

Your Municipal Communication Resource Connecting Your Town to Your Residents

Living (Online) With The New Normal



To say the way municipalities operate, conduct meetings, interact with the public and employees has changed is an understatement. Some of the changes being implemented may be temporary, but some are here to stay. How we adapt to these changes and implement these new regulations will separate stations that barely survive to ones that thrive. JAG as an organization will continue to help you be one of those stations that thrives and becomes essential for both the municipality/school and the community.

JAG is working on putting together some special Webinars for our members. These will be free of charge. Currently we are looking to put on a Legislative/FCC update in June. Please be on the lookout for more details. In addition, I continue to hold impromptu, informal online sessions. 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. So far we have held two successful sessions that have been well attended. Please join us for our next one.

Last month we streamlined our meetings, moving the order of discussion items and tried to make this a more enjoyable session for our members. All committee reports were sent out with the Agenda prior to the meetings. This allowed us to get through some of the important things upfront that are beneficial to our members. In addition, I added a discussion topic to the meeting as well. This month our topic will be Enhanced Production Techniques in doing online meetings, productions and talk shows.

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 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.

Finally, as I mentioned each 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

Inside This Issue

General Meeting Agenda	pg2
RUSHWORKS	pg3
Volunteers	pg5
Bits & Bites	pg6
Committees Corner	pg7

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



P.O. Box 164, Metuchen, New Jersey 08840

Web Site: www.jagonline.org ♦ E-mail: JAGinfo@jagonline.org

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

GENERAL MEETING AGENDA – 12:12pm Start Time

Wednesday, May 27, 2020

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]

12:20p.m.- 12:50p.m. *Discussion*

- Discussion Topic: **Enhanced Production Techniques**
- Future Topic Ideas

12:50-1:50pm *Presentation*

- RUSHWORKS, Rush Beesley, President

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

*The next Meeting is Wednesday, June 24th @ Online
details to be found in JAG Newsletter.*

RUSHWORKS, established in 2001 in Texas, provides low-cost, high-performance television production and automation technology for several market sectors, including broadcast, cable and PEG channels, Houses of Worship, performance venues, and legal videography and courtroom presentation.



Rush Beesley, the company founder and President, will be sharing an overview of the company's technology innovations at the upcoming JAG meeting on Wednesday, May 27th at 12:12pm. You'll learn how they can sustain and enhance traditional production models, as well as how they can best be utilized in the evolving model of remote communications and interactivity which will likely be an expanded part of the "new normal" moving forward.

Rush has designed all the products and interfaces, driven by the company's mission to provide INTEGRATED MEDIA SOLUTIONS that increase PRODUCTIVITY, PROFITABILITY, and RETURN-ON-INVESTMENT. This is made possible by dedication to a basic rule appreciated by everyone: **K.I.S.S. Keeping It Super Simple** with simple user interfaces that insure that a single operator can do anything from creating a 24/7/365 playback channel – for broadcast, cable or OTT – to multi-camera productions using integrated robotic cameras and dolly shots.

Key items in the discussion will be:

1) the RUSHDOLLY™, a small but robust dolly that runs on aluminum channel track up to 32' in length, moving from a slow crawl to a brisk walking speed. It's integrated with the company's PTZ and PTX cameras and heads to provide integrated motion presets that create the visual magic of cameras in motion.



2) the A-LIST Streamster™, a tiny hardware/software solution (1.7" x 5" x 5") that lets you create your own Internet TV Channel. Schedule and playback 24/7 using the same powerful A-LIST software used by full power and low power TV stations around the world. It supports NDI in and out as well, and has templates for streaming to YouTube, FaceBook, Vimeo, Zoom and many more destinations.



3) the PTX™ Universal PanTilt Heads, available in two configurations for smaller and larger cameras, let you use your favorite camcorder or camera, including mirrorless and DSLR bodies and lenses, for PTZ video production.

The BABYZOOMER™ is a complementary option that lets you use non-power zoom lens from a variety of manufacturers with most cameras, including the popular Blackmagic Micro Studio Camera 4K and the URSA family.



4) the VDESK and REMO Integrated PTZ and PTX Production Systems, which provide all the typical capabilities for switching, transitions, effects (Chroma-key, Double-Box, etc.), internal recording and ISO recording, graphic overlays and more. You can control up to 12 devices, and utilize up to four NDI sources.



But VDESK is unique in offering THREE completely different user interfaces, any of which you can use at any time based on the type of productions you're doing. The CLASSIC displays PTZ camera panels with 8 named and saved presets per panel.

The PRODUCER interface uses an actual picture of your production set (if you wish) on which you place icons and/or pictures of participants. Then just touch the picture or icon of the shot you want to take and it automatically selects that shot on the Preview with a second camera, and can auto-take that shot – with the option of automatically fading a lower-third on and off.

