

Trustees 2023

Bob Duthaler Pres. – 2023

Doug Seidel VP – 2024

Linda Besink Treasurer– 2023

Stephanie Gibbons

Corresponding Sec. – 2025

Dave Garb – 2024

George Fairfield – 2023

Don Smith – 2025

Rick Gearhart – 2024

Open Seat – 2025

President's Message

Bob Duthaler



Holiday Wish List

It is now officially the start of the Holiday Season, starting with Thanksgiving just ending. This also means there are just slightly more than 30 days until the new year starts. Every year at my house, the kids get ready to celebrate Christmas and they start working on their Christmas List, although as they get older the gifts become more expensive! The same can be said for running your station or JAG as an organization.

What would be on your list this year for your station? There is no wrong answer in this situation. Each station operates differently from others across the state and stations have different needs. Each has the same core principle, to inform the community which they serve. When you make your wish list, keep in mind your community and their needs and how, as a station, you can serve them.

As most of you know, I have always been a tech head! I love new and exciting things that come along and can help our industry. I love to play around with these items, demo them, beta test and give valuable feedback on how they would fit in with my station operations and how to best serve my community. This is also why I look forward to our conference each year, so I can see the latest and learn about upgrades (FYI... Conference for 2024 is Thursday, May 16th). With that in mind, I am going to share with you a few items that are on my wish list for this holiday season. Now these may not be your needs but let these act as a guide or talking point for your station.

Closed Captioning – this seems to be the number one item on the list this year. There has been talk about this for years, but for me and others, it is turned to a “now” situation. Recently, there have been new regulations for websites and video on websites and how they must be ADA compliant and contain closed captioning. Building on that new requirement, now is the time to get a closed captioning plan in place. You can start slowly or go all in. Maybe you just want to get closed captioning for all your VOD that lives on your website. Do you stream live on your website? If so, then you need to add in a live streaming closed captioning plan. That same live streaming plan will also serve your needs for your broadcast as well. I would suggest you start your research now, determine a plan that suits both your current and future needs, and then reach out to vendors who support JAG for more information and costs. I believe this to be our number one topic to tackle in 2024.

Inside This Issue

Vendor Presentation:

ENCO Systems- Closed Caption pg3

Legislation:

News from Washington DC pg4

Committee Profit:

Quality Content at Newark TV pg6

Communication pg7

General Meeting Schedule 2023-24

Dec. 13- ZOOM

Presentation- ENCO/RUSHWORKS

Jan. 31, 2024- ZOOM

Reorganization

Presentation- Cablecast

Feb. 28- LIVE-Bloomfield TV

Presentation- TelVue

Mar. 27- ZOOM

Presentation- TBA

Apr. 24- LIVE Piscataway TV

Presentation- DeSisti

May 16

JAG Conference

Crowne Plaza Hotel, Rt. 27, Edison

Jun. 26- ZOOM

No Presentation

Sept. 27- TBA

Presentation- TBA

Oct. 30- TBA

Presentation- TBA

Dec. 4- TBA

Presentation- TBA

FOLLOW US ON:



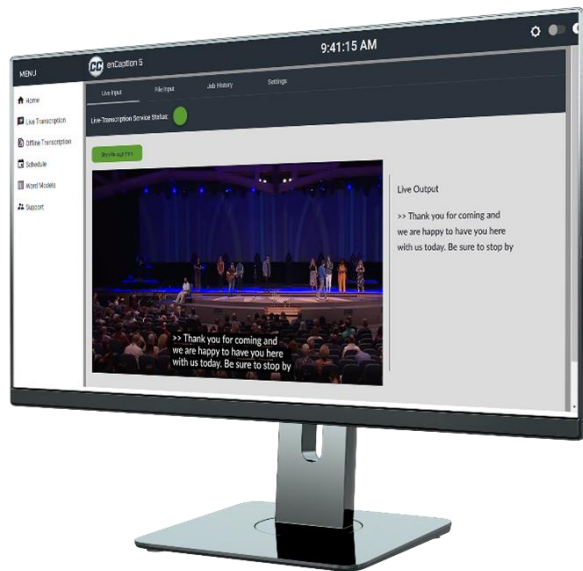
OTT and The Cord Cutters – Cable is at the heart of our operation and broadcast source, but there are new viewing trends and these need to be met as well. There is much evidence that indicating that at the end of 2023 more people will watch live streaming video than cable. People no longer tune in at “7pm” to watch a particular program. Our lives are busier now than they were years ago, running in different directions with family activities, volunteering, exercise and more. We are now more than ever an “on-demand” society, wanting to consume video when we want, and how we want. This is why it is important to establish an online presence in social media. People tend to turn to their mobile devices first, so you need to make sure you stay on their radar. **NOTE: This is a good time (when you are done reading my article naturally) to watch on the JAG website my presentation at the League of Municipalities 2023 Conference. Since viewing habits have changed, binge watching programs and sources have become the new norm. We must continue to be part of that source and get our station and programs out to those individuals. Over-The-Top (OTT) devices like ROKU, Apple TV and Fire Stick are some examples of those sources of content distribution. This is why we feel it is important to be part of that as well. My station in Bloomfield can now be found on ROKU, Apple TV, and Amazon Fire, in addition we have both an iOS App and Android App for view on tablets and phones. We began our soft launch in 2023 and we plan to announce and market this further in 2024.

