

Trustees 2024

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General Meeting Schedule 2024-25

Feb. 28- LIVE-Bloomfield TV
 Presentation- TelVue
 Mar. 27- ZOOM
 Presentation- Granicus
 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
 Jan. 29, 2025- ZOOM
 Reorganization
 Presentation- TBA

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President's Message

Bob Duthaler



JAG's Mission Is Your Mission

I hope this message finds you all well as we embrace the month of February. It's an honor to connect with you through our monthly newsletter and share some updates and reflections on the incredible work that JAG continues to do in promoting access and community engagement. Let's hope the Groundhog was right and spring is just around the corner.

As we navigate through the challenges and opportunities that each month brings, it's crucial to acknowledge the dedication and passion that both our board and members bring to the table. Your commitment to fostering communication, connectivity, and community building is the heartbeat of JAG, and it's what makes our organization truly special. Stay engaged with JAG via the website, newsletter and email to make your life easier.

In the spirit of collaboration and inclusivity, I encourage all members to actively participate in upcoming events, workshops, and initiatives. Our shared goal is to enhance access to information and empower individuals to express themselves within our community. By working together, we can create a more vibrant and connected community in which we serve.

Looking ahead, we have some exciting projects in the pipeline that will further strengthen our mission. From innovative technological advancements to community outreach programs, JAG is committed to staying at the forefront of providing accessible platforms for all:

- Thursday, February 15th @ 2pm: Managers Round Table Discussion on JAG's Conference and the Sessions Members Want
- Friday, February 16th – JAG Awards Close at end of day – Register Now!
- Wednesday, February 28th @ 11:30am – JAG Membership meeting in-person at WBMA-TV Bloomfield. Lunch followed by the meeting at Noon along with a presentation by TelVue
- Thursday, May 16th – JAG's Annual Conference in Edison, NJ. Visit conference website at www.jagconference.com to register and more information.

I would like to extend my gratitude to each one of you for your unwavering support and commitment to the JAG mission. Together, we are making a difference in the lives of our community members, and I am confident that the impact of our collective efforts will continue to resonate. As we move forward into February, let us remain inspired by the power of community and the positive change we can create together. Thank you for your ongoing dedication to the values of JAG.

Wishing you all a wonderful month ahead!



Programming Best Practices

“Crafting Compelling and Engaging Local TV”

