

Trustees 2024

Bob Duthaler President – 2026
 Doug Seidel VP – 2024
 Linda Besink Treasurer – 2026
 Rick Gearhart Secretary – 2024
 Stephanie Gibbons
 Corresponding Sec. – 2025
 Dave Garb – 2024
 George Fairfield – 2026
 Don Smith – 2025
 Mark Albala – 2025

Inside This Issue

Legislation: News from Trenton & Washington, DC pg3
 TelVue JAG 2024 Conference Recap – Beyond Cable, Accessibility, AI and more. pg5
 My POV of the JAG 2024 Conference Communications pg7 pg8

General Meeting Schedule 2024-25

Sept. 25- LIVE @ Varto Technologies
 Presentation- Varto
 Oct. 30- TBA
 Presentation- TBA
 Dec. 4- TBA
 Presentation- TBA
 Jan. 29, 2025- TBA
 Reorganization
 Presentation- TBA
 Feb. 26- LIVE-TBA
 Presentation- TelVue
 Mar. 26- TBA
 Presentation- TBA
 Apr. 30- LIVE TBA
 Presentation- DeSisti
 May 14- @ Crown Plaza, Edison
 JAG Conference
 Presentation- TBA
 Jun. 25- TBA
 Presentation- TBA

FOLLOW US ON:



President's Message

Bob Duthaler



HELP.... I Need Someone.... Let JAG Answer the Call!!

I sent an email the other week because I needed a special cable and that reminded me of an older article I did. I thought an updated version of it would be appropriate now. When you run a station sometimes you need additional support and information. How do you get that information? Who is available to give you that added help? With JAG as a resource, there are many places you can get the information and help you need.

Information tell me how to get it!

The first and easiest way is on the JAG website, <https://jagonline.org/>. The JAG website is great for finding information and resources. It includes everything from access to past newsletters with pertinent information, articles and posts, conference information, videos from league presentations, a members only section and much more. This resource should always be your first stop when looking for information.

What if you can't find what you are looking for on the JAG website?

Where can you turn to next? Look no further than your email inbox. As a JAG member you have access to a very powerful tool, the JAG Email List Serve. It's a place where you can ask questions of both JAG members and vendors alike. You get the advantage of multiple responses from multiple resources. Plus, you get the benefit of asking others who may have already experienced what you want to find out about.

Are there other tools available?

Another powerful resource for JAG members is our organizational members. These are vendors who have already committed themselves to working with JAG and our membership by becoming part of the organization. You should always consider them as a valued tool. These are both companies and people who understand the unique nature of what we do, the budget constraints we are up against and the need for updated technology. Whether you want to update your current equipment, add new technology or just plan for down the road, be sure to take advantage of their expertise.

What if I need just a little more?

That is a question many people have asked. And where did they turn to? A consultant. First, I must reveal that professionally, I am a consultant. With over 35 years of experience in the television industry, my knowledge and expertise—and the knowledge and expertise of others like me—become valuable tools for stations just starting out or those wanting to make the next move or stations who just need additional operational support. Paying to “pick the brain” of a consultant who is qualified to analyze your unique needs, plan a course of action, and help you achieve your goals is another tool in the toolbox. Consultants can help you with technology, management and franchise negotiations.

Where can I find additional crew?

I know many station managers in JAG have reached out to each other to share a very important asset: crew. Many of us in this industry who operate a station part-time, as a volunteer or even with full-time staff, also do freelance work on the side. You may also have camera operators and editors that freelance. JAG understands the importance of these resources and has a special section in the Members Area of the JAG website that allows freelancers to share their information and experience. Freelancers make their information available so JAG members can hire them for additional production support. You never know when you might need an additional camera operator, editor, or all-around production support. When you do, look no further than our JAG members. This information is only accessible with a password that is available from JAG’s Treasurer.

The value of JAG to its members.

My continued goal in this article is to help you realize the value of your membership in JAG . JAG membership is an extremely valuable tool that helps you achieve higher quality operations, create better content and expand your industry knowledge. Most of this is easily accessible from your computer, web browser or email, but you need to make the first move. If you still need more help, you can commit yourself to the next level: paid support with a consultant. Whichever path you choose, the goal is to help advance your knowledge and improve your station’s operations. In case you were wondering, I did get the cable I needed, it saved the day and was a key in making the event’s coverage successful. Thank you, Piscataway TV!



