as Bloomfield will host the in-person meeting and vendor presentation by TelVue. I urge you to participate in the upcoming membership meetings as we also discuss, present and vote on things to help keep the organization running. We always meet on the last Wednesday of each month, taking both July and August off in the summer. I look forward as always to seeing all our members at our meetings.

**JAG Conference** is once again scheduled to be this year's big event for the organization and its members! Please mark your calendar now for Thursday, May 18<sup>th</sup>. This will be a one-day event that will have user's groups, vendor networking opportunities, great learning sessions for our members topped off in the evening with our annual banquet and JAG Video Awards Show. Once again, we will be back at the Crowne Plaza in Edison, NJ. This is a MUST ATTEND event for all JAG Members (Muni, Educational, Individual and Organizational). This will be a full day of non-stop training, onsite demonstrations on new equipment, great meals and treats, along with an evening cocktail party with our vendors and the Annual JAG Video Awards. Please visit our new conference website for more information, registration and ongoing updates to this year's event. Visit now: <https://jagconference.com/>

**So, as you can see, the ground hog can't be right!** Things are heating up already in JAG, even during the winter months. I urge you to participate in JAG events, membership meetings, get your free entry in the JAG Video Awards and visit the JAG Conference website and register now for this year's event. It is very important for the success of JAG for all members to participate in all our JAG events. These are designed specifically for the benefit and education of all our members. Should you ever have any questions regarding anything JAG, please feel free to reach out to me directly at: [bduthaler@jagonline.org](mailto:bduthaler@jagonline.org)



# What are the Benefits of an Asset Manager?

Dana Healy, VP Sales | Cablecast Community Media

At Cablecast, it is our mission to help our customers quickly and efficiently get their video content across platforms. We will be highlighting the benefits of Asset Management, and introducing Cablecast's new Smart Asset Manager. We'll also talk about security best practices of a CDN, and introduce REFLECT+, Cablecast's cloud-based content delivery network.



## What is an Asset Manager?

An asset manager is a system that helps organize, store, find, and retrieve digital assets like video files.

## What are the Benefits of an Asset Manager?

### Quick and Easy File Access

By having all assets centralized in one location, people can find what they need faster and focus on more important tasks.

### Cut Operational Costs

Time is the only non-renewable resource! Every minute not spent on searching for a file is time saved for your team to work on more valuable projects, like creating important video content for the community. I remember the days where I would pull the DVDs stored in a three ring binder, ingest the file, and drop it into the system for playback. All that time is saved when you have a centralized asset manager.

### Maintain Important Assets

We've all had those important community videos like the 100th anniversary of a city. An asset manager keeps those files safe, so you can easily call them up when needed.

### Seamless Integration with your Playback

For community media centers, your video playback is the nervous system of your station. Content enters the system, it is programmed, and then distributed out to viewers. With an asset manager, media can easily be pulled up and played without any additional work.

## Smart Asset Manager

SAM is Cablecast's new personal assistant for video automation workflows. SAM becomes a member of your team when you have the Cablecast 7.5 software.

**SAM handles the busy work.** He can't bring you coffee, but SAM can automate those predictable parts of your file management workflows. Not only does SAM eliminate human error when moving content, but he frees you up from those time-consuming tasks.

**SAM is obedient and reliable.** You set the rules and SAM follows them. He doesn't change the process, and he doesn't take weekends off.

**SAM is multi-talented.** So, what exactly can SAM do? He can move video files between your network and the cloud automatically.

Here are some examples of the rules you can set for SAM:

- Copy and move assets from one location to another, such as from your playback server to a NAS or SAN.
- Automate file backups off premise or in the cloud.
- Archive shows, such as city commission meetings, after a specified period of time.
- Restores files from the archives when they return to the program schedule.

## What's a CDN?

A CDN is a content distribution network. Think of it as a group of servers geographically placed around the country, or world, to accelerate delivery of content.

There is a lot of traffic coming to a CDN, what are the ways in which can you make sure your content delivery network is safe?

### SSL Certificate

The first thing to look for is a SSL certificate. This is a digital certificate that authenticates a website's identity and enables an encrypted connection. Make sure your CDN has one of those!

### Password Protection

Use complex pass-phrases to ensure the back end of your CDN is secure. Always update your passwords!

