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General Meeting Schedule 2024-25

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
 Feb. 26- LIVE-Bloomfield TV
 Presentation- TelVue

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President’s Message

Bob Duthaler



JAG Conference 2024 – Compelling Reasons To Be There On May 16th

Each year the Jersey Access Group holds its annual conference for not only its members, their staff and volunteer crews, but others outside the organization who are interested in local access television. Just because it’s an annual event, does not mean it is the same old event. In fact, quite to the contrary. The conference committee has worked hard on this year’s event to include new sessions, bring in outside professionals from our industry and work with vendors on presenting the latest equipment, technology and more.

This year we host a session called *How to Conduct a Great Interview - Interviewing Skills and Tips*. Have you ever wondered how to prepare properly for an interview? How do you get the most out of your guest and avoid single word answers? Learn how to effectively listen, react, and ask the right questions—and the right time to ask them during an interview. Professional reporters from local channels in the New York/New Jersey market will guide you through the steps to help make your next interview your best interview.

Attention All Station Managers

We have designed a series of sessions just for you. These are designed to incorporate what you learned into your operations and station management. We will discuss various ways a municipality can communicate with their citizens beyond traditional cable television channels. The panel will explore and discuss new video trends in social media, live streaming and how access channels are entering the Over-the-Top (OTT) world with their own channels on Apple TV, Roku and more in our session titled *Beyond Cable: New Ways to Communicate with your Citizens*. This is just one of many you will find.

Tired of the same programs year after year? Is there content beyond town meetings and summer concerts? You’ll want to attend *New Programming Ideas for PEG Stations*. This panel gives you ideas for new programming opportunities to enhance your program schedule. Join fellow station managers who have found new stories to tell in their towns. Discover new sources of programming that you might have overlooked right in your own backyard.

I consider myself to be a technology geek. And I'm proud of it. I'm always interested in the latest gear and technology to make this job not only easier, but more exciting—technology that wakes the creative mind in each of us. That's why I love the vendor floor with all the latest cameras, switcher technology, lighting, and live broadcasting options.

But we don't stop there. We have a session geared to those who love new technology and want to incorporate it into the everyday operations: *Less Gear and Better Production*. This session discusses how to streamline your workflow in the field by minimizing gear and optimizing production. This can significantly enhance efficiency and make work more manageable. We will discuss ways to prioritize essential equipment (cameras, audio and lighting kit), multifunctional tools (e.g., a smartphone with a high-quality camera can eliminate the need for a second camera in many situations). Invest time learning the ins and outs of your equipment to enable you to work more efficiently and troubleshoot issues quickly. By implementing these strategies, you can create a nimbler production workflow in the field. Discover the latest gear that makes it all possible.

JAG prides itself in keeping all our members up to date on legislative issues, news from Washington, DC and what is going on around the country. Don't miss *Understanding Franchising and What to Know When Renegotiating*. This session covers the main differences between a state franchise and the ones negotiated at the municipal level. Which one is a better choice and can a municipality have a say on which one they prefer? Nationally, what is being added or taken away in negotiated franchise agreements? Franchise monies are declining due to streaming, what can we do during negotiations to curb this? Bills being introduced around the country that are trying to force streamers to pay a per subscriber fee to municipalities. How is this going and if successful, what does that mean for the local access station?



This is just the tip of the iceberg for the 2024 JAG Conference. You will also have time to mingle with vendors, network with each other and industry professionals. We'll have giveaways during the Vendor Cocktail Hour followed by our banquet and the 2024 JAG Awards. I urge you, your staff and volunteer crew to register now! Mark your calendar for Thursday, May 16 at the Crowne Plaza in Edison, NJ.

Go to www.jagconference.com to register and get more information. If you have any issues that might prohibit you from attending this year's

JAG Conference, please reach out to me directly via email at bduthaler@jagonline.org to see if I can help you.

See you all at the 2024 JAG Conference!



