

## *Your Municipal Communication Resource*

### Connecting Your Town to Your Residents



#### Staying On Top, Staying Online

We continue to figure out this new landscape of doing business, running an organization like JAG, continuing to engage our members and just trying to bring some normalcy to this anything but normal situation.

Please know the JAG board is continuing to work hard through all of this. I continue to work with our managing director, we continue to meet on a weekly basis and discuss the organization and streamline the operation. Please know that the Managing Director, the Board and myself are continuing to meet, engage in email conversations and continue to run the organization in the best possible manner.

JAG will continue to hold monthly meetings virtually for the foreseeable future. We ask that all members be on the lookout for the online meeting agenda, participate online preferably and as a last resort, call in. Should you ever have difficulty trying to get in, please send me an email at [bduthaler@jagonline.org](mailto:bduthaler@jagonline.org) or text me at (973) 476-5747. I will do my best to help you get connected. Please understand this is a new situation for all of us, there could be some bumps in the road, but we will do our best to get on track and work through it.

I will continue to hold impromptu, informal online sessions as I have done before. The purpose of these is sometimes to talk about a particular subject matter, find out how stations are operating in these new times or just to gather, talk and perhaps have a little social "happy hour" to break things up. These sessions are like our discussion and assistance session at our meetings on steroids. Please check your email for invite, they may pop up on short notice.

The board and I continue to work on streamlining our meetings, moving the order of discussion items and trying to make this a more enjoyable session for our members. All committee reports will be sent out with the Agenda prior to the meetings. This way you have a chance to read up about the committees, keep informed and updated on events and to save time during the meetings. Should you have a question for a committee/chair, you can ask during the shortened committee report period. In addition, we have moved vendor presentations up in the meeting lineup, and have added a "Discussion Topic". This will allow members with limited time to participate in these member benefits during our meetings. Please look for this and other continued updates as the Board assesses what added value it can give its members.

Finally, as I mentioned last month in my article, JAG as an organization is a very social group. Face to face interaction at this point continues to not be possible but there are work arounds. I encourage you to take part in these events, impromptu online gatherings and perhaps an online happy hour! Stay Home, Stay Safe and make the most of this time with your family and loved ones.

Bob Duthaler

President, Jersey Access Group

#### Trustees 2020-2021

Bob Duthaler Pres.- 2020

Dave Garb VP – 2021

Dave Ambrosy

Recording Sec.- 2021

Linda Besink Treasurer- 2020

Anthony Pagliuco

Corresponding Sec. – 2020

Jeff Arban- 2021

Lee Beckerman- 2020

Stephanie Gibbons- 2020

Darryl Love- 2021

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#### General Meeting Schedule 2020

**May 27- Video Conferencing**

Presentation- **RUSHWORKS**

**Jun. 24- Video Conferencing**

Presentation- **TBD**

**Sept. 30- TBD**

Presentation **Varto**

**Oct. 28- TBD**

Presentations- **TBD**

**Dec. 2- TBD**

Presentation- **TBD**

**Jan. 27, 2021- TBD**

Presentation- **TBD**

**Feb. 24- TBD**

Presentation- **TelVue**

**Mar. 31- TBD**

Presentation- **TBD**

**Apr. 28- TBD**

Presentation- **TBD**



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NJ Chapter of NATOA & Affiliate of the NJ League of Municipalities

## GENERAL MEETING AGENDA – 12:12pm Start Time Wednesday, April 29th

12:12-12:20p.m. \*Welcome\*

- Call to Order & Additions to Agenda [Chair or vice chair if chair not available].
- Approve minutes of February 2020 meeting [JAG Secretary or as designated by the president].
- Member Introductions [Roll-Call by Chair]
- Welcome new members [Membership Chair].