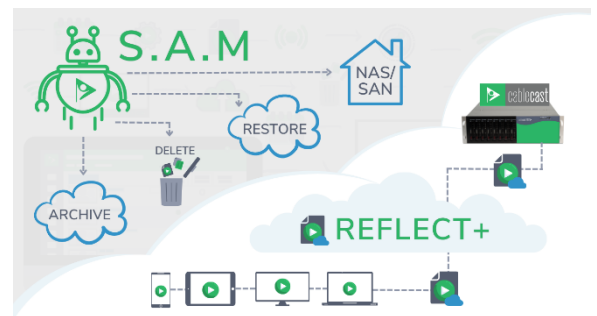
## REFLECT+

REFLECT+ is the Cablecast cloud-based CDN where live streams and VOD content are pushed to the cloud. This service has an added security feature by pushing content to the cloud, eliminating the need to port through firewalls.

REFLECT+ is ideal for cities and media centers closely tied to their municipalities.

An additional benefit of REFLECT+ is the Adaptive bitrate and live streams are pushed 24/7. If viewers are calling up different VOD files, there will be no impact in performance because the files are already in the cloud.

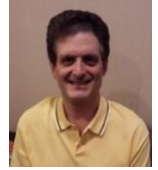
Cablecast is very excited to support community media by saving time with playback scheduling. The more time we can save you, the more content and programming you can make for the community.





**Dave Garb, Legislative Committee Chair**

We have all been waiting for a long time to see the Protecting Community Television Act be moved on by our federal lawmakers. During the 117th Congress, these bills had many co-sponsors, 2 of which included New Jersey's own Representatives Donald Payne, Jr. and Bonnie Watson Coleman. Unfortunately, it was never voted on and was left to be hopefully brought up in the new Congress.



Well, that day has "literally" just arrived. The bills are going to be reintroduced by Senators Edward Markey and Tammy Baldwin, and Representative Anna Eshoo.

To remind you of what these Identical bills would accomplish for community television, they would reverse the regulations made by the Federal Communications Commission (FCC) and ensure that public, educational, and government (PEG) channels have the assets they need to keep producing content for their viewers.

The following is from a press release from Senator Edward Markey on the importance of this legislation. It included comments from not only its main sponsors, but from our national partners - the ACM and NATOA as well.

"In 2019, the FCC allowed cable companies to put a price tag on in-kind contributions they provide to communities, including PEG channels. Under the rule, cable companies can then subtract the ascribed value from the franchising fees that they pay in order to operate. The FCC's decision has forced local governments across the country to decide between supporting PEG programming and supporting other public services for schools, public safety buildings, and libraries in cable franchise agreements."

"I am proud to reintroduce my Protecting Community Television Act, which will undo Trump-era rulemaking undermining community television, a service which millions of Americans rely on to keep up with the news that matters most to them, stay plugged into enriching, educational programming, and hold their local governments to account," said Senator Markey. "At a time when news and media have become more consolidated than ever before, we must work to uphold local access to public, education, and government channels for every household in our country."

"Community television is a critical part of our society, giving a voice to nonprofits, artists, local governments, and other community members who otherwise struggle to be heard," said Representative Eshoo. "The Trump FCC's actions on cable franchise fees have hurt public, educational, and governmental television, and this harms communities. I'm proud to reintroduce the Protecting Community Television Act with Senators Markey and Baldwin, legislation that reverse these harmful agency actions and protect community television by ensuring local voices have the platform they deserve."

"Countless households across Wisconsin rely on community television to provide them with their local news and to lift up the voices of local businesses, organizations, and people," said Senator Baldwin. "I am proud to once again support the Protecting Community Television Act to ensure folks across the country can continue to access the news sources they know and trust."

The Protecting Community Television Act is endorsed by Alliance for Community Media, National Association of Counties, National Association of Telecommunications Officers and Advisors, National League of Cities, and MassAccess.

"Local communities need the vital civic information that community television provides - to support local culture, education, business growth, government transparency and access to local democracy. We welcome reintroduction of the Act which reinforces the idea that communities deserve community channels, and the Federal government shouldn't set up disincentives for meeting local information needs," said Mike Wassenaar, President and CEO of The Alliance for Community Media.

"The PCTA is elegant legislation that seeks to protect benefits consistent with the Cable Act and cable franchising principles since 1984. In 2019, the Federal Communications Commission issued an order that undermines this ability by redefining the term "franchise fees" as used in the Cable Act, and substituting its definition for that written by Congress in 1984. The Protecting Community Television Act remedies that altered meaning by protecting local public, educational and community access television so folks in communities across the country can continue to access relevant and timely local news that they rely on. The PCTA reaffirms Congress' original intent to protect the long-standing ability of local governments to manage public property and provide for local media through public, educational and governmental access channels (PEG Access) in cable franchise agreements," said Mike Lynch, Legislative Director for National Association of Telecommunications Officers and Advisors.

