

Your Municipal Communication Resource

Connecting Your Town to Your Residents



Trustees 2016-17

Dave Ambrosy- 2017
 Jeff Arban- 2017
 Linda Besink- 2018
 Ed Cologna- 2018
 Bob Duthaler- 2018
 Dave Garb- 2017
 Stephanie Gibbons- 2018
 Debbe Gist- 2017
 Victoria Timpanaro- 2018

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 the conference pg5
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General Meeting Schedule 2017-2018

Sept. 27- Varto Technologies in
 East Rutherford
Presentation-by Varto
Oct. 25- Scotch Plains
Presentation- TBD
Nov. 21, Tuesday- Edison
Presentation- TBD
Dec. TBD
JAG Awards
Jan. 31 TBD
Presentation- TBD
Feb. 28 TBD
Presentation- TelVue
Mar. 28- 4Wall Entertainment in
 Moonachie
Presentation-by 4Wall
Apr. 25- TBD
No Vendor Presentation
May TBD
JAG Conference
 Hyatt, Morristown, NJ

JAG EXECUTIVE BOARD RETREAT 2017

Your Executive Board has just completed its annual retreat. We reexamined who JAG is as an organization and the direction it needs to take for the upcoming year.

After an exhausting review of the goals we established in the previous year, we discovered that we met a majority of them. The Action Plan, which was developed in 2015, was once again an amazing reference tool to direct the board in these accomplishments.

We spent many hours analyzing our accomplishments and examining our challenges. We then evaluated which goals would need to be repeated and then what new action steps would need to be added based on the findings and the needs of our organization.

The Board also took a look into our Policy and Procedures, and JAG's Bylaws. We reviewed and changed them as necessary, in order to make our operations run flawlessly and correctly.

I would like to commend the Board and their dedication (and stamina) for seeing this process through to its conclusion. But, by the end of the retreat, JAG's direction was established and each committee had their goals set for the coming year.

David Garb

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By Cindy Hahn, C-NET Executive Director, Membership Co-chair

Election season affords many opportunities to PEG organizations to contribute to a well-informed electorate. That's a weighty idea, but the truth is that informing voters about candidates for elective office is one of the most important services that PEG stations can offer their community. For local races in which candidates may have minimal funding, the opportunity to present their views on the issues, without relying on paid advertising, becomes even more important.

C-NET, the Government and Educational Access Network for Centre County, PA, has been conducting interviews with candidates on the ballot in each Primary and General election for 23 years. In that time, we've learned a thing or two.

First of all, it is important to be very careful about where you get your information about candidates on the ballot. The best source of information will be your County Elections Office for local races, and the Department of State for State and Federal Offices (including judges). It is unwise to trust other media outlets to include all of the candidates in their coverage.

Remember, as well, that third-party candidates, who were not included in the primary process, will have deadlines for filing nomination papers that are usually only about 12 weeks before a general election.

So now you have your list of candidates. Step two is actually inviting them to schedule an interview. Of paramount importance is fairness. All candidates should receive a letter of invitation sent to the address on their petition or nomination papers. Should you wish to send additional letters, in the case of federal or statewide offices, to campaign headquarters, etc., you certainly may do so. But, all candidates should receive at least one invitation to their petition address, sent by first class mail.

There are many directions you can take when it comes to who will develop the questions and conduct the interviews. C-NET is particularly sensitive to remaining free of accusations of any preferential treatment, so we choose to have a member of the local media develop all questions and conduct the interviews. We insist that all candidates for the same office be asked the same questions, and we time the interviews at either 15 or 25 minutes, depending on how many candidates are being interviewed in a given year.

No one besides the interviewer, not even the C-NET staff, knows the questions in advance. Again, this protects us from accusations that certain candidates may have been provided the questions beforehand.

C-NET informs each candidate, both in the letter of invitation, and on the day of the recording, that their interviews will be recorded and aired "in their entirety". We do not edit candidate interviews in any way, with the exception of adding lower-third name graphics. Candidates are informed that if they stumble or lose their train of thought, they must recover and continue on. In the event that a candidate is unhappy with their interview, they may ask that their interview not be televised or posted online, but this request must come within 72 hours after the recording.

All candidates for the same race should appear on the identical set, and the same style/font of name graphics should be used for all candidates. When scheduling the interviews for air, all interviews with candidates in the same race should be televised back to back.

All candidates are emailed the direct link to their interview once they are posted online, along with the televised airing schedule. We encourage candidates to distribute this information on their campaign websites and social media pages.

Finally, it is an excellent idea to develop a policy regarding candidate interviews. The policy should cover many of the procedures included in this article, along with which races will be covered, language for disclaimer slides which you may want to include with each interview, etc. To request an electronic copy of C-NET's current candidate interview policy, please feel free to email me at chahn@cnet1.org.

Arranging for candidate interviews for each election may be time-consuming and involve a lot of time and effort. But, remember this – winning candidates, who are often in a position to support PEG funding – are likely to consider their candidate interview part of their winning strategy. C-NET has excellent relationships with the local elected officials of the County, municipalities and school districts which we serve, and this is due, in no small part, to our candidate interviews.

