



Trustees 2021

Bob Duthaler Pres.- 2023

Dave Garb VP – 2021

Dave Ambrosy

Recording Sec.- 2021

Linda Besink Treasurer- 2023

Stephanie Gibbons

Corresponding Sec. – 2022

Jeff Arban- 2021

Anthony Pagliuco - 2022

Darryl Love- 2021

George Fairfield- 2022

President's Message

Bob Duthaler



JAG's Voice Heard at BPU/Verizon Franchise Renewal

A lot changed in less than a month since I reported to you about JAG speaking out at the Verizon Franchise renewal during the BPU's hearing along with the webinar we held. The BPU released the notice on Verizon's Franchise renewal and wouldn't you know, JAG's name was mentioned in it. Not only was our testimony cited, but others who spoke backed JAG and our comments. The BPU was also in agreement on our comments and thought Verizon needed to step-up, provide an HD channel and provide the necessary contact, training and listings in the digital guide. Below are some segments I wanted to share with you in the BPU's Franchise Document.

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General Meeting Schedule 2021

Mar. 31- Virtual
Presentation- Reach

Apr. 28- Virtual
Presentation- RUSHWORKS

May 27- Virtual
Presentation- TBD

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

Feb. 23- Virtual
Presentation- TelVue

PUBLIC COMMENTS

At both hearings, comments were provided by Verizon which asserted that the applicant had satisfied all of its current franchise requirements and noted that its performance had been reviewed by the Board in the May 5, 2020 Ascertainment Report. Verizon stated that its franchise encompasses 392 municipalities and provides service to 372 municipalities by offering service that is competitively provided, that it delivers hundreds of high definition channels, and expounded upon the wide range of programming sources available to its customers. Verizon touted its financial investment in the State as an employer and through its capital investment in its network, as well as, the beneficial financial support provided to the municipalities through the franchise fees paid by the applicant. Verizon indicated that it has met its statutory deployment requirements and, since 2013, it has expanded its service territory to additional municipalities, as well as, made Fios TV available to 500,000 additional subscribers. Verizon noted it currently offers Fios TV to more than 60 percent of the households in two thirds of the other municipalities within the franchise territory. Additionally, Verizon stated that it is meeting the statutory requirement of providing Public, Educational and Government access ("PEG") channels, along with training and equipment to support the PEG channels and free services in 310 municipalities across the state. Verizon noted that by providing the PEG channels, it is providing the public, local governments and schools with an opportunity to provide local programming and information....

...Those who spoke in favor of conditional approval were: Bob Duthaler, President of JAG; David Garb, Vice President of JAG; and Alex Rubenstein, Mayor of Byram Township. The representatives of JAG stated that while the Verizon FiOS service is good, there are several issues that should be addressed during the renewal. The issues JAG discussed included requiring Verizon to provide PEG equipment and training; provide a contact person to municipalities for PEG training and equipment requests; requiring PEG channels be listed in Verizon's Guide; and require Verizon to address the disparity of PEG channels being cablecast in Standard Definition (SD) as opposed to

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High Definition (HD). JAG argues that HD is the method Verizon utilizes for broadcasting all other channels except PEG channels, and the broadcast of PEG channels in SD produces poor picture quality for the statutorily required PEG channels. JAG also provided written comments to the Board. Mayor Rubenstein concurred with JAG's comments and requested that Verizon's franchise territory be expanded to encompass all of the 526 municipalities where Verizon provides telecommunications service...

... At the October 1, 2020 hearing, the following entities participated in the hearing and spoke in favor of conditional approval: Brian Wahler, Mayor of Piscataway Township; Theresa Berger, Mayor of- Howell Township; Alex Rubenstein, Mayor of Byram Township; Nick Besink, Oradell Township PEG Channel; and George Fairfield, Station Manager, Piscataway Community Television Station. Mayor Wahler reiterated JAG's requests and spoke to the issue of the PEG channels being carried in SD, which is problematic due to the degraded picture quality, as well as, the inability to get parts for the outdated SD technology, which could result in the municipalities reaching a point where they will not be able to program the PEG channels. In addition, Mayor Wahler requested a return system to allow monitoring of the PEG channels, as well as, requiring that the PEG channels be listed in Verizon's Guide. Mayor Berger of Howell Township requested the expansion of Verizon's service area because only a small portion of Howell currently receives Verizon's FiOS service and there are problems with the incumbent operator. Howell Township requested the service area be expanded to provide a competitive entity and offer improved services. Mayor Rubenstein of Byram Township noted the Township would be adopting a formal Resolution to be submitted, and read a portion of the Resolution into the record, which requested that Verizon be required to provide competitive cable and internet service to all municipalities in which they operate. Nick Besink of Oradell PEG channel commended Verizon for being responsive, but noted that since approximately 2009 all television networks have switched to HD technology, except for PEG. The problem with SD is that the technology has become obsolete, replacement equipment is no longer being made and is impossible to obtain. He noted the importance of the carriage of local PEG programming during the COVID-19 pandemic due to the importance of local information being readily available. He also requested the expansion of the franchise territory, as well as, requiring Verizon to carry PEG programming on its Guide. George Fairfield, Station Manager of Piscataway Community Television Station and a member of JAG, stated that he supports all requests from Mayor Wahler and JAG, and noted that more residents would like to have access to FiOS as it is a good product...

