

### Trustees 2021

Bob Duthaler Pres.- 2023  
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 Linda Besink Treasurer- 2023  
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### General Meeting Schedule 2021

**Feb. 24- Virtual**  
 Presentation- TelVue  
**Mar. 31- Virtual**  
 Presentation- TBD  
**Apr. 28- Virtual**  
 Presentation- TBD  
**May 27- Virtual**  
 Presentation- RUSHWORKS  
**Jun. 24- Virtual**  
 Presentation- TBD  
**Sept. 29- TBD**  
 Presentation - Varto  
**Oct. 27- TBD**  
 Presentation- Cablecast  
**Dec. 1- TBD**  
 Presentation- DeSisti  
**Jan. 26, 2022- TBD**  
 REORGANIZATION  
 Presentation- TBD

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## Your Municipal Communication Resource

### Connecting Your Town to Your Residents

#### To Conference or Not To Conference? We Have The Answer

It's no surprise that JAG did not hold an in-person conference during the midst of the pandemic in 2020. Not only was it not safe for our staff, members, vendors and guests – the State of New Jersey had declared a state of emergency. We weren't alone. The NATOA national conference, New Jersey League of Municipalities and even the ACM went virtual.



Now it's the year 2021 and it was the hope of the organization that we could hold an in-person event again. Unfortunately, there was no magic at the stroke of midnight on New Year's Eve. The pandemic is still an issue throughout the country. We might be on the right path with people practicing social distancing and the vaccines being introduced, but now is still not the time to hold a big event like our conference in a closed, indoor space. Again, we are not alone. Both the ACM and NATOA are doing virtual events for their upcoming conferences. NAB has moved their event to the end of 2021 and NJLOM is hopeful for a late November conference again in Atlantic City.

Let me jump back to the title of this article, "To Conference or Not To Conference? We Have The Answer". Good news, JAG does have the answer! We are going to do a virtual event this year. The goal is to provide a wide variety of informational & education sessions, vendor presentations and networking. The details are to be worked out and I need your input and help.

To help shape this event and make it successful for JAG Members, vendors, sponsors and the JAG Organization we need to create a conference committee made up of people who will be invested in this event. That is why I am reaching out to our membership to get people involved. Let me start with this, here is my email address: [bduthaler@jagonline.org](mailto:bduthaler@jagonline.org). Please send me an email ASAP letting me know you are interested. I will reach out to you and get you involved with the committee. The next meeting is scheduled for Thursday, February 18th @ 2pm. We will be meeting virtually.

Here are some things that we are currently thinking about:

- 1) Conference Date: May or June?
- 2) How many days?
- 3) What days of the week and time?
- 4) What sessions would our members like?
- 5) What vendors would you like us to get involved?
- 6) How can we incorporate the JAG Awards?

The only way we can answer these questions and provide the best possible conference, is to get the membership involved. We need members to be invested in the conference. On the plus side, this is a virtual event. We are not asking you to do heavy lifting, travel long miles or even stay overnight at a hotel. We are asking for your number one quality – your thoughts! Your input is vital to make this event successful. Let me restate my contact information, here is my email address: [bduthaler@jagonline.org](mailto:bduthaler@jagonline.org) Please send me an email ASAP letting me know you are interested. I will reach out to you and get you involved with the committee. The next meeting is scheduled for Wednesday, February 17th @ 2pm. We will be meeting virtually.

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, 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.



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 REORGANIZATION MEETING AGENDA – 12:12pm Start Time**

***Wednesday, February 24<sup>th</sup>, 2021*** 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 Jan. 2021 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\* ***Over The Top: Jag Stations and Cord Cutters***

- Future Topic Ideas

12:50-1:40pm \*Presentation\*

- Jesse Lerman, President/CEO, TelVue Corporation

1:40pm-1:50pm \*Committee Reports\* Attached

- Committee Reports
  - Standing Committee Reports
    - Executive [Bob Duthaler Chair, Dave Garb Vice Chair]
      - ◆ *Report Highlights and Questions*
    - Finance [Linda Besink Chair, Jeff Arban Vice Chair]
      - ◆ *Report Highlights and Questions*
    - Production [Lee Beckerman Chair, Anthony Pagliuco, Vice Chair]
      - ◆ *Report Highlights and Questions*
    - External Relations [Geoffrey Belinfante Chair, Dustin Dumas Vice Chair]
      - ◆ *Report Highlights and Questions*
  - Ad Hoc Committee Reports
    - Membership [Stephanie Gibbons Chair, Darryl Love Vice Chair]
      - ◆ *Report Highlights and Questions*
    - Legislative [Dave Garb Chair, Linda Besink Vice Chair]
      - ◆ *Report Highlights and Questions*
    - JAG Awards [George Fairfield Chair, Bob Nicholson Vice Chair]
      - ◆ *Report Highlights and Questions*
    - Leadership Development [Dave Garb Chair, Doug Seidel Vice Chair]
      - ◆ *Report Highlights and Questions*
    - Conference [Officers: TBD]
      - ◆ *Report Highlights and Questions*

1:50p.m.-2:00p.m. \*Continuing Business\*

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](mailto:bduthaler@jagonline.org)

***Look For Webinars and Ongoing Virtual Social Hang/Happy Hour Sessions throughout the year.***

***The next meeting is Wednesday, Mar. 31<sup>st</sup> .***

***Details can be found in upcoming JAG Newsletter.***

## Broadcasting in a Virtual World

By Jesse Lerman, President and CEO, TelVue Corporation

## Feature

Between advancements in technology and the pandemic, the progression to an increasingly virtual world is accelerating. Almost everything is veering virtual - work, school, meetings, events, conferences, major motion picture releases, doctor's appointments, grocery shopping, you name it. While vaccines will hopefully reopen the world soon this year, there is little doubt that virtual is here to stay, including throughout the broadcast industry.



