

Your Municipal Communication Resource

Connecting Your Town to Your Residents

Another Year Is Over....But The Work Never Ends



Hard to believe that yet another year is coming to a close. In addition to being the end of the year, it's also the end of a decade. For me it also signifies the fact that my first year as JAG President (Second Time Around) is also coming to an end. However, I choose to look at this all as a new beginning. The beginning of a new year for JAG, the beginning of the fourth decade of JAG's existence and the beginning of the reorganization of the JAG board at the upcoming Trustee Meeting in January.

JAG as an organization is in perpetual motion. This constant motion is the very strength of this organization. The ability to grow, adjust, re-evaluate and change are the core strengths of this organization. JAG is no different from any other organization that goes through ebbs and tides. Complacency at some point attacks all organizations. But it's our ability to get through these patches that makes JAG different from these other organizations.

For some time I have noticed a decrease in attendance at some of our monthly meetings. One of the things JAG does and does well is to host monthly membership meetings, typically on the last Wednesday of each month. These meetings are one way in which the Board reports back to the membership on the operation of the organization. These meetings also are a networking event in which members can meet up in person, discuss items of interest and get to know each other on both a professional and personal level. Finally, these meetings also act as an ongoing educational event. JAG is in a unique position to bring in experts and vendors to introduce us to new technology and legislative updates. For these very reasons the JAG Board and External Relations Committee are working hard to bring in a series of experts and information sessions during our upcoming meetings for 2020. To that end it is imperative that members support these initiatives and make every effort to attend the monthly meetings.

I believe that JAG is also turning the corner on membership participation in committees. Several new members and some of our regulars are now taking an interest in serving on committees. Their participation helps to breathe new life into the committees, which extends to the organization as a whole. I am happy to report that the membership committee has both new and veteran members working together. They will work to expand the organization with the recent passing of a new membership classification at the last JAG meeting and with the great response to our presence at the New Jersey League of Municipalities Conference. Please consider joining this committee and helping to grow the organization.

The JAG Awards Committee also has a new chair and is looking to reorganize over the next few weeks. The committee will be working very hard to get the awards program up and going for the new year and to produce an awards show at the upcoming conference in New Brunswick in May 2020. The committee is working on finding new and inventive ways to allow all members access to the JAG Awards and help level the playing field for operations of varied budgets, sizes, staff and volunteers. Once the awards are introduced in the upcoming months, members will be informed of the new structure and be enticed to enter their best productions of 2019. So I urge you to start preparing your entries and look for new announcements in 2020 in upcoming emails, newsletters and social media.

Trustees 2019-20

- Bob Duthaler Pres.- 2020
- Dave Garb VP – 2019
- Dave Ambrosy
- Recording Sec.- 2019
- Linda Besink Treasurer- 2020
- Anthony Pagliuco
- Corresponding Sec. – 2020
- Jeff Arban- 2019
- Lee Beckerman- 2020
- Stephanie Gibbons- 2020
- Darryl Love- 2019

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General Meeting Schedule 2020

- Jan. 29- East Brunswick Library**
Presentation- JVC
- Feb. 26- Princeton**
Presentation- TelVue
- Mar. 25- Piscataway**
Presentation- TBD
- Apr. 29- Oradell**
Presentation- TBD
- May 20- New Brunswick**
JAG Reception, Welcome expo special guests
- Jun. 10- West Milford**
No Vendor Presentation
- Sept. 30- Varto Technologies**
in East Rutherford
Presentation-by Varto
- Oct. 28- Bloomfield**
Presentations TBD
Presented by FM Valenti
- Dec. 2- Montclair**
Presentation- TBD

The Legislative Committee is one of the most fluid committees in JAG, and for a very good reason. The political landscape is always changing and with those changes there are always new polices, laws or FCC order that effectively impact our very existence. The committee is working very hard on keeping on top of these changes. They continue working closely with the NATOA National Organization in getting both information and direction. The committee is also taking that information, relaying it to both our membership and our legislators on the local, state and federal level. The committee is working hard on creating partnerships and working groups with members on the state and national level. Our ongoing commitment to work with the NJLM Organization as an affiliate member, NATOA as a local chapter and other groups like the Alliance for Community Media is a testament to our commitment to keep track of the changing landscape and to keeping our members informed. This committee has also seen a revived interest from new members and is actively seeking others to join the committee as well.

