

Trustees 2024

Bob Duthaler President – 2026
 Doug Seidel VP – 2027
 Linda Besink Treasurer – 2026
 Rick Gearhart Secretary – 2025
 Stephanie Gibbons
 Corresponding Sec. – 2025
 Dave Garb – 2027
 George Fairfield – 2026
 Don Smith – 2025
 Mark Albala – 2027

Inside This Issue

News from Trenton & Washington,
 DC & Changes to the FCC pg4
 JAG's Annual Conference:
 Technical Events pg6
 Your Participation is Requested pg8
 Behind the Pixels: The Rise of Virtual
 Sets in Broadcasting pg10
 I'm an Independent Producer pg11
 Communications pg12

General Meeting Schedule 2024-25

Apr. 30- Oradell TV
 Presentation – DeSisti Lighting
 May 14-15 - Crown Plaza, Edison
 JAG Annual Conference:
 Day 1: A Technology Forum
 Day 2: Production/Management
 Symposium & The JAG Awards
 Jun. 25- North Brunswick TV
 Presentation - TBA
 Sept. 24 - Varto Technologies
 Presentation- TBA
 Oct. 29 - TBA
 Presentation - TBA
 Dec. 3 - TBA
 Presentation – TBA
 Jan. 28, 2026 - TBA
 Reorganization
 Presentation – TBA
 Feb. 25 - TBA
 Presentation – TBA
 Mar. 25 - TBA
 Presentation – TBA

FOLLOW US ON:



President's Message

Bob Duthaler, President of the Jersey Access Group



Top 20 Reasons to Attend JAG's Annual Conference—Including Technology Forum and Production/Management Symposium

Here's my top 20 reasons to attend JAG's Annual Conference, including the Partner's Dinner, JAG's 25th Anniversary, and JAG Awards Banquet:

1. Celebration of JAG's 25th Anniversary

This year is JAG's 25th Anniversary! Celebrate a quarter-century of growth, success, and advocacy for public access TV, community media, and PEG channels. Be part of the celebration and reflect on JAG's incredible journey that has empowered local media organizations across the country.

2. Unmatched Networking Opportunities

The JAG Annual Conference brings together professionals from across community media and local broadcasting. Meet industry leaders, share experiences, build relationships, and create new opportunities with peers, vendors, and influencers in the field.

3. Dynamic Workshops and Training Sessions

Attend hands-on workshops on a wide range of topics including content creation, new broadcast technologies, legal considerations, production skills, and much more. These educational sessions can help you stay ahead of industry trends and develop practical skills.

4. Specialized User Group Meetings

Whether you use TelVue, TriCaster, or other equipment, the conference offers exclusive user group meetings to help you optimize your gear's potential. Meet with technical experts, share tips, and troubleshoot challenges.

5. Explore the Latest Technologies at the Exhibitor Displays

The conference features a vendor hall showcasing the latest technologies for video production, streaming solutions, broadcast equipment, and software. Discover tools that can improve your station's operations and content delivery.

6. Key Legislative Updates Affecting Community Media

Stay informed about important legislative changes and updates that could impact your station's operations. Experts will discuss the latest regulatory shifts related to PEG access, broadband policy, and more.

7. Improved Emergency Communication Strategies

Real-time video updates and information-sharing strategies can help your station become a trusted resource during natural disasters, public safety crises, or critical situations. Learn how to use community media platforms for emergency communication.

8. In-depth Discussions on Broadband Deployment

With broadband expansion affecting communities nationwide, the conference dives deep into how it impacts PEG access stations. Learn how to adapt your station to capitalize on this expanding network and broaden your reach.

9. Master the Art of Interviewing and Content Creation

Enhance your interview skills and content creation strategies. Learn from professionals who have mastered the art of storytelling. Gain practical advice on how to engage your audience with compelling content.

10. Creative Programming and Content Innovation

Looking for fresh programming ideas? The conference offers sessions that inspire creative programming. From unique formats to new genres, discover ways to diversify content to attract a broader audience.

11. Direct Interaction with Industry Vendors

The conference offers a rare opportunity to connect directly with industry vendors. You can ask questions, demo products, and gain insights into cutting-edge solutions that could benefit your station's operations.