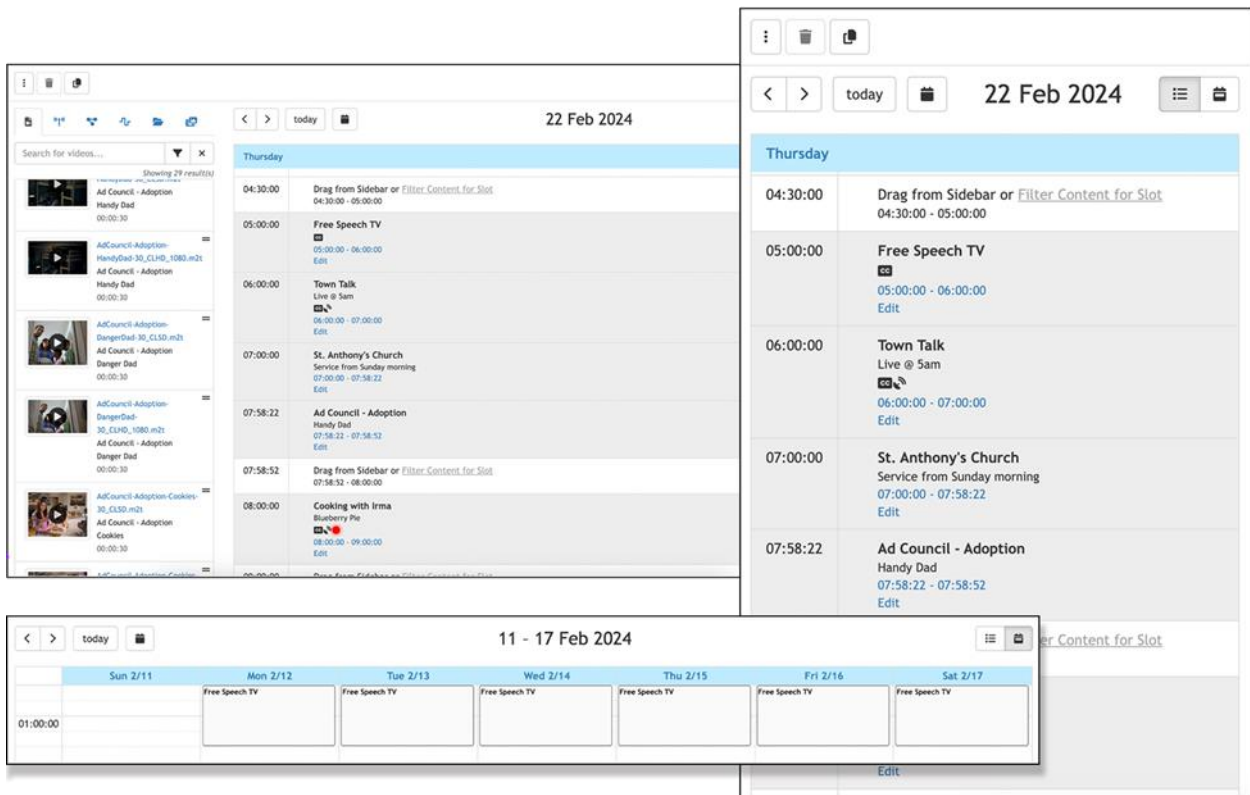
Jesse Lerman, President/CEO, TeiVue

Creating a successful broadcast schedule involves both art and science. Understanding your audience is the foundation for a winning program strategy. Knowing demographics and daily routines (kids aren't available during school hours, working folks may only view evening broadcasts, seniors and retirees might watch during the day) allows you to tailor your content with more dayparting and encourage “habitual” viewing. Focusing on the Ls: local and live drive viewership. Leveraging technology tools to increase programming, promotion, reach, and accessibility can help grow your audience and keep viewers coming back for more.



The TeiVue HyperCaster’s powerful series scheduling automates and simplifies adding a wide variety of programming. Combined with support of a vast array of live streaming sources, you can easily create a fresh, updated program schedule including live programming. The HyperCaster has always been ahead of the curve on streaming integration, supporting modern SRT (since 2017), RTMP Push & Pull, Social Media, Zoom, NDI and more, without the need for expensive restreaming services just to go live. The JAG Media Exchange is also a great resource for “like” programming to complement your local productions. The HyperCaster’s integrated Bulletin Board augments scheduled programming and connects your audience to town departments and community organizations needing to deliver important local announcements.

The HyperCaster’s new mobile user interface makes program scheduling much faster and more convenient, including on-the-go. Expanded user access control makes it more efficient to distribute and partition scheduling responsibilities, such as scheduling certain channels only, or managing live events only for volunteers.



New HyperCaster Mobile & Responsive Scheduling Interface

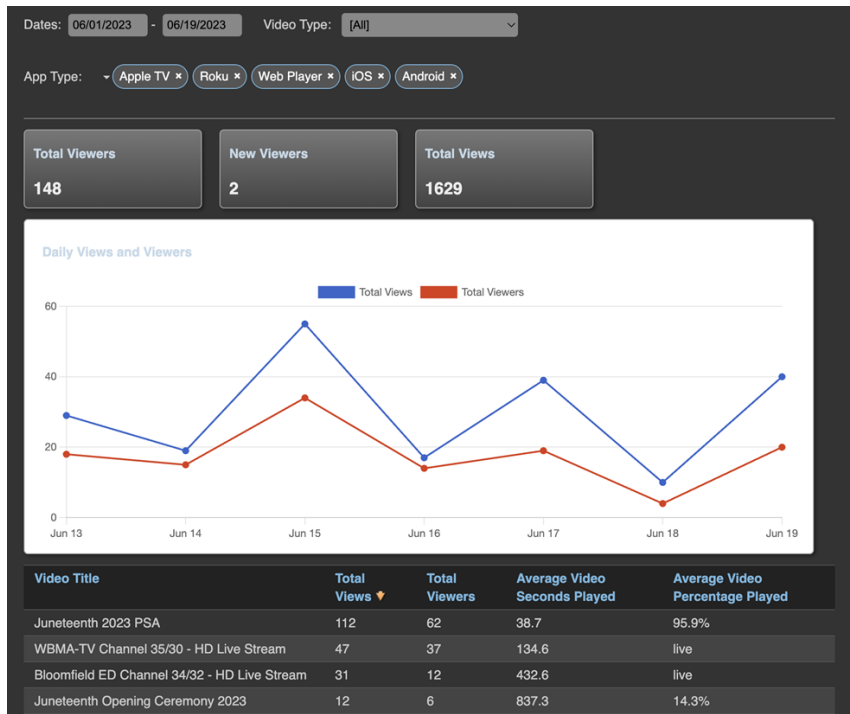
Consistent scheduling can increase tune-in and deliver a professional viewing experience, helping to build viewer loyalty. The new HyperCaster program segmentation feature allows building in natural program breaks for spot messaging, sponsorships, and to pad programs to consistent durations. Designed originally for advertising and modern FAST channels, segmentation is useful for PEG stations as well.

