

## Your Municipal Communication Resource

### Connecting Your Town to Your Residents

#### JAG Board Says "Retreat"



Unlike Napoleon's retreat from Moscow, during the months of August and September the JAG Board of Trustees and Executive Board Members meet in a different version of a retreat. The board met virtually for several hours each Wednesday over a four week span to review the organizations By-Laws and Policies & Procedures to help steer the course for the future of the Jersey Access Group.

In the past, the annual board retreat took place over a two day, with in person meetings. But as we are all aware that 2020 is certainly like no other year. For the safety of all our board members and their families, we held this year's retreat virtually. I am happy to report to our members the tremendous success of this retreat. I am thrilled to tell you that your board takes this retreat seriously, looks to shape the future of this organization and brought valuable ideas to the table.

The boards' commitment to this organization cannot be understated. Each year the board prepares for this event by going through various documents ahead of time, including our Polices & Procedures, By-laws and Committee Action Plains, making their notes and presenting them to the rest of the board. From there lively conversations begin, reshaping documents, ideas to expand membership and the benefits for being part of JAG.

In the upcoming months you will hear more about what the board worked on during this retreat. Your Vice-President Dave Garb will let you know about a new Leadership Development Ad-Hoc Committee which he will chair. The Membership Committee will be reaching out to our members to let them know all the things the organization is doing and has available for them. The External Relations Committee will be working on bringing in exciting vendors to do presentations to our monthly meetings. In addition, that committee has been doing extensive work on the JAG website: [www.jagonline.org](http://www.jagonline.org) along with posting on our social media accounts on a regular basis. I ask you to follow and like JAG on our social media platforms, in addition to sharing and liking our posts. Links for all our social media accounts can also be found on our website.

Other committees such as the JAG Awards Committee and Conference Committee are exploring ways to get more members involved and to bring the best possible outcome for these events during this pandemic. If you are interested in being part in either of these or any other committees, please reach out to me and I will get you hooked up with the appropriate committee chair. The success of these two committees relies heavily on membership involvement with their events. If you have any suggestions or comments, please reach out to me as well. I always look forward to hearing from our members for suggestions and advice. I would also like to direct you to my article in last month's newsletter that contained a survey that is still open and I would love to hear back from more members.

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 not to be possible but there are work arounds. I encourage you to take part in these events: webinars, monthly virtual meetings, 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

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#### General Meeting Schedule 2020

- Sept. 30- TBD
- Presentation - Varto
- Oct. 28- TBD
- Presentation- Cablecast
- Dec. 2- TBD
- Presentation- TBD
- Jan. 27, 2021- TBD
- REORGANIZATION
- Presentation- TBD
- Feb. 24- TBD
- Presentation- TelVue
- Mar. 31- TBD
- Presentation- TBD
- Apr. 28- TBD
- Presentation- TBD
- May 27- TBD
- Presentation- RUSHWORKS
- Jun. 24- TBD
- Presentation- TBD

#### FOLLOW US ON:





P.O. Box 164, Metuchen, New Jersey 08840  
Web Site: [www.jagonline.org](http://www.jagonline.org) ♦ E-mail: [JAGinfo@jagonline.org](mailto:JAGinfo@jagonline.org)  
NJ Chapter of NATOA & Affiliate of the NJ League of Municipalities

**GENERAL MEETING AGENDA – 12:12pm Start Time**  
**Wednesday, September 30th** Phone #: (727) 731-9722

Join the online meeting: <https://join.freeconferencecall.com/bduthaler>

12:12-12:20p.m. \*Welcome\*

- Call to Order & Additions to Agenda [Chair or vice chair if chair not available].
- Approve minutes of June 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\* **COVID-19 Six Months Later: Station Status Updates, Hybrid Meetings and What does the Future Hold?**

- Future Topic Ideas

12:50-1:50pm \*Presentation\*

- Varto Keshishian, Owner of Varto Technologies: LiveU Presentation

1:50pm-2:00pm \*Committee Reports\* Attached

- Standing Committee and Ad Hoc 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\*

- Introduction of an amendment to the bylaws (To change term of Trustee from two years to three years)
- 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](mailto:bduthaler@jagonline.org)

**Look For Webinars and Ongoing Virtual Social Hang/Happy Hour Sessions throughout the Fall.**  
**The next meeting is Wednesday, October 28<sup>th</sup>.**  
**details to be found in upcoming JAG Newsletter.**

## Why do I need Cellular Bonding?

**Yervant Keshishian, Technical Director and Sales Engineer, Varto Technologies**

Feature

At Varto Technologies we design and integrate reliable, cost effective audio, video, digital media and live broadcast solutions and LiveU is a key piece of that puzzle. Having the ability to broadcast from anywhere over bonded cellular is ever so important now with all the changes Covid-19 has brought to how we broadcast.