Have you heard of Granicus? They've been serving government since being founded in 1999. Granicus helps organizations run more efficiently, effectively, and transparently. Their video streaming solutions make meetings accessible to the public, wherever they are and on their own devices.



Granicus' mobile-friendly, multi-channel video streaming solution lets viewers search for and skip ahead to any agenda item they want to view, without sitting through or fast forward through an entire meeting. Voice search, multi-lingual captioning and automated minutes are just some of the time savers that benefit both staff and the public. With industry-leading video quality, security and reliability not previously seen in the government meeting market, Granicus created a true industry revolution and continues to lead the way.

The screenshot displays a video player interface for a City of Rockwall City Council meeting. The video player shows a council chamber with several members seated around a large table. Below the video, a control bar indicates the video is at 00:40 of a 9:58 duration. A dropdown menu shows 'Item XII 1 - Discuss and consider the recent flooding in th...'. Below this, a section for 'Item XII 1' includes a small video thumbnail and the text: 'Discuss and consider the recent flooding in the City of Rockwall, and take any action necessary.'

To the right of the video player is a 'Full Agenda' page for the 'March 5, 2018 City Council' meeting. The agenda is titled 'AGENDA ROCKWALL CITY COUNCIL Monday, March 05, 2018 4:00 p.m. Regular City Council Meeting City Hall - 385 S. Goliad, Rockwall, Texas 75087'. The agenda items are:

- I. CALL PUBLIC MEETING TO ORDER
- II. WORK SESSION
 1. Hold work session to hear update regarding the North Central Texas Council of Government's (NCTCOG's) updated Collin County roadway plan.
- III. EXECUTIVE SESSION.

THE CITY OF ROCKWALL CITY COUNCIL WILL RECESS INTO EXECUTIVE SESSION TO DISCUSS THE FOLLOWING MATTERS AS AUTHORIZED BY CHAPTER 551 OF THE TEXAS GOVERNMENT CODE:

 1. Discussion regarding possible right-of-way acquisition related to County Line Rd. improvements pursuant to Section §551.072 (Real Property) and Section §551.071 (Consultation with Attorney).
 2. Discussion regarding legal issues pertaining to potential annexation pursuant to Section §551.071 (Attorney/Client Consultation).
 3. Discussion regarding possible sale of real property / land in PD-32 pursuant to Section §551.072 (Real Property).
 4. Discussion regarding the appeal to the Public Utility Commission filed by the cities of Garland, Mesquite, Plano and Richardson against the North Texas Municipal Water District (NTMWD) regarding water rates pursuant to §Section 551.071 (Consultation with Attorney).
- IV. ADJOURN EXECUTIVE SESSION

Monday, March 05, 2018 City Council Agenda Page 1

AGENDA ROCKWALL CITY COUNCIL Monday, March 05, 2018 6:00 p.m. Regular City Council Meeting City Hall, 385 S. Goliad, Rockwall, Texas 75087

- V. RECONVENE PUBLIC MEETING
- VI. TAKE ANY ACTION AS A RESULT OF EXECUTIVE SESSION
- VII. INVOCATION AND PLEDGE OF ALLEGIANCE – COUNCILMEMBER FOWLER
- VIII. PROCLAMATIONS / AWARDS
 1. Code Enforcement Association of TX - Community Service Award Recognition

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In 2022, Granicus acquired Swagit to continue the transformation of streaming video for government. Swagit's EASE solution helps relieve the workload of overburdened government meeting managers and IT staff by allowing agencies to offload hosting to Swagit servers. EASE also includes agenda indexing—shifting that duty from government staff to the Swagit team, which saves staff resources and improves turnaround time from meeting to public posting of the polished video.

Swagit's AVIOR solution scales the EASE concept to an international level, outsourcing meeting streaming and recording for reliable, hands-off production.