The TalkingPoints interface is designed specifically for lecture and presentation capture, with the ability to record and stream the event simultaneously.



Classic



Producer



TalkingPoints

5) If we're emphasizing Remote, as in no one present, operation ... we just need to mention our VDESK, REMO and A-LIST BROADCAST systems all include a subscription to LogMeIn. Using that you can operate any of the systems from anywhere there is Internet access. That's much more important than someone sitting in the back of a room with a tablet and controlling the interface.



Rush loves to field any and all questions, so don't be shy about raising your 'virtual hands' at any time during the gathering!

Rush Beesley, President
RUSHWORKS
888.894.7874 ext 1
Skype: rbeesley
www.RUSHWORKS.tv



Committees

Volunteerism

Rich Desimone, Managing Director

All committees are establishing regular scheduled monthly meetings: First Tuesday, Membership & Finance, Second Tuesday, Legislative, Second Wednesday, Executive, and Third Monday, External Relations. Production will be announcing shortly. If one of these committee meeting schedules would fit into your schedule please reach out to one of the chairs and offer your help.



Executive 2020 Meeting second Wednesday	Production 2020 No regular meeting time set	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	Dave Garb	Bruce Goldsmith
Jeff Arban, Trustee 2021	Bob Duthaler	Dave Garb
Darryl Love, Trustee 2021	Robert Horvath	OPEN-Membership Renewal Follow up
Lee Beckerman, Trustee 2020	OPEN-Camera Operator/Editor	OPEN-Membership Renewal Follow up
Geoffrey Belinfante, External Relations	OPEN-Camera Operator	OPEN-Membership Renewal Follow up
Rich Desimone: Managing Director Action Plan/Policies & Procedures/Bylaws	OPEN-Camera Operator	OPEN-Membership Renewal Follow up
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: Executive Chair	Bob Duthaler: NJLM	Linda Besink: Treasurer, Registration
Dave Garb	Ada Erik: NJ Legislation	OPEN- Registration Manager
Lee Beckerman Production Chair	Nick Besink	OPEN- Workshops/Vendors
Jeff Arban	Dave Bandfield	OPEN- Affinity Lunch & topics
Geoffrey Belinfante External Relations Chair	Jeff Arban	OPEN- Marketing
OPEN	OPEN	OPEN- P&D, Tec Support
OPEN	OPEN	OPEN- Power, Photographer
External Relations 2020 Meeting third Monday	JAG Awards No regular meeting time set	OPEN- Student Symposium
Geoffrey Belinfante (Chair)	George Fairfield (Chair)	OPEN- Power, Student Symposium
TBD (Secretary)	various members: (Secretary)	OPEN- Social media
Stephanie Gibbons: Members	Dave Garb	OPEN- Video Production
Bob Duthaler: NJLJM Join Session, JAG Session, Booth Staffing and rooms, Web Site	Lee Beckerman	OPEN- Workshops/AV Support
Cindy Hahn: JAG Newsletter, Writer/Editor	Darryl Love	OPEN- Student Management
George Burmiller	Amanda Olsen	OPEN- Trade Show Set Up/AV Support
Dave Garb	Dave Ambrosy	OPEN- Trade Show Set Up/AV Support
Bruce Goldsmith: Spotlight	Bob Duthaler	Rich Desimone: Managing Director Conference Coordinator
Dustin Weeks	Bob Nicholson	Outside Contract: Web Site, Program, Fliers
Jeff Arban	Dave Bandfield	Outside Contract: Audio Support
OPEN- Social Media		
Rich Desimone: Managing Director JAG Newsletter Editor		
Outside Contract: JAG web site		

Bits & Bytes

- 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 2, — Membership Meeting
- June 2, — Finance Meeting
- June 9, — Legislative Meeting
- 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: Comrex, Paul Cintolo, Tech Support Manager
 - Committee Reports Q&A

JAG Spotlight:

During this health crisis, we at HTTV have had to find creative ways to service our communities. Social distancing and executive orders have forced us to close our studio to the public, so we have had to find new ways to generate programming to keep our citizens informed during the pandemic. It helps to have a mayor who is both media savvy and media friendly. In addition to recording and distributing “virtual” town council meetings, an HTTV crew, observing all the appropriate social distancing requirements, has shot 25+ episodes of the Mayor reading children stories which are available on the channel, on demand, and on YouTube.

With all public gatherings cancelled for the near future, HTTV turned the Community Bulletin Board into a source for information on safety measures and local Covid-19 activities.

Lisa Allen, one of HTTV’s hosts, has started a new show by conducting virtual interviews with various organizations, community leaders, non-profits, and health and wellness experts talking about positive and informative news that has come out of our community during this unusual and difficult time.