ARTICLES NEEDED: Members are urged to participate in your newsletter. Tell us your story.

Contact Rich at rjdesimone@verizon.net

Three new members take leadership roles

Volunteerism

Rich Desimone, Chair, External Relations

The External Relations Committee welcomes Geoffery Belinfante as it's new chair effective Jan. 2018. Ed Cologna has restarted the Grants/Scholarships Committee as the chair. Members interested in joining the committee should contact Ed at edvideogod@gmail.com. Linda Besink has assumed the role of Acting Treasurer. Marketing Committee is still in need of a chair. JAG Awards Committee will be looking for members and is expected to begin work soon. There is some interest in the position of chair of the Conference Committee but that will depend on decisions facing the Executive Board.



Executive- Next Meeting Sept. 13	Production- No Meeting Scheduled	Membership- - Next Meeting Sept. 7
Dave Garb, President	Peter Namen (Chair)	Stephanie Gibbons (Co-chair): Annual survey
Victoria Timpanaro, V.P.	TBD: (Secretary)	Cindy Hahn: (Co-chair): Outreach
Debbe Gist, Treasurer	Dave Ambrosy: Producer	Linda Besink: (Secretary) Data Management
Dave Ambrosy, Secretary	Nick Besink:	Debbe Gist: Member tracking
Jeff Arban, Corresponding Secretary	Brian Belzer: Editor/Camera	Bob Duthaler: List Serve
Stephanie Gibbons, Trustee	Anthony Pagliuco: Editor/Camera	George Bumiller: Outreach
Bob Duthaler, Trustee		TBD: Managing Delinquent Accounts
Linda Besink, Acting Treasurer		
Ed Cologna, Trustee		
Peter Namen, Production		
Rich Desimone, External Relations		
Finance- No Meeting Scheduled	Legislation- No Meeting Scheduled	JAG Awards- No Meeting Scheduled
Debbe Gist (Chair)	Dave Grab (Chair): NATOA	Bob Duthaler (Chair):
Linda Besink: (Acting Chair)		
TBD: (Secretary)	TBD: (Secretary)	various members (Secretary)
Herbert Hall: Budget Review	Rich Desimone: NJLOM/NATOA	Dave Ambrosy: Judging Sites
Bob Duthaler: Budget Review	Ida Erik: NJ Legislation	Dave Garb: Program Development
Allan Rosen: Budget Review		Peter Namen: Production
Stephanie Gibbons: Budget Review		
Outside Contract: Bookkeeper		
External Relations- Next Meeting Oct. 3	Sub Committee Marketing	Conference- Closed
Rich Desimone Chair	NEEDS CHAIR NOW	NEEDS CHAIR
Stephanie Gibbons (Secretary): Members	TBD: (Secretary)	Cindy Hahn: Program, Marketing, Newsletter
Dave Garb: NJLOM Join Session, JAG Session, Booth Staffing and rooms	Rich Desimone: JAG Newsletter Editor	Stephanie Gibbons: Registration, Municipal Outreach
Cindy Hahn: Writer/Editor	Dave Garb: JAG Web Site	Linda Besink: Treasurer
Geoffrey Belinfante: Chair 2018	Cindy Hahn: JAG Newsletter, Writer/Editor	Dave Garb: Student Symposium, Legislative Workshops
	Bob Duthaler: JAG Web Site	J Robertson: Affinity Lunch & topics
	Peter Namen: Videos	Jeff Arban: Pipe and Drape
Grants/Scholarships	Linda Besink: Interviews	Dave Ambrosy: Entertainment, Production
Ed Cologna Chair	Outside Contract: JAG Web Site	Bob Duthaler: Technology Workshops, Ads
	Outside Contract: Social Media	Ed Cologna: Trade Show Announcer/Meet & Greet
Looking		Geoffrey Belinfante: Workshops Manager
For Members		Outside Contract: Web Site
		Outside Contract: Social Media
		Outside Contract: Marketing (TBD)
		Outside Contract: Conference Coordinator (TBD)

Bits & Bytes

- Sept. 7 — Membership Committee Meeting: Action Items review
- Sept. 11-14 — NATOA Conference, JAG will be represented at both the NATOA Chapters Meeting and moderating the drone workshop.
- Sept. 13 — Executive Board Meeting: Action Plan 2017-18, Plans for NJLOM Convention
- Sept. 27 — Members meeting at Varto Technologies in East Rutherford. Presentation-by our host. A unique opportunity to learn about the latest technology that will impact TV stations workflow.
- Oct. 3 — External Relations Committee Meeting: Action Items review
- Oct. 11 — Executive Board Meeting: Finalize plans for NJLOM Convention, approval of changes to JAG Policies and Procedures and vote to present JAG Bylaws amendments to the membership.
- Oct. 18-19 — NAB New York, Javits Convention Center, NYC

Member Spotlight

By Cindy Hahn, Membership Committee

Interviewer: Linda Besink, Membership Committee



Ed Cologna has a story which is familiar to many in community media. He was asked, as a favor, to record some video for Edison Mayor Sam Convery, and over 25 years later Ed is known as one of the founders of Edison TV. Ed's background is in Electronic Engineering Technology, and while he had experience repairing electronic equipment, he says that he never dreamed that he would transition into the creative end.