In addition to video hosting and indexing, the Swagit team uses multiple cameras and manages all production work including panning, camera switching, zooming and on-screen graphics. It's all done remotely from their offices in Dallas, Texas. With AVIOR, government agencies recover valuable staff time, improve viewer experience, and can redirect taxpayer dollars toward core priorities, avoiding repetitive meeting work or troubleshooting technology during critical public meetings.

The AVIOR solution has been successfully deployed in cities both large and small, including Yellowknife, the capital of Canada's Northwest Territories. In the decade since its installation, Swagit AVIOR has been serving the remote Arctic city reliably and securely. Hundreds of jurisdictions across the U.S. and Canada rely entirely on the Swagit production team for video management, production and polishing. They don't worry about staff coverage, technical problems, or low-quality video.

The addition of Swagit maintains Granicus' dedication to using video solutions to enhance government participation. Swagit's functions complement Granicus' industry-best closed captioning, transcription, spoken word search tools, as well as simultaneous multi-channel streaming capabilities, including social media platforms and cable access channels. These features, along with mobile device responsiveness, allow government agencies to reach viewers anywhere.



In the years since its founding, Granicus grew beyond video streaming and recording. The Granicus video solutions are part of a larger suite of products and services bringing digital solutions to governments managing meeting agenda creation, public record requests, board and committee staffing and servicing, website design and hosting, and public engagement.

JAG's partnership with Granicus evidences our ongoing commitment to transparency and quality in the services we provide. Tune in on Wednesday, March 27, and get to know our new video partner and the solutions we're exploring.



Last October the White House [urged congressional appropriators](#) to dedicate \$6 billion to extend the ACP, or Affordable Connectivity Program through the end of 2024. The ACP allows about 23 million low-income households to receive discounts on their internet bills of up to \$30 a month. Lawmakers and Federal Communications Commission officials have held numerous rallies calling for this program to receive a new round of appropriations from Congress. If it does not receive this money, the existing funds would expire in the end of April as reported by FCC Chairwoman Jessica Rosenworcel, this past January. Rep. Frank Pallone Jr. (N.J.), the ranking Democrat on the House Energy and Commerce Committee, said recently at an event to gather support for this program, “it’s going to be very detrimental to all these people that need internet access if the funding expires”.



A bipartisan group of House and Senate lawmakers [unveiled a bill](#) last month to re-up its funding (ACP Extension Act: HR-6929/S-3565). Now, key negotiators are pushing to tuck the measure into upcoming spending bills on Capitol Hill, where lawmakers are racing to avert a possible shutdown.

From the New Jersey League of Municipalities:

The Assembly State and Local Government Committee is scheduled to consider [A-4045](#), and the Senate Budget and Appropriations Committee are considering an identical bill [S2930](#), that change various rules to [OPRA](#). These reforms to the Open Public Records Act address many of the issues municipalities have been experiencing since the inception of OPRA, including:

- Implements recommendations of the Privacy Study Commission.
- Provides residents with protections from losing their privacy in the course of conducting public business.
- Addresses burdensome commercial requests that continue to increase each year. Since the enactment of the OPRA, commercial enterprises have abused the legislation as a mechanism for commercial purposes.
- Addresses the mandatory prevailing attorney fee provisions that have cost taxpayers.
- Takes the first step to address how police records should and are considered under OPRA. As the use of technology has increased in police work, requests for police records have increased tremendously.
- Permits public agencies to adopt an official OPRA request form that must be used for all OPRA requests.

The League is strongly in favor of these proposed changes and encourage you to reach out to your legislator to express municipal support for these bills. We will update this story as it progresses.

Please do not forget that the Protecting Community Television Act ([HR 907/S 340](#)) is still circulating in Congress.

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 back 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.

JAG constantly advocates, analyzes and addresses emerging issues in areas such as: Local Government Communications and Internet Policy.



