

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
 Presentations- 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

Your Municipal Communication Resource
Connecting Your Town to Your Residents

JAG Will Be Here For You This Summer

Summer plans changed? No vacation this year? Don't worry, you can always hang out with your best friend JAG. Yup that is what I said. JAG will be here for you all summer long. Although we do not have regularly scheduled general membership meetings during the months of July and August, we will continue to have Webinars and Virtual Hangs. JAG will continue to keep you updated on trends, legislation and more via our newsletters, special webinars and virtual hangs and happy hours. In fact, during our last virtual hang/happy hour we even had musical entertainment by JAG member Bob Nicholson!



Join us Wednesday, July 8th for our next webinar in which our special guest Mike Wassenaar, President and CEO of the Alliance for Community Media, will give us an update on Access Stations across the county. How did they handle the COVID-19 Crisis? How did they continue to operate and make themselves essential? What does the future hold? JAG Member Stations can learn a lot from what others are doing across the country. This is a must attend webinar for all members. Please check your email for more details.

In addition, I continue to hold impromptu, informal online sessions – including one on Wednesday, July 15th at 4pm. Yup, that is the new tax day for 2020! File your taxes, grab yourself a nice cold drink and join us online for our open ended questions and answer sessions. Plus you never know who will attend and what surprises we might have! 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 sessions at our meetings on steroids.

We will continue with our new streamlined meetings in September 2020. All committee reports will be sent out with the Agenda prior to the meetings, giving members a chance to read up on committees and ask specific questions to committee chairs. In addition, each meeting has a special discussion topic, allowing all members to engage each other on this specific topic. If you have an idea for a specific topic of interest, please send me an email at bduthaler@jagonline.org, and I will be happy to look into it and reach out to you as well.

As I mentioned last month, hopefully our June meeting was JAG's last all virtual meeting. We hope to have a combination virtual and onsite meeting depending completely on health restrictions and what is best for the safety of all our members. Until that time, we ask that all members be on the lookout for the online meeting agenda, participate online with video or 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 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. Have a great summer and don't forget to hang out with your best friend JAG!

Bob Duthaler

President, Jersey Access Group

Access Stations across the county handling the COVID-19 Crisis

The Covid-19 pandemic has presented challenges every step of the way for local governments and community access stations.



Closures, demands for emergency communication, personal safety for staff and volunteers and re-envisioning services for social distance are among the problems PEG channels have had to face.

Now many communities are struggling with re-opening and figuring out how to deal with Covid-19 in the long term.

Join me for a JAG Webinar on July 8 at 2pm and we'll talk about how stations have coped and come up with solutions to help their communities and local governments, and what we may expect in the coming months.



Special Event for Members

A JAG WEBINAR

Handling the COVID-19 Crisis

July 8, 2020 @ 2pm

Special Guest: Mike Wassenaar

President & CEO, Alliance for Community Media

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

The Woodbridge Channels were just finishing up seasonal basketball coverage with a Boy's State game on the road in Carteret. News was that US cases of a novel coronavirus were rising, and the crew was conscious of being in a packed gym and tried to set up in the least populated area. The following Sunday, March 8th, we covered our annual St. Patrick's Day Parade. Thousands of jubilant onlookers lined the street, and my crew and I packed into our mobile production unit. That was the last normal day we had. By the end of that week everything had changed.

As we abandoned our plans for spring baseball, Arts programming, concerts, business openings, studio programs, township celebrations and myriad public events, we sat back and wondered what the channels would look like in the age of COVID 19.

The first priority was to get out information on the Township's COVID-19 exposure and the steps that local government was taking to combat the spread. As the governor began his daily briefing, the township realized the need for the kind of hyper-local information that we were well positioned to deliver and on Monday March 19th, we began the Mayor's daily coronavirus message. We've continued to produce the 4-6 minute, weekday message about the impact of the virus on Woodbridge Township, including infection and death numbers and areas of the town affected, as well as local services available to help. Programs have also appeared in both Spanish and Gujarati (an Indian Dialect). The programs are distributed on YouTube, Twitter and Facebook as well as our Comcast Cable channel.

