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He's supplying Milltownians with their 15 minutes of fame

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By PAUL NELSON - Staff Writer
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Chances are, if there is a municipal meeting or activity in Milltown, Russell Einbinder is there capturing it behind the lens of a camera.

Affectionately known around the borough as the "TV guy," Einbinder who has lived in town since 1988, is the driving force behind the evolution of the community's 24-hour local cable access, which, as of April 17, changed from Channel 77 to 22.

Housed at Borough Hall, the station has been on the air for about six years. It is the brainchild of Milltown Borough Councilman Michael Skarzynski and has an annual budget of \$4,000. "We're not fancy, but we get the message across," Einbinder says.

"If you want to do something to help somebody, then you should do something that you are proficient or excel at or that you really enjoy," says the 43-year-old Einbinder, explaining why he devotes countless volunteer hours to the station.

Borough residents can view everything from municipal meetings, which are broadcast live, to other assorted programming, courtesy of local groups such as the American Legion, church groups, as well as recreation- and school-related activities, among others.

In addition, the programming includes a good-news board, that highlights positive happenings in the community.

Einbinder, a married father of one, is employed as the general manager of a Garfield-based window manufacturing company. He concedes that his work with the station takes up a lot of his personal time.

Although he currently has three other committee members working with him, he is hoping more borough residents will get involved with their hometown station.

Einbinder also is part of the local Cable Television Advisory Committee, which is negotiating a new pact with Cablevision; Milltown Troop 33; his New Brunswick synagogue, Temple Anshe Emeth, and he serves as the entertainment chairperson of the Milltown Fourth of July Committee.

"I can walk away from most of my other activities, and they would still be there," says Einbinder. "If I walked away from this (local access television channel), I'm not confident this would still be here."



He is especially excited about this year's Fourth of July celebration, which he contends will be one of the best ever, because the organizing committee has managed to get the 30-piece Mummers Band, the Fralinger Street Band from Philadelphia.

"We easily go from a town of 7,000 to 15,000 people," says Einbinder, about the Milltown celebration, which is one of the most popular in the region. "The town doubles in population for that day."

Outfitted in colorful costumes, Mummers Bands rely on banjos, saxophones, accordions, and rhythm, to provide smooth renditions of old-time favorites such as sing-along tunes and others.

"I think it's the coolest thing I've ever did was to get the Mummers Band because I've been trying to get them for years," says Einbinder. "I got the best string band on planet earth."

Einbinder, who has deejayed professionally since age 18, and still does a lot of local gigs, credits his late father, Bernie Einbinder with inspiring him to get into the entertainment business and instilling in him the importance of volunteerism. He hopes to pass those same lessons onto his 11-year old son Daniel.

"I would like to stay involved with the station the rest of my life," says Einbinder. I really enjoy doing this but would like to see other people step up and do more."

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NAME: Russell Einbinder.

BIRTHPLACE: Queens, New York.

AGE: 43.

FAMILY: Wife of 15 years Nancy; son Daniel, 11.

OCCUPATION: General manager of a Garfield-based window-manufacturing company.

EDUCATION: Rutgers University, 1983.

FAVORITE MOVIES OR TV SHOW: "The Sting."

BEST ADVICE TO YOUNG PEOPLE: "Do your best."

CURRENTLY READING: "Vulcan's Son," a "Star Trek" novel.

FANTASY DINNER-PARTY GUESTS: Moses and Albert Einstein.

FAVORITE MEAL: A stuffed breast of veal.

HOBBIES: Music and videos.

WHEN AND WHERE WERE YOU HAPPIEST? "The first time when I saw my son and wife together."

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