...Rate Counsel believes that Verizon has substantially met the provision of service requirements delineated under the State Cable Act and under the applicable sections of the Board's regulations. However, Rate Counsel's support for approval of Verizon NJ's SWF Renewal is conditioned on Verizon NJ's commitment to swiftly and without delay upgrade PEG transmission equipment so that programming occurs via HD transmission. Rate Counsel particularly notes its alarm at the public comments that indicate the equipment that provides transmission in analog format (the only format Verizon appears to accept for PEG programming) is in disrepair with replacement parts limited and unavailable in the near future. They noted that this presents a danger that promised services ensuring PEG programming used by municipalities to provide emergency notice to residents are at risk. Rate Counsel found this to be unacceptable under both State and Federal service obligations, and therefore, called for an immediate resolution to this issue.

Additionally, and based on the same concerns previously expressed, Rate Counsel agrees with commentators that PEG channel locations must be clearly disclosed in Verizon NJ's channel lineup. Rate Counsel agrees that now more than ever due to increased storm activity and the current COVID-19 pandemic, town residents will need access to information provided on their PEG stations.

Rate Counsel also urges the Board to require Verizon NJ to immediately provide the necessary PEG equipment upgrades and training, and require inclusion of PEG channel locations in Verizon's lineup, particular to each town served....

The BPU later on in the documents, summarizes the comments and the Board recommends that Verizon Franchise Renewal should take place, but that Verizon should address the issues that were brought up. Below is a portion of what the BPU board said.

...N.J.S.A. 48:5A-28(i) requires the applicant for a SWF provide a commitment to provide each municipality with two (2) PEG channels, as stated. In taking into consideration the provision of the PEG access channels in SD, it is noted that several municipalities, as well as, Rate Counsel have stated that community needs for the provision of PEG access channels are not being met.

The parties noted that the PEG access channels are an important source of public information on a local level, especially during the COVID-19 pandemic. Additionally, the Board as the federally-recognized local franchising authority (LFA), may establish requirements for PEG channels to be provided in a manner that addresses community needs.¹⁰ Although the Petitioner provides the PEG channels, they are provided only in SD which produces problems with signal quality, while providing all other channels in HD, which Verizon and a number of commenters have stated provides higher quality service. It appears that Verizon is capable of correcting the poor signal quality issue by broadcasting the PEG channels in HD. Therefore, while the Board as LFA is not inclined to deny the SWF based on the above issue, it is recommended that Verizon be required to take corrective action of this issue as a condition of the renewal of the SWF.

N.J.S.A. 48:5A-28(l) requires the applicant to provide a commitment to provide equipment and training to access users. A number of parties stated that Verizon was not providing the required training and equipment, and requested a designated contact from Verizon to assist the municipalities. It is noted that Verizon has provided the information requested to OCTV&T regarding the equipment and training, as well as, provided the municipalities with info on the designated contact. It is recommended that Verizon provide reports to OCTV&T staff regarding the provision of PEG equipment and training.

N.J.S.A. 48:5A-28(m) requires that the applicant shall provide a return feed from any one location in the municipality without charge to the CATV company's headend or other location of interconnection to the cable television system for public, educational or governmental use. The return feed, at a minimum, must provide the ability for the municipality to cablecast live or taped access programming in real time, as may be applicable, to the CATV's customers in the municipality. However, no CATV company is responsible for providing a return access feed unless a municipality requests such feed in writing. Several parties, including the Mayor of Piscataway, noted a lack of return line which Verizon is required to provide upon written request from the requesting municipality.

Additionally, several parties have noted that the PEG channels are not listed in the channel guide. Verizon has provided the OCTV&T staff with information indicating that the PEG access channels are listed on their guide and have provided information to that end. The OCTV&T staff will monitor this issue to ensure Verizon is meeting all notice requirements for channel allocation...

The complete BPU Document on the Verizon Franchise Renewal will be made available in the Members Only Section of the JAG website. Please feel free to go to the website and download the document and share with your municipality. In addition, if you are ready to move on Verizon giving you a channel in HD, I would suggest that you reach out to your Broadcast Server Provider and make sure your equipment is ready to give the proper HD Signal. Once you have confirmed this, you should reach out to Verizon (see past article in newsletter for contact information) to make arrangements to have your channel updated. Please note this will not happen immediately, but Verizon will be willing to work with you to make this happen. There is no doubt this will make a huge difference in the way our channels are viewed and will highlight the great quality programming that we create.



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

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

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

GENERAL REORGANIZATION MEETING AGENDA – 12:12pm Start Time
Wednesday, March 31st, 2021

Join the online meeting: [To be sent to members](#)

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

- Call to Order & Additions to Agenda [Chair or vice chair if chair not available].
- Approve minutes of Feb. 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*- From Arri to iPhone and everything in between. Do we always have to shoot with the most expensive camera? What are stations on a limited budget and others just looking for additional ways to capture footage doing? Be prepared to talk about your video recording process, some tips you have learned. questions you may have.

- Future Topic Ideas

12:50-1:40pm *Presentation*

- Steve Valenti, President, F. M. Valenti will present a new product release by Reach

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 [Bob Duthaler & Geoffrey Belinfante Co-Chairs, George Fairfield Vice Chair,]
 - *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

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

The next meeting is Wednesday, Apr. 28th .

Details can be found in upcoming JAG Newsletter.

Reach New Product Release

By Steve Valenti, President, FM Valenti

Vendors

Introducing the new interAct6 auto tracking and switching lecture/event capture and streaming device from Reach. This 4th generation streaming and recording engine uses Artificial Intelligence to automate wide and close up shots of the presenter and audience to make any presentation, town hall meeting or lecture look professional - all without the need for mats, fobs, volunteers, editors, or production assistance.