Promoting your programming is essential to attract and retain viewers. HyperCaster’s graphic overlay rules with snipes, tickers, program guides, and squeezebacks automate on-air marketing messaging to maintain audience flow throughout the day. The fully searchable website guide, electronic program guide integration, and CloudCast’s program guide display alongside your live stream all drive promotion.



HyperCaster On-Air Program Guides & Integrated CBB

Social media platforms are also a crucial tool for your station to expand its reach and increase engagement. TelVue’s integrated social streaming simplifies distribution to platforms such as YouTube and Facebook, where you can also leverage analytics for demographics and more. TelVue’s native CloudCast analytics and reporting make it easier to identify who, where, what and for how long people are watching on your website, mobile & OTT apps. This enables your station to evaluate the success of your programming and identify opportunities for improvement.



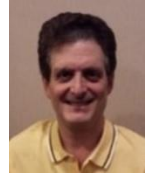
CloudCast Integrated Viewer Analytics & Reports

Accessibility is increasingly important to ensure all viewers can connect with your cable & streaming content. Many viewers, especially young multi-taskers, prefer to watch video programming with the captions on. TelVue SmartCaption is an affordable way to automatically caption your channels and on-demand programming, while also making your government meetings fully searchable. The CloudCast video player has been designed with web accessibility in mind and is well on the way to full adherence to upcoming Web Content Accessibility Guidelines (WCAG) and ADA requirements.

Embracing the best practices above can elevate the appeal of your station’s programming, leading to increased viewer engagement and satisfaction, and cement your station’s role as an important local broadcasting hub. TelVue’s focus has always been to provide the scheduling and broadcast tools to help you reach these objectives. At the JAG meeting this month, we look forward to showcasing the latest TelVue enhancements that can help you craft and deliver compelling and engaging local TV, wherever and however your viewers are watching.



As we have talked about in the last few newsletters, the American Broadband Deployment Act of 2023 (HR 3557), is still in play in Congress. If enacted, it would impose new restrictions on local authorities regarding their ability to regulate a variety of state and local land use and zoning issues that pertain to the deployment of the telecommunications infrastructure. This would include wireless and wireline deployment, and new limits on the requirements and renewals of cable franchise agreements.



In order to fully understand the ramifications if it were to pass, the Congressional Budget Office (CBO), Public and Private Mandates Unit asked for an Inquiry about it. Last month, the [National League of Cities](#), the [United States Conference of Mayors](#), the [National Association of Counties](#), and the [National Association of Telecommunications Officers and Advisors](#), met with the CBO about the American Broadband Deployment Act of 2023. They were able to relate the concerns of local government regarding the cost impact and loss of revenue to local and state governments that would be caused by this bill.

From NATOA:

The CBO asked about the impact on cable franchise fees. Gerry Lederer, a partner at Best, Best & Krieger, LLP, was able to point them to the cable industry's FCC filing back in 2018 that operators pay ~\$3.4 billion, annually, in franchise fees.

Also discussed was the loss of wireless siting revenue and the burdens & expenses of increased permitting costs, inspections and requirements.

It remains to be seen how much CBO will rely on our 'loss of (street rent) revenue, 'so we're now pivoting to a focus on examples of increases costs/expense/burdens such as:

- Costs of a study to amend ordinances, code, permitting processes and/or fees.
- (In discussions, we mentioned a conservative estimate of \$18-20K per unit of government. The # of local government units - counties, municipalities (cities and town), and special districts run from 28,000 – 32,000. (Last year, Treasury's SLFRF funding reported 2,966 counties, 1,088 metropolitan cities (>50,000 pop.) and 22,356 non-entitlement units (<50,000 pop.).
- Back of the envelope, that's an unfunded mandate of \$504M - \$640M.
- As Nancy Werner, partner at Bradley Werner, LLC, suggested, think in terms of Small Cell rules – studies, staff, consultants, staffing costs for wireless permitting reviews, inspections, etc., as well as any in-kind contributions that would be threatened.

