

### Trustees 2020-2021

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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

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## Your Municipal Communication Resource

### Connecting Your Town to Your Residents

### JAG Needs To Hear From You!!

Each month I sit and think about what I am going to write to the membership in my monthly articles. I continue to inform the members about the upcoming webinars, monthly meetings and social hangouts. I give you information about legislative updates, technology highlights and more. I hope that each month you find this information to be of use to you. But now I need to hear from you!



So for this month I have a series of questions that I am asking each JAG Member, Producer, Staff, Volunteer or anyone who reads this article to consider and email their answers back to me. So let's give it a try. I ask that you email me at [bduthaler@jagonline.org](mailto:bduthaler@jagonline.org) with the Subject Line: "What I Want From JAG" along with your answers to the questions below:

- 1) Are there any specific webinar topics you would like to see JAG cover?
- 2) Do you want me (Bob Duthaler) to continue to hold online "Social Hangouts"?
- 3) Virtual Conference Questions:
  - a. Should JAG Hold a virtual conference in the spring?
  - b. Would you attend a virtual conference?
  - c. Would you pay to attend a virtual conference if the rate was reasonable?
- 4) Do you prefer online/virtual or in person JAG Meetings?
- 5) JAG Video Awards
  - a. Should We Continue the JAG Video Awards?
  - b. Should We Continue the One Free Entry?
  - c. Would you be willing to enter more than one video?
  - d. What can we do to improve the JAG Video Awards?
  - e. Would you enter if the awards were virtual?
- 6) Would you be willing to be on a JAG Committee?
- 7) What would you like the JAG Board to know?

So again, I ask that you take the time, answer the questions, and email your responses back to me. Your input will be a valuable tool to help the JAG Board and myself steer the organization in the direction in which its members want to go.

Finally, as I mention 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

There is no doubt that COVID-19 is the big story of 2020. While the immediate health and economic concerns are obvious and significant, there will be long term changes to the way we live and work that won't be obvious until we settle into the new normal.

In the immediate future, Community Broadcast will have an important role as we try reopen government and schools this fall with the ever present risks of COVID-19. We will continue to broadcast virtual meetings and help educators reach children who may be learning from home. Community Broadcasters can help viewers feel connected as they spend more time in their homes with less social contact.

Many of us are testing new technologies to meet the immediate needs of communities, including remote live video feeds, remote video production, Zoom meetings, and remote education and collaboration tools. COVID-19 is certainly accelerating the adoption of remote everything. Major tech companies like Google are maintaining remote work through 2021, and Twitter has made it permanent for its employees. The risk of doing nothing new is much higher than trying new things and accepting the occasional glitch. It's a great time to roll-up your sleeves and experiment.

There is little doubt the pandemic will have a long lasting effect on Community Broadcast and how stations operate. Even after a COVID-19 vaccine becomes available, hopefully in the near future, some in our communities may continue to be hesitant about gatherings in public places and travel. Others may choose the convenience of Zoom meetings vs. braving traffic jams. Most will have learned to use new technologies and applications that makes their lives more convenient.

As we prepare for the COVID-19 new normal, here are some of the likely impacts Community Broadcasters should be thinking about:

- 100% remote capability. Across your broadcast equipment chain, capabilities that enable remote operations will be critical. Everything from remotely uploading programming, previewing and monitoring channels and live sources, and remote interface access to just about every piece of equipment in your facility. This also will drive the need for tighter IT security and best practices.
- The drive to the cloud. One of the big benefits of the cloud has always been ease of access from anywhere, plus eliminating the need for on-site physical rack space, power, and equipment maintenance. Complete broadcast and live production chains will move even faster to the cloud. If you are not looking at how to move more of your workflow to the cloud now, you will be soon.
- IP video adoption. You'll need to more flexibly support IP and streaming video. You'll no longer be able to rely on video sources being on premise, they can and will be coming from everywhere, including Live productions. That also means over the public Internet, so new protocols designed specifically for reliably delivering video over the Internet will be adopted more quickly.
- Deeper automation & AI. When you can't always make it into the station, intelligent automation that practically guesses your next step becomes even more important. When access becomes difficult, any workflow that requires manual intervention takes even more time.
- Hybrid Meetings. As we reopen, meetings will include key participants both in and out of the meeting room. Video display of on-site and remote speakers and participants, quality audio with tighter synchronization, low latency, and closed captioning will all be required.

Next year in 2021, we will be able to look back on 2020 and see how the pandemic pushed us to change the way we do things, in many cases for the better. We will see what worked and what didn't. We will all be changed for the better. Community Broadcasting will be different but stronger because we endured some hard times and proved our value to our communities during an unprecedented crisis. Be Safe.