Why do I need Cellular Bonding?

Cellular bonding has made it possible for news stations and sports broadcasters to produce some of the most powerful live moments on TV in recent years. In fact, you already watched hundreds of "live shots" on TV that were contributed over cellular bonding, you just never knew it!

Let's talk a little history first.

Twelve years ago, LiveU disrupted the broadcast industry by patenting its first cellular bonding solution, which eliminated the need for expensive satellite or microwave trucks to transmit high-quality live video from out in the field. From there, major news organizations took notice and started using LiveU to go live outside the studio. Over the years, LiveU became the standard for live newsgathering and reporting.

Three years ago, LiveU revolutionized the online industry by taking that same technology and incorporating it into a smaller, plug-and-play encoder for the prosumer market – making the technology accessible to the growing online streaming market.

Today, social media networks have made it super easy to go live. Just sign in to your account, hit the go-live button, and boom you are live streaming to your audience. This is good way for people to start live streaming but once they need to scale up, they need a more robust solution.

We commonly hear people say "If I can go live on my cell phone, why do I need cellular bonding?" Short answer is, your one network cannot guarantee you will stream at the quality you want. Long answer is bandwidth is always fluctuating depending on different variables like your geographic location, people on the same network in your area, if you are inside or outside, and more. If the one network has little to no bandwidth your stream will either look pixelated or not even show up at all.

Many content creators started streaming outdoors using their cell phones simply because there was no alternative way to do it that they were aware of OR other solution were just out of their price range. Besides the bandwidth issues that come with mobile streaming from your cell phone, other hiccups include someone calling your phone (yes, the phone you are using to stream!) which can disrupt the content or end the stream completely. What else? Your phone needs to be free so you can use it to interact with your community. Isn't that what producing live is all about?



The LiveU encoders uses cellular bonding technology (LRT) that adds multiple cellular networks together to create redundancy and reliability to the video encoding.

Our LRT technology expects cellular bandwidth fluctuation and corrects it in real-time, so your stream will stay HD quality your audience knows and loves.

LRT is optimal for content creators who are live streaming from different places. With cellular bonding, streamers and broadcasters don't have to worry about cell service holding up in certain locations with questionable connectivity. With LRT, you know you will get your HD quality stream online, stress-free.

If you are serious about streaming and you have the means to make the upgrade, then cellular bonding is something you want to make the investment in. You'll start to see the benefits very quickly – from going to places where you couldn't stream before in the highest quality to freeing up your cell phone for more interactivity with your viewers. The viewers will respond to it and it will help you grow even more.

Learn more about cellular bonding solution at the next JAG General Meeting on September 30. Varto Technologies will provide a presentation on the latest developments in remote content integration into your station.

# Committees

**Rich Desimone, Managing Director**

JAG’s Executive Board has voted to add a Vice Chair to each of JAG Standing and Ad Hoc Committees. Additionally JAG has established a new Leadership Development Committee. This committee will be chaired by JAG’s Vice President. The members shall consist of representatives from each of the existing Standing and Ad Hoc Committees and any other members that the committee wishes to add. Details about this exciting new committee will be featured in the October newsletter.