12. Strategies for Expanding Your Reach with OTT Platforms

Over-the-top (OTT) platforms (Apple TV, Roku, and Amazon Fire TV, etc.) are becoming essential for media outlets. Learn how to integrate OTT platforms into your media plans to extend your reach beyond cable.

13. Gain Insights into Franchise Agreement Negotiations

Franchise agreements are key for successful PEG stations. Attend expert-led sessions on the best practices for negotiating these agreements, ensuring your station remains financially healthy and legally compliant.

14. Best Practices for Closed Captioning Compliance

With increasing legal requirements for closed captioning, this session can help you stay compliant while improving accessibility for all viewers. Learn about tools and strategies to implement and manage closed captioning effectively on your platforms.

15. Boost Efficiency in Production and Operations

Discover tips and tools for streamlining your production process. Learn how to reduce redundancy, optimize equipment use, and enhance your workflows to get more done with fewer resources.

16. Inspiring Keynote Speakers

The conference features powerful keynote speakers from across the media industry who will share their insights, challenges, and vision for community media's future. Their stories and experiences will inspire and motivate you to take your station to the next level.

17. Recognition at the JAG Awards Banquet

Celebrate the achievements of your peers at the prestigious JAG Awards Banquet. This event recognizes excellence in public access TV, from outstanding content creation to exemplary community engagement. Whether you're a nominee or an attendee, it's a great way to honor those who excel in the industry.

18. Exclusive Access to the Partner's Dinner

The Partner's Dinner is a unique, invite-only event where you can connect in an intimate setting with industry leaders, potential collaborators, and sponsors. It's an excellent opportunity to form high-level partnerships and collaborations that could have a significant impact on your station.

19. A Comprehensive, Full-Day Experience

With an action-packed schedule, the JAG Annual Conference offers a complete experience. From engaging workshops and networking opportunities to exciting social events like the awards banquet, you'll walk away with new insights, skills, and connections that will help you succeed in the community media landscape.

20. Unlock Member-Only Benefits

JAG members enjoy exclusive perks such as discounted conference rates, special access to resources, and member-only content. Attending the conference allows you to take full advantage of these benefits while staying connected with the JAG community.

Attending JAG's Annual Conference is an investment in your professional development, your station's success, and the future of community media. You'll gain practical knowledge, discover new technologies, and leave with fresh inspiration to drive your work forward. For more details and to register, visit www.jagconference.com.

Don't wait! [Register today](#) and be a part of the most important event of the year!



Celebrating Our 25th Anniversary

ANNUAL CONFERENCE

May 14 & 15, 2025 *Crowne Plaza Hotel, Edison, NJ*

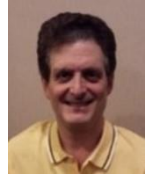
A Technology Forum and Production/Management Symposium

Partners

**TelVue Cooperation, Varto Technologies, Planet Network, LiveU, Switchboard,
DeSisti Lighting, Cologne Productions, and G&G Technologies**



For 25 years, the Jersey Access Group (JAG) has kept a watchful eye on bills both nationally and statewide that might be an issue for our municipalities and PEG channels throughout New Jersey. But, JAG really started to be legislatively wise in 2011 when JAG mobilizes its membership within 24 hours to combat state legislation that would eliminate the requirements for telecom providers to care about or support community media.



While the bill was fast tracked through the NJ Assembly it still needed to be introduced into the NJ Senate. JAG membership met with their state senators to explain the damage the bill would have on local community television. JAG was able to get more than enough no votes in place so that the bill was never presented before the NJ Senate.

This marked a major victory in what continues to be an ongoing effort by telecommunication providers to remove any support for community media in NJ. Other notable actions based on JAG'S due diligence included:

- 2015 - NJ Board of Public Utilities was readopting, with amendments, rules for the "Regulations of Cable Television—N.J.A.C.-14:18." JAG submitted objections about why some changed sections would not work.
- 2015 - White Paper #6 request, U.S. Reps Greg Walden and Fred Upton wanted information on the "Reasons for the Continued Existence of (PEG) – Public, Education & Government Television Stations." A 10 point response was created by JAG and sent to both Congressmen, along with Reps Pallone and Lance.
- 2016 - At the request of the FCC, JAG responded with input on multichannel video programming distributors' channel line-up placement. The fight to get HD and not being allowed to place PEG content information on their programming guides was paramount, since everyone else was able to acquire it.