The JAG Conference Committee is already full steam ahead and working on creating what we believe to be on the best conference in a long time. It is through the evaluation of our successes and failures and measuring these against the future that the committee will present a refreshed conference, bring in new interest and present an exciting and informative event to our members. The committee has also welcomed new members and is already starting an active new social media campaign. I would urge you to follow their progress on Facebook and Twitter and look for future campaigns on Instagram. Come mid-January look for an updated conference website and be on the lookout for their informational newsletters. It's not too early to mark your calendar for the 2020 Eastern Video Expo, which will be held in New Brunswick, NJ from May 20-22, 2020. Feel free to reach out to the committee to share your thoughts and ideas for the upcoming conference.

Finally, I want to wrap up this month's update by telling you that the JAG Board of Trustees and Executive Board will be holding reorganization meetings in January 2020. During these meetings the board will look at the outcome of the JAG Executive Board Retreat back in August, look at the upcoming landscape for the industry and, just like franchise renewals, plan for the future of the organization. It is the board's commitment to this organization that helps mold the future of JAG. As the Chairman of the Board and Current President it is very important to me that I know the pulse of the members. So I would urge you during the next couple of weeks to reach out to me via email or phone and express your thoughts, interests and concerns about the organization. I will then take your thoughts and share them with the board so they may be discussed and acted upon. It is only through your participation that the future and success of JAG can be possible. I would like to wish you and your family a very Merry Christmas, Happy Holidays and a Happy New Year. And may the Jersey Access Group be equally as blessed and successful in the upcoming year.

Bob Duthaler
President, Jersey Access Group
Member, National Academy of Television Arts and Sciences (EMMYS)

REGISTRATION TO OPEN TO JAG MEMBERS IN JANUARY
Special discount codes will be available from JAG Treasurer

FREE Trade Show

- Over 50 Exhibitors and 30 Product Presentations by Vendors
- Live Meeting and Event Coverage
- Multi-Communication Platform Distribution
- Program Storage and Sharing
- Audio and Video Production Equipment
- Video and Cyber Security



May 21 & 22, 2020 at the Hyatt New Brunswick, NJ
Workshop and Meal Packages Available

To learn more and to register, visit: www.easternvideoexpo.com.

- Advancements in New Technology
- Social Media Strategies
- Production & Management Best Practices
- Integrating Distribution Platforms
- Create Quality Content to Engage Audience
- Legislative and Regulatory Updates

Presented by The Jersey Access Group in association with the TelVue Corporation, Varto Technologies, National Association of Telecommunications Officers and Advisors and the NJ League of Municipalities. Trade show produced in partnership with FM Valenti Roadshow.

Change—it's not always something we like to deal with, but we often have to adapt our thinking to accommodate it, and that's the position we on the external relations committee find ourselves. Many years ago, the external relation committee was formed before we had a managing director. When a managing director was hired, the responsibility of the External relations committee was never re-defined. Thus, today we on the committee, working with Rich, are in the process of determining how the committee can best serve the organization.

There would seem to be two issues at play for the External Relations committee, responsibilities for the organization as a whole and responsibilities for the Conference which of course has its own committee. This is made even more complicated since Rich and I both sit on both committees. At our recent committee meeting, it was decided to focus the work of the External Relations Committee on growing JAG; with an emphasis on increasing membership and raising the profile of the organization among video professionals in New Jersey. Of course, this means that we will concentrate on marketing the organization to the appropriate constituencies. While I will continue to work with Rich on finding institutional and vendor support, the committee will now focus on communications to members and potential members.

