

### Trustees 2015-16

- Jeff Arban 2015
- Lee Beckerman-2015
- Bob Duthaler-2016
- Dave Garb-2015
- Stephanie Gibbons-2016
- Debbe Gist-2015
- Victoria Timpanaro 2016

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### General Meeting Schedule

- Sept. 30- Varto  
Presentation-by our host
- Oct. 28- Montclair  
Presentation- JVC
- Nov. 24- Edison  
Presentation- Tightrope
- Dec. 9- Annual Meeting  
JAM AWARDS  
Location Spain Inn
- Jan. 27- Reorganization Meeting: TBD  
Presentation by Castus
- Feb. 24- TBD  
Presentation-Telvue
- Mar. 30- Shadowstone  
Presentation-by our host
- Apr. 27-TBD

## Your Municipal Communication Resource

### Connecting Your Town to Your Residents

### JAG EXECUTIVE BOARD RETREAT

The JAG executive board has just completed its annual retreat- 17 hours across two days. The focus was to examine where we are and establish the direction of the organization, and then develop an action plan that would increase the value of JAG to its membership.



Last year's retreat resulted in a new mission statement, the addition of goals identifying our responsibilities as a chapter of NATOA and an affiliate of the NJMOL including establishment of the Legislative Committee, the separation of the JAM Awards from the conference with its own committee and event date, and increasing the value and benefits to the membership. These were big changes and we knew we would need a year to flush things out.



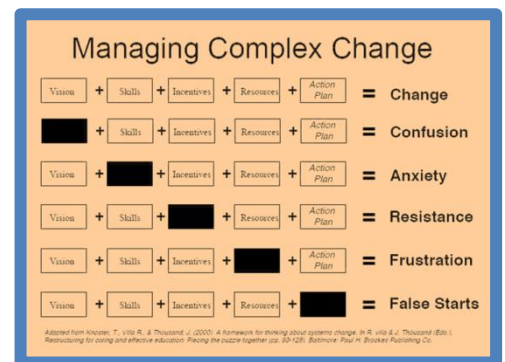
So this year we needed to dig into the nuts and bolts of meeting our obligations and managing the organization. Executive board members spent time identifying and examining our accomplishments and challenges in a number of different categories. From there it was on to determining the changes needed.

We structured that effort with the support of a chart "Managing Complex Changes". With our vision in place the board turned to skills, incentives, and resources required. Quickly there was a realization that everything could be resolved with money, personnel and time. But like any organization there are limits in all three areas.

By the end of the retreat a list of over 50 items were addressed, prioritized, and inserted into a time line.

A Marketing Committee was launched. Its focus will include the website, facebook, twitter, e-blasts, e-newsletters ads, and mailings. Members include Victoria Timpanaro, Dave Grab and Rich Desimone. We are looking for members with skills in writing and social media.

Vendors have already been scheduled through March 2016. Expect a lot of changes as we move into 2016.



# Start Reaching Your Community with Social Media

By Victoria Timpanaro, Chair Marketing Committee

Most of us run our stations on a shoestring budget. Advertising might not be the best way to spend our money. One way to get the word out to your community and viewers is to utilize social media. Here are a few pointers that I would recommend for getting started.



First and foremost, you need to have a presence on YouTube. Even if you don't upload full events or episodes, short clips are great ways to generate interest in your programming. There is a lot of competition out there, but remember that this is free online storage so post new videos often and make sure your viewers "subscribe" to your online channel.

Facebook is a necessary evil in the world today. Setting up a page for your station is the best way to find your audience online. Put up photos, link your YouTube videos and send updates when new shows and events are going to air. Be sure to "like" other members of the community so they will "follow" you. For instance, the college that I work for does a lot of work with the county offices. So I make sure that we like their pages on Facebook so that we see their posts on upcoming events and in turn they see our notices about programming.

Another great way to get yourself out there is Twitter. This news ticker like service limits you to only 140 characters a post, but because the entries are so short, people tend to check in often. Quick "tweets" to remind people to tune in are great for keeping the audience updated and involved. Again you can post images and links to YouTube videos so you can do more than just type to your viewers. Just be careful of long URLs that can eat up all of your characters!