Though not legislative, but quite notable, on our 20th anniversary during the pandemic of 2020, PEG became a spark for allowing communications to flow from leadership down to the residents who needed the information the most. Our member stations found new ways to reach their communities. PEG carried virtual town council meetings, the Governor's entire daily press conferences, health crisis related updates from local officials, and other informational programming that was desperately needed. This gave our municipal members and PEG channels a chance to prove how valuable they were to the citizens they served.

Now, in our 25th year, JAG continues to represent the interests of municipal/community television channels in Trenton and in Washington. JAG's efforts on behalf of our members have never been more important.

That being said, on May 14-15, 2025, JAG - The Jersey Access Group will be hosting its annual conference at the Crown Plaza Hotel in Edison. *** Everyone is Invited***

The conference is aimed at fostering collaboration and knowledge-sharing among community media staff and independent filmmakers, government officials, educators, and manufacturers to support the growth, opportunities, and challenges affecting our state, communities, and within our industry.

It all starts on Wednesday, May 14th, at lunch when we present ***Real-time Video Updates and Information During Critical Situations.***

This session will help you respond faster and make informed tactical decisions, the key factors for all police, fire and OEM situations. An expert panel will discuss mission critical elements such as real-time video surveillance, bonded cellular technology, using drones, along with The National Defense Authorization Act for fiscal 2024 that includes the American Security Drone Act (which prohibits the government from using federal funds to purchase drones made in China or certain other countries).

We will discuss collaboration between local government access TV and how the office of emergency management (OEM) is highly effective in disseminating important messages to the community. It will also include a live equipment demonstration.

Our panelists will be: Alex Joice, VP of Solution Sales Engineering, LiveU; John Centanni, OEM Director of East Hanover; Louis Venezia, Bloomfield Fire Chief; Luis Figueiredo, Detective Elizabeth Police Department; Yervant Keshishian, Sales Engineer, Authorized Trainer & Technical Director, Varto Technologies; Moderator: Bob Duthaler, President of JAG.

Then on Thursday, May 15th, we will present ***A Legislative Roundtable Discussion on What is Currently Happening Nationally, at the FCC and Here in New Jersey.***

Hear about the latest changes, proposals, and actions happening nationally and at the state level that could affect our stations and municipalities. Discuss firsthand with our panel of experts on issues such as policy changes, regulatory adjustments, and new bills that might impact our world as we currently know it. Learn where things stand with closed captioning and about the latest undertakings of the FCC regarding broadband, net neutrality, and spectrum allocation.

Mike Wassenaar, President & CEO, Alliance for Community Media; Gerry Lederer, Partner, Best, Best & Krieger LLP; and moderator: David Garb, JAG's Legislative Committee, Chair., will be our roundtable panelists.

Also on Thursday, May 15th, during our Legislative Luncheon: ***Broadband Deployment in New Jersey and The Federal Incentives Funding Them*** will be discussed.

Clearly broadband access is not just necessary, but also required for so many things: information, education, employment, and entertainment. Now that federal money is being distributed to municipalities to provide broadband service to everyone, we at JAG need to understand how this money is being used at the local level and what it means for our stations.

There are a variety of programs that are supposed to feed money to New Jersey Municipalities—the BEAD Program, Affordable Connectivity Program (ACP), Universal Service Fund, H.R.278 - BROADBAND Leadership Act, H.R. 339 - Broadband Resiliency and Flexible Investment Act. We will find out where things stand with them, how it could affect us directly, and how changes in our nation's capital might affect NJ's broadband efforts.

Our panelists for this session will consist of: Robert Boyle, CEO, Planet Networks; Joe Rivera, Manager of Broadband Access, New Jersey Board of Public Utilities; Gerry Lederer, Partner, Best, Best & Krieger LLP; Mike Wassenaar, President & CEO, Alliance for Community Media; and our special guest moderator will be Brian Wahler, Mayor of Piscataway.