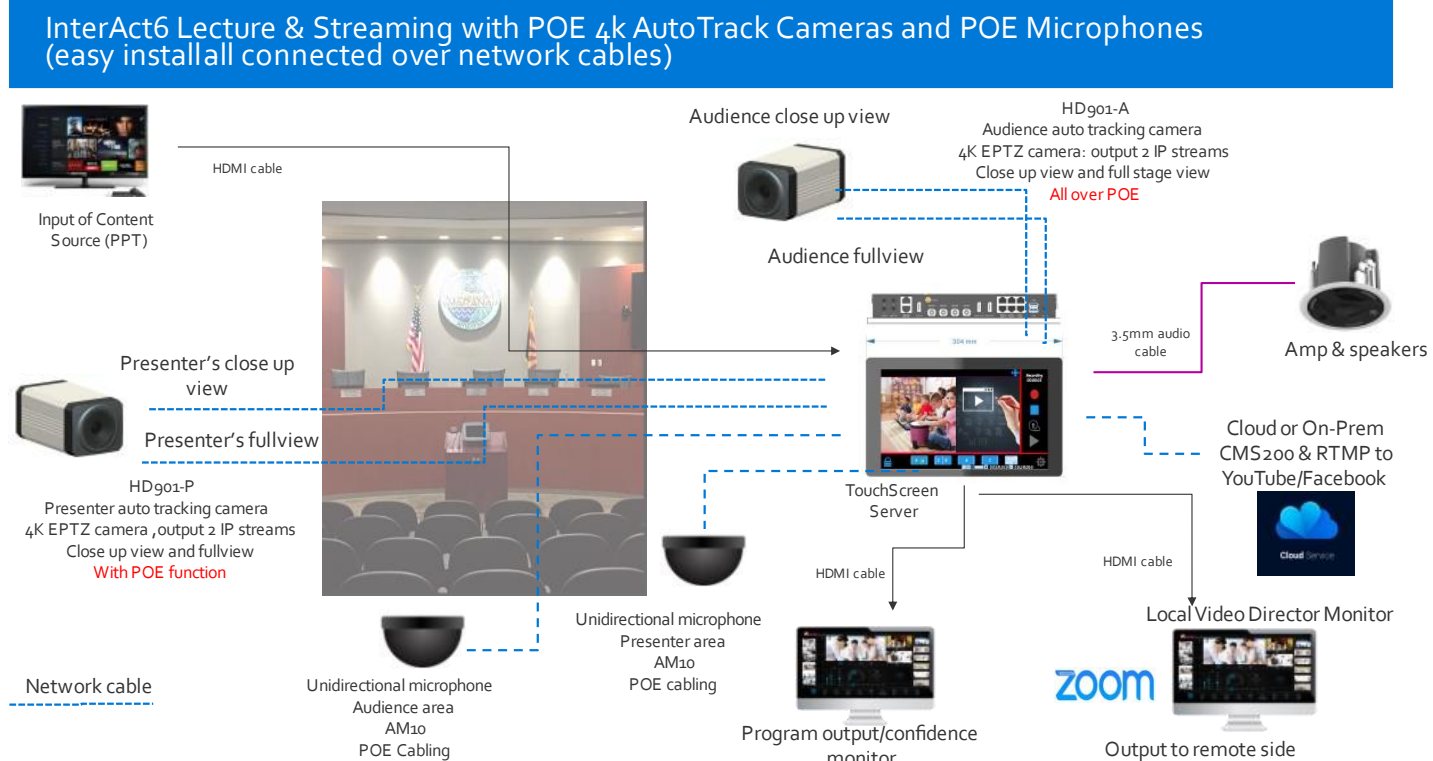
Let the interAct6 take control and automatically manage your event, or go manual and take control of cameras, image switching, transition and titling. With an onboard 11" touchscreen and POE switch, the interAct6 is easy to set up and operate.

The last year has clearly demonstrated the need for capturing and sharing content remotely and in a way that engages the viewer with multiple camera angles and multi-media content. The interAct 6 takes control of two 4k cameras placed around the room as well as presentation content and uses a combination of Auto-Tracking and Smart Switching technology to keep the content and viewer engaged!

The Reach interAct6 integration into Zoom, Meets, Teams etc... allows for remote viewers of an event to interAct and keep remote viewers immersed in the presentation. Clearly see both the remote audience and in person local participants and all their reactions to the presenter and never miss a beat!

Make your meetings come to life with the Reach interAct 6.

Join us for our presentation at JAG's General Meeting on March 31, 2021 at 12.12pm.



Organizational Members



JAG has been informed by the Center For Cooperative Media that the New Jersey Civic Information Consortium is making grant money available to worthy organizations to improve communications to the citizens of the state. Below is information that details the nature of these grants with links to specifics as to who may be eligible and who may apply. We believe that many stations and independent producers might wish to take advantage of these grants so we are providing this information to all our members.

Written by Joe Amditis, Associate Director of the Center for Cooperative Media at Montclair State University and the host of the “WTF Just Happened Today?” podcast.

At long last, the first-in-the-nation [New Jersey Civic Information Consortium](#) is now accepting [grant applications](#) for its first round of funding.

The Consortium was [created by the State of New Jersey in 2018](#) to grow access to civic information statewide and spark innovative media projects in communities lacking access to news and information. Montclair State University is the host university for the Consortium, providing back-office service and support mostly through the Center for Cooperative Media.

Three years later, the Consortium is finally ready to hear your ideas on how to improve local media in New Jersey.

The Consortium will consider applications from all parts of the state, but it's especially interested in proposals that focus on better serving communities of color, immigrant communities and rural communities.