For more information on this harmful bill, please watch JAG's very informative video about HR3557 and hear what might happen if it is passed at: https://www.youtube.com/watch?v=fzP_tSPzGk. Please share this link with all those who have the influence and power to stop it.

While HR3557 is floating around Congress, we must not forget that the Protecting Community Television Act ([HR 907/S 340](#)) is also still very much alive and is circulating the halls as well.

From the ACM (Alliance for Community Media):

The FCC's 2019 Franchise Fee Order redefined the federal Cable Act's 5% franchise fee cap to include the value of most non-monetary franchise obligations as franchise fees. This change allows cable companies to reduce what they pay for the use of public property and rights-of-way. The Protecting Community Television Act ([HR 907/S 340](#)) would correct this error by simply clarifying that franchise fees are only monetary.

The Cable Act of 1984, protects the rights of a local community to charge cable companies a five (5%) percent franchise fee and to meet community needs and interests, such as providing public, educational and governmental channel capacity.

Contrary to industry practices that date to the 1980s, the FCC's actions could result in reducing cable operators' monetary compensation to towns and municipalities that wish to communicate with residents through community television. The FCC Order could force communities to choose between franchise fees or communicating with residents through community media that provide Americans with local civic, public safety and public health content.

The Protecting Community Television Act ([HR 907/S 340](#)) clarifies that only monetary payments, not non-monetary franchise obligations, qualify as Cable Act franchise fees and are subject to a fee cap. Without it, a cable operator could create fees to drain away municipal revenues and pressure municipalities to give up or de-staff channels.

For further information on these bills, please contact David Garb, Chair. of JAG's Legislative Committee at davegarb@paps.net.

JAG (Jersey Access Group) constantly advocates, analyzes and addresses emerging issues in areas such as: Local Government Communications and Internet Policy. JAG promotes, and preserves the right to, media production, distribution, civic engagement, and education in support of diverse community voices, through Public, Educational and Government access facilities and other forms of media.



Even though our conference is still about 4 months away, your conference committee has already been busy planning another informative and entertaining event for all JAG members. This year's conference is scheduled for May 16th and once again it will be held at the Crowne Plaza in Edison, so mark your calendars now! The conference will be followed that evening by a gala celebration where we will present the JAG Awards for excellence in production for 2023.



As usual, this year's conference will feature workshops and user group meetings that will bring you up to date on the latest from manufacturers and tips that help you create more interesting and better-looking programming. While this year's panels are still in formation, there will be topics for programmers, production personnel and those with technical responsibilities for their facilities. Topics will include: Why PEG managers should care about Broadband deployment; Interviewing techniques from industry professionals; programming tips that might lead you to new sources of stories in your town; and new equipment that will make producing in the field easier. As usual there will be a legislative update from our Washington partners, and a report on trends from around the nation when negotiating enhancements to your next franchise agreement. Of course, there will be user groups for those who own equipment from particular manufacturers.

It is hoped that our keynote luncheon will feature speakers from the cable companies' broadband suppliers and representatives from NATOA and/or the ACM to discuss broadband deployment and the future of cable companies, and why you as PEG operators should care.

As in the past, there will be an opportunity to meet with and see new offerings from manufacturers and our JAG Organizational members. This is a great time to familiarize yourself with new offerings that will improve your productions and make communicating with your citizens that much easier.

Since this is the age of Artificial Intelligence, we thought we would ask Microsoft's Co- Pilot why it thinks you should attend. Here's what it said:

- **Knowledge Enhancement:** Attend sessions led by representatives from organizations such as NATOA, the ACM, and JAG's Organizational Members. These sessions cover topics related to legislation, technology, and management in the media field. Learn about laws, rules, regulations, new equipment, and operational challenges.
- **Conference Content:** The event features a diverse schedule, including a TelVue User Group Breakfast, exhibit hall, keynote lunch, and various sessions. Whether you're interested in legislative updates, technological advancements, or management strategies, there's something for everyone.
- **Networking Opportunities:** The conference provides a platform to connect with fellow media professionals, industry experts, and like-minded individuals. You'll have the chance to exchange ideas, collaborate, and build valuable relationships.
- **The Banquet--Awards and Recognition:** If you're an Independent Producer, Non-Profit Organization or JAG Station Member in good standing, you can participate in the JAG Awards where we recognize excellence in production in our community. The banquet, where the JAG Awards are presented, is an opportunity to celebrate achievements, connect with peers, and enjoy a delicious meal. It's a time to unwind, share stories, be entertained, and celebrate the vibrant community of media creators and advocates.