To attend these sessions and other conference events, please visit jagconference.com/ to register.

JAG (Jersey Access Group) is an organization that advocates, 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.



The JAG Conference Committee has finalized all the panel sessions and roundtables. For details visit: <https://jagconference.com>



Give-Away Drawing

Vendors are providing prizes to be given away at the closing reception in the exhibit hall. Tickets to win will be available at all events throughout the day.

Just Added...

Inside the Future of Live Production: A Post-NAB Showcase by Varto Technologies Featuring Vizrt & LiveU

Join Varto Technologies—alongside Vizrt and LiveU—for a special Post-NAB 2025 showcase focused on the future of live video production. Presented in a fully-operational environment, this session demonstrates how real-world workflows are transforming the way organizations create, manage, and deliver content across platforms.

At the heart of the demonstration is the powerful TriCaster Vizion—switching between studio and remote sources, automating production tasks, and integrating seamlessly with Viz Flowics for live cloud-based graphics. You'll see how a remote feed, captured via the LU800 multi-camera field unit, is brought into the production with ultra-low latency, enhanced with real-time visuals, and distributed simultaneously across broadcast, streaming, and social media. The setup mirrors a modern hybrid control room, powered by NDI 6, IP-based video, and flexible cloud infrastructure. Designed for broadcasters, municipal media teams, schools, houses of worship, corporate AV teams, and production companies. A live Q&A follows.

Presented by: Chris Burgos, Senior Presales Consultant, Vizrt; Alex Joyce, VP, Solution Sales Engineering, LiveU; Yervant Keshishian, Sales Engineer & Technical Director, Varto Technologies

Product/Services Demonstrations

Switchboard (NEW THIS YEAR)- Discover a streaming solution that allows users to leverage the power of streaming platforms to present public meetings, webinars, and sporting events with fidelity, security, and reliability. Hassle-free streaming directly to guests' and partners' social media platforms without requiring them to share passwords.

Unlock the Power of Multistreaming: Switchboard can help you expand your reach and engage more viewers. Easily publish your live content to the right platforms to get more views, engagement, and revenues.

Visit: <https://switchboard.live/>

Cologna Productions- Discuss a variety of video production and distribution services that can be tailored to your needs and ideas that provide a video communications strategy designed to integrate seamlessly with your PR, social media, website and other messaging channels.

TelVue- Take a closer look at new solutions available in content distribution.

Varto Technologies- Presenting new equipment to enhance your studio capabilities.

LiveU- End-to-end live video broadcasting solutions portfolio enables broadcasters of all sizes to acquire, share and distribute high-quality video reliably worldwide. From their newest, portable production-level field units to smartphones, satellite/cellular hybrid transmission and IP distribution, they offer a complete range of live video solutions as part of a seamless workflow.

Exhibit Hall

Participating vendors: TelVue Corporation, Planet Network, LiveU, Varto Technologies, Vizrt-TriCaster, G&G Technologies, Switchboard, Cologna Productions, Swit Electronics, JVC Cameras, Tightrope, PTZ Optics, Datavideo, CueScript, Acebil Tripods, Best, Best & Krieger, NJ Motion Picture and TV Commission. For details and updates on these and all the other events visit: <https://jagconference.com>



Celebrating Our 25th Anniversary
ANNUAL CONFERENCE

May 14 & 15, 2025 Crowne Plaza Hotel, Edison, NJ
A Technology Forum and Production/Management Symposium

Partners

**TelVue Cooperation, Varto Technologies, Planet Network, LiveU, Switchboard,
DeSisti Lighting, Cologne Productions, and G&G Technologies**

**Equipment Seminars
Technology Panels
Product Demonstrations
User Group Meetings
Panel Sessions/Roundtable Discussions**

Topics include:

**Program Creation and Development, Content Distribution,
Facilities Operation, and Legislation Impacting Community Media**

<https://jagconference.com/>

Registration open

- Discounts are available to all members and their staff.
- There are options available from full-conference registration to build-your-own registration package by selecting specific days and meals.
- Thanks to the generous support of our conference partners, we offer a FREE Technology Forum that includes all activities except for meals. Meal tickets purchases can be added when registering.
- Contact Bob Duthaler, JAG President, at bduthaler@jagonline.org for discount codes.
- **Use this link to register:** <https://jagconference.com/shop/>

Conference schedule

- Updates will also be sent to the membership on a regular basis as they are confirmed.
- When they are finalized, conference details will be posted here: <https://jagconference.com/>

Scholarships available for members

- Members without financial support from their towns should contact Bob Duthaler, JAG President, at bduthaler@jagonline.org.
- Options are available to help you and/or a second person (your staff, volunteers, interns, liaisons, and town officials) to attend.