"Local PEG channels help cities, towns and villages to provide critical information and services to residents. The National League of Cities applauds the introduction of the Protecting Community Television Act, which would ensure that resources traditionally negotiated in cable franchises are preserved for the future," said Clarence Anthony, CEO and Executive Director of the National League of Cities.

"It's reaffirming to witness the efforts legislators who recognize community media as both relevant and worthy of protection," said David Gauthier, President of Massachusetts Community Media, Inc. "Too often in a world of rapidly-evolving technology, community media is viewed as a relic of the past, whereas the truth is that our services are more in demand than ever. The continuing loss of local print media has left a void that community television makes every attempt to fill. The challenge, however, is that that funding for our efforts continues to head in the wrong direction. Funding for community media is directly tied to cable subscriptions, which decrease year after year. Subscriptions to cable services in Massachusetts have gone down over 20% since 2015 and that translates to less funding for community media operations. The Protecting Community Television Act would help to clarify financial responsibilities that cable companies must adhere to and undo industry-friendly measures taken by the FCC in the past."

Once these bills are reintroduced, it will fall on all of us in New Jersey to do our part to see that all of our Congressional members are ready again to support them and lead the way in making sure that every municipality's voice can continue to be heard by their specific audiences. No matter how big, or how small.



JAG held its first conference in 2004 and this year we will celebrate our 18<sup>th</sup> conference. The JAG Conference Committee is pleased to announce that the JAG Conference for 2023 will be held at the newly renovated Crowne Plaza in Edison on Thursday May 18th., so mark your calendar now. The website where you can follow all the developments as the date approaches is simply [www.jagconference.com](http://www.jagconference.com).



Although it's only February, rest assured that the conference committee has been busy working on the plans for this year's event, but there will be some very notable changes from past conferences.

We have consulted with many of our Organizational Members to provide insight in the develop of this year's program. The committee's focus is to rework the conference from trying to bring people to a trade show to having an event that addresses the needs

of our membership and strengthen the relationships of all levels of membership.

This year the conference will be a one day event combining sessions, user groups and vendors. The workshops will not be streamed. You have to be present to participate. Many of the events will be held in the main room where there will be a stage for speakers and sessions. There will be only one session presented at a time so participants don't have to make any hard choices as to which workshop to attend. The meals will also all be served in the main room which will give attendees a chance to network and get to know the vendors all at the same time.

The committee has been hard at work planning interesting sessions that will include a legislative update on those matters of interest to our members; the ever-popular Social Media session that will provide tips on how to get the most out of your social media platforms; a look at new technology that can improve production and station operations, and a tips on lighting interviews at remote locations. Details and guest panelists will be announced soon.



As we have for the past few years, the conference will be followed by the JAG Banquet and Award Celebration that will include a cocktail party, buffet dinner and of course the award ceremony itself celebrating the best in a variety of categories. If you haven't entered yet, please check out all the categories (and yes there are some new ones this year) in the JAG Award section of our website, and enter soon, the deadline for entries is February 28.



Once again this year we have to thank our organizational members for their continued support. TelVue is our Diamond Level Sponsor, which means they are the general sponsor for the entire conference. Varto Technologies will be the sponsor of the JAG banquet, and both TelVue and Varto Technologies will sponsor user group breakfasts. Already committed to attending are LiveU, De Wolfe Music, DeSisti Lighting and Cologne Productions, with other vendors to be announced as the date approaches.

This year's JAG Conference will offer ample time to network with your fellow JAG members and to discuss your equipment needs with the vendors. We will also present our Legislator of the Year and Municipal Excellence Awards during lunch and the JAG Recognition Award at the banquet.

This year the cost of the Conference and the JAG Banquet is \$160 per person for JAG members. Your admission includes breakfast, keynote lunch, networking beverage breaks, and admission to the Cocktail Party, the Buffet Dinner and the JAG Awards. Cocktails, three square meals, informative panels, the opportunity to meet with vendors, and a chance to network with your colleagues—The JAG Conference—an event that can't be missed.

For more information and the latest additions to our program, check out [www.jagconference.com](http://www.jagconference.com) and circle May 18th on your calendars. Registration is now open.