For community broadcasters, the virtual trend might have started with establishing remote access to existing, on-premise equipment, and a few live feeds migrating from dedicated meeting rooms to streaming video conferencing platforms like Zoom. Even this first step presented new challenges for broadcast engineers and operators--as you were used to having hands-on access to everything in your broadcast chain.

At this point it is clear that remote live production will quickly become the norm, and more of your equipment and applications will move to the cloud. IP video, cloud integrations, and mobile devices are becoming the glue for broadcasters in a virtual world, and will change the way we think about workflow, operations, redundancy, and high availability.

The same trends are driving changes in viewer habits. In a virtual world, viewers expect programming to be easy to find with instant access on a variety of devices, including mobile phones while on-the-go. From traditional broadcast to OTT, Social Media to phones and apps, your channels and content need to be everywhere.

TelVue has long embraced new industry trends to make the migration to modern broadcasting easy for community broadcasters.

- We partnered with you to move from tape swaps and DVD drop-offs to the JAG Media Exchange on TelVue Connect.
- The PEG.TV streaming platform developed into CloudCast, complete with mobile apps for iOS & Android, OTT apps for Roku, Apple TV, and Fire TV, and podcasting.
- The original Princeton Server Group channel-in-box evolved into the modern TelVue HyperCaster AIO, and virtual HyperCasters for 100% Cloud broadcasting.

It has been exciting to work with so many JAG stations through major industry transitions including analog to digital, SD to HD, baseband to IP video, and now to virtual and cloud.

Join TelVue virtually at the February 24th JAG meeting to discuss the evolution of community broadcasting in a virtual world. At the meeting we will demonstrate and review:

- the latest features in [HyperCaster v7](#), "[where automation rules](#)", specifically for streamlining remote operations, managing remote live meetings and events, and increasing automation to save you time scheduling, acquiring programming, enhancing the on-air look of your channels, and delivering your content to more viewing destinations.
- how you can automatically and affordably Live caption your programming with HyperCaster v7.3, no additional hardware required. Captioning is great for both accessibility and for making it possible for viewers to search meetings for topics of interest.
- The latest IP video protocols and provide tips on best uses and practices for live production, meetings, sports, sharing live programs, and social media.
- how easy it is to launch your own Apple & Android mobile phone apps with [CloudCast](#), in addition to OTT apps on Roku, Apple, TV, and Amazon Fire TV.



We will also share our 2021 roadmap that includes even more automation, plus streaming & app "paywall" monetization for new sources of revenue. As always, we hope to get some great feedback from you to help us shape our products and services to be virtually future-proof. We are looking forward to seeing you virtually at the next JAG meeting!



## REGISTRATION IS OPEN

### OVERVIEW

The JAG Awards are annual awards, facilitated by the Jersey Access Group (JAG) that honor excellence in local and regional Public, Educational and Government (PEG) cablecast programming. JAG is very proud of the work and programs created by PEG stations and wish to honor that work.



### CATEGORIES

- Documentary: profile of true-to-life people, events, and places.
- Instructional and Training: programs that provide information and skills.
- News and Magazine: programs that offer entertainment, event information, reports on local topics and events including town, school and city activities.
- Sports, single or multi-camera: covering sporting events.
- PSAs and Promos, one-off or series: including Station IDs & program promos.
- Talk Shows: topic based opinions/interviews based discussion to educate the public.
- Public Community Meetings: coverage of open community meetings.
- Ceremonies and Parades: major holidays and Government ceremonies/awards.
- Concerts, single or multi-camera: coverage of community concerts.
- Community Development: including groundbreakings, grand openings and ribbon cuttings
- Talent/Awards/Performance: live performances or organizational events

### ELIGIBILITY

The JAG Awards is open to all members of the Jersey Access Group and the public that have produced programming for PEG stations. A discounted rate is available for all JAG members. For more membership information, go to <http://jagonline.org/join.jag>.

All programs must have aired between 1/1/2020 to 12/31/2020. Registration is open and closes on March 31, 2021. All submissions must be in MPEG-4 format

For complete rules, eligibility, and submission information go to the JAG website at [www.jagonline.org](http://www.jagonline.org).





## A Quick Light Plot for Your Virtual Meetings

By Paul Distefano, Northeast Regional Sales Manager, DeSisti

Tec Talk

If the pandemic has taught us anything, it is that many of us can continue to meet with our customers and colleagues “virtually” to conduct business. In the virtual world of Zoom, Teams, Skype and other internet meeting platforms, we sometimes do not look our Sunday best! However, with just a few inexpensive lights, strategically placed, you can greatly improve the quality of your virtually transmitted image. Since we cannot dress to impress and meet with each other in person very easily anymore, let’s see how we can make our avatars do it for us!