For these [first round of grants](#), the Consortium is focusing on three key areas, based on the following current and pressing information needs of New Jersey residents:

- News and information that promotes community health, including information surrounding the ongoing impact of COVID-19 on our communities.
- Reporting and civic technology projects that make government information more accessible and hold public officials accountable.
- Diversifying New Jersey’s journalism pipeline, media education and journalism/storytelling training in communities that lack trusted news sources and/or where coverage is one-dimensional and doesn’t meet community needs.

The deadline to apply for this first round of grants is Wednesday, March 31, 2021.

You can [visit the grants page](#) on the Consortium's website to find the application and to see the full list of eligibility and other grant requirements, as well as a list of Frequently Asked Questions (FAQs).

The Center for Cooperative Media is committed to helping as many applicants as possible submit strong project proposals. In our role supporting the news ecosystem across New Jersey, we think it's imperative that this first round of grants be the best they can be.

To help, **we've scheduled [three informational sessions](#) with a handful of Consortium board members** over the next few weeks to help you iron out your proposals and get answers to any questions you might have that aren't covered in the FAQ section. Hope to see you at one of the sessions!

REGISTRATION Closes March 31



OVERVIEW

The JAG Awards are annual awards, facilitated by the Jersey Access Group that honor excellence in local & regional Public Education Government (PEG) cablecast programming. Originally named the JAM Awards for the partnership between JAG and the ACM, it was re-branded as the JAG Video Awards in 2016.



CATEGORIES

Categories cover a variety of programming including community events, documentary, talk show, sports, and entertainment. The Jersey Access Group is very proud of the programming all PEG Stations produce and is honored to host the JAG Awards each year. All programs must have aired between 1/1/2020 to 12/31/2020.

ELIGIBILITY

The registration is open to members of the public that have produced programming for PEG stations and at a discounted rate to [members](#) of the Jersey Access Group.

MEMBERSHIP

Not a JAG member? Visit <https://jagonline.org/join-jag/> for more information.

QUESTIONS

If you have any questions, please email George at gfairfield@piscatawaynj.org

For complete rules, eligibility, and submission information go to the JAG website at www.jagonline.org.

Change can be a good thing, and our newsletter was in need of a bit of a facelift. I have been doing our social media for a while now and have been spending some time working on small updates on our website.

This has allowed me to start coming up with ways to blend the two together. There are now articles from the newsletter on our website, so it is easier to share them on facebook and linkedin. The next natural idea was to start the same synergy with our newsletter.



Most likely if you are reading this, you came from a link in the new newsletter. That is the goal with this new format, more traffic to our website and easier to share articles for social media. As you check out the newsletter there are a few things you will notice that are not in the original magazine style. Since the original format includes longer form articles there was no space for the inclusion of links to non-articles. You will find an "In the News" section with links to great information or important webinars. There is also a section to let you know about the new videos and other content added to our website.

With a more modern look and clickable links, I think this will help us bring more traffic to our website and keep us moving forward in keeping up with current trends. One of the best parts of this updated look is we used already existing resources within our constant contact account, so there was no extra cost to JAG. Enjoy the new format and keep looking for future updates to our website.



Dustin Dumas, Producer, Station Manager, SOMA-TV

What do poor lighting, indecipherable audio, busy backgrounds and improperly set video cameras have in common: they make poorly produced shows, every time. This is never what you want for your show if you can prevent it and, fortunately, it is something that can be prevented with a little preparation and knowledge.



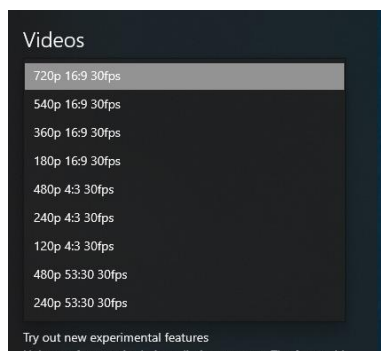
I am Dustin Dumas and I have been part of community television stations in Illinois, California and New Jersey, so I have covered both coasts and the Midwest. I have seen many different styles of television production and have learned a lot along the way. I am a host, producer and station manager; however, in this column I am focusing on independent producers. While this information will certainly help independent producers, it will also help others who want to elevate the production quality of their shows. Since most stations that are producing community shows during the Pandemic are taping virtually, I will address that form of taping in this column.

Online Web Conference Tools

First, let us discuss the web conference services available. Choose one that you are comfortable with and then make sure your guest is comfortable with that specific tool. Every web conference tool has its own nuances and it is best to know where basic things are, such as the mute button, how to select gallery view versus speaker view and other basic functions. Since most independent producers will have dual responsibilities, as both host and engineer for a show, go over the specific buttons so you know where they are ***before*** taping. After you have decided on the best web conference tool for your show, walk your guests through the technology. Never assume that they understand how to use that tool even if they have been using the same technology for months during virtual meetings. Passive users who use that same tool during a meeting, may be flummoxed by something as simple as screen sharing during a live taping, so go over any function of the particular web conferencing tool you will use. Now that you have decided on the tool you will use, let's cover four important aspects of a successful web conference taping: audio, video, background and lighting.

Audio

The independent producer no longer has the convenience of being in the studio where the audio is handled by the studio engineer. In the past all that was required was a mic check from the control room. You, and your guests, are now responsible for determining the best audio for your show. Whether you use an internal mic or an external mic, test the mic before taping, always. Even if your mic quality is fine, your guests now have to determine the audio quality of their mics, something they may not know how to do without assistance. Since some guests may choose wireless versus wired headphones, check audio equipment for sound consistency. I have had to help guests find their mic settings to adjust them since most have never had to deal with this. However, as an independent producer, it behooves you to make sure all participants understand how to adjust their audio settings to get the best quality end product. There is nothing more frustrating to viewers who have to hear several rounds of "Can you hear me?" when this could have been avoided with a mic check before taping.