With our usual sources of programming interrupted, we sought other ways to serve the community. We began a bi-weekly Storytime with our Mayor reading to kids which has been popular since the loss of school and library programs. With our local community center/exercise gym closed, we increased the frequency of our Seniorsize exercise show and revived old episodes. We opened the vaults and re-aired concerts and events recorded during 30+ years of coverage. We distributed "Saturday Morning Cartooning," a drawing program produced by the Township arts center as well as Zoom meetings between the township and school students. Our regular programming such as Town Council and Board of Ed meetings continued but required modifications such as phone-in communications and live feeds.

Our second "bulletin board" text channel shifted to an all-COVID format, with information on municipal closures, the Census, updated election information and contact numbers.

Internally, the Township started using our resources for communication with news outlets and we set up a Facebook Live/Zoom studio for the Mayor to interact with outside news sources. To comply with Sunshine Laws, we began to video and stream municipal bid openings. We started creating internal information videos for the municipal workforce on upcoming rule changes, and public comments for the Woodbridge graduations.

The schools worked to do virtual distance learning initiatives such as a virtual evening with your writers and virtual honors society events. The township held events honoring local High School groups that raised funds to work to purchase food from local restaurants to feed emergency service workers and families as well as donating gift cards to the local food pantries.

As things began to open up a little, we used the channel to publicize our local food pantry system and our soup kitchen - giving out information on how and where to donate, as well as how and where to get boxes of food for your family and hot meals. We covered a "no public present" Memorial Day service to share with the township. We created a program highlighting our upcoming primary election, along with all the rules and polling changes of a new and very different election system. Perhaps most importantly, we were able to air the funeral procession in honor of our Woodbridge First Aid Chief who succumbed to the COVID 19, and because of social distancing had to have a downsized funeral.

To make this happen we reconfigured our server system to accommodate moving large amounts of data to remote locations to allow for remote editing. This allowed for less staff to be physically on site at our studio, although staff was present and working all through the pandemic.

Currently we are working on livestreaming graduations from our three high schools and putting together infrastructure to go live with summer concerts for those who prefer not to attend, although we plan to have an audience using social distancing. We are also planning to do lectures and "no audience" concerts from our local arts center and summer craft and reading programs from our library.

As the Township continues to open up and we continue to deal with this pandemic, our job remains to bring the best that our town has to offer to our residents using as many formats as possible. While we can't gather together, we can serve as a conduit for fostering that sense of community and local identity that hold our community together.

Committees

Volunteerism

Rich Desimone, Managing Director

All committee chairs are ending the 2019-2020 Action Plan which will be reviewed at the Executive Board Retreat in August. All committees have established regular scheduled monthly meetings: First Monday- Production, First Tuesday- Membership & Finance, Second Tuesday- Legislative, Second Wednesday- Executive, and Third Monday- External Relations.



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	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 11AM	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
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- Photographer
External Relations 2020 Meeting third Monday 11am	JAG Awards No regular meeting time set	OPEN- Student Symposium
Geoffrey Belinfante (Chair)	George Fairfield (Chair)	OPEN- Power
TBD (Secretary)	various members: (Secretary)	OPEN- Social media
Stephanie Gibbons: Members	Dave Garb	OPEN- Video Production
Bob Duthaler: NJLOM Join Session, JAG Session, Booth Staffing and rooms, Web Site	Lee Beckerman	OPEN- AV Support
Cindy Hahn: JAG Newsletter, Writer/Editor	Bob Duthaler	OPEN- Student Management
George Burmiller	Bob Nicholson	OPEN- Trade Show Set Up/AV Support
Dave Garb	Dave Bandfield	OPEN- Trade Show Set Up/AV Support
Bruce Goldsmith		Rich Desimone: Managing Director Conference Coordinator
Dustin Weeks		Outside Contract: Web Site, Program, Fliers
Jeff Arban		Outside Contract: Audio Support
OPEN- Social Media		
Rich Desimone: Managing Director JAG Newsletter Editor		
Outside Contract: JAG web site		