Ed loves what he does, and it shows. He especially appreciates the freedom to create media that is not controlled by any corporate entity. And his least favorite thing about his job? There isn't one, because he truly loves what he does at Edison TV.

Networking with people who are working in local media and facing the same challenges is what Ed considers to be the primary benefit of his involvement in JAG. He says he would like to see more young people involved in the field, so they will become creators, not just consumers. He says he will do everything he can to help facilitate this.

One especially young person that is getting a lot of attention these days is his new baby boy – Vladimir. Vladimir was born on August 2nd of this year, weighing in at 8 pounds, 1 ounce. We suspect it won't be too long before there is a camera in this little boy's stocking!

Organizational Members



HELMER, CONLEY & KASSELMAN, P.A.

ATTORNEYS AT LAW



Government
VIDEO EXPO 2017

Conference: November 28-30, 2017
Exhibits: November 29-30, 2017
Walter E. Washington Convention Center, Washington, D.C.

Tasty Buffet, Eleven Great Topics, Exciting Conversation



COMMITTEES CORNER

NJ League of Municipalities



Nov. 14-16, 2017

Atlantic City, NJ

Save the Date

Booth Staff Needed

EXTERNAL RELATIONS COMMITTEE: *Rich Desimone, Chair*

The committee had two meetings this month. At the first on August 8, Geoffrey Belinfante was elected the new chair effective January 2018. The committee began to review JAG's Policies and Procedures (P&P) for updates in support of the executive boards retreat. On August 8 we discussed and agreed to a number of changes to the P&P's grammar and sentence structure. We added some new items for clarification that support JAG's development. We also found a number of items that the executive board needs to discuss. Our changes have been submitted to the executive board and will be moved for approval as part of the retreat agenda. JAG will once again be participating in the Government Video Expo 2017 in Washington DC as a Media Partner which includes a free booth on the trade show floor. PSE&G is interested in partnering with JAG to distribute PSAs. To join the committee, contact Rich Desimone at rjdesimone@verizon.net.

FINANCE COMMITTEE: *Linda Besink, Acting Chair*

As a new Trustee of JAG, I will also be assuming the responsibilities of Acting Treasurer. I expect to navigate a learning curve, but I look forward to getting up to speed as quickly as possible. I currently serve as Treasurer for two other organizations: one is a historic preservation advocacy nonprofit, and the other is a local Lions Club which is a 501(c)(4) Charity. Working to achieve monthly reporting that is detailed enough to give an overall snapshot of where JAG stands financially as an organization is one of my main goals. The support of the JAG Executive Board is reassuring and I thank everyone for the opportunity to serve this wonderful organization. If you are interested in joining the Finance Committee, please contact me – lbesink@gmail.com.

PRODUCTION COMMITTEE: *Peter Namen, Chair*

The JAG Production Committee is alive and well after a hectic summer recess. We are still actively recruiting for more members, if you want to help please get in touch with me, there is always room for more! JAG Content Producers and Station Managers, if you have a show that you want to share with the rest of JAG and it is on TelVue Connect, please let us know. If you produce a regular show and want a bigger audience, we can help. We want to make a monthly list of ALL NEW shows on Connect, to be put on the JAG Website. Remember, the JAG Website goes beyond the JAG Membership, not only do you help your station, but JAG as well. If you have new equipment or old and you have no clue how it works, the Production Committee is here for you. If you need training or any assistance let us know we can help. Lastly we would love to help with any kind of training you need. Reach out to us and ask us about how we can help. If you have a question you may not be alone so tell us we will get some answers. Contact me at pnamen@jagonline.org.

AD HOC COMMITTEES

Legislation Committee: *Dave Garb, Chair*

Legislative Committee – Members Sought, The Legislative Committee is looking to our members to join this ever active team. We are in need of people to seek out pending bills, legislation and rules that affects the PEG community. Sources Include: Federal Communications Commission, Federal Government (Congress), State Government (NJ Legislature), New Jersey Board of Public Utilities, The National Association of Telecommunications Officers and Advisors, and Alliance for Community Media. You will help out JAG by finding out details on discovered information by contacting politicians and related sources, and to retell all our findings during monthly committee meetings and at each general meeting. You will help in create the action steps, if necessary, to deal with the information. If interested, please contact me at: davegarb@paps.net.

**The 2017 JAG
Recognition Dinner
and
Video Awards**

Details Coming Soon

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

The Membership committee has submitted the 2016 membership survey report to the Executive Board. We will look to work with the board to implement some of the suggestions the members made to enhance the value of JAG membership. Please let us know if there are any changes to your information so we can keep our records up to date. Send any changes to Stephanie Gibbons at stgibbons@verizon.net. If you are interested in joining this growing team please contact: Stephanie Gibbons at stgibbons@verizon.net

JAG Video Awards Committee: *Bob Duthaler, Chair*

This committee is not yet active.

Jersey Access Group, PO Box 772, Woodbridge, New Jersey 07095

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

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