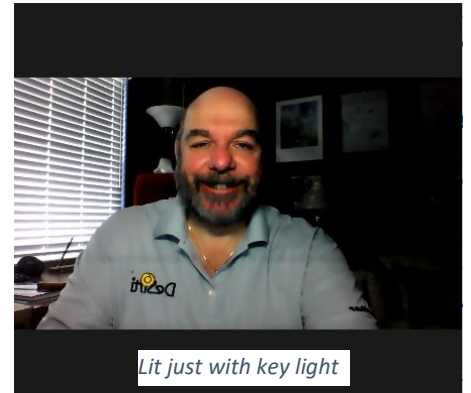


The first thing to consider is where you place your camera. If you are using a laptop camera, you have the luxury of finding the best place in your home to shoot. Consider things like windows. Natural sunlight can be a great key light. It can also serve as a great back light, too. Just make sure that you then have sufficient artificial light out in front of you to balance it out. If you can, avoid or do what you can to control natural light coming in from the sides. It is just much easier to take advantage of natural light from either the front or back. In my home office, I have such a challenge. Over the past few years, I have converted all the lighting in my condo to dimmable LED bulbs with color temps between 5000°-6000° K. So, I can use any fixture I have on camera. Because all my lighting is cool, windows and sunlight are not an issue. It is very important that you try your best NOT to mix color temps. It will make things easier on your web cam.

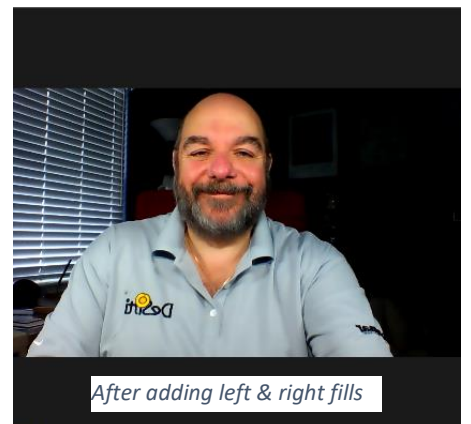
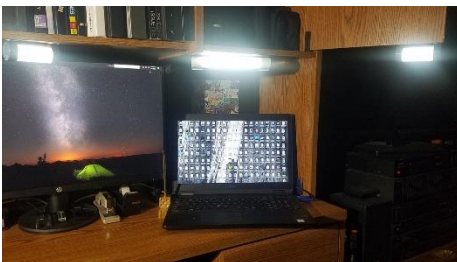
My home office desk is located against a wall facing directly west. I have a 2-bay window right in front of me so, as I sit at my desk, I can look directly outside over my condo complex’s courtyard. To my right is my computer hutch. My laptop & web cam are located on the right side of the hutch. As I face the camera, the windows are at about 135° to my left. Remember I said my windows face west..... well, this means the sun is blaring through all afternoon. But I have found a way to do battle with the sun with just a few inexpensive lights that can be picked up at Home Depot for less than \$42.00. With some adjustments, I have found these do a pretty good job both during the day, as well as at night. BTW, all images below are screen grabs from Zoom and are unedited.



My “key” light is an 8” USB rechargeable task light which I have mounted over my laptop monitor. It is very cool, about 6000° K, and the CRI is relatively low, at 73. This is actually comparable to some of the first generation of LED lighting fixtures for use in TV and film. I know that I personally sold them to many broadcasters back in the day, so I figure if it was good enough for broadcast a few years ago, it should work for webcams today! I have found them to be perfectly acceptable, considering that the vast majority of the people I have had online meetings with have no lighting at all! It is secured to the underside of my hutch cabinet with Velcro.



I use two 4” versions of the same light as my left and right “fills”. These have powerful magnets on them, so I just super-glued some steel washers to my hutch and stick them on when I participate in meetings. I first started with two of the 8” lights, stood up vertically left and right of the monitor. This worked well, but I wanted the lights to be more eye level, so I came up with this solution. All three have three settings so I can dim them as needed based on the amount of ambient light coming in.



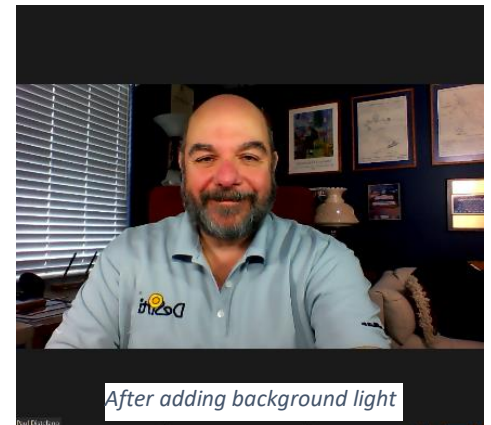


Another thing to consider is your background. If it is not sufficiently lit, you may have too much contrast, and appear to “bloom” in front of a dark background. Luckily, I have accumulated a few lights over the years, so I have a typical 1x1 panel light that I put on a stand to just light the wall behind me. I set this to 5600° K and heavily

diffuse it. Depending on the time of day, I can dim this light as low as 15-20%. Again, this is just to balance out your front lighting to control the level of contrast in the frame. You can use any directional light to do this. Just make sure it is outside the field of view of your web cam. In the evenings, I also use my desk lamp to light up the white blinds on my windows, again, to balance foreground and background light levels as much as possible. This is particularly useful at night, where even at the lowest setting, my front lighting is too hot. Lighting these white blinds will allow your camera’s iris to close a bit so your front lighting will not be so harsh.