**Special Event for Members**



**A JAG WEBINAR**

**Lasting Impact of COVID-19 on Community Broadcast**

**August 26, 2020 @ 2pm**

**Panelists: Jesse Lerman, President & CEO, TelVue and Bob Duthaler, President, JAG**

***Access information will be sent to the membership prior to the event.***

# Committees

# Volunteerism

**Rich Desimone, Managing Director**

JAG has begun its annual retreat. Due to Covid-19 the board will meet for three hours on a series of dates via a virtual provider. The board will evaluate JAG's efforts to fulfill its mission, goals and membership benefits. This includes a review of the structure of the organization, the Policies & Procedures, JAG's Bylaws, Committee Action Plans, Finances, and the future direction of the organization. The External Relations committee welcomes Doug Seidel from Piscataway to the committee to work on JAG's social media and internet marketing.



Executive 2020 Meeting second Wednesday 11:30AM	Production 2020 Meeting first Monday 11AM	Membership 2020 Meeting first Monday 1PM
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	Geoffrey Belinfante- Access NJ	OPEN-Membership Renewal Follow up
Geoffrey Belinfante, External Relations	Legislation 2020 Meeting second Tuesday	Conference 2021 Closed
Rich Desimone: Managing Director Action Plan/Policies & Procedures/Bylaws	Dave Garb (Chair):	OPEN (Chair)
Finance 2020 Meeting second Tuesday 11AM	Linda Besink: (Secretary)	OPEN (Secretary)
Linda Besink: (Chair)	Bob Duthaler: NJLM	Linda Besink: Treasurer, Registration
TBD: (Secretary)	Ada Erik: NJ Legislation	OPEN- Registration Manager
Bob Duthaler: Executive Chair	Nick Besink	OPEN- Workshops
Dave Garb	Dave Bandfield	OPEN- Affinity Lunch & topics
Lee Beckerman Production Chair	Jeff Arban	OPEN- Marketing
Jeff Arban	OPEN	OPEN- P&D, Tec Support
Geoffrey Belinfante External Relations Chair	JAG Awards No regular meeting time set	OPEN- Photographer
OPEN	George Fairfield (Chair)	OPEN- Student Symposium
External Relations 2020 Meeting third Monday 11am	various members: (Secretary)	OPEN- Power
Geoffrey Belinfante (Chair)	Dave Garb	OPEN- Social media
TBD (Secretary)	Lee Beckerman	OPEN- Video Production
Stephanie Gibbons: Members	Bob Duthaler	OPEN- AV Support
Bob Duthaler: NJLOM Join Session, JAG Session, Booth Staffing and rooms, Web Site	Bob Nicholson	OPEN- Student Management
Cindy Hahn: JAG Newsletter, Writer/Editor	Dave Bandfield	OPEN- Trade Show Set Up/AV Support
Doug Seidel-Social Media	OPEN	OPEN- Trade Show Set Up/AV Support
Dustin Weeks		Rich Desimone: Managing Director Conference Coordinator
George Burmiller		Outside Contract: Web Site, Program, Fliers
Dave Garb		Outside Contract: Audio Support
Jeff Arban		Outside Contract: Web Site, Program, Fliers
OPEN		Outside Contract: Audio Support
Rich Desimone: Managing Director JAG Newsletter Editor		
Outside Contract: JAG web site		

## Bits & Bytes

### JAG meeting schedule

- Aug 19, 9am — Executive Board Retreat via Virtual Video Services Part 2 of 4
  - Policies & Procedures Review
  - Bylaws Review
  - Committee’s Action Plan Evaluation
- Aug 26, 9am — Executive Board Retreat via Virtual Video Services Part 3 of 4
  - Finance
  - Future direction of JAG
- Aug 26, 2pm — A JAG Webinar: ***Lasting Impact of COVID-19 on Community Broadcast***
  - Panelists : Jesse Lerman, President and CEO, TelVue Corp. and Bob Duthaler, President, JAG
- Sept. 1, 11am — Finance Committee Meeting via Conference call
  - Updating Database
- Sept. 1, 1pm — Membership Committee Meeting via Conference call
  - Delinquent Membership outreach
- Sept. 7, 11am — Production Committee Meeting via Conference call
  - Testimonials/JAG Promo
- Sept. 8, 11am — Legislative Committee Meeting via Conference call
  - Protecting Access Television Act support
- Sept. 21, 11am — External Relations Committee Meeting via Virtual Video Services
  - Vendor Presentation/Website updates/Newsletter
- Sept. 30, 12:10pm — General Meeting via Virtual Video Services
  - Presentation by Varto Communication