Video

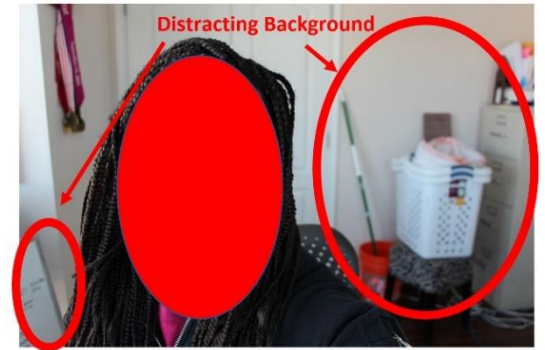
Now that independent producers have become consultants for their own shows, they have to manage everything before every virtual taping, including video. I prefer the external video cameras since cameras that are built into laptops and monitors were never intended to be used for taping television shows. Using internal cameras, may result in letterboxing, pixelation or a myriad of other things that will diminish the quality of your overall show. The good thing is that external video cameras are relatively inexpensive with many being under \$50.00. So a small investment can elevate the overall quality of your show. However, if a built-in camera is the only option, make sure it is set to the best quality available for your device. This could mean, for example, going from 540p to 720p if 720 is your max.

Another reason to choose external cameras is that they usually include a mic. The microphone in an external camera may be superior to the internal microphone of your device. Just as you would test your microphone, test your camera before you tape a show and assist your guests in testing their cameras too. Your guests may not be used to adjusting the video settings but it will increase the overall quality of your video. In addition to checking the video settings, ensure a great video by placing the camera so that each person is in the center of the frame and is looking straight into the video, not leaning

down or looking up. The viewers should not be able to see the ceiling or the floor, just the person in the frame, straight on. This will make a huge difference when taping a show. A head and shoulders picture is best as it will allow for postproduction edits such as a lower third titling. If the subject is too close to the camera, the lower third titles may be across the subject's chin or neck. If the camera is too far from the subject's face, the lower third titling could be across the subject's stomach. A solid head and shoulders shot will ensure that lower third titles will be placed properly in your video. And never underestimate the usefulness of a good lens cloth. I once had the experience of helping a guest adjust his camera settings, to find that there was still a haze over the entire picture. I suggested that he wipe the lens and that cleared everything up, pun intended. Seriously though, some of the most basic housekeeping can result in better image quality.

Background

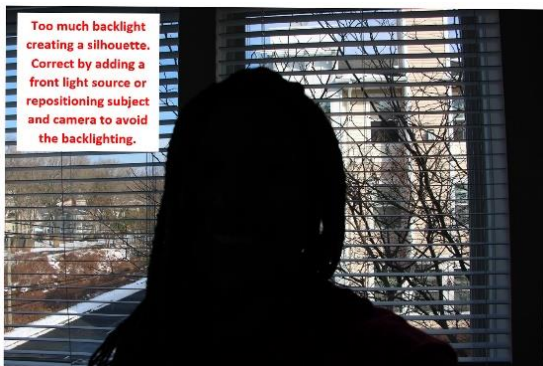
Some web conferencing tools will allow everything from virtual backgrounds to added animation. My focus today is on the real backgrounds. If you and your guests have taken the time to dress appropriately and check the equipment, ensure your room is camera ready. This means both you and your guests must be aware that what is seen in the background will be seen on television. An unkempt background will have viewers wondering what is in the corner instead of focusing on what is being said and may actually decrease your credibility. A jackhammer may have viewers thinking about possible renovations, an unmade bed may have viewers wondering if that speaker just woke up, and cases of paper products may have viewers assuming that you have just returned from Costco. These are all examples of things that I have seen and wondered about myself.



Avoid lopsided shows where the host has prepared a great background but the guest's background looks messy and disorganized. It will not only diminish the credibility of the guest but lowers the overall production quality of your show. It is up to you to speak with your guest about the importance of a neat background. I have seen many otherwise good shows ruined due to a messy background by one of the parties involved in the taping. It is fine to show your personality in your background but just keep it neat. Taping in front of a plain wall is fine too. It's clean and will ensure that viewers focus on your every word.

Lighting

Last, but not least, is lighting. I cannot emphasize enough that lighting works in concert with the other elements discussed above and is just as important. The light source should come from in front of the subject and, if possible, include light sources on either side of the subject and above, for balance. If in doubt, turn on every light source you have, overhead, in front and on the sides. I have yet to see a video that has too much light so always err on the side of what you perceive as too much light as opposed to too little light. You can always look at your monitor to see how you appear. We no longer have the studio lights, which are more powerful and brighter than anything we have in our homes, so when in doubt, add more light. In addition, in lower light, most cameras will attempt to brighten the video and the tradeoff may be a slightly brighter but grainy video which never looks good. If you have a subject who is completely silhouetted in a video, that is usually due to backlighting without an equivalent front light source. A window will create such a silhouette. A simple and easy way to prevent this is to reposition the camera and subject so that the natural light source is in front of the subject or add a light in front of the subject and on the sides to balance out the backlight.



Audio, video, background and lighting are a few of the many things that an independent producer must focus on when taping outside of the studio. But if these four areas are done well, the final show will be successful, look great and the information from you and your guest will be well received.

Dustin Dumas is the host and producer of *Dustin's Kaleidoscope* and *What's Up Around Town*. She is the station manager of SOMA (South Orange Maplewood) Television and serves as Vice Chair on the Jersey Access Group, External Relations Committee.