Towards that end, in the new year we will begin to send out regular e-mail blasts to a list that combines our members with the list of past attendees to our conference. The thought is to entice new members (independent producers and TV production professionals) to attend meetings and join our organization. This is a slight departure from our past emphasis on municipalities. While we still see ourselves as the champions of public media, we recognize that a changing media landscape that will almost certainly change the way our signals are delivered in the future and perhaps even to the source of our funding.

So, what does this mean to you - the members. Simply, we are looking for help to market the organization. This means reaching out to Independent Producers, potential vendors, video professionals, colleges with communications programs, and frankly, whoever would benefit from JAG membership. While reaching these folks is not a new objective, we on the External Relations Committee are redoubling our efforts to attract new members from these categories, and we need your help. If you have any marketing experience or understand the ins and outs of social media, we are looking for people to help us. We have already committed to an increased e-mail marketing effort, but we are looking for new and innovative methods of spreading the word about JAG. This change in our emphasis, while subtle, is done with the hope of taking the organization to the next level. It's important for everyone to pitch in. We need your support. Just let me know if you're interested—geoffbel512@gmail.com.

REGISTRATION TO OPEN IN FEBRUARY

ONE FREE ENTRY PER JAG MEMBER



Awards presentation to be held May 21 at the JAG Eastern Video Expo Banquet.

Committees

Rich Desimone, Managing Director

Volunteerism

JAG welcomes George Fairfield as the new chair of the JAG Awards committee. The committee plans to open registration in February with the award presentation to be held on May 21, 2020 at the 2020 Eastern Region Expo banquet. Conference Committee has openings for members that can help develop workshops. Membership needs assistance in making calls to build membership. External Relations is in need of marketing ideas. Can you spare a few hour a month to help?



Executive 2019	Production 2019	Membership 2019
Bob Duthaler, President 2020	Lee Beckerman (Chair)	Darryl Love (Co-Chairs-Development)
Dave Garb, Vice-President-2019	TBD: (Secretary)	Stephanie Gibbons (Co-Chairs-Reports)
Linda Besink, Treasurer-2020	Dave Ambrosy: Producer	Linda Besink: (Secretary) Data Management
Dave Ambrosy, Secretary-2019	Nick Besink	Bob Duthaler: List Serve
Anthony Pagliuco, Corresponding Sec.-2020	Anthony Pagliuco: Editor/Camera	George Bumiller: Outreach
Stephanie Gibbons, Trustee 2020	Peter Neman	Bruce Goldsmith
Jeff Arban, Trustee 2019	Dave Grab	Dave Grab
Lee Beckerman, Production	Bob Duthaler	OPEN
Darryl Love, Trustee 2019	OPEN	OPEN
Geoffrey Belinfante, External Relations	OPEN	OPEN
Rich Desimone: Managing Director Action Plan	OPEN	OPEN
Finance 2019	Legislation 2019	Conference 2020
Linda Besink: (Chair)	Dave Garb (Chair):	Stephanie Gibbons: (Co-chair) Registration, Municipal Outreach
TBD: (Secretary)	Linda Besink: (Secretary)	Cindy Hahn: (Co-chair/Secretary) Program, Marketing, Newsletter
Bob Duthaler: Budget Review	Bob Duthaler: NJLM	Linda Besink: Treasurer, Registration
Dave Garb	Ada Erik: NJ Legislation	Geoffrey Belinfante: Workshops/Vendors
Lee Beckerman	Nick Besink	J Robertson: Affinity Lunch & topics
Jeff Arman	Dave Bandfield	Bob Duthaler: Marketing
Geoffery Belinfante	Jeff Arban	Anthony Pagliuco: P&D, Tec Support
OPEN	OPEN	Jeff Arban: Power, Tec Support
OPEN	OPEN	Dave Garb: Student Symposium
External Relations 2019	JAG Awards 2019	George Fairfield: Student Symposium
Geoffrey Belinfante (Chair)	George Fairfield (Chair)	Doug Seidel-Social media
TBD (Secretary)	various members: (Secretary)	OPEN- Workshop Development
Stephanie Gibbons: Members	Dave Garb	OPEN- Workshop Development
Bob Duthaler: NJLOM Join Session, JAG Session, Booth Staffing and rooms, Web Site	Lee Beckerman	OPEN- Student Management
Cindy Hahn: JAG Newsletter, Writer/Editor	Darryl Love	OPEN- Trade Show Set Up/AV Support
George Burmiller	Amanda Olsen	OPEN- Trade Show Set Up/AV Support
Dave Garb	Dave Ambrosy	Rich Desimone: Managing Director Conference Coordinator
Bruce Goldsmith: Spotlight	OPEN	Outside Contract: Web Site, Program, Fliers
Mary Foti: Video	OPEN	
OPEN		
OPEN		
Rich Desimone: Managing Director Rep. to NJLOM and NATOA, JAG Newsletter Editor		
Outside Contract: JAG web site		