Remember, participating in the annual conference and banquet contributes to the collective growth and vibrancy of the JAG community. So, go ahead and register now to make the most of this enriching experience! Visit the conference website at www.jagconference.com See You There on May 16, 2024!!

But you don't need Artificial Intelligence to make up your mind about the JAG Conference--regular intelligence will do just fine. Registration is now open. For more information, check out the conference tab on our website, jagonline.org/conference or log on to www.jagconference.com. Be sure to check back often to follow additions to the schedule. New events and workshops are being added all the time.

Thanks to our sponsors, TelVue, Planet Networks, Cologne Productions and Varto Technologies for making this all possible.

Call for Vendors

Booth size and event sponsors: Link to Register: <https://lp.constantcontactpages.com/ev/reg/889386h>



THE JAG AWARDS IS CLOSING! THE JAG AWARDS IS CLOSING!!



Did your town have a concert? Did your station record it? How about a council meeting? Did your town have a community event? These are all great events you can enter in the JAG Awards.

Not sure what the categories are? Here they are...surely you have something to enter.

- 101. Documentary
- 201. Instructional/Training
- 301. News Magazine
- 401. Talk Show
- 501. PSA: Public Service Announcement
- 601. Promotion
- 701. Sports Programming / Single Camera
- 801. Sports Programming / Multi-Camera
- 901. Public Meeting / Single Camera
- 1000. Public Meeting / Multi-Camera
- 1100. Public Ceremony / Single Camera
- 1200. Public Ceremony / Multi-Camera
- 1300. Public Parade / Single Camera
- 1400. Public Parade / Multi-Camera
- 1500. Concert / Single Camera
- 1600. Concert / Multiple Camera
- 1700. Community Holiday Event
- 1800. Community Development Event
- 1900. Community Ground Breaking/Ribbon Cutting/Dedication
- 2000. Community Festival/Fair Event
- 2100. Community Award Presentation

Haven't had time to get it together? Don't worry, many of us have not had the time. Registration has been extended until February 16. At least get that done. Videos are not due until the end of February.

We want to see your entry. Enter the JAG Awards NOW!



Note: This is usually a spotlight written by one of our JAG Members, however this article was written by Geoff Belinfante with input from Lauren Concar Sheehy. Lauren is busy doing what Wonder Women do, but her story should be of interest to JAG members.



Lauren Concar Sheehy has been a JAG member for many years. In fact, many moons ago, Lauren interned at Cablevision and has fond memories working with Dave Garb and the crew. These days, she is a video production specialist at Brookdale Television with responsibility for the TV facilities at Brookdale Community College, along with Jennifer Yannibelli and Sergey Kornienko. For well over two decades, the team has been producing, directing and editing television shows, providing real world experience to their students.

Brookdale Television (BTV) is a non-profit Educational Access Channel that can be viewed on Comcast Channel 21 and Verizon FIOS Channel 46 throughout central New Jersey, 24 hours a day, 7 days a week. BTV's mission is to present quality educational programs that inform and inspire viewers. While working at BTV is her full-time job, her passion for the last 22 years has been the Garden State Film Festival. In fact, she is so busy preparing for this year's festival that she has asked me to draft this article about her and the festival.



In addition, Lauren is a filmmaker with a long, passionate history in the Television & Film industry. She has written, executive produced, directed & edited award-winning content for Bloomberg TV, SAG-AFTRA & other high-profile clients. Her latest feature, which she co-produced, Shelter in Solitude is out now on all platforms.

Sandwiched between her responsibilities at Brookdale, and her independent film making, this Wonder Woman and her team has worked tirelessly year after year to bring a first-class film festival to the Garden State, and this year will be no exception.

From March 21-24, GSFF transforms Asbury Park and Cranford into a cinematic paradise, showcasing over 200 films from 14 countries in eight venues. The festival is a celebration of diversity, creativity, and the art of storytelling, with a variety of films, both theatrical and documentary, engaging panels, live podcasts, and not-to-be-missed parties. JAG members who have an interest in the production of films of all kinds will welcome a chance to meet and network with celebrities and professionals from all over the world right in our backyard.

