

**February 2024**

Volume 11, Issue 2

## Events

### Feb. 15- Managers Roundtable

@ 2:00pm (Zoom)

Discussion on developing the JAG conference and sessions members would like to see added.

### Feb. 28- General Meeting

@ 12:00pm at Bloomfield TV (LIVE ONLY)

Lunch provided at 11:30am

Presentation: TelVue



## Programming Best Practices "Crafting Compelling and Engaging Local TV"

by Jesse Lerman, President/CEO TelVue

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.

[Read More](#)



## News from Washington DC- Visiting the Congressional Budget Office

by Dave Garb, Legislative Committee Chair

As we have talked about in the last few newsletters, the American Broadband Deployment Act of 2023 (HR 3447), 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. [Read more](#)

## President's Message JAG's Mission Is Your Mission

By Bob Duthaler, President, JAG



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. [Read more](#)



## Brookdale Television - JAG's Own Wonder Woman

By Geoffrey Belinfante, External Relations Committee Chair

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. [Read more](#)



## JAG Conference Taking Shape

By Geoffrey Belinfante, Conference Committee Vice Chair

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. [Read more](#)

## REGISTRATION IS NOW OPEN

**JAG Annual Conference 2024**

**May 16, 2024**

**Crowne Plaza Hotel**

**2055 Lincoln Hwy (Rt. 27), Edison, NJ**

**TelVue User Group Breakfast**

Vendor Exhibits  
11 Sessions  
Keynote Lunch  
JAG Banquet



## 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.

**TelVue- Diamond Sponsor**  
**Planet Network- Titanium Sponsor**  
*Details will be posted as they are finalized.*

[Click for Attendee Register](#)

## CALL FOR VENDORS NOW OPEN

[Click for Vendor Register](#)



**Alliance for Community Media**

**Public Policy Call**  
March 7, 2:00 PM - 3:00pm (ET)

Join in on this monthly phone call with ACM President and CEO Mike Wassenaar, discussing current State and Federal issues affecting PEG Access TV, and what actions the individuals in community media can make in support of our industry. Email ACM is you need the link. Public Policy Phone Briefings are for ACM Members Only. Registration is monitored. Can't make a call, but want to get informed? Listen to a recording on the ACM website.

[Click to Register](#)

## See the Full Newsletter

[PDF Version](#)



**NATOA**

**Home Your Drone Skills**  
March 11, 2:00 PM - 3:00 PM  
\* Registration open until 3/9/24

at 12:00 AM

Are all the latest drone regulations flying over your head? Sign up for this high-flying virtual seminar to keep up to date with latest FAA UAS regulations, learn how local governments are developing and managing their own drone programs, and gain tips for getting your team soaring with FAA certifications and best practices.

[Click to Register](#)

[Check out the Latest Videos from our members on our YouTube page](#)

Be sure to like and follow on [Facebook](#) and [Instagram](#)

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Help expand the awareness of JAG.

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## Organizational Members



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## JAG Affiliations



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New Jersey League of Municipalities Affiliate

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