A great way to keep up with your posting is to use Hootsuite.com. This service lets you access your Facebook and Twitter accounts at the same time (if you subscribe for their pay service there are more social media sites available). This is a huge time saver because now I don't have to post every message twice (once on Facebook and then again on Twitter). Using Hootsuite I can type the message up once and then click on the places that I want it sent. It even counts your characters and warns you when you are over the limit for tweets. You can also use the site to shrink long URLs so that they will fit in your posts better. Hootsuite is designed for scheduling your posts so that your messages can be planned in advance and go out on the date and time you want.

I hope these tips help to get you started using social media to advertise your station to the community. If you have any questions please feel free to shoot me an email at [vtimpana@essex.edu](mailto:vtimpana@essex.edu).

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The FCC is hosting a workshop on **Tuesday, November 10 from 1-5pm ET** on Closed Captioning and PEG. The goal of the workshop is to inform PEG operations of rules that may pertain to them, discuss the benefits of captioning, and address solutions for organizations of all sizes so that more people may benefit from our civic programming.

This is an open meeting at the FCC and all are welcome to attend. It will also be streamed live on the FCC's website. You can find information about the meeting here:

<https://www.fcc.gov/events/roundtable-discussion-closed-captioning-public-access-and-governmental-programming>

Both ACM and NATOA have been working with the FCC's Disability Rights Office to address the importance and realities of captioning for organizations and local governments that may have limited resources. This is the first time the FCC has put on such a workshop and they are looking forward to questions and participation from MANY communities. I hope you can take part in the event – either in person or online – so please mark your calendars!

Best, Mike Wassenaar, President, Alliance for Community Media [mwassenaar@allcommunitymedia.org](mailto:mwassenaar@allcommunitymedia.org)

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**JAG welcomes JVC as a new Organizational Member.**

**Ken Freed, District Sales Manager, has been a longtime supporter of JAG's Annual conference. JVC presentation scheduled for October general meeting.**



## Joint Session Planned for NJ League Conference

Dave Garb, Chair Legislative Committee

November 17-19, 2015, The NJ League of Municipalities will be presenting their Annual Convention in Atlantic City.

JAG will be presenting a joint session with the League on November 18th at 2:00PM. The topic will be:

### ***FirstNet - The Building of a Nationwide Public Safety Communications Network: Nobody Said It Would Be Easy***

It started just three years ago with a bold mission - to construct a nationwide wireless broadband network for America's first responders. While there have been a few bumps along the way, funding is in place, planning continues, and several Early Builder projects - including JerseyNet - are providing important learning lessons and best practices for the deployment of the new network. In this session, our panel of experts will examine the challenges and opportunities that the system presents to local governments and provide guidance on how to promote and protect local interests and assets.

Steve Traylor, Executive Director of NATOA-The National Association of Telecommunications Officers and Advisors, will be on the panel.

I am asking JAG Members to help by serving on the Legislative Committee so that this session will be a great success. If interested please contact me at [davegarb@paps.net](mailto:davegarb@paps.net) or 732-376-6030 ext. 23538



## Bits & Bytes

- Sept. 2 — Executive Board meeting
- Sept. 9-11 — NATOA Annual Conference: Jag is planning to have representation at this event.
- Sept. 30 — General meeting to be held at Varto Technologies. We encourage members to attend. Varto Technologies is a system integrator and will be talking about a number of products.
- Oct. 5 — NATOA webinar-Right of Way Management Ordinances  
With more interest by broadband providers in deploying new fiber optic networks or expanding existing networks, local governments should be concerned with their ROW management regulations. Proper ROW management regulations protect cities from future road maintenance expenses by establishing engineering standards for boring and excavation operations, a permitting process to keep track of providers working in the ROW at all times, and inspections to ensure compliance with engineering standards and construction practices prescribing traffic diversion standards. In this session you will learn about the key elements of an effective ROW ordinance.
- Nov. 9 — NATOA webinar-How to be a Gig City -- What are the Options?  
Communities are stepping up to the challenge of establishing local infrastructure that will ensure they remain economically competitive with the rest of the world, while protecting public health, safety, and educational opportunity in a knowledge-based future. This session will examine what options are available, and how to strategically plan, to be a Gig City. Does it mean having to build a fiber infrastructure yourself, or are there less riskier alternatives but which may mean less control over this critical infrastructure.
- Nov. 11-12 — CCW-(Content and Communications World) Javits Convention Center, NYC
- Dec. 7 — NATOA webinar-The Courts, The Hill and The FCC -- A Year in Review and Setting the Stage for 2015  
Our panel of experts will assess how 2015 affected policy and practice on key communications issues and will provide their views of what may be coming in 2016 - and how local governments can prepare.