Call for vendors

- Booths and sponsorships are available. Booth discounts are available for JAG Organizational Members.
- Contact Bob Duthaler, JAG President, at bduthaler@jagonline.org for discount codes.
- Link for vendor registration: <https://lp.constantcontactpages.com/ev/reg/njnyu2t>

Hotel Reservations

- JAG has a special room rate for conference attendees. This rate is good three days prior to the conference and three days after the conference ends.
- Group Name: Jersey Access Group
- Group Block Code: **JGR**. Direct Dial In #: (866) 279-4813 **(Please reference the 3 letter code)**
- Hotel Direct Line: (732) 287-3500
- Live Link: <https://tinyurl.com/4u7t3ams>



There are lots of reasons to attend this year's JAG Conference and many of them are detailed in this newsletter, but I want to point out some elements that might also be of interest to our JAG members, but they will only be as good as you the members make them—that's the four roundtables that need your participation.



On Wednesday I am hosting a roundtable on problem solving for anyone who is involved in running a station. It features some of our own station managers who will talk about the problems that they have faced in the past and the things they have done to solve those problems. Remember this is a roundtable so we encourage everyone to participate, not just those who are scheduled to help me with the discussion. Here's the description of the panel from the conference website—don't miss it!

Problem Solving Forum: Goals & Obstacles (Roundtable)

It's important for every institution to set goals in order to grow and improve, but setting realistic goals and achieving them can be challenging. Those challenges can vary depending on the goal and what you are trying to achieve. In many cases, achieving that goal depends on finding money. Sometimes it's knowing how to handle local politics. Sometimes it's understanding new technology. And, sometimes it's just a matter of not having enough personnel to execute new plans.

This roundtable will be an interactive investigation on the ways JAG members have found to “sell” programs to councils, show they solved technical problems to reach a goal, or how they redeployed personnel to cover additional needs without adding staff. This roundtable will help you find ways to address those challenges.

Panelists: Don Smith, Station Manager, Cranford TV; Craig Yetsko, Station Manager, North Brunswick TV; Anthony Pagliuco, Station Manager, East Brunswick; Moderator Geoffrey Belinfante, External Relations Chair, JAG

While I am describing roundtables, there is a second one on the first day hosted by Bob Duthaler about the ways to approach updating or expanding facilities. If anyone knows anything about building a robust, up-to-date facility it's Bob. So, don't miss it and ask lots of questions—this is a roundtable after all.

Building, Expanding or Updating Facilities (Roundtable)

As public access channels and community media networks evolve to meet the demands of a digital-first world, building, expanding, or updating PEG (Public, Education, and Government) facilities has become a critical focus for municipalities, non-profits, and local broadcasters. This roundtable session aims to bring together experts, facility managers, media professionals, and policy makers to discuss the strategic, technical, and operational challenges of developing modern PEG facilities that can effectively serve their communities.

Moderator: Bob Duthaler, President of JAG

On Thursday we have two more roundtables you won't want to miss. The first will bring you an up-to-date view on the many new ways PEG channels can reach their audience. In an era of cord cutting, this roundtable is not to be missed. Perhaps you have a new and different way you have discovered to communicate with your citizens. Please come and contribute to the discussion. Here's a description of the roundtable.

Beyond Cable: New Ways to Communicate w/Your Citizens (Roundtable)

Municipal TV is not just cable anymore. We will discuss the 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 world of Over The Top (OTT) with their own channels on Apple TV, Roku and more.