Bits & Bytes

- Jan. 8, 12 noon-2pm — Executive Board meeting
 - Reestablish committees
 - Revisit JAG Mission Statement
 - Developing leadership
 - Updating Action Plan
 - Marketing
- Jan. 29, 12 noon – 2pm — General Meeting, East Brunswick
 - Installation of Executive Board members
 - Presentations by JVC

JAG Spotlight Dustin Dumas, Station Manager, SOMAtv



Dustin Dumas is a recent new member of JAG and has graciously volunteered to be featured in this month's "Spotlight".

Dustin is currently the Station Manager at South Orange / Maplewood TV (SOMAtv). Prior to her working in this position, she was the chair, producer and interviewer for the production company "Kaleidoscope".

What are your primary job responsibilities?

Our Station is located within our High School, so many productions involve working with students as well as the Kaleidoscope Production team. My responsibilities include all of the complexities imaginable, which includes scheduling, hiring, writing, and all of the aspects of content development and post production.

What does the South Orange / Maplewood TV (SOMAtv) provide for its audience?

We're here to serve the communities of Maplewood & South Orange NJ, which includes the School District and Township as their Public Access, Government and Educational TV channel. I bring my production experience to the channel, working on content which includes interviews and presentations on Yoga, Genealogy, Fitness, Gardening....and everything in between. I formerly studied finance while developing my media skills in both California and Illinois. I have authored a book, started a production company, and am proud of my skills as an interviewer and public speaker.

How do you think SOMAtv can benefit from being a JAG member?

To a certain extent I have already benefitted just by having this conversation and by discussing and exchanging our experiences.

Notes from the Interviewer:

During our discussion Dustin mentioned her need for advice in developing and attracting volunteers and students, as well as in developing a plan to bring more visibility to the channel. It was a great pleasure speaking with Dustin and I look forward to meeting with her again at a future JAG meeting.

*Sincerely,
Bruce Goldsmith*



Organizational Members



COMMITTEES CORNER

EXTERNAL RELATIONS COMMITTEE: *Geoffrey Belinfante, Chair*

In my capacity as the chairman of the External Relations Committee, I was asked to attend the New Jersey League of Municipalities convention in Atlantic City in November. This was my third NJLOM convention and I think it was our most successful. As with any convention, you shake a lot of hands and meet a lot of people, but this year somehow felt different. In the past, it felt like the people who passed by the booth were just being nice when they listened to our pitch. This year it seemed like there was genuine interest in the role JAG plays in the development of community media. I'm not sure I know why this happened-- perhaps there is a younger generation of township leaders who understand the importance of transparency; perhaps this younger generation is just more into their mobile devices and social media; or perhaps with all the dysfunction in Washington, they just want their local governments to more accurately be available to their citizens. Whatever the reason, I came away from the convention being quite optimistic about the future of JAG. Help us on the External Relations committee capitalize on all the good vibes. If you are interested in helping us with this initiative, please let me know at geoffbel512@gmail.com. Thanks in advance for your help.

FINANCE COMMITTEE: *Linda Besink, Chair*

Membership dues invoices for 2020 have been emailed. If you have not received your invoice please let JAG Treasurer, Linda Besink, know and it will be re-sent immediately. You may email lbesink@gmail.com or call 201-650-0116. The 2020 budget process has begun for all JAG committees, to be finalized in January. Finally, if you'd like to serve on the Finance Committee, please contact JAG Treasurer Linda Besink at 201-650-0116 or email lbesink@gmail.com.

