

### Trustees 2014-15

Lee Beckerman-2015  
 Nick Besink-2015  
 Sharon Colucci-2014  
 Bob Duthaler-2014  
 Dave Garb-2015  
 Stephanie Gibbons-2014  
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### Meeting Schedule

**Jan. 29-** East Brunswick Presentation-JVC  
**Feb. 26-** Piscataway Presentation-TelVue  
**Mar. 26-** Oradell Presentation-Azzurro  
**Apr. 30-** Verona Presentation-TBA  
**May 28-** Asbury Park Presentation-TBA  
**Jun. 25-** South Orange Presentation-TBA  
**Sept. 24-** Montclair Presentation-TBA  
**Oct. 29-** Metuchen Speaker-Steve Traylor  
**Nov. 26-** Essex College Presentation-TBA  
**Dec. -** TBA  
 JAM Awards

## *Your Municipal Communication Resource*

### Connecting Your Town to Your Residents

### PRESIDENT'S MESSAGE

Bob Duthaler, President



As JAG enters in to 2014, we will continue to provide the best for our membership. I along with your board feel that communication (oddly enough the business we are in) with our membership is key to the success of the organization. With that thought in mind, we are developing several ways to communicate effectively with our members. This newsletter is a good example of one of those ways. I urge you to print this out monthly, read through it and mark your calendar with the important dates detailed in the newsletter. In addition, I urge you to share the electronic version with members of your staff, volunteers, and board members, along with members of your government. I believe information found in this newsletter is worth reading and sharing with others as well.

JAG's website is another useful tool. There you will find videos, meeting information, news along with a member's only section that you can find and share documents and other information. Plus take advantage of the Member's Only Forum. JAG's Executive Board also understands the importance of a good website as well. Our goal over the next few months is to update the site, make it easy to read and locate information, be a source for information for potential members along with a tool for our current members as well. Please be on the look out for our new website in the upcoming months...our website is located at [www.jagonline.org](http://www.jagonline.org)

JAG's monthly membership meetings (the last Wednesday of the month) are also a great way to keep up with the organization and its members. Our goal is to not only give our members an update on the organization and committees (which is usually enough for most organizations) but to also provide presentations from vendors or training sessions when ever possible. In fact for February's Meeting, Telvue will be on hand to demonstrate some new features in broadcast servers along with an update on the JAG shared server.

JAG's Annual Conference – Eastern Region Communication and Technology Conference – is a great tool for communication. Here you can participate in conference session geared towards our membership, our government sessions for municipal government employees and our extensive trade show for all. Read more about the conference in this and upcoming newsletters, along with going to the special conference website at [www.powerofpartners.org](http://www.powerofpartners.org) website. Registration and the Early Bird Pricing are available now!

Being a member of JAG also makes you a member of the New Jersey Chapter of NATOA. Since JAG is a chapter of NATOA this provides our members an additional level of support and information. NATOA keeps our membership informed on a national level on things shaping the Communications Industry, FCC Rules and National Laws. Plus NATOA provides a great resource of information to members with monthly eNATOA Webinars and a National Conference as well. Look for articles in our newsletters from NATOA Members. You can find out more information about NATOA by visiting their website at [www.natoa.org](http://www.natoa.org).

# Cybersecurity: Local Governments Need to be Prepared

*This article appeared in the March issue of the NJ League Magazine.*

Steve Traylor, Executive Director, National Association of Telecommunication Officers and Advisors (NATOA) & Senior Advisor to the Jersey Access Group



"Cybersecurity" has been identified as one of the most serious economic and national security issues facing our country today. But what is it? Simply put, cybersecurity includes everything from uncomplicated *physical* security steps to more intricate *technological* precautions. Physical security steps include such things as making sure laptops and other portable media are "secure" when not actively being used, whereas technological precautions include the installation and implementation of systems such as firewalls, intrusion detection and prevention systems, and anti-virus and anti-spyware software.