Panelists: Gina Forbes, Station Manager, Woodbridge TV; Jesse Lerman President/CEO, TelVue Corporation; Joe Fernandes, Assistant Supervisor, Woodbridge TV; Brandon Uhlig, Station Manager, Metuchen Media; Rudy Ellis, CEO, Switchboard; Panelists/Moderator: Bob Duthaler, Managing Partner, DNS Media Group

Finally, please join me again to discuss new places to find programming in your town. This is a roundtable based on a successful panel discussion we had last year that many found helpful. If you ever find yourself looking for new stories to tell your residents or if you have any success finding an interesting story in a place you never thought to look, please come and share your experiences.

New Programming Ideas & Best Practices (Roundtable)

Tired of the same programs year after year? Is their content in your community beyond council meetings and summer concerts? This panel is designed to give you some ideas on where to find new programming opportunities to enhance your program schedule. Discover new sources of programming that you might have overlooked right in your own backyard, and then learn how you can use AI to help create those programs.

Panelists Ed Cologna, Station Manager, Newark TV; John Morley, Independent Producer; Aime Alonzo, Station Manager, Old Bridge Television; Moderator: Geoffery Belinfante, External Relations Chair, JAG

In short, come for the exhibits, come for the panels, come for the technology, come for the camaraderie, come to network, and finally come to participate in the Roundtables. See you on May 14th and May 15th.



Celebrating Our 25th Anniversary

ANNUAL CONFERENCE

May 14 & 15, 2025 Crowne Plaza Hotel, Edison, NJ

A Technology Forum and Production/Management Symposium

Partners

**TelVue Cooperation, Varto Technologies, Planet Network, LiveU, Switchboard,
DeSisti Lighting, Cologna Productions, and G&G Technologies**

<https://jagconference.com/>

Scholarships available for members

- Members without financial support from their towns should contact Bob Duthaler, JAG President, at bduthaler@jagonline.org.
- Options are available to help you and/or a second person (your staff, volunteers, interns, liaisons, and town officials) to attend.



Virtual sets are revolutionizing media production and they're changing how TV shows, films, and events are created. This article, explores virtual sets, how they differ from traditional production methods, and why they're becoming essential for modern broadcasters and filmmakers.



What Is a Virtual Set?

A virtual set is a computer-generated environment used during live-action filming. It provides real-time virtual backgrounds and dynamic elements. Unlike traditional physical sets, which require tangible props and backdrops, virtual sets are created digitally. They offer unparalleled creative flexibility. Producers can switch between locations, times of day, and environments with a few clicks. In traditional green screen setups, actors perform in front of a solid green background, which is replaced with different imagery in post-production. Virtual sets take this concept a step further by rendering backgrounds live, allowing actors and crew to see the final scene while filming. This not only speeds up production, but also improves the realism of the final shot.

The Impact of StageCraft

An example of virtual set technology is *The Mandalorian*. This show used StageCraft, developed by Lucasfilm's Industrial Light & Magic (ILM), to create realistic environments using large LED walls that display real-time digital landscapes. The LED walls adjust with the camera's movements, ensuring the perspective and depth of the background match the shot. StageCraft's benefits are clear: actors can interact with the set, lighting adjusts automatically, and scenes are filmed without traveling to distant locations. The technology allows for unprecedented realism and efficiency, reducing the time and costs associated with traditional filming.

Why Virtual Sets Matter



Virtual sets offer filmmakers and TV producers big advantages. Virtual sets enable them to create dynamic, immersive environments without expensive location shoots or intricate physical sets. Filming a scene in a desert, on another planet, or in a historical location is done without leaving the studio. In addition to film and TV production, virtual sets have begun to impact other industries. TV newsrooms use virtual studios with augmented reality (AR) graphics. Sports broadcasters are

creating immersive pre-game shows and holographic replays. Corporate events and webinars use virtual sets to create customizable environments, saving time and money by eliminating elaborate physical setups.

Challenges and Considerations

Despite their advantages, virtual sets do come with challenges. Setting up a virtual set involves a significant investment in LED walls, powerful computing systems, and specialized staff. Directors and crews must invest time to become familiar with new technologies and techniques. Achieving the right balance between realism and stylized effects can be tricky. While virtual sets offer incredible flexibility, there's the risk of digital environments feeling artificial or disconnected from live-action footage. With continued advancements, the line between digital and real is becoming harder to distinguish.