Just like a fine red wine that gets better as it breaths, JAG's conference gets better and better as the plans mature. Okay, okay, perhaps the analogy is a bit over the top, but indulge me. Your conference committee has been working diligently to assemble a series of workshops that will make this year's conference special—no matter what your interests. The wine has been breathing since the last article. Sessions are in three categories. Here's a preview:



Legislative

- **Understanding Franchising and What to Know When Renegotiating**

If you are interested in legislation and the comings and goings in Washington, DC, there are several panels that are right for you. We have assembled a knowledgeable panel to keep you up to date on the latest trends in cable franchise agreements from around the country. If you're facing an upcoming negotiation or if you just want to keep up on the latest trends, you won't want to miss this panel. It discusses the kinds of things you can negotiate in your next franchise agreement.

- **ADA Compliance: Updates on the DOJ Rulings and Closed Captioning for Municipal Websites and PEG Channels**

Closed captioning is a hot topic. You might have to close caption all your municipal programs in the very near future. So, you won't want to miss our panel on when and how to comply with the American's with Disabilities Act. There's a new initiative, not from the FCC, but from the Justice Department, that may compel you to act faster than you think.

- **Why PEG Stations Should Care About Broadband Deployment**

Finally, our luncheon program focuses on broadband and what it means for the future of the cable industry in general and the future of PEG distribution. This discussion focuses on the state of broadband deployment in New Jersey, and why you, as a JAG member/station operator should care about it. Learn about funds that might available from the grants that your municipality receives to cover the cost of over-the-top delivery of your station.

Programming and Management

- **Beyond Cable: New Ways to Communicate w/your Citizens**

If your interests go more towards programming and station management, we have workshops for you. The committee has assembled a group of station people to discuss new ways to reach your citizens. If you have overall responsibility of communicating, motivating and inspiring your residents, you won't want to miss this one.

- **How to Conduct a Great Interview: Interviewing Skills and Tips**

The key to much of the programming that we produce is getting great information from interview subjects. Once again, we will present a panel of professionals offering tips on interviewing techniques to help you hone your interviewing skills.

- **Understanding the Elements of Storytelling**

Related to interviewing technique is the art of storytelling. How do you identify, research, shoot and edit a compelling story that is informative and entertaining. There are two *Understanding the Elements of Storytelling* sessions presented by seasoned professionals that can help you improve programming quality on your station.

- **New Programming Ideas for PEG stations**

Finally, many of our members have the responsibility of generating new and interesting programs that will keep viewers entertained and informed about their communities, but finding new ideas can be challenging. A panel of some of JAG's more prolific program producers share their insight into where to find new stories in your community that you may have overlooked.

Technology

- **Closed Captioning - Easy Solutions and Cost Considerations to Make it Happen**

If you have interest in new developments in technology then there are panels for you too. Perhaps you have heard about or attended a closed caption panel and now you have to figure out what you're going to do when your town is required to comply. Here is a panel which will explain the options available to you, the pricing, and the technology that you can choose.

- **Less Gear and Better Production**

Are you tired of shlepping heavy lighting equipment around for location shoots, then don't miss our panel on the latest trends in location lighting. Your back, legs, knees and shoulders will thank you.

- **Real-Time Video Updates and Information During Critical Situations**

Finally, there is an important panel that discusses technology from LiveU that allows all PEG channels to easily interface with your Office of Emergency Management (OEM) when there is important information that must get to your residents immediately. In fact, you should consider inviting the people who run the OEM in your town. This free session is for all OEM, police and fire officials.

So, if you take all this interesting programming, the opportunity to speak with some of our valuable organizational partners, the chance to attend user groups, then add plenty of time to network with your colleague, you've got another exciting conference to look forward to.

Add the JAG Banquet and JAG Awards as your evening activity and there is a full day of information, networking, and entertainment. Mark your calendars now: May 16 at the Crowne Plaza in Edison.

All of us on the committee hope you can attend.

Registration is now open at [Shop – JAG Conference](#)

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 sessions are being added all the time.