Doug Seidel, Social Media Manager, External Relations Committee

70 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 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. Please hit the subscribe button and share the information via our other social media accounts so we can build the audience there. We welcome your video. Learn how to submit.



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.

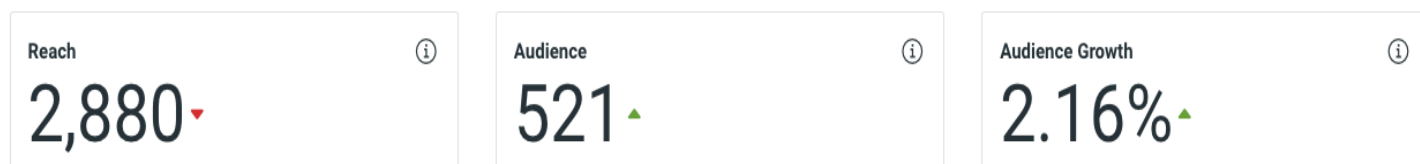
Do you have the video on the shared connect server?

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)



Shout out to our new member NJ Advocates for Aging Well for instantly subscribing to our YouTube page upon joining JAG.

[facebook.com/pegty](https://www.facebook.com/pegty)
[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/UCmA3j3MeNeEjN5WkZarVilQ>

NEW CONTENT ON WEBSITE- To view below videos content links you need a members only password.
Email lbsink@gmail.com for password.

Verizon Statewide Franchise Renewal Webinar February 11, 2021

VIEW VIDEO

TelVue Presentation at General meeting February 24, 2021

VIEW VIDEO

Verizon: ORDER OF APPROVAL SYSTEM-WIDE CABLE TELEVISION FRANCHISE RENEWAL

READ ARTICLE

A Quick Light Plot for Your Virtual Meeting February 12, 2021

READ ARTICLE

Committees

Rich Desimone, Managing Director

Volunteerism

The Conference Committee has begun meeting. A virtual conference is being planned in June of 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, April 12 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 2021 (as of 3.8.21) Meeting first Monday 11AM	External Relations 2021 (as of 2.5.21) Meeting first Thursday 12:30pm
Bob Duthaler, President 2021-2024	Lee Beckerman (Chair) 2021-2023	Geoffrey Belinfante (Chair) ELECTED 2021-2023
Dave Garb, Vice-President- 2019-2021	Anthony Pagliuco (Vice Chair) 2020-2022	Dustin Dumas (Vice Chair) 2020-2022
Linda Besink, Treasurer- 2021-2024	TBD: (Secretary) ELECTION NEEDED	Stephanie Gibbons/Dustin Dumas: (Co-Secretary) ELECTED 2021-2023
Dave Ambrosy, Secretary- 2019-2021	Dave Ambrosy: Producer	Doug Seidel-Social Media
Stephanie Gibbons, Corresponding Sec.- 2021-2023	Nick Besink	Bob Duthaler: NJLOM Join Session, JAG Session, Booth Staffing and rooms, Web Site
Anthony Pagliuco, Trustee 2021-2023	Dave Garb	Rich Desimone: JAG Newsletter Editor
Jeff Arban, Trustee 2019-2021	Robert Horvath	Dave Garb
Darryl Love, Trustee 2019-2021	Geoffrey Belinfante: Access NJ	George Bumiller
George Fairfield, Trustee 2021-2023	Doug Seidel: YouTube Channel	Robert Horvath—Web design and Social Media
Lee Beckerman, Production Chair	Bob Duthaler	
Geoffrey Belinfante, External Relations Chair 2021-2023		
Rich Desimone: Managing Director Action Plan/Policies & Procedures/Bylaws	Legislation 2021 (as of 2.5.21) Meeting first Tuesday 11AM	Conference 2021 (as of 3.8.21) Meeting second Monday 2PM
Finance 2020 (as of 2.9.21) Meeting second Tuesday 11AM	Dave Garb (Chair) 2020-2022	Bob Duthaler (Co-Chair) 2020-2022
Linda Besink: (Chair) APPOINTED	Linda Besink (Vice Chair) 2020-2022	Geoffrey Belinfante (Co-Chair) 2020-2022
Jeff Arban (Vice Chair) 2020-2022	Linda Besink (Secretary) 2020-2022	George Fairfield (Vice-Chair) 2020-2022
Geoffrey Belinfante (Secretary) 2021-2023	Bob Duthaler: NJLM	Doug Seidel (Secretary) 2020-2022
Bob Duthaler: President	Ada Erik: NJ Legislation	Linda Besink: (Treasurer) APPOINTED
Dave Garb: Vice President	Nick Besink	Anthony Pagliuco
Lee Beckerman, Production Chair	Jeff Arban	Dave Ambrosy
		Stephanie Gibbons
		Lee Beckerman
	JAG Awards (as of 2.12.21) Meeting first Monday 11am	Dave Garb
Leadership Development 2020 (as of 10.12.20) Meeting second Monday 11AM	George Fairfield (Chair) 2020-2022	J Robertson
Dave Garb (Chair): APPOINTED	Bob Nicholson (Vice Chair) 2020-2022	Jeff Arban
Doug Seidel: (Vice Chair) 2020-2022	Valerie Stevens: (Secretary) 2020-2022	
Linda Besink: Finance Rep (Secretary) 2020-2022	Dave Garb	
Darryl Love, Membership Rep	Ronni Garrett	
Anthony Pagliuco: Production Rep		
Dustin Dumas: External Relations Rep		
George Fairfield: JAG Awards & Conference Rep	Membership 2021 (as of 1.7.21) Meeting first Tuesday 1PM	
OPEN: Legislative Rep	Stephanie Gibbons (Chair) ELECTED 2021-2023	
	Darryl Love (Vice Chairs) 2020-2022	
	Linda Besink: (Secretary) Data Management ELECTED 2021-2023	
	Bob Duthaler: List Serve	
	Dave Garb	
	George Fairfield	
	Geoffrey Belinfante	
	George Bumiller	

