

**Trustees 2014-15**

Lee Beckerman-2015  
 Bob Duthaler-2014  
 Dave Garb-2015  
 Stephanie Gibbons-2014  
 Debbe Gist-2015  
 Open two year Seat 2014  
 Open one year Seat 2014

*Your Municipal Communication Resource*

**Connecting Your Town to Your Residents**

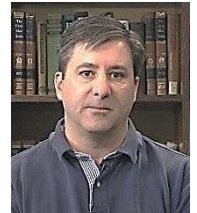
**PRESIDENT'S MESSAGE**

**JAG NEEDS YOU!!!**

JAG is a great organization for resources and information.

Between the website, monthly meetings and the annual conference, we have a lot of information at the ready. But as an

organization we are always striving to find other ways to keep you informed and educated. So as we look to expand these choices, what better place to look than to our membership? So now we need your input.



**Online Education:** JAG is looking for new and exciting ways to bring training and information to our members. One of the options we are exploring is Webinars. These are online presentations/gatherings that offer you plenty of information without having to leave the office or home. We understand that it is not always easy to break away for an hour of training and travel time. So this is an online community in which we all can see and listen to a presentation and interact and ask questions as well. BUT, to make these successful, we need your input. We need to know what you would like to learn about? Technology? Franchises? Broadband? Production? You tell us and we will work to make it happen!

**NJSLOM Sessions:** JAG is offering two important sessions at the New Jersey League of Municipalities Conference (November 18-20, 2014) in Atlantic City:

- **CABLE FRANCHISE RENEWALS IN AN ERA OF CHANGING TECHNOLOGY**  
 TUESDAY, NOVEMBER 18, 2:00 p.m. – Room 410 – Atlantic City Convention Center *(details on page 3)*

- **LOCAL GOVERNMENT COMMUNICATIONS IN A DIGITAL WORLD?**

(League Joint Session with Jersey Access Group)

WEDNESDAY, NOVEMBER 19, 2:00 p.m. – 3:45 p.m. – Room 415 – Atlantic City Convention Center *(details on page 3)*

I urge you to get down there for these two sessions. Both of these are critical for the operation of a successful Access Station. Here is a link to that event:

<http://www.njslom.org/99thconf/index.html>

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**Feature: JAG WebSite**

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**Meeting Schedule**

**Oct. 29- Metuchen**  
**Presentation -Rushworks**

**Nov. 26- Montclair**  
 Presentation- Castus

**Dec. 10- Annual Meeting**  
 & JAM Awards Dinner  
 Spain Inn, Piscataway

**Jan. 28- TBA**  
 Presentation-TBA

**Feb. 25- TBA**  
 Presentation-Telvue

**Mar. 25- TBA**  
 Presentation-TBA

**Apr. 30- TBA**  
 Presentation-TBA

**May 21- Conference**  
 Hyatt Morristown

**Sept. 24- TBD**  
 Presentation-TBD

**JAG Annual Conference**

**Eastern Region Communication  
and Technology Conference 2015**



**May 20-22, 2015**

**Hyatt**

**Morristown, NJ**

**Save the  
Date**

**Vendor Presentations:** Something that JAG does very well that other organizations don't or something you just can't do yourself, is get manufacturers and integrators to attend to our meetings and show us their latest equipment or offerings. These are hands-on information sessions with the engineers, sales and support staff from these vendors. To make these attractive to our members and get them to leave their office and attend a meeting, we need to know who and what you would like to see.

**Annual Conference:** Just like we have done in the past, we will continue to provide great workshop events, training sessions and work groups. Because we do not want to sound like a broken record and keep offering the same tracts year after year we need to know what you want to see and learn about at our conference. We put a lot of hard work and time in to getting this right – so why not give us a few minutes of your time with your thoughts.

Finally, I want to leave you with this. JAG does need you, almost as much as you need JAG. To make this a successful organization and to get the most out of this group, you need to be a key component by providing us your thoughts. I would urge you to send me an email at [bduthaler@jagonline.org](mailto:bduthaler@jagonline.org) with your thoughts on the many subjects I have mentioned in this month's newsletter. I look forward to hearing from you and seeing you at the next JAG meeting!!

