



JAG
Jersey Access Group

VOLUME 6, ISSUE 7

Newsletter

JULY 2019

Your Municipal Communication Resource

Connecting Your Town to Your Residents

JAG Summer Check List

There used to be a time when I would think of the summer as a time to relax, get away and just spend my days doing nothing and sipping on an ice cold drink. Nay! Who am I kidding? That was never for me! Well, just like me, JAG never stops either. The JAG Executive Board and Committees continue throughout the summer. In fact, some of these committees are gearing up strong right now. So I thought I would share a few Summer Check List Items:



- 1) The Conference Committee is reviewing the 2019 Conference and getting to close the books on this year's event and open up the books on 2020. If you have any interest in being part of the committee or want more information, look for more information in this newsletter.
- 2) JAG Awards – Select your best 2018 programs and more and get ready to enter them in the JAG Awards, scheduled to take place in December of this year. Look for more information in this newsletter for the JAG Awards Committee update.
- 3) Membership is working hard recruiting new members, getting old members back in the fold and looking for creative ways to bring new and interested groups into our organization. Now is a good time to check the current status of your JAG Membership and make sure your dues are paid up. Send questions on payment to JAG Treasurer Linda Besink @ scorpia31@aol.com. Send general membership questions to Darryl Love @ dlove@dnsmediagroupllc.com or Bruce Goldsmith @ Bruce@goldsmithstudios.com
- 4) The Legislative Committee is extremely busy now and will continue to be these next few months. There is a lot happening on the Federal Level that will work its way down to both the State and Local level which may have severe impacts on PEG Access, Franchise Fees and Local Authority on rights-of-way. Now is a great time to get involved in this committee, because your stations very existence is at stake! Look for committee updates in this newsletter, upcoming email calls to action and more. Please reach out to JAG Vice-President and Chair of the Legislative Committee David Garb @ DAVEGARB@paps.net
- 5) The Production Committee is gearing up to create a new JAG Video for the League of Municipalities along with several other projects. If you feel you are creative, love to edit or shoot, then reach out to Lee Beckerman Committee Chair @ lee.beckerman@twp.woodbridge.nj.us This committee is always looking for a few new people!

Trustees 2019-20

Bob Duthaler Pres.- 2020
Dave Garb VP – 2019
Dave Ambrosy
Recording Sec.- 2019
Linda Besink Treasurer- 2020
Anthony Pagliuco
Corresponding Sec. – 2020
Jeff Arban- 2019
Lee Beckerman- 2020
Stephanie Gibbons- 2020
Darryl Love- 2019

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General Meeting Schedule 2019-2020

Sept. 18- Varto Technologies
in East Rutherford
Presentation-by Varto

Oct. 30- Location Available
Presentation- TBD

Dec. 4- Edison
Presentation- TBD

Jan. 30- East Brunswick Library
Presentation- JVC

Feb. 27 Princeton
Presentation- TelVue

Mar. 25- Piscataway
Presentation- TBD

Apr. 29- Oradell
Presentation- Tighrope

May 20- New Brunswick
JAG Reception, Welcome expo special guests

Jun. 10- West Milford
No Vendor Presentation

6) The External Relations Committee is always active throughout the year. But as General Membership meetings take July and August off, this committee is gearing up to make sure future meetings have great speakers and vendors on hand to give more diversity and information to our monthly meetings. If you have any thoughts on what you would like to see, please reach out to Geoffrey Belinfante @ geoffbel512@gmail.com . Look for their committee updates in this newsletter as well.

7) The Finance Committee meets monthly as well. They help to steer the financial direction of this organization. They help shape our budgets, look for creative solutions and work with the Treasurer on different aspects of the JAG Organization. The Finance Committee is always looking for new people to join the committee. Reach out to JAG Treasurer and Committee Chair Linda Besink@ scorpia31@aol.com

8) The Executive Board Committee continues throughout the year to have monthly meetings, the occasional emergency meeting plus our annual two-day retreat. Speaking of the retreat, the JAG Executive Board is gearing up for this year's two day event in mid-August. We will be meeting down at Rutgers University for two intense days of meetings in which we review the organization's Policy and Procedures, make recommendations for changes, and help shape the future of this organization. These are always two intense days to say the least! If this is something that interests you, then the organization welcomes you to run for a position on the JAG Board of Directors.