PRODUCTION COMMITTEE: *Lee Beckerman, Chair*

The Production committee shot interviews and footage at the NJ League of Municipalities in Atlantic City on November 19, 20 and 21 as part of a series of informational/promotional videos for the League. We produced and recorded multiple interviews and shot footage from the conference floor, League Sessions and special events. Anthony Pagliuco, Gina Forbes, Joe Fernandes, Geoffrey Belinfante, Bob Duthaler and Lee Beckerman all worked during the conference to pull together this large undertaking. Currently the footage has been digitized along with addition footage supplied by the league and is being logged for editing over the winter. The JAG video testimonials were sent to the JAG Dropbox account so they can be included in the JAG website. We are going to hold off on shooting additional ones until we have populated the ones we have. We hope to have a meeting of the production committee devoted to The Access New Jersey television show, immediately after the JAG meeting in January to come up with an exploratory plan. The meeting scheduled for December had to be rescheduled due to scheduling conflicts.

AD HOC COMMITTEES

Legislation Committee: *Dave Garb, Chair*

The Legislative Committee has been on the move this last month. Besides keeping our eyes and ears out for what is the fallout from the FCC's decision on the FNPRM, this committee had a call to action. On Monday, December 2nd, we got a message that the US House Committee on Energy and Commerce was having a hearing on "the Accountability and Oversight of the FCC". This was great news! They were finally going to be investigating what the FCC has been up to. After reviewing the Agenda, now came the bad news. No where on it was anything about PEG and the decision that had recently been made regarding the franchise debacle. To make matters even worse, this hearing was going to be happening in 3 days, December 5th. Quickly, through the committee, we got a letter together and passed it along to the executive board. We sent this letter out to the Chairman of this committee, Congressman Pallone, at the end of the day on that Wednesday. The Congressman's people received the information and said they would give it to him. Next stop along the bad news highway; though they had an agenda with a few topics to discuss, all they talked about was broadband. Nothing else! I know.... Hurry up and wait! But at the very least, our Jersey Representative knows our feelings about what is going on. Hopefully, they will be able to use this information off camera. This is one of the examples as to why we ask our members to join our committee. To keep an eye on what is happening at all our government levels and act upon them when necessary. Contact David Garb davegarb@paps.net or call 732-376-6030 x23538.

Membership Committee: *Darryl Love and Stephanie Gibbons (Co-Chairs)*

The next Membership committee meeting is scheduled for Tues. Jan. 7th at 11am. Do you know a town, organization or religious group who you think would benefit from being member, let us know so we can reach out to them. If you enjoy being a member of JAG and want to help bring in more members to JAG, please consider joining the membership committee. If you are interested please contact Darryl Love at DFLove@aol.com or Stephanie Gibbons at Stgibbons@verizon.net.

JAG Video Awards Committee: *George Fairfield, Chair*

I am excited to announce that George Fairfield, "that's me", has agreed to chair the JAG Awards Committee. Thanks and I'm even more excited to announce the return of the JAG Awards to the 2020 JAG Conference Banquet. I am feverishly getting myself up to speed on the rules, application process, and everything else that goes with the awards and am looking forward to a great time. If you have any suggestions, please feel free to forward them at gfairfield@piscatawaynj.org

Conference Committee: *Stephanie Gibbons & Cindy Hahn, (Co-Chairs)*

The Conference Committee has begun its work for the JAG Video Expo May 21 & 22, 2020 at the Hyatt, New Brunswick. Our next meeting is scheduled for Mon. Jan. 6 at 2pm. We want to welcome new members George Fairfield and Doug Seidel both from Piscataway Community Television for joining the committee. If you want to join please contact Stephanie at Stgibbons@verizon.net.

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New Jersey Chapter of NATOA and New Jersey League of Municipalities Affiliate

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