Happy Summer Everyone! Even with the heat blazing this time of year, action is still happening on the issues that could affect our local channels and their operations. We need to stay aware of this legislative news and how they impact our operations.



To start off with, let's go back to May 2024 and revisit the annual conference hosted by the Jersey Access Group. During the legislative sessions, two interesting topics sparked the interest of the participants.

The first one highlighted an important subject that all of us need to prepare for: *ADA Compliance: Updates on the DOJ Rulings and Closed Captioning for Municipal Websites and PEG Channels*. This came on the heels of last December when we held a special webinar about what might be coming about closed captioning. One fact stood out and resonated with attendees: start budgeting for it! At the conference, we discovered that there is now an official guideline with timelines and important information that we may all need to adhere to. Please visit the video link to view this vital workshop in its entirety.

https://videoplayer.telvue.com/player/xdH7TjFGQnrU8xmITAT7CM11BmCF94qp/media/889741?fullscreen=false&showtabssearch=true&show_title_description_summary=true&autostart=false

The second topic discussed the value of *Understanding Franchising and What to Know When Renegotiating*. The audience learned about the main differences between a State Franchise and the ones negotiated at the municipal level, as well as determining which one is a better choice and when a municipality can express a preference. To learn and discover all sides from this comprehensive session, please click on this link:

https://videoplayer.telvue.com/player/xdH7TjFGQnrU8xmITAT7CM11BmCF94qp/media/890385?fullscreen=false&showtabssearch=true&show_title_description_summary=true&autostart=false

From NATOA:

In June, the U.S. Conference of Mayors adopted three resolutions at their 92nd Annual Meeting in Kansas City. They addressed communication space issues facing local governments and their residents. Topics included: ACP, mixed use and opposition to H.R. 3557. (See <https://broadbandbreakfast.com/u-s-mayor-target-cable-broadband-revenue/>.) Adoption was unanimous in committee and adopted by the membership.

The Mayors Conference also identified its policy priorities via the resolution process. Next year, mayors will focus their efforts on the following resolutions.

- **Resolution No. 64** – **A Resolution Supporting the Renewal and Extension of the Affordable Connectivity Program** led by Mayor Michelle Wu from Boston, MA. [*A Resolution Supporting the Renewal and Extension of the Affordable Connectivity Program*](#)
- **Resolution No. 66** – **A Restoring Local Authority to Receive Fair and Reasonable Compensation for Use of Public Rights-of-Way by Cable Operators and Other Communications Service Providers (621 Resolution)** led by Mayor Lucy Vinis from Eugene, OR. [*Restoring Local Authority to Receive Fair and Reasonable Compensation for Use of Public Rights-of-Way by Cable Operators and Other Communications Service Providers*](#)
- **Resolution No. 67** – **A Resolution Opposing H.R. 3557, the American Broadband Act of 2023**, led by Mayor Brian Wahler from Piscataway, NJ [*Resolution Opposing H.R. 3557, the American Broadband Act of 2023*](#)

From NATOA:

Northern Dakota County Cable Communications Commission's (NDC4) Mixed-Use Rule Filing: [NDC4 Letter to the FCC](#) Many American cities want 5% of cable's broadband revenue, but the FCC's Mixed-Use Rule is standing in the way. In a **June 5, 2024 letter**, the **Northern Dakota County Cable Communications Commission (NDC4)** called on the FCC to repeal the Mixed-Use Rule, saying the rule was undermining local efforts to expand broadband access and prevent digital discrimination. "The Mixed-Use Rule creates an arbitrary and unworkable patchwork of state and local regulation in which a state or local government that happens to also be a franchising authority has less authority than one that is not. The Mixed-Use Rule frustrates FCC and local efforts to ensure equitable access to quality, affordable broadband," the NDC4 said. NDC4 is a Minnesota municipal joint powers cooperative formed by its member cities Inver Grove Heights, Lilydale, Mendota, Mendota Heights, South St. Paul, Sunfish Lake, and West St. Paul, Minn. and includes 91,500 people.

In another recent FCC [filing](#), the city of Portland, OR calculated that the Mixed-Use rule was costing cities about \$3.75 billion nationally in lost franchise fees.

On the continuing quest for states and local municipalities to be able to collect right-of-way fees from streaming services, our friends to our north have recently taken action.

From NATOA:

Canada demands 5% of revenue from Netflix, Spotify, and other streamers.