Like federal and state governments, local governments rely and depend on safe and secure computer networks to manage their daily operations. But these networks are increasingly vulnerable, with real potential for the loss or exposure of confidential personal and business data. Cyber security incidents can arise from a number of scenarios and dangers, including improper cyber security controls, manmade or natural disasters, and malicious users. Potential consequences include losing access to and control of your website or other computerized systems such as water or power systems; disabling of office computers due to a virus; or losing employee and citizen identifying information due to a hacker or disgruntled employee.

Often, these cyber attacks are staged by outsiders who exploit out-of-date security software and protocols or take advantage of things like weak passwords. Sometimes, however, these system intrusions happen when an employee innocently clicks on a malicious link in what appears to be an innocuous email. Another source of potential vulnerability comes from the growing BYOD – bring your own device - trend. With the proliferation of smartphones, tablets, and laptops, more and more local government employers are permitting their employees to use their own devices for work purposes.

What should a local government do to protect itself, its systems, its business partners, and its citizens? Unfortunately, local governments often believe they lack the resources to adequately protect their networks, and only take steps to do so after their systems have been compromised. And this can prove to be expensive. In September 2013, a defendant was sentenced to three years in prison for hacking into computer networks run by various law enforcement agencies across the country and then sharing the data he stole on the web. Costs to repair and increase the security on the networks hacked totaled \$226,000.

Local officials need to understand that cyber security is a local issue, and they need to be willing to devote the resources necessary to ensure their networks are safe and secure. Inexpensive, yet imperative, steps include adopting cyber security policies that protect confidential information and equipment. It is equally important that whatever policies are adopted are actually adhered to. Policies can and should address such issues as cloud computing, email usage, software evaluation, back-up data retention, redundancies in case of flood, fire, or tornado, and more. (Localities that use third-party data storage services should make sure that these firms have and follow a cyber security policy, as well.)

While convenient for both the employer and employee, BYOD has also become known as "bring your own disaster." We have all heard stories of employees inadvertently forgetting their laptop filled with confidential information on the train or in a taxi, or having their iPhone or tablet stolen and in the process exposing a wealth of private data to prying eyes. As a result, it is imperative that local governments adopt and enforce a strong BYOD security policy. For example, the policy might prohibit certain applications from being installed, limit the types of activities that may be undertaken by the employee on the device (no personal email account, for instance), and require data encryption.

Additional solutions range from low cost and simple to high cost and complex. The critical point is that each local government identify what systems need protections and evaluate a range of solutions for protecting those systems. All organizations need to be aware of cyber threats, understand what their specific vulnerabilities are, what the risks and consequences of a breach are, and then take appropriate steps.

Once appropriate security precautions and procedures are in place, it is important that they are audited, and, if need be, updated on an annual basis. Such audits should preferably be done by an independent, outside company. The need for such audits was underscored recently when the US Department of Homeland Security was taken to task by federal auditors for using outdated security controls and failing to follow many of its own cybersecurity policies.

Ultimately, cybersecurity is about identifying threats, vulnerabilities, and consequences, and taking appropriate action. Cybersecurity requires preparing for that event which we all hope to avoid, but which in this day and age is likely inevitable: disaster recovery. Protect the availability and recoverability of your government's information services and data, while minimizing the disruption and consequences of breaches and losses is ultimately the touchstone of a sufficient cybersecurity system.

For more information on what threats to be aware of and how to protect against them, attend the National Association of Telecommunications Officers and Advisors *Cyber Security for Local Government Officials Conference* in Washington, DC on March 5, 2014. For more information, visit [www.natoa.org](http://www.natoa.org).

The Jersey Access Group works with a number of consultants and advisors to provide information on communication issues effecting municipalities. Topics like this will be components for discussion at our annual conference, **Eastern Region Communication and Technology Conference**, May 7-9, 2014, Hyatt New Brunswick. For details visit [www.powerofpartners.org](http://www.powerofpartners.org). Make plans now to attend.