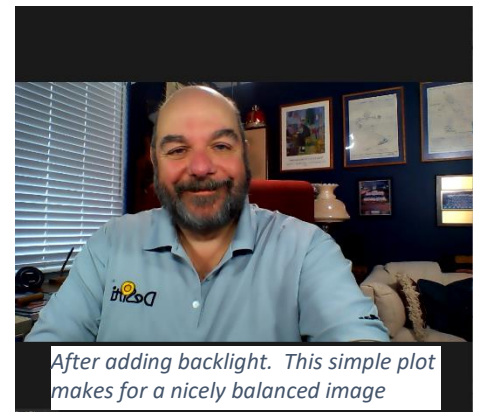
A simple combination, such as this, will work well. Nobody expects you to look like the broadcast networks. During this past year, while reporting from home, many local newscasters had even less sophisticated setups than this. But if you really want to separate yourself from the crowd, then separate yourself from your background with a backlight. If you have the time, and a small spot like a Fresnel, and a stand, this will make a huge difference. Position it outside the frame, spot it to focus, then flood it out and dim it to an appropriate level and, if possible, diffuse it as well. This will be about 20-30% of the light level on your face. You don’t need a meter. You can do this by eye. Remember, earlier, I said that you could use natural light as a backlight? If this is the case, then use your Fresnel as your key and any two lights you have as left and right fills. Just keep them outside the frame!



*After adding background light*

While none of this is critical, and nobody expects you to have access to TV lighting and grip gear at home, try to experiment. Don’t be afraid to use reflective surfaces, like a foam board, to bounce light. If you have more than one monitor, pull up a blank Word document. You would be surprised how much light it can throw! If you spend a little time, use what you have at your disposal creatively, and bring a few of the techniques you use in your studios at home, your virtual self will look great on the other side of your meetings.

Oh, and by the way, wear a neutral color shirt..... more of that contrast thing I keep speaking of! And, for God's sake..... watch your headroom! Before the apocalypse, we were judged on our appearance.... Our clothes..... Our shoes. Now, it is all about the headroom. Now that you know how to light yourself, even my fellow camera-unfriendly colleagues can look better, technically. But now the yardstick is headroom! Trust me, nobody wants to talk to Kilroy and look at your ceiling. Oh, and by the way, if you got that reference, you are at least a Boomer..... or older. If not, Google it, youngster!



*After adding backlight. This simple plot makes for a nicely balanced image*

FYI, these are the links to the two lights I referenced earlier:

<https://www.homedepot.com/p/Commercial-Electric-8-5-in-LED-Portable-Task-Light-WHQ20-40/207171889?NCNI-5#product-overview>

<https://www.homedepot.com/p/Commercial-Electric-4-in-LED-Portable-Under-Cabinet-Task-Light-2-Pack-NCL10-20/308724030>

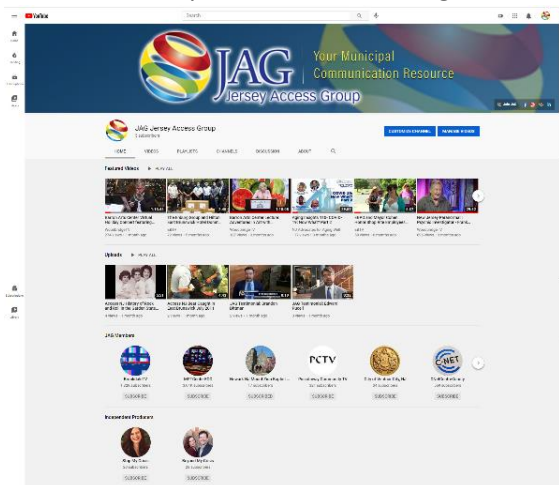
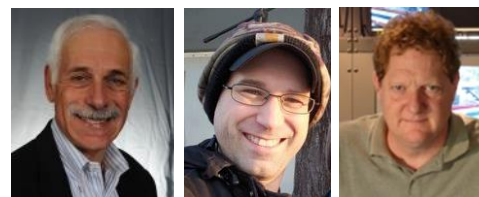
## JAG's YouTube Channel Launch

## Committee Update

**Geoffrey Belinfante, External Relations Committee, Chair, Doug Seidel, Social Media Manager, External Relations Committee, & Lee Beckerman, Production Committee, Chair**

### Announcing the JAG YouTube Channel

In our continuing effort to enhance the Social Media profile of JAG, through the efforts of the Production and External Relations committees, we are proud to announce the launch of the JAG YouTube Channel. You can find the new channel at <https://www.youtube.com/channel/UCmAj3MeNeEjN5WkZarViIQ>. We are asking all our members to subscribe so you will receive notices when new shows are posted. We need to get 100 subscribers to get our own JAG YouTube URL.



It is our hope that the YouTube Channel will become a showcase for the outstanding work of our stations, religious institutions and independent producers. The channel will launch with productions from our local JAG stations and some older material produced by member stations from the JAG produced "Access New Jersey" shows. The material posted to the channel should be not time sensitive and should have appeal to an audience beyond your local township. Once you are subscribed, you can sit back and enjoy the outstanding work of your JAG colleagues. Below are the instructions as to how to add a video to the channel.