As usual, Lauren and her associates have assembled a diverse, informative and entertaining selection of feature films and documentaries. This year's lineup boasts notable figures such as Matthew Modine, Carla Raij, Janice Kovach, Armand Assante, Lisa Eldelstein, Bridget Moynahan, Ed Begley Jr., and sports legends Louis Neglia and Joe Pyfer. The GSFF is a testament to New Jersey's storied film history and as a hub for producers, directors, actors, investors, and industry talents.



One of the highlights of this year's festival will be the screening of Don Q, a comedy crime thriller that features international star Armand Assante who will be on hand to discuss the film and answer questions from the audience. In addition, this year's festival will feature screenings of a thriller called The Nanny; a comedy thriller called Don't Tell Larry; and a documentary called Journey to the UFC about Joe Pyfer's overcoming insurmountable odds to become a UFC fighter.

As with any good film festival there will be social events and lots of opportunities to network. This year's festival kicks off with a Meet the Filmmakers cocktail party on Thursday March 21st at the

Asbury Hotel, and no good film festival would be complete without a red-carpet celebration... and the Garden State Film Festival is no exception. On Friday March 22nd there will be a red-carpet premiere of the drama "The Martini Shot" starring Mathew Modine, John Cleese, Fiona Flascott, Derek Jacoby, and Stuart Townsend.

The festival culminates in an awards dinner on Sunday March 24th, with awards to the winning films, screenplay, and the best movie music. The festival also honors the Exceptional Woman of the Year which this year goes to New Jersey's own Carla Raij, who worked with Steven Spielberg on the Fablemans and the Educator of the Year which goes to David Dilianni from Film Academy360. Who knows, perhaps there are some future JAG members in the Student Television network that he represents.

Naturally, the festival includes feature films and documentaries shot right here in New Jersey, using our mountains, lakes, beaches, cities, farms and historic sites as background. It's always great to see locations you know on the big screen, or perhaps you or someone you know worked on these Jersey based productions. There may even be some films that would be appropriate for exposure on our municipal channels.

Tickets for the Garden State Film Festival are available on-line at gsff.org and are reasonably priced with a variety of options, so I would urge all JAG members to consider supporting Lauren's efforts to bring a bit of glamour to the Garden State.

Congratulations to JAG member, Lauren Concar, award winning filmmaker, community activist and a tireless champion for the arts in New Jersey and to all of her associates who help assemble this incredible weekend of entertainment. It's always great to see a fellow JAG member work outside their traditional venue to create something of value to the entire State.



JAG General Meeting

Feb. 28, 2024 @ 12:00pm, Bloomfield TV (LIVE only)

Bloomfield Civic Center at 84 Broad Street, 2nd floor, (Lunch provided @ 11:30am)

Presentation: TelVue by Jesse Lerman, President/CEO, TelVue Corporation

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

JERSEY ACCESS GROUP

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

New Content on JAG YouTube Channel

[Important Information on HR3557 \(youtube.com\)](https://www.youtube.com/watch?v=GXFqZPLyr-Q)

Important Information on HR3557, Jersey Access Group

<https://www.youtube.com/watch?v=GXFqZPLyr-Q>

Wellness Woodbridge: Carrier Behavioral Health with Arunesh Mishra, M.D., Woodbridge TV

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

David Cedenno Orchestra, Edison 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.

The JAG Job Board is currently being populated with opportunities.

New Password as of June 1- Contact Linda Besink lbesink@gmail.com for access

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 2024

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

Programming Best Practices- “Crafting Compelling and Engaging Local TV”

Creating a successful broadcast schedule involves both art and science. Understanding your audience is the foundation for a winning program strategy.

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

This is an open and frank discussion on how Cable Advisory Committees and Boards work with stations, their operations, and staff. Is there value to a cable and advisory boards, what do they bring to the table and are they necessary? Learn from those who have them, are considering putting one together, and those who have committees which are no longer functioning.

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

Apr. 18th at 2pm: Webinar- TDA

Apr. 24th at 12noon @ Piscataway TV: JAG Meeting w/presentation by DeSisti

May 16th 8am-5pm: JAG Annual Conference, Crown Plaza Hotel, 2055 Lincoln Highway (Rt 27), Edison, NJ

Jun. 26th at 12pm: General Meeting (Zoom) No presentation scheduled

Organizational Members



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