Enhancing Your Stations Look – This can be done by making purchases of new equipment, add-ons and other items that can help you technically achieve this, but there is another way as well. Sometimes all it takes is a little more time and effort. One of easiest ways and places to start is with your bulletin board. We all have them, and we all use them. Sometimes this is the first thing that gets neglected. By making a few simple changes you can make a difference that will have a big impact on the look of the station. Start by taking a little more time in creating quality graphics. You will be surprised what a difference this makes. In addition, you may need to recreate graphics you receive from outside sources or departments. These typically are created for handouts or posters, and not television. They usually contain small font that is difficult to read on TV, not properly formatted for optimal television viewing. This is where you come in to correct this, create a better version and then “train” those who create these to give you a TV version for the future. If you are not doing it already, you should also have music as background for your bulletin board. Why not take it a step further and create multiple music selections and even holiday music as well. Another step you can take is taking your productions to the next level. When covering an event, get lots of b-roll, and when you think you have enough, get more. One thing I always tell my camera people is that you can never have too much b-roll. Get creative with both your shots during events and during the editing process assembling the footage together. Quick, tight editing, editing to the beat of your background music and the use of creative graphics take your production to the next level. This will ultimately end with more viewing of video both online and on-air. Putting in the extra effort will pay dividends in the long run.

Let these few items I mentioned be the start of a discussion at your station and township of where you want to see your station move forward. Some of you may want the same thing, some may want something different, and others may just be trying to find solutions within their budget. It does not matter what path you take next; the important thing is to have a plan in mind, get that information out to your viewers and keep engaging them as well. It will be at that point when you find that wishes do come true! I wish your station, your family and yourself all the best during this Holiday Season. Please do not hesitate to reach out to me with any questions you might have as I am always willing to share my thoughts and experiences: bduthaler@jagonline.org .



Your municipality's broadcasts are key to informing your residents about what matters in their community, and ENCO has products that make your content more accessible to a broader audience with economical, automated Closed Captions and in-room CART displays. We can also help make your productions and playout more reliable via our acquisition of RUSHWORKS, a world-class computer-based video production and playout maker. All this is available via a single, consolidated package with unified US-based support.



You probably know Closed Captions bring meeting accessibility for people with hearing loss, helping them to access and understand video content. This includes people who are deaf, hard of hearing, or have auditory processing challenges. They also improve comprehension for everyone, as many people like to watch captions even though they can clearly hear the words as captions help confirm what they think they heard. And with as many technical and legal matters as your meetings often have, viewers may learn better how to spell the words too.

These days captions are for more than just inserting into a broadcast signal, they can also be viewed on large video screens inside your meeting room (often called CART: Continuous Access Realtime Translation), and can be viewed live on websites too. Plus, ENCO's enCaption platform also saves everything it captions to plain-text transcripts and sidecar files (used for video editing or subsequent playout).

Transcripts are essential in any meeting environment, they are helpful to back up whatever minutes your secretary may be drafting, and can help them review and confirm what was said later on, to help ensure their own accuracy. Further, since the transcripts are time-coded, you can easily find exactly where in a captioned, recorded video certain words were mentioned, which helps everyone find what they need more quickly.

ENCO's enCaption system is entirely on-prem, meaning no Internet is needed for operation. And it supports customizable word libraries where you can add presenter names, jargon, and other uniquely spelled words. Plus, once you use ENCO enCaption, you have the base for ENCO enTranslate - it's live, real-time translation system. Just imagine - your viewers can see English captions on one CC channel, and another language on another. Talk about access for all!