Please consider adding material to the Channel. It can only be as good as the content that our members supply. If you are a Municipal or Access Channel this will give you another venue to showcase your best work. If you are an Independent Producer, this is yet another way to distribute

your program. The kinds of material that you might consider adding would include:

- Profiles of interesting people in your community—artists, authors, business executives
- Concerts or other music programs with universal appeal
- Shows based on history or historic events
- Children's shows
- Shows on Nature, Climate Change, and Environmental issues
- Health related programs with universal topics
- Lectures with prominent thought leaders in your community

In short, any kind of programs that are timeless and have universal appeal.

Please note that members of the Production and External Relations Committees will review videos for approval before they will be added to the YouTube page. Thanks to Doug Seidel and Robert Horvath for their contributions to the development of the Channel.

### How to submit your video for the JAG YouTube:

#### Do you have a YouTube account for your station/show/entity?

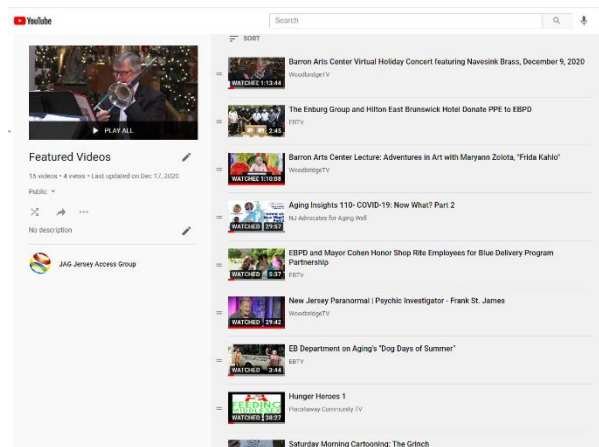
Just send the URL for the video and it will be added to the playlist on the JAG channel, plus you still get the view counts for anyone that watches it.

#### Do you have the video on the shared connect server?

Be sure it is shared with the JAG group and send an email letting us know you would like to submit that video for the channel. It will be downloaded and then uploaded to the YouTube page.

#### Don't have connect or a YouTube page?

Upload the video to a file transfer site like dropbox, google drive or wetransfer and send it over to Doug Seidel at the email address listed below. It will be downloaded and then uploaded to the YouTube page.





*Social Media Stats Based on Last 30 Days*

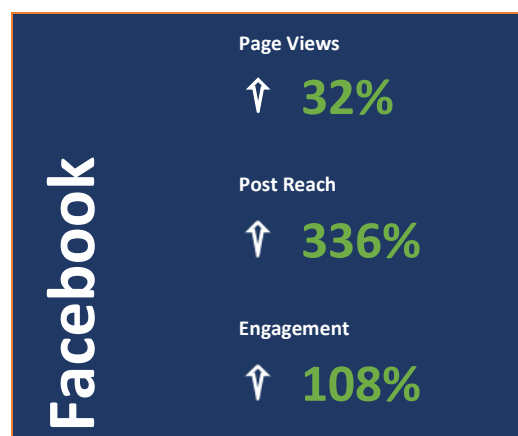


**100 SUBSCRIBERS NEEDED**

With the YouTube channel added to our social media assets, we will need help getting to 100 subscribers as fast as we can. Please hit that subscribe button and share the information via our other social media accounts so we can build the audience there. As stated in the above article we need 100 so we can get an easy to print URL for the YouTube channel. This will make it easier to share the channel, and the more people that see our page the more people that see your videos. The YouTube stats and announcements on new videos added to the page will be added to this section of the newsletter going forward.

Just want to point out what it looks like when you find some popular posts. As you can see in the image below, with only 9 to 12 shares of a post we can jump from 140 reach to 1,500+. This just reinforces how the “social” part of social media works. Facebook pushes the posts that look like people are interested in because more are commenting or sharing them.

Posts	Date Published	Reach ⓘ	Engagement ⓘ	Reactions/Likes ⓘ	Comments ⓘ	Shares ⓘ	Impressions
Stay tuned for more information o... Boost Post	January 27, 2021 at 1:00 PM	140 People Reached	8 Post Engagements	6 Reactions	0 Comments	2 Shares	151 Impressions
Today in TV History: 1926 John L... Boost Post	January 26, 2021 at 2:00 PM	1,526 People Reached	66 Post Engagements	39 Reactions	8 Comments	12 Shares	1,548 Impressions
Today in TV History: 1966 "Batma... Boost Post	January 12, 2021 at 2:00 PM	923 People Reached	90 Post Engagements	53 Reactions	6 Comments	9 Shares	941 Impressions



Overall Audience Growth of **2.19%**

As we were down a lot in December, we have hit a great spike in the new year.  
Shout out to Ronni Garrett for all the likes on Instagram.