## A Thank You Note

By Geoff Belinfante, West Milford TV

## Members Spotlight

I have a ritual. Every Thursday morning it's my responsibility to program our channel, WM77 here in West Milford, for the following Saturday. Why Thursday?—because our council meetings are held on Wednesday nights and I want to make sure that the latest meeting is available for viewing at 11:00 Saturday morning for those who can't catch it during the week at its regular times—7:00am and 7:00pm.



By PEG standards, we have a very small station run by a handful of intrepid volunteers, and as I was doing my programming this week, I had this thought--without JAG, the other PEG channels around the country, and independent producers that support our efforts, there would be no West Milford channel. Why?

Since we don't have enough volunteers to shoot all the local activities that could fill the channel, we rely on the JAG cloud--based server to help us create a program schedule that has broad appeal to everyone in town. It is in that context that we present our School Board and Town Council meetings. Thanks to the server, they are included on a channel that someone might actually want to watch! What better way to provide transparency in government to those who wish to watch their elected officials in action and keep track of how their tax money is spent.

Thanks to the JAG server, we are able to program a channel 24 hours a day, and my Saturday schedule is a good example of how we use the programs available to us. The overnight hours are full of old movies, paranormal shows—(thanks to Woodbridge) and/or South Amboy's Spooky Thriller Mystery Theatre. Then we grab a very nice version of the national anthem at 5:00am to begin our broadcast day. Don't worry, I'm not going to give you an hour by hour breakdown of the rest of the day, but I am going to detail the kind of shows that we use on any given Saturday to create a general interest channel.

In the morning there are exercise shows for seniors (Seniorcize, thanks to Woodbridge); kids shows (Sing a Long with Miss Mirium from HDTV), drawing and painting—Saturday Morning Cartooning (again Woodbridge). In the afternoon and evening, after some local sporting events when available, we have programs for adults like Democracy Now, Empowering Women, Ted Talks, shows related to the environment like Peak Moment, and science shows from the National Science foundation and NASA. But as they say in all those awful infomercials—There's More.

TV isn't just about information; you have to have some entertainment, and we have lots of music shows to choose from including one that we produced locally before the Pandemic called "Music from the Vreeland Store"—a local restaurant and watering hole. Then there's "Sidewalk Entertainment from the West Coast" with a peek into the world of entertainment. There are also many cooking shows to choose from just in case someone out there is interested in finding something to cook for dinner on Sunday. I also am able to program Book Review shows, interview shows, shows on aging and specials on many different topics that are available for occasional use. There are also excellent shows that are produced by Montclair State and other University Radio and TV programs. And I would be remiss if I didn't mention all the short segments like "Riverwatch" thanks to the Delaware River Keepers that help fill the time between shows.

So this is a thank you note—Thank you to JAG, all the PEG channels around the country and the independent producers who contribute to our server for providing us with programs that keep our little channel up here in the highlands going. No article about the JAG server would be complete without a big THANK YOU to TelVue, who hosts all the content and makes it available to those of us who depend on it. Without the server, there wouldn't be much to WM77.

The moral of the story... If you need to fill out a program schedule and you want to provide your residents with some great programming, but you don't have the staff or money to shoot everything in your town, then use JAG's cloud-based server as a resource. There's lots of great stuff available.



**JAG General Meeting (Zoom)**

Feb. 22, 2022 @ 12:00pm

Presentation: Cablecast

For more information and access to the meeting email [JAGinfo@jagonline.org](mailto:JAGinfo@jagonline.org)



**JERSEY ACCESS GROUP**

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**New Content on JAG YouTube Channel**

<https://www.youtube.com/watch?v=LqVermWJXbc>

Truth about the Holocaust and Stalinist Repression- Fair Lawn TV

<https://www.youtube.com/watch?v=fmHUYqZdn7c>

All Seasons Chamber Players at The Barron Arts Center- Woodbridge TV

[https://www.youtube.com/watch?v=Ys\\_v6dPSS5M](https://www.youtube.com/watch?v=Ys_v6dPSS5M)

Press Conference with Governor Murphy regarding State SNAP Program- Woodbridge TV

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

Send a link to [dseidel@piscatawaynj.org](mailto: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](mailto: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>

**Managers Roundtable 2023 Schedule**

Thursday, March 9<sup>th</sup> at 2pm: "In Studio Productions"

Thursday, June 8<sup>th</sup> at 2pm: "Field Productions: Multi-Camera Productions both Live and Live to Tape"

Thursday, September 14<sup>th</sup> at 2pm: "Sports Coverage"

Thursday, November 9<sup>th</sup> 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](mailto:bduthaler@jagonline.org)



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