12:20pm-12:30pm \*Continuing Business\*

- Update from Managing Director

12:30p.m.- 12:50p.m. \*Discussion\*

- Discussion Topic: Working in a Covid and Remote Environment
- Future Topic Ideas

12:50-1:50pm \*Presentation\*

- Broadcast Pix, Russell Whitaker, Worldwide Director of Channel Sales

1:50pm-2:00pm \*Committee Reports\* Attached

- Standing and Ad Hoc Committee Participation/Members Update – Report from Vice President
- Standing Committee Reports
  - Executive [Bob Duthaler - Chair]
    - ◆ *Report Highlights and Questions*
  - Finance [Linda Besink - Treasurer]
    - ◆ *Report Highlights and Questions*
  - Production [Lee Beckerman - Committee Chair]
    - ◆ *Report Highlights and Questions*
  - External Relations [Geoffrey Belinfante - Committee Chair]
    - ◆ *Report Highlights and Questions*
- Ad Hoc Committee Reports
  - Membership [Darryl Love/Stephanie Gibbons Co-Committee Chair]
    - ◆ *Report Highlights and Questions*
  - Legislative [Dave Garb - Committee Chair]
    - ◆ *Report Highlights and Questions*
  - Conference [TBD]
    - CLOSED
  - JAG Awards [George Fairfield – Committee Chair]
    - *Report Highlights and Questions*

2:00p.m.-2:15p.m. \*New Business\*

- Discussion & Assistance: Who needs help?
- Other New Business

2:15p.m. \*Announcements/next meeting.... Adjournment\*.

**Stay Safe! Stay Home!**

Register for the JAG website by sending an email to [bduthaler@jagonline.org](mailto:bduthaler@jagonline.org)

*The next Meeting is Wednesday, May 27th @ Online  
details to be found in JAG Newsletter.*

Social Distancing, a term that few of us had ever heard of, has accelerated the move to remote productions. In the rush to get a virtual production to air, many new techniques have been employed. Some of these changes will be temporary, especially the ones that compromise “broadcast” standards. Broadcast Pix's elastic control system adapts to the temporary demands of today, while providing long term flexibility for a wide range of staffing and production needs.



Remote feeds, a staple of broadcast news, have had limited application in the PEG world. Typically they were limited to special events such as live election coverage. Without the demand of broadcasting live, location footage can be economically taped and edited before being included in a production. Today, even the municipal council members might be remote. Corporate and personal communication tools such as Zoom and Skype have been pressed into service. Continued use of these will be dependent not just on the quality of the audio and video, but the ability to control them within a professional production. Initial experiences are encouraging.

REMI productions have been around for a while and have been driven by the need to save on travel and staff costs. Sports producers such as ESPN + are covering niche sports using remote staff. When bandwidth is plentiful, home runs of individual camera feeds can be sent back to the switcher. This allows a switcher and its control room to jump from one remote production to another. When bandwidth is at a premium, the switcher can be co-located with the cameras. Remote control of the switcher can be through a remote desktop (Teamviewer, Chrome Remote Desktop etc.) or Broadcast Pix's low latency Commander browser. Municipalities that have multiple meeting locations, as well as staff that cover meetings for multiple towns, are deploying Broadcast Pix to switch their meetings. These applications preceded social distancing, and will accelerate in the future.

Broadcast Pix will present its remote production solutions and discuss the various challenges at the JAG meeting on Wednesday April 29th.

Russell Whittaker

[rwhittaker@broadcastpix.com](mailto:rwhittaker@broadcastpix.com)

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# Committees

# Volunteerism

**Rich Desimone, Managing Director**

The Executive, Production, Membership, & Legislative committees have been restructuring their work in light of the restrictions that are in place. The Conference and JAG Awards committees are being evaluated by the Executive Board.

All committees will be providing updates in an Action Plan Report that will be sent out with the monthly meeting notice. We welcome new members that can provide support to the work of all committees.