[facebook.com/pegTV](https://www.facebook.com/pegTV)  
[linkedin.com/company/jersey-access-group](https://www.linkedin.com/company/jersey-access-group)  
[instagram.com/jersey\\_access\\_group](https://www.instagram.com/jersey_access_group)  
<https://www.youtube.com/channel/UCmAj3MeNeEjN5WkZarViIQ>



# Committees

**Rich Desimone, Managing Director**

# Volunteerism

The Conference Committee has been re-established. A virtual conference is being planned in 2021. This committee has a number of components and will require the assistance of many of our members. Its next meeting will be on Wednesday, February 17 at 2pm. Please consider joining and helping JAG fulfill its mission in 2021. *(Changes & new additions marked in red)*



Executive 2021 (as of 1.13.21) Meeting second Wednesday 12:00PM	Production 2020 (as of 11.20.20) Meeting first Monday 11AM	External Relations 2021 (as of 2.5.21) Meeting first Thursday 12:30pm
Bob Duthaler, President <b>2021-2024</b>	Lee Beckerman (Chair) <b>ELECTION NEEDED</b>	Geoffrey Belinfante (Chair) <b>ELECTED 2021-2023</b>
Dave Garb, Vice-President- <b>2019-2021</b>	Anthony Pagliuco (Vice Chair) <b>2020-2022</b>	Dustin Dumas (Vice Chair) <b>2020-2022</b>
Linda Besink, Treasurer- <b>2021-2024</b>	TBD: (Secretary) <b>ELECTION NEEDED</b>	Stephanie Gibbons/Dustin Dumas: (Co-Secretary) <b>ELECTED 2021-2023</b>
Dave Ambrosy, Secretary- <b>2019-2021</b>	Dave Ambrosy: Producer	Doug Seidel-Social Media
Stephanie Gibbons, Corresponding Sec.- <b>2021-2023</b>	Nick Besink	Bob Duthaler: NJLJM Join Session, JAG Session, Booth Staffing and rooms, Web Site
Anthony Pagliuco, Trustee <b>2021-2023</b>	Dave Garb	Rich Desimone: JAG Newsletter Editor
Jeff Arban, Trustee <b>2019-2021</b>	Robert Horvath	Dave Garb
Darryl Love, Trustee <b>2019-2021</b>	Geoffrey Belinfante: Access NJ	George Bumiller
George Fairfield, Trustee <b>2021-2023</b>	Doug Seidel: YouTube Channel	<b>Robert Horvath—Web design and Social Media</b>
Lee Beckerman, Production Chair	Bob Duthaler	
Geoffrey Belinfante, External Relations Chair <b>2021-2023</b>		
Rich Desimone: Managing Director Action Plan/Policies & Procedures/Bylaws	Legislation 2021 (as of 2.5.21) Meeting first Tuesday 11AM	Conference 2021 Meeting second Monday 2PM
Finance 2020 (as of 10.9.20) Meeting second Tuesday 11AM	Dave Garb (Chair) <b>2020-2022</b>	<b>OPEN (Chair) ELECTION NEEDED</b>
Linda Besink: (Chair) <b>APPOINTED</b>	Linda Besink (Vice Chair) <b>2020-2022</b>	<b>OPEN: (Vice Chair) ELECTION NEEDED</b>
Jeff Arban (Vice Chair) <b>2020-2022</b>	Linda Besink (Secretary) <b>2020-2022</b>	<b>OPEN (Secretary) ELECTION NEEDED</b>
<b>Geoffrey Belinfante (Secretary) 2021-2023</b>	Bob Duthaler: NJLM	Linda Besink: (Treasurer), Billing <b>APPOINTED</b>
Bob Duthaler: President	Ada Erik: NJ Legislation	
Dave Garb: Vice President	Nick Besink	
Lee Beckerman, Production Chair	Jeff Arban	
	JAG Awards (as of 10.12.20) Meeting first Monday 11am	
Leadership Development 2020 (as of 10.12.20) Meeting second Monday 11AM	George Fairfield (Chair) <b>2020-2022</b>	
Dave Garb (Chair): <b>APPOINTED</b>	Bob Nicholson (Vice Chair) <b>2020-2022</b>	
Doug Seidel: (Vice Chair) <b>2020-2022</b>	Valerie Stevens: (Secretary) <b>2020-2022</b>	
Linda Besink: Finance Rep (Secretary) <b>2020-2022</b>	Dave Garb	
Darryl Love, Membership Rep	Ronni Garrett	
Anthony Pagliuco: Production Rep		
Dustin Dumas: External Relations Rep		
George Fairfield: JAG Awards Rep	Membership 2021 (as of 1.7.21) Meeting first Tuesday 1PM	
<b>OPEN: Legislative Rep</b>	Stephanie Gibbons (Chair) <b>ELECTED 2021-2023</b>	
<b>OPEN: Conference Rep</b>	Darryl Love (Vice Chairs) <b>2020-2022</b>	
	Linda Besink: (Secretary) Data Management <b>ELECTED 2021-2023</b>	
	Bob Duthaler: List Serve	
	Dave Garb	
	George Fairfield	
	Geoffrey Belinfante	
	<b>George Bumiller</b>	