Bits & Bytes

JAG Committee Meeting Schedule



- Tuesday, Mar. 23, 2pm — JAG Social Hang
Join members of the Conference Committee for a discussion about what workshop topics and vendor presentations you would like to see at this year's conference.
- Wednesday, Mar. 31, 12:10pm — General Meeting via virtual video service
 - Topic for Discussion: From Arri to iPhone and everything in between. Do we always have to shoot with the most expensive camera? What are stations on a limited budget and others just looking for additional ways to capture footage doing? Be prepared to talk about your video recording process, some tips you have learned. questions you may have.
 - Presentation: Steve Valenti, President, F. M. Valenti will present a new product release by Reach
 - Committee Reports Q&A
- Thursday, Apr. 1, 11am — JAG Awards Committee Meeting via conference call
 - Managing submissions 2021 awards: Tracking registration
 - Planning judging site: Complete locations/groups
- Thursday, Apr. 1, 12:30pm — External Relations Committee Meeting via virtual video service
 - Vendor Presentation: Target- May & September—December.
 - Website updates: Posting videos: Vendor Presentations and JAG Webinars
 - Newsletter Development & Management: Integration of links to website content.
 - Social Media Management: Drive JAG YouTube Channel subscribers and content submissions.
 - Marketing JAG Awards: Posting on all platforms.
 - Independent Producers Benefits: New content for newsletter.
- Monday, Apr. 5, 11am — Production Committee Meeting via conference call
 - COVID Testimonials: Reaching out for input from members.
 - JAG Promo Development
 - JAG You Tube Channel Management: Reviewing submissions requests.
- Tuesday, Apr. 6, 11am — Finance Committee Meeting via conference call
 - Financial Reports
 - Billing 2021 follow-ups
- Tuesday, Apr. 6, 1pm — Membership Committee Meeting via virtual video service
 - Delinquent Membership follow-up
 - Member Outreach Survey: Evaluating results
 - JAG Recognition Award: Developing procedure
- Monday, Apr. 12, 11am — Leadership Development Meeting via virtual video service
 - Marketing Plan: Developing strategy for increasing awareness and membership
 - Tool Box Development: Establish list of all related material from P&P and recommend update to Ex. Board
 - Membership Development: Review all form letters and send updates to Ex. Board.
 - Committee Assistance: Supporting interaction of committees.
- Monday, Apr. 12, 2pm — Conference Committee via virtual video service
 - Virtual Structure: Set dates and event schedule.
 - Vendor Involvement: Provide a number of vendor demonstration.
 - Workshop: Number of workshops and topics/panelists.
 - Guest Speakers: Keynote, hosts, and others.
 - Revenue Generation: Registration and sponsorships
- Tuesday, Apr. 13, 11am — Legislative Committee Meeting via conference call
 - Protecting Access Television Act: Support from federal legislators
 - Verizon statewide refranchise: Monitor compliance.
 - Franchise agreement: Monitor cable providers compliance.
- Wednesday, Apr. 14, 12pm — Executive Board Meeting via virtual video service
 - Action Plan Committee Reports
 - Webinars & Virtual Hangs
 - Discussion Topics
- Wednesday, Apr. 28, 12:10pm — General Meeting via virtual video service
 - Topic for Discussion: TBA
 - Presentation: Rush Beesley, President, RUSHWORKS
 - Committee Reports Q&A

North Brunswick TV rises to the challenge of the COVID-19 pandemic

By Craig Yetsko, Station Manager, North Brunswick

Spotlight

There was plenty of excitement at North Brunswick TV as 2020 began.

The station upgraded its facility's video production and broadcast automation systems and cameras in late December 2019. Varto Technologies installed a TriCaster TC1, a new mixer, six new PTZ cameras in the Municipal Building and Cablecast servers with video on demand and live streaming capabilities.



The project could not have come at a better time as the upgrades prepared the station for the challenges of COVID-19.

To keep residents informed during the pandemic, North Brunswick TV has aired daily briefings since March 11, 2020. Each program is recorded around 8:30 a.m. and broadcast throughout the day at the top of the hour.

The briefings have been well received by the community and have underscored the importance of PEG in providing vital information to residents. During the first month, there were over 17,000 total video on demand views on the Cablecast page. The videos were also posted on the Township and Mayor's Office Facebook pages which garnered tens of thousands of total views during that period.

The briefing team includes Mayor Francis 'Mac' Womack, Councilwoman Amanda Guadagnino, Parks, Recreation & Community Services Director Lou Ann Benson, Emergency Management Coordinator Mark Cafferty and Schools Superintendent Dr. Brian Zychowski. Each program features updates on COVID-19 cases and deaths, Township and school news, a little history and some levity with a joke or two.



There have been a multitude of guests, including State, County and Local officials, members of the Township Police and Fire Departments and First Aid & Rescue Squad, North Brunswick Township School administrators, teachers, coaches and students, local clergy and even a guest from Canada, Sebastian Major. He produces and hosts a podcast, Our Fake History, in Toronto.