Executive 2020 Meeting second Wednesday 11:30AM	Production 2020 Meeting first Monday 11AM	Leadership Development 2020 TBD
Bob Duthaler, President 2020	Lee Beckerman (Chair)	Dave Garb (Chair):
Dave Garb, Vice-President-2021	TBD: (Vice Chair)	TBD: (Vice Chair)
Linda Besink, Treasurer-2020	TBD: (Secretary)	TBD: (Secretary)
Dave Ambrosy, Secretary-2021	Dave Ambrosy: Producer	Finance Rep
Anthony Pagliuco, Corresponding Sec.-2020	Nick Besink	Production Rep
Stephanie Gibbons, Trustee 2020	Anthony Pagliuco: Editor/Camera	External Relations Rep
Jeff Arban, Trustee 2021	Dave Garb	Legislative Rep
Darryl Love, Trustee 2021	Bob Duthaler	Membership Rep
Lee Beckerman, Trustee 2020	Robert Horvath	Conference Rep
Geoffrey Belinfante, External Relations	Geoffrey Belinfante- Access NJ	JAG Awards Rep
Rich Desimone: Managing Director Action Plan/Policies & Procedures/Bylaws		
Finance 2020 Meeting second Tuesday 11AM	Legislation 2020 Meeting second Tuesday	Conference 2021 Closed
Linda Besink: (Chair)	Dave Garb (Chair):	OPEN (Chair)
TBD: (Vice Chair)	TBD: (Vice Chair)	TBD: (Vice 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
Jeff Arban	Dave Bandfield	OPEN- Affinity Lunch & topics
Geoffrey Belinfante External Relations Chair	Jeff Arban	OPEN- Marketing
	JAG Awards No regular meeting time set	OPEN- P&D, Tec Support
External Relations 2020 Meeting third Monday 11am	George Fairfield (Chair)	OPEN- Photographer
Geoffrey Belinfante (Chair)	TBD: (Vice Chair)	OPEN- Student Symposium
TBD: (Vice Chair)	various members: (Secretary)	OPEN- Power
TBD (Secretary)	Dave Garb	OPEN- Social media
Stephanie Gibbons: Members	Lee Beckerman	OPEN- Video Production
Bob Duthaler: NJLOM Join Session, JAG Session, Booth Staffing and rooms, Web Site	Bob Duthaler	OPEN- AV Support
Doug Seidel-Social Media	Bob Nicholson	OPEN- Student Management
Dustin Dumas		OPEN- Trade Show Set Up/AV Support
Dave Garb	Membership 2020 Meeting first Monday 1PM	OPEN- Trade Show Set Up/AV Support
Rich Desimone: Managing Director JAG Newsletter Editor	Stephanie Gibbons (Chair)	Rich Desimone: Managing Director Conference Coordinator
Outside Contract: JAG web site	Darryl Love (Vice Chairs)	Outside Contract: Web Site, Program, Fliers
	Linda Besink: (Secretary) Data Management	Outside Contract: Audio Support
	Bob Duthaler: List Serve	Outside Contract: Web Site, Program, Fliers
	Dave Garb	Outside Contract: Audio Support

# Bits & Bytes

## JAG meeting schedule

- Sept. 22, 11am — External Relations Committee Meeting via Virtual Video Services
  - Vendor Presentation/Website updates/Newsletter
- Sept. 30, 12:10pm — General Meeting via Virtual Video Services
  - Topic for Discussion: COVID-19 Six Months Later: Station Status Updates, Hybrid Meetings and What does the Future Hold?
  - Presentation by Varto Technologies on LiveU products, Varto Keshishian, Owner and Yervant Keshishian, Technical Director and Sales Engineer
  - Committee Reports Q&A
- Oct. 5, 11am — Production Committee Meeting via Conference call
  - COVID Testimonials/JAG Promo
- Oct. 6, 11am — Finance Committee Meeting via Conference call
  - Updating JAG's Database
- Oct. 6, 1pm — Membership Committee Meeting via Conference call
  - Delinquent Membership follow-up
  - Member Outreach
- Oct. 13, 11am — Legislative Committee Meeting via Conference call
  - Protecting Access Television Act support from federal legislators
- Oct. 14, 9am — Executive Board Meeting via Virtual Video Services
  - Leadership Development Committee Status
  - Action Plan Committee Reports
  - NJOM Sessions
- Oct. 19, 11am — External Relations Committee Meeting via Virtual Video Services
  - Vendor Presentation/Website updates/Newsletter
- Oct. 28, 12:10pm — General Meeting via Virtual Video Services
  - Topic for Discussion: TBA
  - Presentation by Cablecast
  - Committee Reports Q&A

## JAG Spotlight:

### Rolling with the Punches:

#### **Making Your Biggest Live Event of the Year into a Broadcast Production**

Victoria Timpanaro, Manager of Production Services, Essex County College – Newark, NJ

Back in March Essex County College went remote like everywhere in the country due to the pandemic. We were told this should last about 4-6 weeks. Of course, it became more like 4-6 months, but we didn't know that then.

As time crept on in lockdown, we got closer and closer to our posted Commencement date of May 29th. We started having more and more Zoom meetings to discuss how we should proceed. It was agreed that even if we were not able to have our usual ceremony in the Prudential Center, we should still do something on that day to celebrate our graduates (ECC has approx. 900 graduates every year). As the committee continued to meet and get input from our President and Cabinet, we decided that a video presentation that didn't try to simulate the event, but still marked the importance of the date would be best. *(full article on page 7)*



### Organizational Members



HELMER, CONLEY & KASSELMAN, P.A.