# Bits & Bytes

## JAG Meeting Schedule

- Monday, Feb. 17, 2pm — Conference Committee via virtual video service **OPEN TO ALL MEMBERS TO JOIN**
  - Election of Officers
  - Virtual Structure
  - Vendor Involvement
  - Revenue Generation
- Wednesday, Feb. 24, 12:10pm — General Meeting via virtual video service
  - Topic for Discussion: TBA
  - Presentation by Jesse Lerman, President, TelVue Corporation
  - Committee Reports Q&A
- Monday, Mar. 1, 11am — Production Committee Meeting via conference call
  - COVID Testimonials
  - JAG Promo Development
  - JAG You Tube Channel Management
- Tuesday, Mar. 2, 11am — Finance Committee Meeting via conference call
  - Financial Reports
  - Billing 2021 update
  - Develop JAG's Database
- Tuesday, Mar. 2, 1pm — Membership Committee Meeting via virtual video service
  - Delinquent Membership follow-up
  - Member Outreach Survey
  - Developing JAG Recognition Award
- Thursday, Mar. 4, 11am — JAG Awards Committee Meeting via conference call
  - Managing submissions 2021 awards
  - Planning judging site
- Thursday, Mar. 4, 12:30pm — External Relations Committee Meeting via virtual video service
  - Vendor Presentation
  - Website updates: Posting Vendor Presentations and JAG Webinars
  - Newsletter Development & Management
  - Social Media Management
  - Marketing JAG Awards
  - Independent Producers benefits
- Monday, Mar. 8, 11am — Leadership Development Meeting via virtual video service
  - Marketing Plan
  - Tool Box Development
  - Membership Development
  - Committee Assistance
- Monday, Mar. 8, 2pm — Conference Committee via virtual video service
  - Virtual Structure
  - Vendor Involvement
  - Workshop Topics
  - Revenue Generation
- Tuesday, Mar. 9, 11am — Legislative Committee Meeting via conference call
  - Protecting Access Television Act: Support from federal legislators
- Wednesday, Mar. 10, 12pm — Executive Board Meeting via virtual video service
  - Action Plan Committee Reports
  - Webinars & Virtual Hangs
- Wednesday, Mar. 31, 12:10pm — General Meeting via virtual video service
  - Topic for Discussion: TBA
  - Presentation: TBA
  - Committee Reports Q&A

## Asbury Park TV (APTV) Takes on the Coronavirus

By Ed Salvas, Secretary, Asbury Park Cable TV Advisory Committee

## Spotlight

January 2020 marked the beginning of the eighth year on the air for the Asbury Park Cable TV station, better known around the shore community as APTV. But 2020 would soon become a year of challenges for the station, and for viewers of its programs on Cablevision/Optimum and Verizon FiOS.



Staffed by volunteers and part time technicians and advised by a committee of nine members, the city recognized there was a need for APTV to have a full time Station Manager and begin an expansion to include a second channel and upgrade of its equipment. Station Manager Nate McCallister was scheduled to start on Monday, March 16.

That was the day City Hall was closed because of the rapidly spreading Covid 19 Pandemic and everyone was working from home. With Nate's background in commercial TV, he was able to keep the station on the air and provide information and entertainment to a community that was stuck at home.

During the Pandemic we curated dozens of PSAs on Covid 19 from the CDC, state and county. These ranged from preventing infections through mask-wearing, hand washing, and social distancing, detecting infections in yourself and others, caring for infections, contact tracing and minimizing stress. Because schools were closed and classes were held remotely, we had discussions on talking with children about a Pandemic and returning to school and returning to work. We also utilized the station to share free Covid 19 testing dates and locations and now information about getting the vaccine.

Asbury Park Mayor John Moor appeared on APTV to help communicate the new rules in place as the summer season approached with limited dining and the city's popular nightclubs, including the Stone Pony, Paramount Theater and Convention Hall, closed and daily beach badge sales limited. Government continued to function with the City Council, and the various Boards and Commissions taking to ZOOM for meetings, hosted by APTV.

At the same time, APTV began laying the groundwork for "APTV-2." McCallister said APTV plans to use the second TV channel as an information hub for all city residents, employees and business owners and tourists. Using digital signage hardware and software from our longtime partner TelVue, APTV will have up to the minute weather event and safety information available via cable TV, the website, [www.AsburyParkTV.com](http://www.AsburyParkTV.com), and the Roku/Apple apps. Rollout is expected in the Spring 2021. APTV serves the city of Asbury Park on Optimum channels 77 and 116 and Verizon FiOS channels 28 and 30.

The new channel is not the only new development at APTV. Changes are also planned in other areas where the technology that was available in 2013 has been replaced by newer technology for the 21st century. APTV last year purchased a Sling Studio for use in multi-camera situations. The Sling Studio was first used to live stream the Asbury Park High School Graduation, which took place in the summer because of Covid 19 restrictions. The outdoor ceremony has been viewed more than 500 times. The station also added a new SONY Camcorder, a SONY 4k, model PXW-Z150. Other improvements are being considered for the Council Chambers. Originally, there was just one camera mounted on a tripod that was replaced by two PTZ cameras from GRAMCO which also updated the audio system in the room.

Hopefully, the Council and the public will be able to return to City Hall when the world returns to "normal."

### Organizational Members



HELMER, CONLEY & KASSELMAN, P.A.

ATTORNEYS AT LAW

## COMMITTEES CORNER

### Standing Committee Reports

#### **EXTERNAL RELATIONS COMMITTEE: *Geoffrey Belinfante (Chair), Dustin Dumas (Vice Chair)***

This month the External Relations committee has spent quite a lot of time working on improving the website. Look for new features in the members only section with the addition of documents on improving your profile on Social Media and Technical papers on topics like Best Practices for organizing Zoom meetings, and the lasting impact of the health crisis on the way we create television. In addition, you will find that the JAG Awards section is now fully operational for those who wish to submit an entry. The archives have also been updated to include the minutes from 2019 and 2020. Our goal is to make the website more valuable to all JAG members.

The newsletter continues to provide valuable content to our members. Next month we will be launching a new page focusing on our Independent Members. Dustin Dumas will be providing an article quarterly. We are also posting all of the Social Media Support and Tec Talk articles in a library in the Members Only section of the web site.

