



**JAG**  
Jersey Access Group

**Your Municipal Communications Resource**

..... Connecting Your Town to Your Residents

# Newsletter

APRIL 2021

VOLUME 8, ISSUE 4

## Trustees 2021

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Dave Ambrosy

Recording Sec.- 2021

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## President's Message

**Bob Duthaler**



### Are You Sharing the Wealth?

Each month I am tasked with writing an article for the newsletter identifying a specific topic of JAG that should be brought to the attention of our members. This month was no different, other than the fact I was having trouble on what to talk about. Then as I was talking with our board and executive director it hit me. I was not going to talk about one particular item, rather I was going to talk to you about the wealth of knowledge that JAG is.

It starts with our mission statement. "JAG advises, advocates, and educates in the areas of technology, legislation, and regulation impacting multiple media platforms." The way we go about this takes on numerous forms. This is the "Wealth of Knowledge" that JAG is. The key is to share this knowledge. By doing so, you are not only allowing others linked to your organization to understand all the JAG brings, but all that you are involved with, the complexity and the importance of the work you are doing in your job.

The little things aren't always so little, especially when they all come together. That can be said about the many facets of JAG and what we make available to our membership. It is the whole of these items that make up the sum of the "Wealth of Knowledge" of JAG. My goal here is not to spend time going into great depth about each facet but explain to you why you should not be greedy. Yes, I said greedy!

This is where I might lose some of you, as I just called you greedy. But I ask you to bear with me, as I realized myself, that I was being greedy as well. So how is that the case? I have been doing everything I can to participate with JAG and take advantageous of all that JAG has to offer. Isn't that the purpose of JAG? How is that being greedy? Well it is, sort of.

JAG's newsletter, JAG Connect shared server, JAG email list serve, JAG awards, JAG on social media, JAG website and Eastern Video Expo website are already familiar to you with all they have to offer. How do I know? You are reading this article now which is found in this newsletter, you have emailed questions or answered them on the list serve, you regularly download programs from our shared server and you check out the website for members only information. But who else in your organization is reading this? Who else do you know that entered the JAG awards? Who have you told about the upcoming Eastern Video Expo and Conference? Have you made others aware of these? Who are these people?

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## General Meeting Schedule 2021

**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

**Feb. 23- TBD**  
Presentation- TelVue

**Mar. 31- TBD**  
Presentation- TBD

## FOLLOW US ON:



So let me get down and dirty and explain what I am talking about and what you and I both can do to end this greed. Let's explore the many items that make up the wealth of JAG and let me explain what you can do to share them. The good news is it is not hard. More importantly, it is easy to do and those who you share with are in control of what they want to participate in.

So who are these people? How do you identify them? The simple answer is almost anyone you come in contact with during your course of operations. Do you have a cable advisory board? They already have an interest in what you are doing, so why not get them on the email list to receive the JAG newsletter, let them know about the upcoming conference and share meeting invites with them. The same can be said with your mayor, council members and administrator too. A lot of what we talk about from legislative updates to protecting rights of way, all have an impact on what your council and administration do. These can be found in our newsletter. Simply allowing them to receive this monthly newsletter could help them understand potential actions on both a state or national level and their impact on the local side. How about the technical people on your staff or board? Are they on the list serve? The knowledge they have may benefit our members or any questions they have could be answered by our members. It is this two-way street that is invaluable.

Are you working with or have interaction with a school district? Have you alerted the students or staff about the JAG awards? They work hard on their creations, so why not have them recognized? Those same staff members should be alerted to the conference, receive our newsletter and should be on the email list serve. Any volunteers? Are they creating content for you? Perhaps they should be on the JAG Connect server. It is not only to share content, but to allow those who create content for you to see what others are doing. Perhaps this gives them some ideas and allows them to up their game as well.

I think you get the idea of what I'm saying. It was never intentional on any of our parts to keep all the great wealth of knowledge of JAG and what the organization has to share to ourselves. Sometimes it just takes a little nudging to realize this. The great part is people you share this with have the ability to control what they want to receive and interact when they see fit.

You have two options. You can ask them if they would like to be included and if they agree you can send their name, email address and affiliation to me. The other is to make this easy for both you and them. JAG has created a special link that you can share with them to get them signed up. Just send them this link.

<https://lp.constantcontactpages.com/su/B7EMU1R/JAGnewsletter>

Start now, Share the Wealth!

Editors notes:

In the past, JAG's Monthly Newsletter was only open to its members that were part of the JAG listserv. This changed in March when we launched it on a new more public platform making it possible to broaden its distribution and support JAG's marketing efforts. This included updates to our website to include all the content found in the newsletters.

All of the items discussed in the above article are being produced by the members of JAG's eight committees. You will find their work defined in more detail in each month's newsletter.

Rich Desimone  
Editor-in-Chief

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



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, April 28<sup>th</sup>, 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\*- Are You Sharing the Wealth? JAG discusses using the newsletter as a marketing tool to increase public awareness of the work of JAG and how the membership could participate in widening the distribution network.