Bits & Bytes

JAG meeting schedule

- July 8, 2pm — JAG Webinar via Virtual Video Services
 - Mike Wassenaar, President & CEO, ACM
- July 8, 11:30am – 1pm — Executive Board meeting via Virtual Video Services
 - Committee Reports: Updating Action Plan
 - NJOM Sessions
 - Board Retreat
- July 14, 11am — Legislative Committee Meeting via Conference call
 - Protecting Access Television Act support
- July 15, 4pm — JAG Virtual Social Hang/Happy Hour hosted by Bob Duthaler, President JAG
 - A casual conversation on our current work conditions
- July 20, 11am — External Relations Committee Meeting via Virtual Video Services
 - Vendor Presentation/Website updates/Newsletter
- Aug 3, 11am — Production Committee Meeting via Conference call
 - NJLM videos/Testimonials/JAG Promo
- Aug 4, 11am — Finance Committee Meeting via Conference call
 - Updating Database
- Aug 4, 1pm — Membership Committee Meeting via Conference call
 - Delinquent Membership outreach
- Aug 11, 11am — Legislative Committee Meeting via Conference call
 - Protecting Access Television Act support
- Aug 17, 11am — External Relations Committee Meeting via Virtual Video Services
 - Vendor Presentation/Website updates/Newsletter
- Aug TBD — Executive Board Retreat via Virtual Video Services
 - Review of past years operation
 - Committee’s Action Plan Evaluation
 - Bylaws/Policies and Procedures Updates
 - Goals & Member Benefits
 - Future direction of JAG

JAG Spotlight:

Operating in the Age of COVID-19, Lee Beckerman, Station Manager, The Woodbridge Channels

The Woodbridge Channels were just finishing up seasonal basketball coverage with a Boy’s State game on the road in Carteret. News was that US cases of a novel coronavirus were rising and the crew was conscious of being in a packed gym and tried to set up in the least populated area. The following Sunday, March 8th, we covered our annual St. Patrick’s Day Parade. Thousands of jubilant onlookers lined the street and my crew and I packed into our mobile production unit. That was the last normal day we had. By the end of that week everything had changed.

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(full article on page 3)



Organizational Members



HELMER, CONLEY & KASSELMAN, P.A.

ATTORNEYS AT LAW



COMMITTEES CORNER

Update for all JAG Committees

EXTERNAL RELATIONS COMMITTEE: *Geoffrey Belinfante, Chair*

As we see a continued rise in Covid 19 cases around the country, it's clear that this health crisis is far from over. Those of us involved in JAG should all be reminded of the importance of the work we do bringing local information to our communities. Time and again during this pandemic, those of us involved in the programming of PEG channels have proven just how important we are to our communities. We on the External Relations Committee are still trying to figure out the best way of promoting the roll we have played in fighting the virus over the course of the last six months. As always, we are seeking help to get the word out. If you have any experience in social media marketing, public relations or web design, please let me know. We need your help on the External Relations Committee. Geoff Belinfante geoffbel512@gmail.com

FINANCE COMMITTEE: *Linda Besink, Chair*

We hope everyone is coping well during this time, and staying safe and healthy. Several municipalities and Boards of Education had budget constraints that were specific to this year and the virus delays. Therefore we await membership dues payments for some of our members. If you are unsure of your membership status, please email JAG Treasurer Linda Besink at lbesink@gmail.com and you will receive a quick reply. You may pay your membership dues online at www.jagonline.org via PayPal.

PRODUCTION COMMITTEE: *Lee Beckerman, Chair*

All the testimonials have been completed and have begun appearing on the JAG Website.

The Conference testimonials are also completed and will be put on the conference website when the conference resumes.

The committee is looking into producing a video on what stations are doing to keep citizens informed and engaged during the current pandemic.

The production committee has finished the production of six videos for the NJ League of Municipalities We are still awaiting final notes on the last video for possible revisions.

We intend to begin moving forward 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 will now try and meet on the first Monday of every month when possible.

AD HOC COMMITTEES

Legislation Committee: *Dave Garb, Chair*

The Legislative Committee is finally about to reach out to our leaders reminding them of the importance of PEG and how we have been in the forefront during this historic pandemic as a major communications lifeline between our local and state officials and our residents. Letters are ready to be sent out right after the primaries.

Your eyes, ears, thoughts and contacts are greatly needed in keeping PEG fresh in the minds of our lawmakers on every Government level. If you are interested in joining the Legislative Committee, please contact me at 732-376-6030 ext. 23538 or davegarb@paps.net.

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

The committee is reaching out to members who have not renewed. If there is an issue of renewing your membership due to the pandemic or if you have not seen your invoice, please contact us. The Membership Committee meets the first Tuesday of the month at 1pm. 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*

If you would like to be part of the 2021 JAG Awards Committee, please email George at gfairfield@piscatawaynj.org to receive the meeting notice.

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