Executive 2020 Meeting second Wednesday	Production 2020	Membership 2020 Meeting first Monday
Bob Duthaler, President 2020	Lee Beckerman (Chair)	Darryl Love (Co-Chairs-Development)
Dave Garb, Vice-President-2021	TBD: (Secretary)	Stephanie Gibbons (Co-Chairs-Reports)
Linda Besink, Treasurer-2020	Dave Ambrosy: Producer	Linda Besink: (Secretary) Data Management
Dave Ambrosy, Secretary-2021	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 2021	Dave Garb	Dave Garb
Darryl Love, Trustee 2021	Bob Duthaler	OPEN
Lee Beckerman, Trustee 2020	Robert Horvath	OPEN
Geoffrey Belinfante, External Relations	OPEN	OPEN
Rich Desimone: Managing Director Action Plan	OPEN	OPEN
Finance 2020 Meeting second Tuesday	Legislation 2020 Meeting second Tuesday	Conference 2021 Closed
Linda Besink: (Chair)	Dave Garb (Chair):	OPEN (Chair)
TBD: (Secretary)	Linda Besink: (Secretary)	OPEN (Secretary)
Bob Duthaler: Budget Review	Bob Duthaler: NJLM	Linda Besink: Treasurer, Registration
Dave Garb	Ada Erik: NJ Legislation	OPEN- Workshops/Vendors
Lee Beckerman	Nick Besink	OPEN- Affinity Lunch & topics
Jeff Arman	Dave Bandfield	OPEN- Marketing
Geoffery Belinfante	Jeff Arban	OPEN- P&D, Tec Support
OPEN	OPEN	OPEN- Power, Photographer
OPEN	OPEN	OPEN- Dave Garb: Student Symposium
External Relations 2020 Meeting third Monday	JAG Awards ??????	OPEN- Power, Student Symposium
Geoffrey Belinfante (Chair)	George Fairfield (Chair)	OPEN- Social media
TBD (Secretary)	various members: (Secretary)	OPEN- Video
Stephanie Gibbons: Members	Dave Garb	OPEN- Workshops/AV Support
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	Bob Duthaler	Outside Contract: Web Site, Program, Fliers
OPEN- Social Media	Bob Nicholson	
OPEN	Dave Bandfield	
OPEN		
Rich Desimone: Managing Director Rep. to NJLOM and NATOA, JAG Newsletter Editor		
Outside Contract: JAG web site		

## Bits & Bytes

- April 29, 12:12pm – 2:15pm — General Meeting, via Virtual Video Services
  - Topic for Discussion: Working in a Covid and Remote Environment
  - Presentations: Broadcast Pix, Russell Whitaker, Worldwide Director of Channel Sales
  - Committee Reports Q&A
- May 5, — Membership Meeting
- May 6, 11:30am – 1pm— Executive Board meeting, via Virtual Video Services
  - Review JAG Mission Statement
- May 12, — Finance Meeting
- May 12, — Legislative Meeting
- May 13, 10am – 12 noon— Executive Board meeting, via Virtual Video Services
  - NATOA presentation
  - Committee Reports: Updating Action Plan
  - NJOM Sessions
  - Review delinquent members
- May 18, 11am-12noon— External Relations Meeting
- May 27, 12:12pm – 2:15pm — General Meeting, via Virtual Video Services
  - Topic for Discussion: TBD
  - Presentations: RUSHWORKS, Rush Beesley, President
  - Committee Reports Q&A
- June 10, 11:30am – 1pm — Executive Board meeting, via Virtual Video Services
  - Committee Reports: Updating Action Plan
  - NJOM Sessions
  - Review delinquent members
  - Marketing
- June 24, 12:12pm – 2:15pm — General Meeting, via Virtual Video Services
  - Topic for Discussion: TBD
  - Presentations: TBD
  - Committee Reports Q&A

### JAG Spotlight:



Hi, I am Dustin Dumas, station manager at South Orange Maplewood, SOMATV. I was asked to write about how our television station is handling the shutdown of our physical television studio due to the COVID-19 pandemic. Although our regular shows are unable to tape in the studio, I am still able to program the television station, edit shows and keep our social media presence updated. In other words, I want to give our community a reason to continue going to SOMATV for local information. One of our television station's goals is to produce programming that is hyperlocal to our community.

As a consequence, we were very open to using new methods of getting out COVID-19 information specific to our community. We are using Zoom meeting conference calls to tape and distribute information as we normally would.