- Future Topic Ideas

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

- Rush Beesley, President, RUSHWORKS- Three User Interfaces in One Video Production System - VDesk

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](mailto:bduthaler@jagonline.org)

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

**The next meeting is Wednesday, May 26<sup>th</sup> .**

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

By Rush Beesley, President, RUSHWORKS

RUSHWORKS is proud to announce the upcoming release of VDESK 2021. It is a significantly upgraded version of our powerful and versatile integrated television production system, featuring advanced robotics control of PTZ and PTX heads with BABYZOOMER lens servo kits, and the RUSHDOLLY.

**VDESK** is unique in offering three different user interfaces designed to accommodate very different production styles, providing versatility and functionality for many production environments.

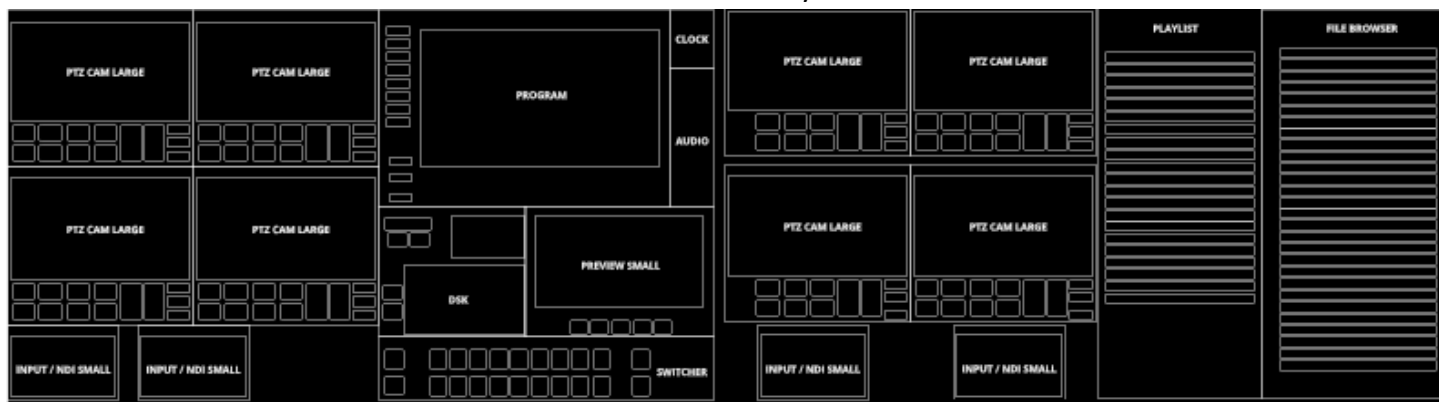
The **Classic** Interface, widely used for concerts, parades and remote special events, displays up to 12 camera panels, each with a video monitor and eight presets you can name, save and recall quickly with the touch screen interface. It supports up to twelve SDI inputs, at least four NDI inputs, or a mix of SDI, HDMI and NDI input configurations.

We've created Layout Templates that let you select the most appropriate for your production venues. There are four **Single Monitor Templates**, and six **Dual Monitor Templates**. These let you take advantage of larger camera control and monitoring panels, and an expanded Preview monitor window. You can customize and save as many Layouts as you wish to accommodate multiple production venues.



Single Monitor Layouts

Dual Monitor Layouts



It features enhanced integration with the **VDX T-Bar control surface** which includes consolidated controls for camera and preset selections, PiP, Double-Box and Chroma Key effects, with PTZ motion controls and file selection and playback.





The **Producer** Interface, popular for Board Meetings and Houses of Worship, uses a picture of your production area – which we call the Stage – onto which you drag and position icons representing meeting attendees, performers and musical instruments.

You can cover most venues using just two robotic cameras placed side by side in our exclusive Double Take configuration. Set unlimited presets using one camera, and the software automatically selects the object you touch on the screen and puts it into the Preview bus. Or you can activate **Hot Take** or **Hot Auto** and the shot will automatically switch to Program when the preset is reached.



You can turn on the **Hot Key** function and an assigned lower-third banner will also automatically fade on and off after the shot goes to Program. Additionally, there are ten **Hot Shot presets** for random cutaways and other blocked shots to enhance the coverage.

The **TalkingPoints** Interface is designed to streamline the capture, recording and streaming of presentations and lectures using Picture in Picture to display the PowerPoint content, as well as two more PIP inserts of the presenter and panelists if desired. A third reverse angle camera captures audience Q&A with the presenter and panelists, which is often an integral and important part of any presentation. It is especially useful for hybrid productions which include in-person attendees and remote participants using Zoom or similar communications protocols.



Central to each user interface is the ability for one person to control all aspects of the production, from robotic camera and dolly control to switching, recording and streaming. Having the ability to create, name and save presets with precise camera motion control has been our unique signature for the last 15 years. Utilizing touch screen operations in every case makes user interaction simpler and faster.

Join us for our presentation at JAG's General Meeting on March 31, 2021 at 12.12pm as we take a close look at the unique features of the VDESK 2021.

RUSHWORKS was founded in 2001 by Rush Beesley, a technology pioneer since the early 1970s. Having designed and created many production and automation technology solutions, his 'mongrel pedigree' is uniquely suited for the company's branding as a provider of "powerfully simple" integrated media solutions.