During the first month, taping was done at the Municipal Building then transitioned virtually through the Go To Meeting platform. A laptop was hooked into a TriCaster input which allowed for briefings to be recorded with a lower third graphic for the date and a daily COVID-19 case graphic as the numbers are read. You may view the

briefings at <http://cablecast.northbrunswicknj.gov/CablecastPublicSite/gallery/11?channel=1>.

Using the TriCaster with Go To Meeting for virtual COVID-19 briefings allowed the station to address the challenges of remote Township meetings. Township Council, Planning and Zoning Board meetings were aired live pre-COVID so the transition went smoothly as the station used the Cablecast system to schedule the meetings to go live via the TriCaster feed.

Over the past year, the station has broadcast virtual productions of the Township's Memorial Day and September 11th Remembrances, Heritage Day, Christmas Tree Lighting and Menorah Lighting ceremony. To assist in keeping Township seniors connected and physically fit, two of the Senior Center instructors sent yoga and exercise videos which air during the morning. Residents have sent e-mails thanking the station for broadcasting the videos.

The station has also worked collaboratively with the Township schools in airing Board of Education meetings, North Brunswick Township High School virtual graduation, a virtual tour of the new North Brunswick Township Middle School, Memorial Day projects and posting information on the Community Bulletin Board. Over the winter, a couple high school boys and girls basketball games were aired live using the high school athletics' YouTube Live feed.

With future ready technology in place, North Brunswick TV is looking ahead to opportunities which will further broaden its programming and provide new ways to inform Township residents.

Standing Committee Reports

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

In recent months the External Relations committee has spent a fair amount of time working on JAG's social media marketing efforts and improving our website. I guess we've been doing something right, because we had over 1,000 visits to the site last month. We can account for some of the increased traffic because of the vendor presentations that have been posted in the members only section. If you missed a presentation, this is a good way to catch up.

However, there have been other changes that might not be as obvious that make the website more valuable to members. This month we introduced a new format for the newsletter which delivers an abstract of the content right in the email and provides links to the featured articles. Many of the links take you to the website. Feel free to nose around when you get there. If you have any thoughts on how to further improve the site, please let me know or join the committee. We can always use new ideas. You can reach me at geoffbel512@gmail.com.

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

No report provided.

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

The Production committee met on March 4th this month, once more virtually.

Lee Beckerman was elected to chair the committee and Anthony Pagliuco is Vice Chair. Woodbridge is in the process of editing a new COVID testimonial from New Jersey Assembly Speaker Craig Coughlin and should have it completed sometime next week. East Brunswick has also completed a COVID testimonial and will send it to Woodbridge for Branding. Both will be forwarded for inclusion in the JAG Website as well as on our Facebook and YouTube pages.

Lee wrote a rough script for a short video on "How to Produce a Testimonial Video". The script is being fine-tuned and vetted by the rest of the committee and we hope to shoot it in the next coming months.

WE are still trying to put together a meeting to hash out a "Why Join JAG" script. As several members are extra busy right now we have put this item on the back burner and are hoping to take it back up in the next couple of months.

Content for the JAG YouTube Channel has continued to be submitted by stations like EBTv, SOMA, Woodbridge and others. We are still working on getting our subscriber numbers up to 100 to open up custom URL capabilities. We will continue to push the channel through the newsletter, and linking back to the page through social media and our website. Lee will reach out to Independent producers to try to get more participation and subscribers. Instructions on how to send files directly to Doug are included in the newsletter, and will continue to be sent out to members.

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

No report provided.

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

The committee would like to welcome two new JAG members: River Edge Borough through the efforts of Nick Besink and New Jersey Advocates for Aging Well (NJAAW) our second non-profit organization through the efforts of George Fairfield.

We have interviewed 50% 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.

We would like to thank the following for responding to the committee members who are reaching out for interviews: Asbury Park, Bloomfield Township, C-Net, East Brunswick Township-EBTV, Edison TV, Essex County College, Fair Lawn, Hopewell Township, Manalapan Township, Mendham Borough, Montclair State University, North Brunswick TV, Oakland Communications Commission, Old Bridge Township- OBTv, Oradell Borough, Perth Amboy BoE- PATV34, Piscataway Community Television, Princeton Community TV, Rutgers Cooperative Extension, Rutgers University, South Brunswick, South Orange/Maplewood, Summit- Hometowne TV, Ventnor City, West Milford Township, Woodbridge Channels, George Bumiller, Positive Energy TV, and Greystone Studios.

We ask that you kindly respond to the committee's emails or phone calls to set up a date and time for an interview. If you have not received a phone call or email about this effort, please reach out to me at Stgibbons@verizon.net.

Please consider joining the membership committee. Our next meeting is scheduled for Apr. 6. If you are interested please contact Darryl Love at DFLove@aol.com or Stephanie Gibbons at Stgibbons@verizon.net.

Leadership Development Committee: *Dave Garb (Chair), Doug Seidel (Vice Chair)*

No report provided.

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. We'll be watching for your entry.

Conference Committee: *Bob Duthaler/ Geoffrey Belinfante (Co-Chair) George Fairfield (Vice Chair)*

The JAG Conference Committee has met twice during the last 30 days to work on creating a virtual conference for JAG members and those who are interested in PEG television, content and operations. The committee has selected the following people:

Conference Co-Chairs: Geoffrey Belinfante and Bob Duthaler

Vice-Chair: George Fairfield

Treasurer: Linda Besink

Secretary: Doug Seidel

At the latest meeting the committee released the dates for the upcoming Eastern Video Expo 2021(Virtual): June 8-9-10. Look for an updated website and open registration in Mid-April.

Please follow us on Social Media!

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www.jagonline.org JAGinfo@jagonline.org

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

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