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I hope everyone is able to enjoy the summer. During this time of year, JAG takes a little break from our general meetings during July and August.

Your Executive Board, however, will be meeting at our annual retreat in August, to look over our Policy and Procedures, update our action plan, review our financial status, reevaluate our organization and steer a course for its future.

Our eyes are still focused on the FCC and what may or may not happen regarding Closed Captioning and the Rights-Of-Way Issues with 5G.

And your Executive Board has already begun to plan for two sessions for this year’s League of Municipalities Conference. The first will be held on Tuesday, November 13th. It is titled “Wireless Facilities & Rights-of-Way Update”. The second is on, Thursday, November 15th and will be “The Future of Cable in an Over-The-Top World”.

Please join us at the League Conference this year and support JAG’s efforts. If you can, we also need booth support on the trade show floor. Contact me if you can spare time down in Atlantic City.

So enjoy the break!

We will see you back in September.

David Garb

President, JAG-The Jersey Access Group

davegarb@paps.net

(732) 376-6030 Ext. 23538

Inside This Issue

Feature: So How Hard Can It Be to Build An Expo?

By Geoffery Belinfante pg2

Volunteers pg4

Bits & Bites pg5

Photo Galley: Meet & Greet pg6

Committees Corner pg7

General Meeting Schedule 2018

Sept. 26- Varto Technologies

in East Rutherford

Presentation-by Varto

Oct. 31- TBD

Presentation- Castus

Dec. 5- Edison

No Vendor Presentation

Jan. 30- TBD

Presentation- TBD

Feb. 27 TBD

Presentation- TelVue

Mar. 28- TBD

Presentation- TBD

Apr. 25- TBD

No Vendor Presentation

Jun.12- West Milford

No Vendor Presentation

So How Hard Can It Be to Build An Expo?

By Geoffery Belinfante

Feature

During my television career, I've attended many a trade show as both an attendee and an exhibitor. However, this year I had my first experience working on organizing such an event, and quite an experience it was.



Thankfully Rich, Stephanie, Cindy and all the others on the Conference Committee were able to drag me through the process, and I'd like to think everything turned out pretty well.

Early on, I was asked to come up with some ideas for workshops and before I could even say "workshop" I was put in charge of organizing them. I quickly discovered that organizing workshops is a whole lot harder than attending them. First, we had to decide on the topics. In some ways, that was the most challenging part of the whole process. After some discussion, the topics were finally determined but then we had to find appropriate people to speak about them. This was a true group effort. Everyone on the conference committee helped identify appropriate people to participate in the workshops and of course I still have a few friends that I thought might be able to contribute. Next we had to reach out to those people and, for some reason, they never seem to feel the same urgency to get back to you as you would like. So first there are follow up emails that cajole and then the phone calls that beg. Finally, you settle on a collection of panelists. Then, all of a sudden, you realize that someone needs to moderate all those workshops. Once again the committee members step up and offer to



moderate some, I too offer to moderate some, then it's another mad scramble to find people with some credentials to moderate the remaining panels. Once all that is done, there are all the housekeeping issues like room assignments, name cards, refreshments. Thankfully all those details were handled by Rich, who seems to do all that without even breaking a sweat!

Just when you think your job is done, it hits you—what happens if nobody comes! All of a sudden there are another whole set of problems. Once again we have a conference committee that's been through this before, but there are some new issues to face. One of our partners, New Bay Media, pulls out, but we've already committed to a "bigger and better" trade show and conference with a new name—Eastern Video Expo. Now what do we do? One thought was to find new organizations with email lists that supplement ours. The hope was to reach people who have not previously been to our conference. Luckily, we had some leads that helped us get to organizations like Montclair State University, the Center for Cooperative Media, the North Jersey Final Cut Users Group and Free Press. It was our hope to attract students, citizen journalists, website producers and industry professionals to both the trade show and the conference. We also decided to hire someone with experience in social media marketing to help us push the event on Facebook, Twitter, Instagram and Linked-in. Whether any of these efforts were successful is the subject of another paragraph, but there is yet another problem — we need to increase the number of exhibitors for the trade show.

If we turn out lots of new attendees, then we better have plenty of equipment manufacturers to satisfy the needs of all those new people. So once again, thanks to Rich, Stephanie and the other members of the committee we actually pitch a whole lot of new suppliers with products that service our particular class of trade. This is not always an easy task since there are lots of companies who are happy to sell you high end (read expensive) products, but fewer with products for those of us on tight budgets. Thus it was off to NAB in Las Vegas to seek out new companies with products priced for our market. This was a four day whirlwind of booth visits, shaking hands and pitching our trade show.