<https://arstechnica.com/tech-policy/2024/06/canada-demands-5-of-revenue-from-netflix-spotify-and-other-streamers/>

[The Path Forward – Supporting Canadian and Indigenous content through base contributions.](#) Canada has ordered large online streaming services to pay 5% of their Canadian revenue to the government in a program expected to raise \$200 million/year to support local news and other home-grown content. The Canadian Radio-Television and Telecommunications Commission (CRTC) announced its decision in the beginning of June, after a public comment period. These obligations will start during Canada's 2024–2025 broadcast year which begins on September 1st. We will monitor and report more on this law as it progresses through the Canadian Provinces and Territories.

The Protecting Community Television Act

For many years, public, educational and government (PEG) channels have given their viewers critical information about what's going on in their specific communities and offer every local resident a chance to have their voices heard. In 2019 the federal communications commission proposed a new rule that would change the regulations and allow cable companies to shirk their obligations to the communities where they operate.

Fortunately, there is a bill that is awaiting action in both sides of Congress. The Protecting Community Television Act mandates that the franchise fees must be only monetary payments—non-monetary contributions would be allowed. To find out more about this rule and the two companion bills that can reverse it, please visit a special public service announcement that JAG put together on this important issue.

<https://youtu.be/Vk13j5UYIgU>



TelVue JAG 2024 Conference Recap – Beyond Cable, Accessibility, AI and more. Jesse Lerman, President/CEO, TelVue Corporation

Feature

TelVue was thrilled to engage with so many of you at this year’s JAG conference. We are proud again to be the conference Diamond sponsor and the technical partner supporting JAG’s Internet Channel and Shared Server. The one-day conference featured an expanded number of sessions. Based on the strong attendance, the conference committee did a fantastic job selecting relevant topics. TelVue was honored to participate in multiple sessions, including Beyond Cable, Closed Captioning and the annual TelVue User Group.



At the TelVue User Group, I reviewed key new features released over the past year, with a focus on the recent HyperCaster 8.5 release including:

- Redesigned, responsive calendar scheduler for programming efficiency and a seamless mobile experience
- New 1-week scheduling view that makes it easier to visualize and plan your programming
- Expanded scheduling user roles for volunteers, camera operators, and more

We appreciated so many of you attending our User Group. It gives us a chance to get valuable feedback for prioritizing our development roadmap.

Reviewing What’s New and HyperCaster 8.5 at the Opening TelVue User Group

The image displays two screenshots of the TelVue HyperCaster software interface. The left screenshot shows a detailed program schedule for Wednesday, May 8, 2024, with a list of programs including 'World History W/H', 'School Committee', 'Perils For Pedestrians', 'Winchester Planning Board', 'Township Committee', 'Democracy Now!', and 'Khmer Tradition'. The right screenshot shows a weekly overview view for the week of May 6-12, 2024, with a grid of program slots for each day.

HyperCaster 8.5 With New Mobile & Weekly Scheduling

Accessibility was a hot topic at the conference, especially with the new DOJ ADA rules for government entities that requires websites to comply with Web Content Accessibility Guidelines (WCAG), including captioning web video. Panelists Mike Wassenaar, President of the ACM, and Jeff Bayne, partner, Spiegel & McDiarmid, reviewed all of the requirements in detail. TelVue followed up with a practical session focusing on technology choices and costs to comply, including TelVue's ultra-affordable SmartCaption™ automatic closed captioning solution, and TelVue CloudCast's WCAG-compatible web players and apps for streaming.

Another DOJ ADA requirement is that videos include audio description, audio narratives of key visual elements in programming, which, unlike captions, is currently very expensive to implement. The DOJ rules do allow for financial hardship exemption, but the burden of proof falls on the stations. Rapidly evolving AI technology could help lower the cost of audio description in the future, and having a grace period to comply, plus possible exemptions, adds needed breathing room.



I collaborated on the Beyond Cable session with Gina Forbes and Joe Fernandes from Woodbridge TV, and Brandon Uhlig from Metuchen Media, reviewing tips and best practices to leverage social media, streaming, OTT and mobile to reach new audiences and demographics, increase engagement, deliver in high-definition, and access detailed viewership analytics to help you achieve your core mission. TelVue's CloudCast streaming platform makes it easy to launch branded channels on OTT and mobile apps complete with analytics, and also offers revenue generation opportunities including paywall and pre-roll ads.