ATTORNEYS AT LAW





# Making Your Biggest Live Event of the Year into a Broadcast Production

**Victoria Timpanaro, Manager of Production Services, Essex County College – Newark, NJ**

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I gave a pitch to the committee that was very much based on what I was seeing the big networks and online communities doing. Let's have a small number of speakers and then give the students the chance to express themselves. The Media Production & Technology Center worked closely with the Dean of Student Affairs and the Student Life Department to 1) reach out to and solicit speeches from a handful of people in the college community and 2) get the word out to the students that we wanted them to participate. We split the work in two: I would edit all the speeches, work with the Graphics Dept. to get elements for a show open, lower thirds and credit sequence and put together the finished package, while the Chief Engineer would get all of the student submissions and compile them together. We set up a Google Drive and gave instructions on how to submit photos and videos for the event.

In the end it was decided that we would have speeches from the President of the college, the President of the Board of Trustees, the President of the school's Student Government Association and the President of ECC's chapter of the Phi Theta Kappa Honor's Society. We also had a quick introduction from the Associate Dean of Student Life to welcome the audience to the program. Then we had a great addition to the show. We were given a wonderful keynote speech from US Senator for the State of New Jersey, Corey Booker. This was an amazing addition to the program and was a truly moving and heartfelt speech about not giving up in the face of adversity.

As the speeches started to roll in, I started cleaning them up and editing the structure of the show together. I made an opening that featured photos of the campus and students with some great royalty free music from the internet (since I did not have access to the library of discs we keep in the office). At the same time, student submissions started trickling in. Reminders went out and we got another big surge of content, which of course went way past the deadline, but we did our best to accommodate everyone.

Since we did not have remote access to upload content to the channel server, I had been planning on putting the finished video onto our YouTube page and keeping it private till the day and time our ceremony was supposed to be. I uploaded the file and sent it off to a handful of people for approval and received pretty positive feedback. The only issue was that some of the submissions from students had included embedded music. YouTube gave me a warning that since we have well over the amount of followers for monetization, the video would be subject to commercial interruption. This would not work. There was a mad dash to solve the problem and a last minute renewal of our LiveStream account (which we had submitted a PR for, but had not yet been processed upstairs – with the offices mostly remote on campus, paperwork was behind for lots of things). In the end, LiveStream was re-instated in time and the file was uploaded in time to go live.

We spent Friday the 29th watching the number of views climb. Within three hours we hit 1,000 views. By the weekend we had almost doubled it. The end total was 2,180 views and while not everyone loved it (some had hoped for a virtual ceremony instead of a pre-recorded video), we received accolades for our work. There were definitely some moments where I was tearing out my hair trying to get people to meet deadlines, converting every type of media file known to man and making sure my poor laptop didn't have a heart attack, but I think we did a pretty good job on such short notice and under intense and unusual circumstances.

If you want to check out the video, here is the link: <https://livestream.com/essexcountycollege/events/9151382>



**NJLM Virtual Conference**  
105<sup>th</sup> Annual



<https://www.njlm.org/300/Conference>

*The NJLM Executive Board and Officers announce that the 105th Annual New Jersey State League of Municipalities Conference will be held as a Virtual Conference the week of November 16-20, 2020, providing League membership, exhibitors and other supporters of local government with an opportunity to engage with colleagues from around the State.*

## COMMITTEES CORNER

### Update for all JAG Committees

#### STANDING Committees

##### EXTERNAL RELATIONS COMMITTEE: ***Geoffrey Belinfante, Chair***

As summer wanes and we enter the fall, we on the External Relations Committee are preparing for a very busy fourth quarter. We have a renewed commitment to spreading the word about JAG using social media; we will continue to improve our website to better serve our members; and will be adding to the resources available to members on the website in the area of Policies and Procedures and Franchise Agreements. Toward that end, we would like to have member stations forward your policies and procedures documents and your cable franchise agreements to me at [geoffbel512@gmail.com](mailto:geoffbel512@gmail.com) so I can add them to the members-only section of the website. We also have ongoing efforts to add to both our general and organizational members. Unfortunately, we have lost several members of our committee in the past months so we are actively looking for new people to help us tackle these challenges. The commitment is really just one meeting per month, but we need some fresh thoughts as we continue to improve the organization. If you are interested, please let me know at the email address listed above. The External Relations Committee really needs your help.