The convention floor is huge and, while I don't own a fit bit, I'm sure I walked over three miles every day. If you like technology as I do, it's a great show. Since I hadn't been to the show in several years, I felt like I learned a lot about the changes in the industry since I last attended. In fact, this was the first time I attended the show as a representative of Public Access Channels. In the past, I had always attended looking for equipment to support a satellite delivered broadcast service. I had to re-direct my attention to products that are appropriate for our class



of trade, and that too was a new learning experience for me. As a result of all our collective efforts at the show, there were several commitments (mostly from vendors who had done the show before) and a whole lot of maybes. So it was back home for another round of e-mails, and phone calls. Once again, thanks mostly to Rich's contacts, we filled the trade show floor and we were even able to add a few new vendors. I only wish my efforts were more successful.

These were just the things I was tasked to work on—there is so much more to do to get the conference off the ground—meal planning, entertainment, hotel accommodations, keynote speakers. It's clear that this is a big deal and although I have mentioned Rich already several times in this article, he is truly the glue that holds all this together. He is the master planner behind the whole show, and it was great to work with him.

I'd like to think that the collective efforts of the committee led to a successful trade show and conference, but I will let others determine the show's success. From my standpoint it was a lot of work, but it was worth it. First, I got to work with a great conference committee of dedicated professionals led by Stephanie and Cindy. Secondly, I got to re-connect with former colleagues and suppliers which was great fun, and finally, I feel like I really got to contribute to something worthwhile. I think meeting the folks at Montclair State, Free Press and the Center for Cooperative media will lead to some productive relationships for JAG in the future. In the changing communications universe, I am more convinced than ever that the hyper local coverage that our stations provide is more important than ever. While this was my first conference as a member of the committee, I hope I can find ways to contribute in the future. I really believe that our workshops and trade show are important to our members. The information exchanged and the products shown at the trade show provide our members with invaluable information to help improve their operations. I hope you all also enjoyed the Eastern Video Expo. It was a blast to work on and I hope I get to do it again next year.



Committees

Rich Desimone, Managing Director

Volunteerism

All committees will be reporting the results of their 2017-18 Action Plan at the board's annual retreat in August. This is the opportunity for the board and committee chairs to reevaluate the responsibilities and work of each of the committees.



Executive-	Production-	Membership-
Dave Garb, President-2018	Peter Namen (Chair)	Stephanie Gibbons (Co-chair): Annual survey
OPEN , V.P.-2018	TBD: (Secretary)	Cindy Hahn: (Co-chair): Outreach
Linda Besink, Treasurer-2018	Dave Ambrosy: Producer	Linda Besink: (Secretary) Data Management
Dave Ambrosy, Secretary-2018	Nick Besink:	Bob Duthaler: List Serve
Anthony Pagliuco, Corresponding Sec.-2018	Brian Belzer: Editor/Camera	George Bumiller: Outreach
Stephanie Gibbons, Trustee	Anthony Pagliuco: Editor/Camera	TBD: Managing Delinquent Accounts
Bob Duthaler, Trustee		
Jeff Arban, Trustee	Legislation-	JAG Awards-
Ed Cologna, Trustee	Dave Grab (Chair): NATOA	Bob Duthaler (Chair):
Peter Namen, Production	TBD: (Secretary)	various members: (Secretary)
Geoffrey Belinfante, External Relations	Ada Erik: NJ Legislation	Lee Beckerman
Rich Desimone: Managing Director Action Plan	Rich Desimone: Managing Director NJLOM/NATOA	David Brandfield
Finance-		CLOSED
Linda Besink: (Chair)	Sub Committee Marketing	Conference-
TBD: (Secretary)	Bruce Goldsmith: Chair	Stephanie Gibbons: (Co-chair) Registration, Municipal Outreach
Herbert Hall: Budget Review	TBD: (Secretary)	Cindy Hahn: (Co-chair) Program, Marketing, Newsletter
Bob Duthaler: Budget Review	Dave Garb: JAG Web Site	various members: (Secretary)
Allan Rosen: Budget Review	Cindy Hahn: JAG Newsletter, Writer/Editor	Linda Besink: Treasurer, Registration
Stephanie Gibbons: Budget Review	Bob Duthaler: JAG Web Site	Geoffrey Belinfante: Workshops/Vendors
Outside Contract: Bookkeeper		J Robertson: Affinity Lunch & topics
Outside Contract: CPA		Bob Duthaler: Marketing
External Relations-	Rich Desimone: Managing Director JAG Newsletter Editor	Ed Cologna: Trade Show Announcer/Meet & Greet
Geoffrey Belinfante (Chair)	Outside Contract: Social Media	Anthony Pagliuco: Crew, Tec Support
TBD (Secretary)		Rich Desimone: Managing Director Conference Coordinator
Stephanie Gibbons: Members		Outside Contract: Web Site- Dan Remollino
Dave Garb: NJLOM Join Session, JAG Session, Booth Staffing and rooms	Grants/Scholarships	Outside Contract: Social Media- Lawrence Greenberg
Cindy Hahn: Writer/Editor	Ed Cologna Chair	
George Burmiller	TBD: (Secretary)	
Vivian Gaspar	Outside Contract: Grant Writer	
Mariam Rosenberg	Looking For Members	
Rich Desimone: Managing Director Rep. to NJLOM and NATOA		