We chose Zoom meetings because the format is one that we can readily edit, is safe to use, simple to set up, has a free plan, looks professional on broadcast media and has various ways for attendees to connect to the meeting. Because of the versatility and ease, we were able to run through a few test Zoom meetings, record and edit them before doing the final run and they came out great. We will continue producing COVID-19 programs that are specific to our community using Zoom. In addition, we will begin using Zoom to produce our shows that would normally be produced in the studio. As we continue down this new path of being dynamic and doing whatever we can to get the message out to our community, Zoom is working for us. Please feel free to contact me if you have questions at [Dustin@Dustinweeks.com](mailto:Dustin@Dustinweeks.com).



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ATTORNEYS AT LAW

## Organizational Members



cool technology for  
• PRODUCTION  
• PLAYBACK  
• STREAMING



tightrope media systems.



## COMMITTEES CORNER

### **EXTERNAL RELATIONS COMMITTEE: *Geoffrey Belinfante, Chair***

It seems like I've been stuck here in my living room for an eternity, even though it's really only been a little over a month. During my time at home, I keep thinking about the important role many of our municipal station's members have played in communicating important information to the citizens of their communities. It seems ironic that, just as the future of PEG channels has been questioned, the Covid 19 pandemic has given those channels a chance to prove their true value. When these crazy times have passed, we on the External Relations Committee will need to find a way to promote the significant role our members have played in distributing important safety messages to the residents of New Jersey. As always, we are looking for people to help us get the news out. If you have any thoughts at all on how to subtly take advantage of this opportunity, we need your input now more than ever. If you would like to help, please let me know at [geoffbel512@gmail.com](mailto:geoffbel512@gmail.com).

### **FINANCE COMMITTEE: *Linda Besink, Chair***

Thanks to online meetings, the 2020 budget was approved at a general meeting on April 1. The Finance Committee is working, and meeting monthly as usual. If you'd like to serve on the Finance Committee, please contact JAG Treasurer Linda Besink at [lbesink@gmail.com](mailto:lbesink@gmail.com). No accounting background is necessary, and you can contribute to transparency and best practices. Also, if you're uncertain as to your membership status, please contact Linda as well. In these uncertain times, we wish all our members and their families good health and safety.

### **PRODUCTION COMMITTEE: *Lee Beckerman, Chair***

The production committee completed the first 2 of 6 videos for the New Jersey League of Municipalities including the longer overall view of the league conference and the first of the social media hits on the power of exhibiting. We have submitted the first draft of a second hit on the league magazine and will continue to work on the final 3. Our meeting with Montclair University concerning the Access New Jersey program has been postponed due to the Coronavirus. We will reschedule when possible. The JAG executive board has postponed our meeting to work on the JAG mission statement which we intend to use as a basis for a "why join JAG" video, so this project is also currently on hold.

### **AD HOC COMMITTEES**

#### **Legislation Committee: *Dave Garb, Chair***

Still Active While Social Distancing: The Legislative Committee is planning to reach out to our leaders reminding them of the importance of PEG and how we have been in the forefront for our municipalities as OEM lifeline from the local officials to our residents. Remember, your eyes, ears, thoughts and contacts are greatly needed in keeping PEG fresh in the minds of our federal lawmakers. If interested, please contact me at [davegarb@paps.net](mailto:davegarb@paps.net). or call 732-376-6030 x23538.

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

JAG currently has 54 paid members. If you have not seen your invoice please contact us to receive another one. The Membership committee is trying to update our members contact list so if you have multiple emails please send us the one you want JAG information sent to.

REMINDER if we do not have your dues by the end of April your JAG benefits of the listserv, this newsletter and your access to the Connect server will be suspended.

The next meeting of the membership committee is May. 5. Please consider joining the membership committee. If you are interested please contact Darryl Love at [DFLove@aol.com](mailto:DFLove@aol.com) or Stephanie Gibbons at [Stgibbons@verizon.net](mailto:Stgibbons@verizon.net).

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

Editor: Rich Desimone, Managing Director, Staff: Cindy Hahn, Stephanie Gibbons