Call for Vendors

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

Exhibitors include:

TelVue Corporation	DeSisti
Varto Technologies	LiveU
Cologna Productions	JVC
NJ Film Commission	Eiki
My Case Builder	Swit

Thanks to our sponsors:

Diamond-TelVue
Titanium-Planet Networks
Platinum-Varto Technologies
Sapphire-LiveU
Gold-Cologna Productions
DeSisti Lighting



This month, on Thursday March 21, JAG is scheduled to have a Managers Roundtable on how to work with cable TV committees/commissions. Here in West Milford we don't have a TV committee per se, all of the folks who are involved in the running of WM77 are considered commissioners and serve on what we call the TV commission. While most of us run the day-to-day operation of the station, the most important commissioners are the two liaisons from the council that represent our interests. And represent us --with enthusiasm and insights about what the mayor and council are thinking.



Ada Erik and Marilyn Lichtenberg have been staunch supports of the station since its inception more than 10 years ago. Ada, whom many of you know, was instrumental in getting the station launched and she is the first to tell anyone who will listen that she and her fledgling committee couldn't have done it without JAG. Likewise, the members of the committee couldn't have done it without the full support of our council liaisons.

During the early days, we got guidance from JAG about everything from policies and procedures to technical advice on equipment purchases, but once the station was up and running, it was our council liaisons who provided those of us on the operational side with the support to keep us going.

As you might expect, not everyone on the council was a fan of the station. Some members didn't want the meetings filmed at all and others were concerned that there was yet another item to finance with a budget that was already tight. However, the station persevered despite the naysayers and doubters. In the early days, our program schedule was filled with council meetings, a community bulletin board and not much more. Then, gradually we added programming, in part thanks to the JAG server, but inevitably, at the urging of our council liaisons, there was the desire to produce more local programming and of course that meant the need for new equipment. I suppose that's the normal progression for stations like ours, but our detractors on the council had their reservations. When faced with the need for more funding, Ada very wisely told the commissioners to give the township more local programming to make the channel more valuable to residents. This turned out to be sound advice.

First, we kept it simple, adding single camera shoots of school board meetings, lectures at the library and town events like coverage of our Autumn Lights Festival and Memorial Day Ceremonies. Finally, we added more ambitious coverage of some of our high school sports, our summer concerts and a series of musical performances from a restaurant in town known as the Vreeland Store. We even won our first JAG Award for a local show we produced on a Civil War reenactment at the historic Long Pond Iron Works in town. Just as Ada predicted, we gave the council and the residents programming that they didn't know they wanted, but once they had it, WM77 was able to raise its profile among its most important constituents—the township council.

The end result was, over time, funding for two new cameras, a wireless microphone package, a LiveU solo, a Black Magic switcher with monitor and an audio board. While we still don't have a studio, there is even hope that the township will find us a permanent home in the very near future.

So, based on our experience up here in the highlands, the cable commission and its council liaisons, Ada and Marilyn, have been a driving force for our growth. I would urge all members who have to work with a TV Commission to treat them as partners. Win their respect with your dedication and the creative programs you produce. Give the council and your residence something they didn't know they needed. Allow them to see themselves, their children and their elected officials at work and at play. Give them something they can't see anywhere else on the dial—themselves.



JAG General Meeting

Mar. 27, 2024 @ 12:00pm, ZOOM

Presentation: Granicus, Andrew Collinworth, Account Executive

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

Don't forget to check out our YouTube channel. New content:

- [Important Information on HR3557 \(youtube.com\)](#)
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 Cedeno Orchestra, Edison TV

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 needed after 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

Mar. 21 @ 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

Granicus' mobile-friendly, multi-channel video streaming solution allows viewers to search for and skip ahead to any agenda item they may want to view, without having to sit through or fast forward through an entire meeting. Voice search, multi-lingual captioning, and automated minutes are just some of the significant timesavers that benefit both staff and the public. With industry-leading video quality, security, and reliability not previously seen in the government meeting market, Granicus created a true industry revolution and continues to lead the way.

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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