Bits & Bytes

- Aug. — Conference Committee Post Mortem- This will be the final meeting of the committee to evaluate the survey and discuss the committee's impression of the event. This will aid in the development of the foundation for next year's expo.
- Aug. 15 — Executive Board Retreat- The board will spend a full day reviewing the past year's action plan, evaluating and insuring compliance with the bylaws and policies and procedures and determining the path of the organization.
- Aug. 27-30 — NATOA Conference Philadelphia- JAG will provide attendees at this conference and represent JAG at the annual chapter meeting.
- Sept. 12 — Executive Board Meeting- Committee Reports -update Action Items / Vote on JAG's policy and procedures changes / Vote on any bylaws changes / Go over agenda topics for membership meeting
- Sept. 26 — General Meeting @ Varto Technologies-
 - ❖ Presentation on Action Plan (Mission & Vision)
 - ❖ Introduction of any bylaws changes
 - ❖ Announce Policies & Procedures changes
 - ❖ Set meeting schedule for first half of next year
 - ❖ Ask members for committee participation sign up
 - ❖ Call for NJ League conference booth assistance
 - ❖ Varto presentation will provide a look at new production equipment to include NewTec video switchers.
- Oct. 10 — Executive Board Meeting- Committee Reports -update Action Items / Prepare committee budget requests / Finalize NJ League conference support
- Oct. — Conference Committee begins
- Oct. 31 — General Meeting-
 - ❖ Nomination of Officers
 - ❖ 2nd reading and vote on any bylaws changes
 - ❖ NJ League Final Preparation/Update
 - ❖ Castus will provide a vendor presentation on their server
- Nov. 14 — Executive Board Meeting- Committee Reports -update Action Items / Review Budget / Finalize NJ League Conference participation / Finalize next year's meeting schedule
- Dec. 5 — General Meeting
 - ❖ Elections of Officers
 - ❖ Introduction of next year's budget
 - ❖ Call for conference workshop ideas
 - ❖ Open Expo 2019 registration
 - ❖ Committee Reports -update Action Items
 - ❖ Chair's report on past year
 - ❖ Annual Report from all Standing and Ad Hoc Committees.
 - ❖ Present next year's meeting schedule dates



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CASTUS



QUASAR SCIENCE

LED Technology & Logistics

Organizational Members

by Anna Savoia

The Meet & Greet - Great Weather, Great Food, Great Conversation



COMMITTEES CORNER

EXTERNAL RELATIONS COMMITTEE: *Geoffrey Belinfante, Chair*

We spent some time at our last General Membership meeting up here in West Milford discussing NATOA and the ACM. Members wondered: what do we get from our membership; and how can we maximize our relationships. Admittedly there wasn't a large turn out, but those that did attend universally indicated that they weren't exactly sure what either of these organizations really do or how valuable our association with them is to our membership. There was some understanding that we were represented by these two organizations on matters relevant to PEG channels at the FCC, but beyond that there was confusion about their importance to our New Jersey PEG community. Based on the questions asked at the last meeting, I think those on the executive board should plan to educate the general membership on the importance of these two organizations. It would seem like this wouldn't be necessary at this point, but based on the confusion expressed at the last meeting, it is something that we on the external relations committee would like to see addressed at an upcoming meeting.. To join the committee, contact Geoffrey Belinfante at geoffbel512@gmail.com .

FINANCE COMMITTEE: *Linda Besink, Acting Chair*

No report provided. To join contact Linda Besink at lbsink@gmail.com or call 201-650-0116.

PRODUCTION COMMITTEE: *Peter Namen, Chair*

No report provided Contact me at pnamen@jagonline.org.

AD HOC COMMITTEES

Legislation Committee: *Dave Garb, Chair*

The Legislative Committee is constantly watching the happenings at the FCC. The issues concerning "Closed Captioning" and "5G" are ever pressing. Anyone wishing to join the committee and help become the eyes and ears for our organization can contact David Garb at: davegarb@paps.net. or call 732-376-6030 x23538.

Membership Committee: *Stephanie Gibbons & Cindy Hahn, Co-Chairs*

The committee has been taking a much needed break. At the JAG Board Retreat in Aug. we will be discussing the work of the committee and priorities for 2018-2019. Will resume work after the boards annual retreat. Please contact me at stgibbons@verizon.net .

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

The annual survey has been sent out and when the results are received the committee will meet for the last time to prepare a final report. With so many changes to the structure, will be a lot to discuss. The hotel is looking to sign a new contract and are providing dates in late April as an alternative. Committee to re-form in October.

JAG Video Awards Committee: *Bob Duthaler, Chair*

Committee finish work June 1.

Grants/Scholarship Committee: *Ed Cologna, Chairs*

No report provided. To join email ecologna@edisonnj.org

Jersey Access Group, PO Box 164, Metuchen, New Jersey 08840
732-877-8581 www.jagonline.org info@jagonline.org

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

Editor: Rich Desimone, Managing Director, Staff: Cindy Hahn, Stephanie Gibbons, Linda Besink--Marketing Committee