We also have our new RUSHWORKS computer-based video production and playout software applications, designed to enable simple, live multi-camera meetings with an intuitive user interface (capable of both automatic and manual camera switching), as well as software made for multi-channel cable and stream channel programming, where you can build automated and live playlists for weeks in advance, with fail-safes to always make sure something is on the air.

Media technology keeps evolving, so when you can find a single vendor to support all your meeting production, broadcast and accessibility needs, the sooner you'll be on your way to a reliable, accessible broadcast network.

ENCO will do a presentation at the next JAG General (ZOOM) Meeting, Dec. 13, 2023 at 12 Noon.



Universal Service Fund - Latest Update

On January 19th, the 5th Circuit Appellate Court tried to decide if it should toss out a ruling that upholds the Federal Communications Commission's Universal Service Fund. The judges expressed their objections about the constitutionality of the practice of using an outside company to collect fees for the telecom assistance programs.

The USF was originally designed by having interstate long distance carriers appraised in order to subsidize telephone service to low-income households and high-cost areas. In 1996, the Telecommunications Act expanded this definition to include among other things rural health care providers and eligible schools and libraries.

But litigants have been challenging this fund in different circuits throughout the country as they have argued that this program is an unlawful authorization to the FCC by Congress' own taxing power.

Last March, the 5th Court upheld the FCC's authority totally, though in June they agreed to rehear the litigation.

During the September proceeding, the court seemed concerned by the way the fund was currently set-up. According to the figures in the court documents the USF seems to have grown to around \$7 billion in 2020, from just over \$1 billion in the mid-1990s.

An attorney for the FCC told the court that the FCC's universal service definition has been extended over the years to cover new technologies, while accounting for the growth of the program, as directed by regulation.

Though he did not provide thoughts on what it might cover in the future, the attorney went on to say that; "There are many different ways that people communicate these days". "But the key point in the case, is that Congress gave the FCC the clear legal authority to set up the universal service system.

Back in March, this was the crucial point that guided the Fifth Circuit court decision to uphold their authority. They held that Congress had properly limited the commission's revenue-raising activity while adequately providing the FCC with "intelligible principles" to guide the fund's administration.

Reform discussions are currently being held in a U.S. Senate working group. Their objective is to expand the revenue stream to go further than the interstate telecoms. They are looking to have it include all Broadband Internet Access Services in order to fund the Universal Service Fund programs.

FCC Chairwoman Rosenworcel Proposes to Restore Net Neutrality Rules and Authority Over Broadband Providers Under Title II

From the Office of Chairwoman Rosenworcel - Sept. 26, 2023:

The internet is too important to our society and economy not to have effective oversight. However, in 2018, the FCC abdicated its authority over broadband and repealed net neutrality. Today, FCC Chairwoman Jessica Rosenworcel shared with her colleagues a proposal that would begin the process of re-establishing the FCC's oversight over broadband and restoring uniform, nationwide net neutrality rules, which would allow the FCC to protect internet openness and consumers, defend national security, and advance public safety.

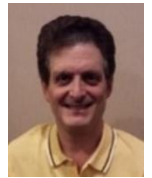
The Chairwoman is proposing the FCC take the first procedural steps toward reaffirming rules that would treat broadband internet service as an essential service for American life. As work, healthcare, education, commerce, and so much more have moved online, no American household or business should need to function without reliable internet service. This was especially true during the pandemic. Such rules would affirm—under Title II of the Communications Act—that broadband service is on par with water, power, and phone service; that is essential.

The proposed rules would return fixed and mobile broadband service to its status as an essential "telecommunications" service. The proposal will be made public and will allow for public input. The proposal seeks to largely return to the successful rules the Commission adopted in 2015.

How It Helps Consumers ?

Openness – Establish basic rules for Internet Service Providers that prevent them from blocking legal content, throttling your speeds, and creating fast lanes that favor those who can pay for access.

Security – Reclassify broadband internet access to give the FCC and its national security partners the tools needed to defend our networks from potential security threats.



Safety – Allow the FCC to enhance the resiliency of broadband networks and bolster efforts to require providers to notify the FCC and consumers of internet outages.