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### JAG Spotlight:

#### **ADAPTING IN THE TIME OF COVID, Linda Besink, Oradell TV**

In the second week of March 2020, at the Oradell (NJ) Mayor & Council work session, a presentation was given to the governing body for a proposed special needs housing project. As usually happens when a larger audience is expected, the meeting was held in a larger room rather than the Council chamber. This involves at least two hours of extra equipment set up for the community access facility OPTV, but still, so far so good. What complicated it all further was experiencing the initial days of COVID turmoil.

*(full article on page 5)*



## ADAPTING IN THE TIME OF COVID

Linda Besink, Oradell TV

Spotlight

In the second week of March 2020, at the Oradell (NJ) Mayor & Council work session, a presentation was given to the governing body for a proposed special needs housing project. As usually happens when a larger audience is expected, the meeting was held in a larger room rather than the Council chamber. This involves at least two hours of extra equipment set up for the community access facility OPTV, but still, so far so good. What complicated it all further was experiencing the initial days of COVID turmoil. Residents who wanted to be heard on both sides of the issue were advised to stay home if they had any sign of sore throat or any other respiratory issues, and hand sanitizer was placed on tables at all entrances. About half the usual number of chairs were set up. No one shook hands or hugged, instead they bumped elbows, if that. Masks were not universally in use yet.



Oradell's mayor used OPTV as her main resource to record updates on how the virus was affecting the Borough. She did this on an as-needed basis, whenever she had new information or anything of import to share. OPTV crew, who were self-isolating anyway, set themselves at her convenience to record all updates.

By the regularly scheduled Mayor & Council meeting at the end of March, all Council members called in with the Mayor, Borough Clerk and Borough Attorney sitting six feet apart on the dais – just like the Governor's press conferences. OPTV covered this with robocams and one manned camera. This required fewer crew members to broadcast.

In June, Council work sessions and meetings resumed in the larger room so the Council members could sit at least six feet apart. OPTV used only one camera for the first two of these meetings and gradually worked up to three cameras. For the foreseeable future, this will be the Council meeting setup.

OPTV also broadcasts the land use board meetings. For the months of April, May and June these meetings were suspended. Planning Board meetings resumed in July as Zoom-only, and broadcast otherwise as usual. The Zoning Board had broadcast a Zoom meeting in July, with a socially-distanced meeting in the larger space planned for mid-August. It's been a roller coaster ride for OPTV!

Oradell Public School (K-6) has always been rather independent and have not availed themselves of OPTV's offers to broadcast their BOE meetings. So there were no changes to OPTV's operations in this regard. The middle school and regional high school situations are similar, both for BOE meetings and school sports.

OPTV has broadcast every press conference that Governor Murphy has held, airing it live and re-broadcasting it twice more each day in its entirety. This continues for every day the Governor holds a press update. It fulfills OPTV's mission to provide this.

OPTV held a production meeting in late February, brainstorming for ideas which gave rise to multiple action items that excited everyone involved. However, these ideas and plans were quickly and sadly put on "hold," and remain so.

OPTV is an all-volunteer community media facility. The facility broadcasts on FIOS and Optimum, as well as internet streaming and VOD.



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***

In the last few days there have been a flurry of emails to and from JAG members about one thing or another and I was struck by how important the community we have developed has become. Each day Princeton provides us with copies of Governor Murphy's press conference, and when the Princeton station lost power, there were other members that stepped up to provide the coverage. We also learned of some recent success with our legislative initiative to get more of the New Jersey Congressional delegation to sign on to the Protecting Community Television Act. Lately, we at the External Relations Committee have had some small success in renewing some of our Organizational Members whose financial support has lapsed. While our recent successes are testimony to the strength of our organization, we still need your help. Doug Seidel from Piscataway has joined the committee to take on some of the social media and internet marketing that we so desperately need, but we still need others to help spread the word about the valuable work that JAG and our members do. Please join us on the External Relations Committee and help us promote the good work being done by our humble little organization. To serve on our committee just contact me—Geoff Belinfante, Chairman, External Relations Committee at [geoffbel512@gmail.com](mailto:geoffbel512@gmail.com).