Normally HTTV carries two different religious services, but given the current pandemic and the restrictions on large gatherings, at a pre-determined time each Sunday, HTTV carries the services from 4 different churches to help bring these events to a community in need of comfort.



Finally, thanks to a tip from local officials, two HTTV crews covered a drive by salute from the local police, fire and EMT squads to the men and women who work at Overlook Medical Center. At the same time we were shooting, a recovered Covid-19 patient from Overlook was also discharged which added to the drama of the situation. In addition to running the piece on the station, the footage that was generated by the HTTV crews was made available to Atlantic Health System for use on their website. Subsequently, a shot was used in a commercial that is running on all the local NY stations.

We hope the efforts we have made to provide hyperlocal content during this health crisis has helped to inform the people who live in the communities we serve. This

kind of hyper-local programming is something that we in the PEG community can uniquely provide during these difficult times.



HELMER, CONLEY & KASSELMAN, P.A.

ATTORNEYS AT LAW

Organizational Members



cool technology for
• PRODUCTION
• PLAYBACK
• STREAMING



tightrope media systems.



Broadcast Pix



COMMITTEES CORNER

EXTERNAL RELATIONS COMMITTEE: *Geoffrey Belinfante, Chair*

As I was working in my garden this afternoon, I began to think about the things that keep us busy and comforted during these troubled times. I realized that the channels that our JAG members run are one of those things that bring comfort to people when the rest of the world seems so unapproachable. We tell local stories to inform and comfort the citizens of our communities, and this is a very important mission at this time in our history. We need to find ways to tell the influencers in Trenton and Washington about the important roll PEG channels play in getting information to the citizens in of our communities. We on the External Relations Committee are struggling with the proper way to tell our story and we need your help. If you have any ideas, please let me know. Email Geoff at geoffbel512@gmail.com.

FINANCE COMMITTEE: *Linda Besink, Chair*

Despite the difficult circumstances during this time, JAG is still working virtually to maintain the various benefits inherent in being a member: from free webinars to online general meetings, to name just two. On behalf of JAG, I would like to thank all who have renewed membership for 2020. If you are unsure as to your membership status, please email JAG Treasurer Linda Besink at lbesink@gmail.com and a reply will be sent to you as soon as possible. If you are interested in joining the Finance Committee, please email Linda regarding that, as well. Any member in good standing may serve on the Finance Committee. We meet monthly via call-in on first Tuesdays, and meetings generally run about a half hour. Serving on the Finance Committee is a great way to help ensure transparency and best practices, and an accounting background is not required.

PRODUCTION COMMITTEE: *Lee Beckerman, Chair*

The production committee is finishing up on the production of six videos for the NJ League of Municipalities. We ran into a snag due to the Covid-19 pandemic with an inability to move footage from our station server for remote editing. This has been resolved. To date four videos have been completed, one has been submitted and we are awaiting production notes, and the final one has been scripted and we are awaiting some guidance on visuals. We hope to have everything complete by the end of the month. We are awaiting the final JAG Mission statement to start working on an elevator speech with the external relations committee with the idea of using it as the basis of a "why join JAG" video.

The Jersey Access Program and further video testimonials are currently on Hold due to the Pandemic.

The Production committee is working to establish a regular Meeting Day and time.

AD HOC COMMITTEES

Legislation Committee: *Dave Garb, Chair*

Social Distancing and the New Jersey Members of Congress: The Legislative Committee is gearing up to begin a second-phase all-out contact blitz to reach out to our legislators down at our capitol, even while we are in quarantine. We are doing this to remind our leaders of the importance of Access Television and how we have been the main hyperlocal communications source in getting vital information out to our residents quickly and efficiently. Also, we want to ask them again to support the Protecting Community Television Acts that are circulating in the House and Senate. Remember, your eyes, 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 or call 732-376-6030 x23538.

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

JAG currently has 56 paid members. If you have not seen your invoice, please contact us to receive another one. The Membership committee is trying to update our member's contact emails so if you have multiple emails please send us the one to which you want JAG information sent. Contact Stephanie Gibbons at Stgibbons@verizon.net.

The next meeting of the membership committee is June 2. Please consider joining the membership committee. If you are interested please contact Stephanie Gibbons at Stgibbons@verizon.net or Darryl Love at DFLove@aol.com.

JAG Awards Committee: *George Fairfield, Chairs*

Even though the JAG Awards have been canceled, work continues. Hopefully you took a moment to answer the JAG Awards Survey that was distributed on May 8 (it was closed on May 11). The basic purpose of the survey was to learn how important the JAG Awards are to the members and how likely they are to enter a program if the competition was to be held in the future. The data collected from the survey will be presented to the membership at the May 27, 2020 JAG monthly meeting.

Jersey Access Group, PO Box 164, Metuchen, New Jersey 08840

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