I hope this list gives you some insight into our organization, sparks some interest in you in participating on a committee or just gets you excited to be part of the JAG Organization as a whole. Remember, our organization is only as good as our members, and it takes many active members and those willing to participate to make it the strong organization we all deserve.

Bob Duthaler

President, Jersey Access Group

Member, National Academy of Television Arts and Sciences (EMMYS)

***The JAG Awards registration will reopen in September.
Award Presentation to Be Held in December***



Committees

Rich Desimone, Managing Director

Volunteerism

Committees will spend the next 4 weeks finishing up their work for this year. The Executive Board is planning for its retreat in August at which time all the committees will provide their annual reports. The board will review and evaluate the work of the committee and make recommendations for the next year.



Executive 2019	Production 2019	Membership 2019
Bob Duthaler, President 2020	Lee Beckerman (Chair)	Darryl Love (Co-Chairs-Development)
Dave Garb, Vice-President-2019	TBD: (Secretary)	Bruce Goldsmith (Co-Chairs-Reports)
Linda Besink, Treasurer-2020	Dave Ambrosy: Producer	Linda Besink: (Secretary) Data Management
Dave Ambrosy, Secretary-2019	Nick Besink	Bob Duthaler: List Serve
Anthony Pagliuco, Corresponding Sec.-2020	Brian Belzer: Editor/Camera	George Bumiller: Outreach
Stephanie Gibbons, Trustee 2020	Anthony Pagliuco: Editor/Camera	Stephanie Gibbons: Outreach
Jeff Arban, Trustee 2019	Peter Neman	Dave Grab
Lee Beckerman, Production	Dave Grab	JAG Awards 2019
Darryl Love, Trustee 2019		Bob Duthaler (Chair):
Geoffrey Belinfante, External Relations		various members: (Secretary)
Rich Desimone: Managing Director Action Plan		David Bandfield (Vice-Chair)
		Dave Garb
Finance 2019	Legislation 2019	Lee Beckerman
Linda Besink: (Chair)	Dave Grab (Chair):	Darryl Love
TBD: (Secretary)	Linda Besink: (Secretary)	Amanda Olsen
Bob Duthaler: Budget Review	Ada Erik: NJ Legislation	Bob Nicholson
Dave Garb	Nick Besink	Dave Ambrosy
	Dave Bandfield	Conference 2019
		Stephanie Gibbons: (Co-chair) Registration, Municipal Outreach
		Cindy Hahn: (Co-chair/Secretary) Program, Marketing, Newsletter
Outside Contract: Bookkeeper		Linda Besink: Treasurer, Registration
Outside Contract: CPA		Geoffrey Belinfante: Workshops/Vendors
External Relations 2019	Sub Committee Marketing 2019	J Robertson: Affinity Lunch & topics
Geoffrey Belinfante (Chair)	Bruce Goldsmith: Chair	Bob Duthaler: Marketing
TBD (Secretary)	TBD: (Secretary)	Anthony Pagliuco: P&D, Tec Support
Stephanie Gibbons: Members	Bob Duthaler: JAG Web Site	Jeff Arban: Power, Tec Support
Bob Duthaler: NJLOM Join Session, JAG Session, Booth Staffing and rooms	Cindy Hahn: JAG Newsletter, Writer/Editor	Mary Foti: Video Marketing
Cindy Hahn: Writer/Editor	Mary Foti: Video	Ed Cologna: Vendors, Tec Support
George Burmiller	Bruce Goldsmith: Spotlight	Rich Desimone: Managing Director Conference Coordinator
Vivian Gaspar		Outside Contract: Web Site, Program, Fliers
Mariam Rosenberg	Rich Desimone: Managing Director JAG Newsletter Editor	Outside Contract: Social Media
Dave Garb	Outside Contract: Social Media-TBA	Outside Contract: Photographer
Bruce Goldsmith		
Rich Desimone: Managing Director Rep. to NJLOM and NATOA		