You may also notice a new layout of the email announcing the availability of the newsletter. It is designed to provide you with a preview of what is in each issue and an easy link button to the full newsletter on our web site.

Finally, we urge you to add videos to our new YouTube Channel. See the article in this month's newsletter for details. Your feedback is always welcome, and your input as a member of the External Relations Committee would be appreciated. If you are interested in helping, please let me know--Geoff Belinfante  
[geoffbel512@gmail.com](mailto:geoffbel512@gmail.com).

#### **FINANCE COMMITTEE: *Linda Besink (Chairs), Jeff Arban (Vice Chair)***

Thanks to all who have sent their dues already. If you need your dues invoice re-sent please email Treasurer Linda Besink at [lbesink@gmail.com](mailto:lbesink@gmail.com). Also, each JAG member is asked to please consider joining the Finance Committee. If you have just a half-hour each month to spare, you can help keep our financial processes transparent and actively participate in applying best practices.

Our meetings are now virtual (they had always been call-in, and you can still call in) so there is never any travel involved. Email the Treasurer if you have even a passing interest. Being a member indicates that you care about JAG as an organization and believe in its Mission. Going over each month's financial reports with the Committee is an informative, vital process for the continued success of JAG. Please join us!

#### **PRODUCTION COMMITTEE: *Lee Beckerman (Chair), Anthony Pagliuco (Vice Chair)***

The Production committee did not meet this month due to other obligations. We will resume with our agenda beginning in March.

The JAG YouTube channel, a joint venture between the Production Committee and the External Relations Committee has gone LIVE this month. You can check it out at  
<https://www.youtube.com/channel/UCmA3j3MeNeEjN5WkZarVilQ>

Please subscribe and think about uploading some content by sending a YouTube link to  
[dseidel@piscatawaynj.org](mailto:dseidel@piscatawaynj.org) . The Video will then be added to the featured videos playlist.

If you station has a YouTube channel please send a link to Doug at Piscataway so it can be added to our members list on the channel homepage.



## COMMITTEES CORNER

### AD HOC Committees Reports

#### **Legislation Committee: *Dave Garb (Chair), Linda Besink (Vice Chair)***

The FCC now has a new acting chairwoman in Commissioner Jessica Rosenworcel. She is a big supporter of 1st media rights. There is a small opportunity to have the 621 Order re-looked at, but this won't come until after President Biden nominates a new commissioner to the board. At that time, the FCC will swing to 3-2 in our favor.

Senator Cantwell of Washington is supposed to be on the Commerce Committee and Senator Markey of Massachusetts may stay on the Communications Sub-Committee. Both are supporters of PEG, with Senator Markey being the stronger supporter.

As far as the "Protecting Community Television" Act is concerned. Representative Eshoo of California and Senator Markey will be reintroducing their bills in the coming months. In the meantime, the Legislative Committee will be reaching out again to our Federal Representatives to let them know to keep an eye out for them.

As always, the Legislative Committee constantly needs your eyes, ears, thoughts and contacts in order to keep PEG fresh in the minds of all of our lawmakers. For further information on our work, or if you would like to join our committee, please contact me.

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

We have interviewed 30% of JAG members for the member questionnaire project. We hope to complete it at the end of the month. So far the responses have given the committee great insight to the needs of the members. If you have not received a phone call or email about this effort, please reach out to me at [Stgibbons@verizon.net](mailto:Stgibbons@verizon.net).

We would like to welcome back George Bumiller as the latest member of the committee. Please consider joining the membership committee. Our next meeting is scheduled for Mar. 2. 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: *Dave Garb (Chair), Doug Seidel (Vice Chair)***

Our Committee's main objective is focusing on the development and promotion of JAG by re-creating our marketing strategies. We will be utilizing social media to its fullest potential in order to aid all of JAG's other committees in achieving their individual goals.

Chairs and/or Vice Chairs from their respective committees make up the Leadership Development Committee (LDC), as well as those individuals that are skilled and knowledgeable in areas that are needed to make the LDC successful.

To better serve the wishes of our membership, we will look back at our by-laws and policy and procedures, to make certain your needs are met.

One of our continuing objectives will be to reach out to all of our members to discuss the importance of joining one of our committees and bringing your skills to the effort to help JAG grow and continue to be the voice of the New Jersey PEG community.

#### **JAG Awards Committee: *George Fairfield (Chairs), Bob Nicholson (Vice Chair)***

The JAG Awards are open for submissions. Go to <https://jagonline.org/categories/> to see which category you want to enter or go straight to <https://jagonline.org/enter/> to enter. If you would like to help plan the JAG Awards Presentation, please email [gfairfield@piscatawaynj.org](mailto:gfairfield@piscatawaynj.org). We'll be watching for your entry.

#### **Conference Committee: *To be re-constituted***

Building a conference takes a lot of assistance as there are many moving parts that contribute to its success. The Executive Board has voted to re-establish this committee to develop a virtual conference in 2021. The committee will begin its work by establishing the structure of the event and explore dates for the conference. We need your help in developing and managing workshops, ideas for presentations, and possible keynote speakers. Next meeting will be held on February 17, 2021 @ 2pm.

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

[www.jagonline.org](http://www.jagonline.org) [JAGinfo@jagonline.org](mailto:JAGinfo@jagonline.org)

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

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