The Future of Virtual Sets

The future of virtual sets looks promising. AI integration makes it easier to create and render digital environments. VR and AR are pushing the boundaries of immersion. Offering the best of both worlds, hybrid sets combining physical elements with digital backdrops are becoming more common. As the technology evolves, even smaller studios and independent creators will have access to virtual set production. This wave of new technology may lead to more innovative uses of virtual production across different media.

Chief Creative Officer at ILM, Rob Bredow, sums it up perfectly: "Virtual production is not just a tool—it's a creative enabler that opens doors we never thought possible." With examples like *The Mandalorian*, it's clear that virtual sets are no longer a novelty—they're a core part of modern filmmaking and broadcasting.



My name is Richard Christopher Scuderi. I fell in love with television at age 5 and always knew that's what I wanted to do with my life. When it was time for college, I looked for a school that had a strong television program and its own station. Television production was much harder than I thought. Timing was crucial and there was a lot of pressure to be perfect



I graduated in 1987 from Montclair University in Broadcasting and Communications. It was great training and I have been asked back many times to speak about my work on television. My first job in television was a small role in a local soap opera on Suburban Cable. I then made training films for the EPA. I was an extra in a great deal of shows including the original Equalizer television show with Edward Woodward.



Fast forward to more recent years. In 2014, WHCR-DB in Flemington, New Jersey, was starting a live podcast channel and I was chosen to start a weekly series on interior design called Modern Design. It was way ahead of its time and I am now in my tenth year. It's a live one hour show every Wednesday 3-4 pm with great guests and tips on interior design.



One day when I was in the studio one of the hosts said I should create a show for Princeton Community Television. She said I would be a natural. I came up with a concept and a great opening that really worked. I often was in the top 10 in the early years. As the show progressed, I decided to begin mentoring and bring in students from Hunterdon Central High School and Kean College. I taught them about creating, booking, directing, producing, and editing a half-hour weekly talk show.



At this point, I realized I needed to form a small production company. I called it 52 & Blue (it was my birthday). I had just written my first book on overcoming anxiety and depression called The Lonely Boy (its sequel is called The Enlightened Man). Barnes and Noble backed me and sent me on live book talks throughout New Jersey. My interns and I started producing live events and taping them for Comcast. We were really thriving and then Covid hit. Everything stopped and when we finally got back, Princeton Television lost their funding and shut down. It was a big disappointment.

It was at this time; I was diagnosed with blood cancer and began having treatments. I started to examine my life and made a list of the things I wanted to do most. At the top of the list was taking my two books and making them into a movie. The stories are told as a memoir and teach on how to overcome mental health issues in your life. They also speak to a return to kindness and inclusion in the world. Without a television program or podcast to focus on, I began sending my books to anyone in the film and television arenas. I first had some conversations with WABC in New York. I was then on Fox Five in New York who made a piece on my story. Most recently I was contacted by Paramount where we had several meetings. I realized I needed to get legal representation though so progress has stalled and I don't know if anything will come of it.

I have joined JAG and Piscataway Community Television and am very excited about continuing Designed for the Times at a new station. George and his staff are very professional and accommodating. We are currently shooting in studio right now, but plan to shoot on location around the tri-state area. I am also doing book events and signings all over the NJ/NY area. I believe in education and mentoring and will be adding new interns back to 52& Blue now that we are ramping up again.

If you know of anyone looking to learn the television/media business please have them call me @ 908-884-0770. We are currently working on a treatment for the movie and have a great deal of new projects going on.



JAG General Meeting

April 30, 2025 @ 12:00pm, OPTV, Oradell, Lunch at 11:30am

Presentation: Paul DeStefano, Northeast Regional Sales Manager, DeSisti

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 2025

May 14 & 15: JAG Annual Conference, Crowne Plaza Hotel, Edison

June 25 at 12pm: General Meeting, TBA, Presentation scheduled TBA

September 24: at 12pm: General Meeting, Varto Technologies, Presentation scheduled Vizrt- Tricaster

October 29: at 12pm: General Meeting, TBA, Presentation scheduled TBA

December 3: 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 Robin Schwartz

Staff: Bob Duthaler, Geoffrey Belinfante, Dave Garb, John Morley