Nationwide Standard – Establish a uniform national standard rather than a patchwork of state-by-state approaches, benefiting consumers and Internet Service Providers.

To hear the entirety of FCC Chairwoman Jessica Rosenworcel's remarks from the National Press Club on September 26, 2023, please visit the link below.

[Chairwoman Rosenworcel Remarks - 9/26/23](#)

Comments on Safeguarding and Securing the Open Internet Sought by the FCC

In order to re-establish the FCC's oversight over broadband and restoring uniform, nationwide net neutrality rules, the FCC has also put forth a notice of Proposed Rulemaking seeking comments for safeguarding and securing the Open Internet.

Public Notice - WC Docket No. 23-320:

On September 28, 2023, the FCC released a public draft of its Notice of Proposed Rulemaking (NPRM) seeking comment on proposed rules for safeguarding and securing the open Internet, which is planned for vote at the FCC's open meeting on October 19, 2023. The proposed draft would reestablish the Commission's authority over broadband Internet access service (BIAS) by classifying it as a telecommunications service under Title II of the Communications Act of 1934. There is currently no expert agency ensuring that the Internet is fast, open, and fair.

The draft NPRM proposes that the FCC take the first procedural steps toward reaffirming rules that would treat broadband internet service as an essential service for American life. As work, healthcare, education, commerce, and so much more have moved online, no American household or business should need to function without reliable internet service. This was especially true during the pandemic. Such rules would affirm—under Title II of the Communications Act—that broadband service is on par with water, power, and phone service; that is essential. More facts are listed in the fact sheet linked below.

Regarding accessibility for individuals with disabilities, the draft seeks comment on how the proposed reclassification of BIAS would affect:

- The availability and performance of IP-based telecommunications relay services (TRS);
- The FCC's authority to ensure that individuals with disabilities can communicate using IP-based services such as video communications and electronic messaging services, IP equipment, and mobile browsers;
- The requirement that Internet service providers (ISPs) comply with certain sections of the Communications Act (Sections 225, 255, and 251(a)(2)), and associated FCC rules, which advance access for persons with disabilities, and the Commission's proposal to forbear from (that is, refrain from) applying TRS Fund contribution requirements;
- Past analyses and conclusions that the Communications Act, as amended by the 21st Century Video and Communications Accessibility Act (CVAA), provides the FCC with authority to ensure that consumers with disabilities can access broadband networks regardless of whether BIAS is classified as telecommunications service or information service.
- Emergency communications and public safety of persons with disabilities by preventing the degradation of latency-sensitive and data-intensive applications;
- IP-based home health monitoring systems and other connected systems for individuals with disabilities;
- The implementation and enforcement of other laws, such as the Americans with Disabilities Act and the Rehabilitation Act, designed to protect individuals with disabilities.

The draft NPRM also asks about the accessibility of ISPs' website disclosures. Are more requirements needed to ensure accessibility? Should ISPs be encouraged to use the Web Accessibility Initiative guidance?

The comment and reply comment dates are proposed to be December 14, 2023 and January 17, 2024. More information about the filing procedures will be sent out through an AccessInfo after the draft is considered at the October open meeting.

Link to the draft Notice of Proposed Rulemaking:

URL: <https://docs.fcc.gov/public/attachments/DOC-397309A1.pdf>

Link to Fact Sheet: <https://www.fcc.gov/document/chairwoman-rosenworcel-proposes-restore-net-neutrality-rules>



Quality Content at Newark 78

Gary Campbell, Station Manager/Producer, Newark TV

Members Spotlight

In today's competitive television, cable and streaming market, government-access television Newark TV-78 is producing high quality content for the largest city in New Jersey--Newark. Newark continues to shine in public safety, affordable housing, the arts, equitable growth and empowering residents. Mayor Ras Baraka says that in 2023 we are finally experiencing the Newark Renaissance that has been in motion for over fifty years, and TV78 has been there to help the city achieve its goals.



We strive to achieve consistently high-quality content with every production. In this context, we are referring to visual, audio or video created and made available through a particular channel(s) as programming that appeals to a large percentage of Newark residents. Behind the renaissance at TV-78 the Newark access channel are the talented people at Cologna Productions. Under contract from the city, Cologna Productions has been running the station for nine years. Initially it was a one-man operation run by Ed Cologna alone; today, the production company now has a staff of 6 employees and covers over 250 events annually. The channel not only covers city council meetings and local emergency announcements, but many other events and programs which have become very important in to the content hungry residents of Newark. This programming is provided 365 days and 24 hours a day.