Bits & Bytes

- Aug. Date TBA — Executive Board Retreat
 - Board of Trustees Meeting & Ex. Committee Retreat
 - Report Card 2018-19 (accomplishments/challenges)
 - Review Finances
 - Review Action Plan: All committee reports
 - Introduce Houses of Worship membership
 - Review Bylaws and Policies & Procedures
- Sept. 11, 12 noon-2pm — Executive Board meeting
 - Vote on JAG's Policy and Procedures.
 - Vote on any Bylaws changes
 - Go over agenda topics for membership meeting
- Sept. 18, 12 noon – 2pm — General Meeting, Varto Technologies

NOTE: This meeting has been changed to a week earlier.

 - Present Action Plan
 - Introduction of any Bylaws changes
 - Ask members for NJ League conference booth support
 - Ask members for committee participation/sign-up
 - Set meeting locations for Jan/Feb/Mar/Apr-2020
 - Varto Technologies will be presenting its completely renovated facility.

This will be a meeting you will not want to miss.

Members Spotlight by Bruce Goldsmith
No submissions provided

JAG is pleased to welcome BCI Computers as an Organizational Member.



They will join the list of vendors that will be doing a presentation at a future JAG meeting.



Organizational Members

HELMER, CONLEY & KASSELMAN, P.A.

ATTORNEYS AT LAW



cool technology for
• PRODUCTION
• PLAYBACK
• STREAMING



Eastern Region Video Expo Trade Show



COMMITTEES CORNER

EXTERNAL RELATIONS COMMITTEE: *Geoffrey Belinfante, Chair*

In case you've been living under a rock and you haven't heard, the FCC, responding to pressure from the large cable carriers, is threatening to legislate away the portion of the franchise fees that underwrites most of our stations. Exactly how they are proposing to do it is the subject for another committee, however, it's indifference to this and other threats to community media that really have me concerned. As External Relations Chair, I'm searching for ways to rally our community to fight this threat--a threat that threatens our very existence. Yet we seem to be having a problem collecting dues and soliciting new members at a time when we need to act as group more than ever. If you produce programming that is appreciated by your community, then we're going to need your help. Look for an action plan from JAG in the near future. Help us to fight the bureaucrats in Washington. The future of Community Television is at stake. To join the committee, contact Geoffrey Belinfante at geoffbel512@gmail.com.

FINANCE COMMITTEE: *Linda Besink, Chair*

JAG's Finance Committee is a standing committee that is essential to operations. We are always looking for additional "sets of eyes" to help ensure transparency and best practices. No accounting background is necessary, but it is helpful to have. Any member in good standing may serve on committees. If you would like to join the Finance Committee, please contact JAG Treasurer Linda Besink at lbесink@gmail.com or call 201-650-0116.

PRODUCTION COMMITTEE: *Lee Beckerman, Chair*

The Production committee did not meet in June. Bob Duthaler, Lee Beckerman and Geoffrey Belinfante had a meeting to begin to hash out a JAG "Elevator Speech" written by Geoff. If you are unaware of the concept, an elevator speech is a short pitch that one can give anywhere under any circumstances, including riding in an elevator with a potential client, that is short and concise enough that you could pitch the person and hook them ideally before the elevator hits the top floor (about 30seconds to a minute). We made good progress and plan to hold a second meeting to work on it. We plan to use the Elevator Speech as the basis of a JAG video to be used for the Website and to send out to potential members to help sell them on the idea of JAG. (including the League of Municipalities floor among other uses). We plan to present this speech for discussion and ideas for possible visuals at the JAG Retreat in August. Rich Desimone has provided me with high resolution JAG and Eastern Video Conference logos, so Woodbridge TV will work on putting together the video testimonials that we shot at the Eastern Video conference for use on the website by the end of summer.