*Thanks to Steve Taylor for providing this article and for his continued support of JAG.*

## Bits & Bytes

- Don't forget TelVue will be at the February 26 meeting. TelVue President Jesse Lerman will demonstrate the latest feature enhancements to the HyperCaster broadcast server, including integrated "bug and ticker" graphics, and the SDI option which allows you to simulcast a single channel in both HD and SD out of a single box. The graphics feature is great for both channel branding and emergency notifications.
- **Conference early bird registration ends April 1, 2014.** Those using purchase orders for conference registration should submit them ASAP to allow for processing and ensure early bird rates.
- Standing and Ad Hoc Committees are looking for volunteers. Please call 732-877-8581 or contact the committee chairs to sign up.
- NATOA Spring Conference March 5, Washington DC. Details: <https://www.natoa.org/events/regional/spring/>.
- NATOA eNATOAs webinars can be seen by members at METV. Reservations required due to limited space. Details: <https://www.natoa.org/events/enatoa.html>. Next eNATOAs: March 3, 2014, 2pm *PEG HD Channel Conversion: Politics, Technology & Resources*.
- SEATOAs Conference March 24-25, Raleigh, NC.
- Executive Board Meeting March 12.

### CALL FOR NOMINATIONS

Nominations for the 2014 **Municipal Excellence Award** are now being accepted.

This award recognizes locally elected officials that have supported community media in their community. Members are asked to submit an email outlining the reasons their nominee should be considered for this award.

*Nominations are open to any elected municipal official. Submission deadline: April 1, 2014.*

*Recipients will be selected by the JAG Executive Committee.*

*Award will be presented at the Eastern Region Communication and Technology Conference 2014.*

## COMMITTEES CORNER

### CONFERENCE

Rich Desimone, Chair



# Eastern Region Communication and Technology Conference 2014

May 7-9, 2014, Hyatt Regency New Brunswick, NJ

Celebrating Our 10<sup>th</sup> Anniversary

### Conference Highlights

#### May 7, 2014

Pre-Conference workshops  
Meet and Greet

#### May 8, 2014

Breakfast with the Vendors  
Vendor presentations  
Municipal workshops  
Welcome luncheon  
PM energy break  
Partners Banquet

#### May 9, 2014

Networking Breakfast  
Municipal, Technology and  
Operational Workshops  
Keynote luncheon  
Vendor prize give away

### Conference Partners

HB Communication  
TelVue  
NATOA  
NJ League of Municipalities  
Shadowstone  
MassAccess  
NJEdge  
New Bay Media  
Community Media Network

### **New partner**

JAG is pleased to announce that Mass Access will join us as a conference partner. This marks a very exciting networking opportunity for attendees to explore the very successful community media structure in Massachusetts. MassAccess will provide assistance in the development of workshops. MassAccess will also sponsor this year's Meet and Great; a wicked good time with their own culinary twists.

### **Preconference Workshops Announcement**

**9:30am-12:00noon: Final Cut Pro X - Presented by Manhattan Edit Workshop**

Apple Certified Trainer and Manhattan Edit Workshop Director of Education Ari Feldman will demonstrate the primary feature set and basic interface of Final Cut X.

**1:30pm-3:30pm: TelVue Users Group Workshop - Presented by TelVue Corporation**

The TelVue development and support team will be on hand to help TelVue Users get the most out of your broadcast servers and cloud-based services.

### **Management Workshops Announcement**

**Social Media Marketing: Value, Protocol, Etiquette and Your Legal Responsibilities**

This session will address recent court decisions and new statutes that impact local government use of social media, examine recent local government social media gaffes that drew media attention, and highlight some of the creative ways that local governments are interacting with the public to enhance the provision of services, government accountability, community development and marketing.

**Seeking and Acquiring Elusive Grant Funding in Fiscally Difficult Times**

With funding being what it is in 2013 many municipalities wish to turn to grants to get that next great project done, or fund technology upgrades. The problem is, where do you start? Grant writing experts will point you in the right direction to researching where great grants lay hidden, and explain your best strategies for uncovering and successfully competing for these elusive and scarce funds.

## **CEU CREDITS TO BE ANNOUNCED**

Get all the conference details and updates at [www.powerofpartners.org](http://www.powerofpartners.org)

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

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