The diligent work has allowed TV-78 to receive many awards throughout the years and 15 awards in 2022 alone. This trend will hopefully continue in 2023 when we may be considered for an Emmy Award.

Our current programming lineup includes *Ras in 60*, led by host, Mayor Ras J. Baraka and co-host Desiree Hadley. *Ras in 60* provides conversations about Newark's community, economic development and more. Recently, the show has featured the American rap group The Sugar Hill Gang, best known for its hit single "Rapper's Delight", ...what a treat!

Overall, TV-78 has been successful because of its focus on quality videography while responding to the particular needs of the Mayor's initiatives. The Mayor has masterfully gone past just a boring access channel to clearly convey the intentions and progress of the administration. Under his reading initiatives there is programming provided such as "Launch of 1,000 Books before Kindergarten", "Literacy Conversation with Dr. Brown," "Mayor's Book Club" and "Soar with Reading" held at various schools and libraries throughout Newark. The Arts are also important to the Mayor's vision for the city. In the past year, we have covered events like Newark mural unveilings and the Newark Arts Festival. In addition, Great Point Studios and NJPAC partner have partnered with LionsGate to present *Down in the Ro*, a Great Day in Newark and many other events. Annual TV events include 24 Hours of Peace, Latin Festival, Fashion Forward, Lincoln Park Festival, LQBQT events and flag raising, the Senior White Affair and many others. We also cover events that concern the public safety of our citizens, OVPT events, Newark Peace Week, Woman's Empowerment, Men's Meeting, Women's Meeting, Prayer Walk against Violence and National Night out. In addition, we have documented events that honor the following members of the Newark community: ethnic groups from Nigeria, Italy, Mexico, Honduras, Puerto Rico, Dominican Republic, Jamaica, Cape Verde, Barbados and others by having their flag raisings recorded for TV. The station is now working on new shows, including "Out Loud", "Caribbean Commission" and "Scooter Stories" along with others, and this list is growing, so stay tuned!



How is all this accomplished? In a two floor studio located in the Central Ward of Newark that includes seven rooms, two edit bays, four computer work stations, programming room, equipment room and green room. However, I must add that Cologna Productions has a bunch of creative people that love the City of Newark and love creating quality content. We look forward to growing and creating more content to serve the diverse citizens of Newark.



Events and Postings

Doug Seidel, Social Media Manager

Communications



JAG General Meeting

Dec. 13, 2023 @ 12:00pm (ZOOM only)

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

JERSEY ACCESS GROUP

facebook.com/pegvtv linkedin.com/company/jersey-access-group
instagram.com/jersey_access_group

New Content on JAG YouTube Channel

<https://www.youtube.com/watch?v=U9ub4m79h0o>

Halloween Pet Costume Contest, Woodbridge TV

https://www.youtube.com/watch?v=XLj4QFDz7_Y

Chestnut Hill Cemetery Tour 2023, East Brunswick TV

https://www.youtube.com/watch?v=5ZR6s51_xnk

Domestic Violence Awareness Basketball Game, Newark 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 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 the 2022 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>

Event Schedule 2023

Dec. 13th at 12noon: JAG Meeting (Zoom) w/presentation by ENCO/Rushworks

Dec. 21st at 2pm: Webinar– ADA Compliance and What does it Mean for your Station?

Jan. 18th at 2pm: Managers Roundtable– Beyond the Cable Channel– the social media influence.

Jan. 31st at 12noon: JAG Meeting (Zoom) w/presentation by Cablecast

Feb. 15th at 2pm: Webinar– Broadband and Broadband Deployment

Feb. 28th at 12noon @ Bloomfield TV: JAG Meeting w/presentation by TelVue

Mar. 21st at 2pm: Managers Roundtable– Cable Committees – Value or a thing of the Past

Mar. 27th at 12pm: General Meeting (Zoom) w/presentation by TBA

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

Organizational Members



WE SHARE YOUR VISION™

HELMER, CONLEY & KASSELMAN, P.A.

ATTORNEYS AT LAW



COLOGNA PRODUCTIONS



DE WOLFE MUSIC
Creative Music with Insight



COMMUNITY MEDIA



ENCO

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 Editor: Cindy Hahn

Staff: Bob Duthaler, Geoffery Belinfante, Dave Garb