AD HOC COMMITTEES

Legislation Committee: *Dave Garb, Chair*

New Members Are Always Welcomed and Needed- As I had mentioned last month, JAG has been thrust once again into the middle of a major conflict that is coming from the FCC. If they succeed with their current ideas, the results would have major impacts to cable franchise fees, PEG channels and other common cable-related obligations in cable franchise agreements. Simply put, this could be the beginning of the end of PEG ! The Legislative Committee will be working to discuss these issues and plan on how we, along with our partners, the NJSLOM, and our contacts throughout the state, can deal with this looming and scary possibility. It is on issues like this, that the committee needs your focus and steadfast determination. I implore you to join the Legislative Committee. Your involvement is more important now than ever before. Contact David Garb davegarb@paps.net or call 732-376-6030 x23538.

Membership Committee: *Darryl Love and Bruce Goldsmith (Co-Chairs)*

The Membership Committee would like to welcome the 8 new independent members that have joined JAG this year. These are individuals who have never been members before, so thank you new members! We look forward to sharing new and exciting content and camaraderie with you all. On a lesser note, 13 entities have lapsed for more than 2 years as members, indicating that we need to be more proactive in contacting these members and institutions and in reaching them in better ways. Also, 18 entities (including all categories) with less than 2 years lapse need to be reached out to as well. Currently we have 61 paid members for 2019 (41 municipal/educational, 14 independent producers, 6 organizational), which are 6 fewer members than last year. We are hopeful and find it promising that meetings with media savvy Church organizations, with whom we are in discussions currently, may be a beneficial new group for us to consider. We look forward to the outcome of these discussions. If you are interested in joining this growing team please contact: Darryl Love at dflove@aol.com or Bruce Goldsmith, Bruce@goldsmithstudios.com

JAG Video Awards Committee: *Bob Duthaler, Chair*

Although the JAG Awards did not take place at the Conference this year, they are still going to happen. This year's JAG Awards will happen in December 2019. Time/Date/Location TBA.

So to prepare for the JAG Awards, you should start looking through all the programs, specials, sporting events, PSAs and more that you created and aired in 2018 (not a typo that is the correct year) and get them ready to be submitted. Dust off the cobwebs and get ready to enter your best choices!

The JAG Awards entry will open up in September. Please look for future email announcement and in upcoming newsletter. If you already entered the JAG Awards back in April-May, you are good to go! You will receive an email in late October telling you how to upload your videos. Now is a good time to see if there are also any other programs you forgot about and get them ready to enter as well.

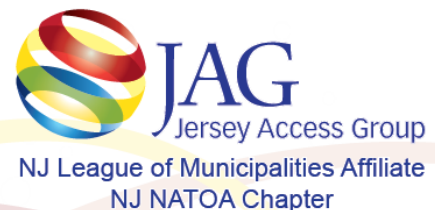
If you have any questions, please feel free to reach out to Bob Duthaler @ bduthaler@jagonline.org or David Banfield @ cbandi@aol.com.

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

On behalf of the Conference Committee Co-chairs and Conference Coordinator we would like to thank all the individuals who served on the committee this year. We sincerely appreciate all the time and effort you put in to produce a great conference. We also want to thank all the people who helped out: from taking tickets to loading out equipment - it all helps make the conference run smoothly. We could not do this without all your efforts. We held our final committee meeting to wrap up this year's conference on Wed. July 17 at 2pm. Mark your calendars for next year's conference May 21-22, 2020 at the Hyatt Regency in New Brunswick.

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| • Social Media Strategies | • Create Quality Content to Engage Audience |
| • Production & Management Best Practices | • Legislative and Regulatory Updates |

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

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