##### FINANCE COMMITTEE: ***Linda Besink, Chair***

It's been a challenging year for us all, but JAG's budget process for 2021 will soon be upon us. The Finance Committee will soon be working on the 2021 budgets for our standing committees. Additionally, member dues invoices are planned to be emailed out in early October. If you could take a minute or two to let us know the proper person(s) to whom the dues invoices should be sent to JAG Treasurer Linda Besink at [lbесink@gmail.com](mailto:lbесink@gmail.com), it will be much appreciated. We want to ensure we have all necessary information before invoices are sent. Any questions or concerns may be directed to the JAG Treasurer as well. We look forward to an exciting and successful 2021.

##### PRODUCTION COMMITTEE: ***Lee Beckerman, Chair***

All of the JAG testimonials have been added to the JAG website in the gallery section and they will continue to be added into the body of the Website. The testimonials for the conference are on hold for now pending the resumption of the JAG conference. The committee will work to produce/solicit JAG testimonials on using stations capabilities during the Coronavirus outbreak.

The committee discussed the possibility of creating a 30 second/1 minute PSA pushing station use during the Pandemic. Something like: "Now more than ever you need to reach your community". PSA could be sent out to station to air, use on social media and JAG website. Lee will write a draft.

Now that we have a new JAG mission station, Geoff is going to go over his JAG video script and we will put together a meeting to hash over ideas for a "Why join JAG" video.

The committee discussed the resumption of the Access NJ TV program. Lee has created a three question questionnaire about stations interest in helping produce and air the program. We are going to send it out this week and hopefully also get it into the hands of independent producers who it is felt will be critical to producing the volume of programming needed to sustain the program. We also discussed the idea of coming up with a new name without the "New Jersey" in it to allow us to both export the show and possibly recruit other states to produce material if our own resources prove not to be up to it.

## COMMITTEES CORNER

### Update for all JAG Committees

#### AD HOC Committees

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

To continue from last months news about the Protecting Community Television Act, the Legislative Committee has been getting some responses from our Senators and Representatives. We have been pushing our leaders in order to remind them 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 needed to remind them on how they themselves have used our medium to get their message out over the years.

Remember, your eyes, hears, thoughts and contacts are greatly needed in keeping PEG fresh in the minds of our federal lawmakers. If you are interested in joining the Legislative Committee, please contact me at 732-376-6030 ext. 23538 or [davegarb@paps.net](mailto:davegarb@paps.net) .

##### Membership Committee: **Stephanie Gibbons (Chairs), Darryl Love (Vice Chair)**

The Membership committee will be reaching out to members to update their current information and to explain the benefits of being a JAG member starting in October. So expect to hear from a member of our committee soon. The membership committee is looking for JAG members to help with this outreach effort. If you like talking to other members about JAG and find out what they think about the organization can you give us a few hours a week for the month of October? Please contact us.

If you enjoy being a member of JAG and want to help current & new members know more about the organization please consider joining the membership committee. Our next meeting is scheduled for Nov. 10. If you are interested please contact Darryl Love at [DFLove@aol.com](mailto:DFLove@aol.com) or Stephanie Gibbons at [Stgibbons@verizon.net](mailto:Stgibbons@verizon.net).

##### Leadership Development Committee: **New Committee**

During this year's Executive Board Retreat there was a discussion about increasing membership and increasing participation by the membership on committees and in leadership positions. JAG's Vice President duties includes management of all of the JAG committees and welcoming new members. The formulation of this committee will handle those responsibilities and be chaired by JAG's Vice President. Additional action items of the committee will include support of committees' personnel needs and skills required and increasing membership in JAG. The committee will be made up of representatives from all existing Standing and Ad Hoc committees. A more comprehensive look at this committee will be featured in the October newsletter.

##### JAG Awards Committee: **George Fairfield, Chairs**

JAG Awards wants YOUR VIDEO!! Creative COVID video? Innovative Recording? Get them ready for submission to the 2021 JAG Awards! If you would like to be part of the 2021 JAG Awards Committee, please email George at [gfairfield@piscatawaynj.org](mailto:gfairfield@piscatawaynj.org) to receive the meeting notice.

##### Conference Committee: **Currently suspended operation**

Discussions have begun as to how JAG might address having a virtual conference.

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

[www.jagonline.org](http://www.jagonline.org)

[info@jagonline.org](mailto: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