Beyond Cable Session - Social Media, Streaming, Mobile & OTT

JAG presented special awards to Nick Besink, a generous, technical and operational resource for so many stations, and to Geoffrey Belinfante and Dave Garb with well-deserved Presidents Ovation awards for their incredible leadership. TelVue is honored that they are all long-time customers, and we deeply appreciate the opportunity to collaborate with such deserving thought leaders. Ken Fellman received the Serving Community Media Award for his dedicated work keeping JAG informed on legislative and regulatory issues. Congratulations to all!

Since the JAG conference, TelVue has been busy working on our next round of innovations and unveiled our latest demos and upcoming features at ACM National in June, including:

- Automatic AI Meeting Agenda Generation
- Sitewide Video Caption Transcript & Chapter Search
- Motion Logos & Backgrounds
- TelVue Cloud Storage Service for Secure, Broadcast Archiving
- Full-motion Browser Template Previews, Streaming Background Audio with Ducking, and Everlasting Schedules for InfoVue CBB / Signage.

As the pace of technology and broadcast advancements accelerates, one can only guess what the hot issues will be for next year, but we can be sure JAG 2025 will be ready with the perfect sessions. Listening to your great feedback, TelVue will continue to innovate to make sure our products and services are staying ahead of the curve to help you save time, expand viewership, increase accessibility, generate new sources of revenue and future proof your stations.



I attended the JAG 2024 Conference with anticipations of acquiring information particularly about new products from suppliers and of course the workshops. Checking in was smooth and efficient unlike some previous years. My complaint was the printing on back of the badges for the workshops. It was difficult for this old guy to read. I understand the cost of printing can be prohibitive. Since COVID the conference has gone from 3 days to 1 full day. Costs have escalated and vendors are doing less events and thus there are fewer exhibits. Only the major JAG sponsors seem to be exhibiting and many are looking for buyers rather than browsers.



For the most part the conference was “mission accomplished” however, I was disappointed in the lack of vendors. The ones that were there were excellent and relevant to what I was seeking. My prime objective was to visit TelVue and DeSisti Lighting and they both offered deals galore. My station was also interested in another camera however there was no representation from Panasonic, Canon or Sony which was disappointing. On a positive note, the info I received from Varto Technologies and LiveU was very helpful for future reference. Although their products are among the best among the competitors, WM77 is a small volunteer station and our budget doesn’t allow us to spend much money at this time.

The workshops were the jewel of the conference. There was plenty to choose from. As a matter of fact they were all excellent choices. I wish there were notepads provided at the tables so I could of have taken notes. There were two of us that attended from West Milford so we split up the workshops among us. The information will help us make decisions going forward. Actually, there were so many good workshops, we could have had another person attend with us. That brings me to the pricing of the conference. We had the Township pay for our attendance. We could have had one more but the funds came directly from our operating budget and we would have to choose between adding equipment or having another attendee. The full conference costs \$225 per person and \$675 for three and because we are a small station, it would have seriously impacted the amount of equipment we could purchase. I won’t justify or criticize the price, that’s not the purpose of my review nor do I know all the facts involved. However, for some our independent members and I’m sure even for other JAG municipal members, the registration fee is just too steep, which presents a dilemma for JAG.

The dinner and awards were well managed—although I was a little confused about the difference between first, second and third place and the silver and gold excellence awards. I did realize first place was a statue that we received for single camera meetings category. There was no entertainment this year, I guess due to budget considerations, which I thought was fine. After a long busy day, it was good not to lengthen the show. This allowed for wonderful testimonials and the multiple category awards presentations and to move the evening forward quickly and efficiently. Not wanting to leave early and miss anything, we were able to hit the road for the long ride home at a decent hour.

Summing it up, all in all I enjoyed JAG’s Conference despite some of the inadequacies I mentioned. The positives far outweighed the negatives. Nothing is perfect. It’s an ongoing work in progress. That said, I look forward to the 2025 JAG Conference being bigger and better!



JAG General Meeting

Sept. 26, 2024 @ 12:00pm, at Varto Technologies, Lunch at 11:30am

Presentation: Yervant Keshishian, Sales Engineer, Authorized Trainer & Technical Director,
Varto Technologies

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

Don't forget to check out our YouTube channel. <https://www.youtube.com/@jagjerseyaccessgroup>

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

Oct. 30th at 12pm: General Meeting (TBA) Presentation scheduled TBA

Dec. 4th at 12pm: General Meeting (TBA) Presentation scheduled TBA

Organizational Members



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 Feature Editor: Betsy Schwartz

Staff: Bob Duthaler, Geoffery Belinfante, Dave Garb

JERSEY ACCESS GROUP

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