## COMMITTEES CORNER

**NATOA 2015  
Annual Conference**  
Sept. 9 - 11



San Diego, CA

2015 Annual Conference, Sept 9-11 at the Hard Rock Hotel in San Diego, CA

Registration Open  
Hard Rock Hotel sold out  
Residence Inn San Diego  
Downtown/Gaslamp Quarter Hotel

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

Varto Technologies will be hosting our September meeting. JVC will present at the October meeting in Montclair. Tightrope will be doing a presentation at the November meeting in Edison. To join the committee, contact Rich Desimone at [rjdesimone@verizon.net](mailto:rjdesimone@verizon.net).

### **FINANCE COMMITTEE: *Debbe Gist, Chair***

The committee is looking for assistance from anyone who is familiar with Quick Books. Debbe Gist at [dgist@piscatawaynj.us](mailto:dgist@piscatawaynj.us) or call 732-562-2305

### **PRODUCTION COMMITTEE: *Peter Namen, Chair***

The committee will be looking at providing assistance in using the shared server, posting content for Access New Jersey, and training on producing a segment. Jeff Arban has joined the committee. Join the committee, contact me at [pnamen@piscatawaynj.org](mailto:pnamen@piscatawaynj.org).

### **NJ League of Municipalities**



New Jersey State League  
of Municipalities

Nov. 17-20, 2015

Atlantic City, NJ

*Save the Date*

### **AD HOC COMMITTEES**

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

JAG will be presenting a joint session at the NJLOM conference. The topic will be FirstNet - The Building of a Nationwide Public Safety Communications Network: Nobody Said It Would Be Easy. Members are needed to serve on the committee. If interested please contact the chairperson at [davegarb@paps.net](mailto:davegarb@paps.net)

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

Membership is in the process of developing an action plan for 2016. At that time skills needed will be identified and the committee will begin reaching out to members for help. If you are interested please let me know at [stgibbons@verizon.net](mailto:stgibbons@verizon.net).

### **Annual JAM Video Awards Dinner**



Dec. 9, 2015

6-10pm

*Spain Inn*

*Piscataway, NJ*

[www.spaininn.net](http://www.spaininn.net)

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

The committee has wrapped up its work for 2015 and evaluated the conference survey results. A final report was presented to the Executive Committee and the committee has approved the formation of a 2015-2016 Conference Committee to produce a conference in 2016. The committee will begin looking for members in October. If you are interested contact Rich Desimone at [rjdesimone@verizon.net](mailto:rjdesimone@verizon.net)

#### **JAM Awards Committee: *Victoria Timpanaro & Jeff Arban, Co-Chairs***

The committee has already begun its work. Entry fees and categories are being finalized. Registration to begin Sept. 1, 2015 for six weeks only.

We are looking for judging sites. Contact Victoria Timpanaro at [vtimpana@essex.edu](mailto:vtimpana@essex.edu), Jeff Arban at [jarban@rci.rutgers.edu](mailto:jarban@rci.rutgers.edu)

### **JAG Annual Conference**



May 25-27, 2016

Hyatt Morristown, NJ

*Save the Date*

#### **Marketing Committee: *Victoria Timpanaro***

This committee began at the JAG retreat. The website currently under legislative committee and the E-newsletter under External Relations committee have found a home here. The committee will deal with all print and electronic communications. The committee will be searching for skills from the membership to produce a robust plan to develop membership and participation in meetings and events.

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

Editor Rich Desimone