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

We still have several members who have not renewed their dues for fiscal 2020. While we realize that this has been an exceptionally difficult year so far, if you have not renewed your membership and still using the TelVue server, for example, you must ensure your membership status is in good standing. Utilizing any membership benefits without renewing your membership is unfair to those who have sent in their dues. If you are uncertain as to your membership status, please email JAG Treasurer Linda Besink at [lbesink@gmail.com](mailto:lbesink@gmail.com) and your note will be answered promptly. If your dues payment is in process, please advise the Treasurer of that as well. Thanks and stay well!

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

The Production Committee met twice this month. The videos we produced for the New Jersey League of Municipalities are complete and have been delivered to the League. They appear to be happy with them. All the testimonials we shot have been completed. The first batch has been populated onto the JAG website and additional ones are going to be added. The video we shot for the conference will be added to the conference website when the conference resumes. We are going to shoot three additional ones using township officials dealing specifically with station responses to Covid 19 this month and plan to add them in a prominent position.

The JAG mission statement has been completed and we are going to move forward with the plan to create an elevator speech and use it as the basis for a why join JAG video. Geoff will dust off the speech he wrote last year and update it and Lee and Bob will work with him at the end of August to tweak it and start to write a video script.

The committee had a second meeting to discuss the resurrection of the Access New Jersey Program. We had been waiting on Montclair State University to possibly help with the production but because of the current state of the pandemic it was decided that we should move ahead with a pilot episode and add Montclair at a later time if we can work out an arrangement. The main concern is buy in from the membership so the committee will issue a small questionnaire to try and gauge interest in producing segments and seeing if stations will agree to air the program. We would need some buy in from the individual producers as well and we believe it will be of value to them as a way of getting information about their shows out to the public. We are also concerned about quality, so we are going over the original submission standards to see if they need updating.

It was decided to put together a volunteer team that could help stations who do not have access to the necessary expertise to produce segments while adhering to quality standards when needed. Bob Duthaler will shoot and produce the wrap around segments for the show, and Rob Horvath will edit the pilot episode. Bob Duthaler, Anthony Pagliuco, Geoff Belinfante and Nick Besink will be the crack team to help towns with production needs and Lee Beckerman will put together the questionnaire and oversee production of the show. We are always looking for volunteers to help!

## COMMITTEES CORNER

### Update for all JAG Committees

#### AD HOC Committees

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

The Legislative Committee has finally reached out to New Jersey's national leaders with an amazing letter. We related the story of the 621 Order that the FCC forced on us and described concisely what this ruling will actually do to hurt PEG, and every townships Rights of Way rules and their ability to enforce them. The letter recounted how PEG has been on the front line during this pandemic as a major communications conduit between our local and state officials to our residents and what it would mean to our citizens if this were to change. We described how the Order could be a windfall for the cable companies as it allows them to eat away at our franchise agreements, along with our much needed fees.

Well, persistence pays off.... We are hearing from our elected officials in a big way! Representative Donald Payne from the 10th District was the first to answer our pleas. He is the lone Congressman from New Jersey who, at this time, has Co-Sponsored the Protecting Community Cable Act (HR5659). He is very eager to help our cause, as well as to help change back the Right of Way Issue. I personally have been back and forth with his office offering them information and facts supplied by JAG, and our friends and partners from NATOA and the ACM. We have now become a major point of contact for stats and data to help turn the course of the ruling.

There are a few more Congressman who have recently reached out to us, but I will tell you more about that as our relationships progress with them. Things have gone from moving at a snails pace to moving at lightning speed. I myself don't believe it, but the process to make changes with this Order for the good of all of us has become quite intriguing. I would personally like to commend the Legislative Committee on helping to craft a strong letter that is now receiving great attention from our highest ranking New Jersey officials.

As I say in every article, your eyes, ears, thoughts, perspectives and contacts are greatly needed in keeping PEG fresh in the minds of our lawmakers on every Government level. If interested in joining our committee, please contact me. 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: *Darryl Love and Stephanie Gibbons (Co-Chairs)*

The Membership committee will be launching a JAG Awareness phone campaign this fall to ensure that all JAG members are aware of the current benefits. We want to know what benefits are most valuable to you. We want to know what you think about the organization. The membership committee meets on the first Tuesday of the month at 1pm. We are also looking for new members to the committee, so if you like to talk about JAG to other people maybe this committee is for you. Please consider joining us. If you are interested please contact Stephanie Gibbons at [Stgibbons@verizon.net](mailto:Stgibbons@verizon.net) or Darryl Love at [DFLove@aol.com](mailto:DFLove@aol.com).

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

Have you produced a creative COVID video? Did you record a meeting in a new innovative way? We will be looking for those videos when the 2021 JAG Awards opens for submissions. Get them ready and stay tuned! 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.

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