Bob Duthaler

President, Jersey Access Group

[bduthaler@jagonline.org](mailto:bduthaler@jagonline.org)

**You are invited to join the JAG Executive Board**

***There are four positions open:***

***(3) two year terms and (1) one year term***

***The board commitment includes attending 12 meetings per year that include one full day retreat, three face to face meetings, and eight conference calls.***

***Nominations will be accepted at the Oct 29 meeting.***

***You can also contact Bob Duthaler if you are interested in running and he will place your name in nomination.***

***Step up and help JAG to continue to provide a valuable service to its members and the state of NJ!***

## **NJ League of Municipalities Annual Conference: JAG two sessions**

**Rich Desimone, External Relations Chair**

JAG is proud to be participating in the NJLOM Annual Conference with two sessions that are approved for CEU credits. Please pass this information on to your town officials. Show your support by attending these workshops and providing assistance at our booth.

### **CABLE FRANCHISE RENEWALS IN AN ERA OF CHANGING TECHNOLOGY**

TUESDAY, NOVEMBER 18, 2:00 p.m. – Room 410 – Atlantic City Convention Center

Cable companies don't just provide TV service anymore. Learn if you are negotiating the best cable franchise deal for your community. Cable franchise renewals present issues and opportunities to negotiate: Franchise fees and financial support, Municipal and educational (PEG) channel capacity and placement in the channel lineup, Technology upgrades and municipal connectivity (internet access in schools and public buildings), Customer service standards, and other issues. **CMFO/CCFO – 1.5, Office Management and Ancillary Subjects; RMC – 1.5, Finance; QPA – 1.5, Office Admin./General Duties**

Presiding: Brian C. Wahler, Mayor, Piscataway; League Third Vice President  
Speakers: Bob Duthaler, President, Jersey Access Group  
Ken Fellman, Esq. Partner, Kissinger & Fellman, PC; Member, FCC  
Intergovernmental Advisory Committee

### **LOCAL GOVERNMENT COMMUNICATIONS IN A DIGITAL WORLD?**

(League Joint Session with Jersey Access Group)

WEDNESDAY, NOVEMBER 19, 2:00 p.m. – 3:45 p.m. – Room 415 – Atlantic City Convention Center

With so many communication platforms available, how do municipalities choose the best platform to deliver the right message to the right people at the right time. Learn appropriate channels to disseminate each type of content e.g. emergency messages, community notices, recorded government meetings, applications/forms. Learn what policies should be in place before you launch a TV station, a website, Facebook and Twitter. . **CMFO/CCFO – 1.5 INFO TECH; CTC – 1.5 INFO TECH; CPWM – 1.5 INFO TECH; RMC – 1.5 INFO TECH; QPA – 1.5 INFO TECH; CRP – 1.5; RPPO/RPPS – 2.0 M/S**

Presiding: Thomas Valhalla, Mayor, Metuchen  
Speakers: Michael Venezia, Mayor, Bloomfield  
Ken Fellman, Esq. Partner, Kissinger & Fellman, PC; Member, FCC  
Intergovernmental Advisory Committee

**We are looking for members to staff our booth at the NJ League of Municipalities Annual Conference in Atlantic City (*three hour blocks*)**  
***Tuesday, Nov. 18, 10:00AM-1:00PM and 1:00PM-4:00PM***  
***Wednesday, Nov. 19, 10:00AM-1:00PM and 1:00PM-4:00PM***  
***Thursday, Nov 20, 9:00AM-1:00PM***  
***Contact Rich Desimone at [rjdesimone@verizon.net](mailto:rjdesimone@verizon.net)***

## Bits & Bytes

- October 8 – Executive board next meeting. The Executive board will be focusing on continuing the work began at the board retreat: working on our mission statement, changes to our policies and procedures, and possible amendments to the bylaws.
- October 29 – Next general meeting with a presentation by RushWorks
- October 29 – You are invited to run for the JAG Board of Trustees. Nominations for Trustees (Three Positions available) will be accepted at the Oct 29 general meeting or by mail prior to the meeting if you cannot attend. You may nominate yourself. Brief resume required that will be circulated with election ballot.
- October 29 – Presentation of the 2015 budget at general meeting
- NATOA “eNATOAs” webinars can be seen by members at METV free of charge. Presentations can be seen at Metuchen’s TV station. Reservations are required due to limited space. Call Rich Desimone at 732-603-9750. Upcoming eNATOAs webinars:

November 3, 2014, 2pm — ***E-rate 2.0 and Funding for Local Communities to Close the Digital Divide.***

According to the FCC, more than 80% of schools report that their broadband connections do not fully meet their current educational needs, with slow internet connections being the primary culprit. This session will provide an update on the status of e-Rate 2.0 and how municipalities can utilize e-rate funds to bring modern levels of broadband speeds to their schools and libraries, while keeping these revenues local.

December 1, 2014, 2pm — ***The Courts, The Hill and The FCC - A Year in Review and Setting the Stage for 2015.*** Our panel of experts will assess how 2014 affected policy and practice on key communications issues and will provide their views of what may be coming in 2015 - and how local governments can prepare.

Additional details can be found at <https://www.natoa.org/events/enatoa.html>

- Election of Trustees will be held on November 26.
- Sessions confirmed for the 2014 NJLOM conference in Atlantic City:  
Tuesday, Nov. 18, 2014 @ 2:00pm - *Cable Franchise Renewals in an Era of Changing Technology &*  
Wednesday, Nov. 19, 2014 @2:00 PM - *Local Government Communications in a Digital World.*
- December 10 – JAM Video Festival Dinner and JAG Annual meeting. To purchase tickets use the following link:  
<http://events.constantcontact.com/register/event?llr=5izl8xcab&oeidk=a07e9xa4ism178542d9>
- May 20-22 – JAG Annual Eastern Region Communication and Technology Conference 2015 will be held at the Hyatt Morristown. We are taking your advice and recommendations. New location, new schedule, new workshop structure, new events. A new conference. Details coming soon. Conference promotion and registration will open in November. Like us on Facebook and watch the conference develop.

## COMMITTEES CORNER

### MassAccess Annual Conference

Nov. 7



[www.massaccess.org](http://www.massaccess.org)

### **EXTERNAL RELATIONS COMMITTEES: *Rich Desimone, Chair***

The membership application has been updated on the JAG web site which now includes a special online registration for those who are paying by credit card. With this new feature in place the committee will begin our campaign to solicit associate members. This membership classification is open to vendors, manufacturers, integrators and non-profit organizations that support our mission and goals. If you know of a company or organization that you think might be interested please send me an email with their contact information. Our committee is looking for new members. We continue to have monthly conference calls and possible face to face meetings before or after JAG's monthly general meetings. To join the committee, contact Rich Desimone at [rjdesimone@verizon.net](mailto:rjdesimone@verizon.net)

### **NJ League of Municipalities** **Conference**



Nov. 18-20

Set up Nov.17

### **AD HOC COMMITTEES**

#### **Membership Committee: *Stephanie Gibbons, Chair***

The Membership Committee is looking for new members. In the next few months we are looking to survey the membership on current JAG services and needs. We will also be reaching out to potential members. Please join us by contacting Stephanie Gibbons at [stgibbons@verizon.net](mailto:stgibbons@verizon.net) or 732-603-9750.

### **JAM Video Awards Dinner**



Dec. 10, 2014

6-10pm

Spain Inn, Piscataway, NJ

**Limited Seating**

***Order tickets today.***

#### **Conference Committee: *Rich Desimone, Chair***

The conference committee next conference call meeting is scheduled for Oct 20 at 2pm. The meeting will focus on developing the conference event schedule. We are still looking for members that are creative with strong organizational skills and new ideas that will assist in the continued growth and development of the conference as a valuable component to the membership. Tasks include workshop track leaders, workshop moderators, social media management, municipal outreach, student symposium development, event supervisors, and marketing and attendee development. The committee will meet via conference call once a month for the next 7 months. To join contact Rich Desimone at [rjdesimone@verizon.net](mailto:rjdesimone@verizon.net)

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

Editor Rich Desimone