[Watch Product Demos and Video Help Files on our](#)



**VIDEO TRAINING CHANNEL**



**Keeping It Super Simple**

Rutgers Cooperative Extension is the outreach wing of the New Jersey Agricultural Experiment station at Rutgers, The State University. Cooperative funding provided by county government, the state of New Jersey through NJAES and the federal USDA partnership supports these outreach efforts.



The outreach aims to bring the scientific research and findings of the State University, and other universities throughout the country, to the residents of New Jersey. Rutgers Cooperative Extension has an office in each of the state's 21 Counties with departments in the areas of Agricultural & Natural Resources, 4-H Youth Development and Family & Community Health Sciences. Some of the more familiar sounding programs offered by RCE include the Master Gardener program and local 4-H clubs for youth. Rutgers Extension faculty and staff are dedicated to connecting residents with the latest in research-based information to help solve current problems in agricultural and food systems, enhance youth leadership and encourage practical environmental stewardship in our communities.



In Middlesex County, Extension Director and Rutgers Agriculture Agent Bill Hlubik and his team have been using video to teach and disseminate information for over 20 years. Our first educational video products were half-hour gardening, landscaping, and agriculture programs called "If Plants Could Talk." Each program covered a variety of topics and issues relevant to the residents of New Jersey and the northeast. Programs were distributed to local cable access stations; eventually progressing to statewide and regional distribution through New Jersey Network (NJN) Public Television station. Some portions of this program were re-packaged and remain on the server as short pieces called Plant Talk. The video offered from this era is of SD quality. In recent years, educational video production has focused on more specialized training videos for

green industry professionals with the same goal of providing quality research-based information to all clientele.

By partnering with the Jersey Access Groups (JAG) cable channel consortium we were introduced to the TelVue server based system which assists in sharing content with stations in need of locally focused content.

Examples of our videos currently available on the TelVue Connect Server include:

Videos on Horticultural Content and nuisance insects:

- PlantTalk- Do I Need Pesticides? SD
- PlantTalk- Selecting Trees
- Mosquito Reduction Tips (60 sec. PSA) SD
- The Green Menace – spotlighting the Invasive Emerald Ash Borer
- What's Bugging You? Prevent Ticks (7 min.) SD

Short promo videos for Jersey Fresh agricultural products

- What is a CSA? PSA HD
- Jersey Fresh Promo (2 min.); HD
- New Jersey's Sweet Summer Crops Jersey Fresh Promo (60 sec.). HD



More specific examples include Mosquito Reduction Tips PSA, the Green Menace (a 30 minute USDA produced show on the tree threatening invasive insect discovered in New Jersey, the Emerald Ash Borer), Plant Talk on Using Pesticides in Your Landscape and What's Bugging You? Prevent Ticks (shedding light on how to avoid tick bites and Lyme disease).





In recent years, the County Environmental Agent was tasked with presenting information on a series of the NJ DEP projects to improve the quality of our freshwater resources. The series of videos entitled Restoring the Manalapan Brook Watershed showcases projects aimed at reducing polluted overland runoff problems such as naturalizing detention basins, shoreline restoration and floating wetland islands. The Manalapan Brook is part of the Raritan River Basin in central New Jersey. The video was developed to be used by local governments, residents, and schools. But can serve as quality content for Earth Day or Arbor Day airing.

Since the start of the pandemic, our Extension office has cancelled all in-person learning opportunities until further notice. As a temporary substitute, for what would usually be in person gardening workshops and Master Gardener programs, starting in April 30 of 2020 we have presented free online webinars under the moniker RU Ready 2 Garden. Select episodes may be available for airing on local cable access stations.

If you would like join in these live online teaching events visit [www.middlesexcountynj.gov](http://www.middlesexcountynj.gov) and search “RU Ready” where you can view the schedule and register for participation.

To view any of these recorded webinars visit [www.tinyurl.com/rcevids](http://www.tinyurl.com/rcevids) courtesy of the Middlesex County Office of Communications.

Look for Rutgers Cooperative Extension videos on the TelVue Server.

Contact Dave Smela for this request.

David.smela@co.middlesex.nj.us or call 732-398-5268



## **A JAG Virtual Event**

### **June 8, 9, and 10**

**Virtual Trade Show, Vendor Presentation, Product User Groups,  
Workshops, Roundtables, Guest Speakers, Networking Events,  
&**

**The 10<sup>th</sup> Annual JAG Video Awards**

**[www.easternvideoexpo.com](http://www.easternvideoexpo.com)**

## (Drum Roll Please)

### ANNOUNCING THE 2021 VIRTUAL EASTERN VIDEO EXPO

Yes Virginia, this year there will be an Eastern Video Expo, and although it will be virtual, it will have many of the elements you have come to expect from the JAG sponsored conference, the only difference is that you'll have to experience them from the comfort of your own home.



Using the latest Zoom technology tailored to virtual trade shows, JAG will sponsor the Eastern Video Expo from June 8 through 10. As in the past, the show will feature vendor presentations, informative workshops, networking opportunities, keynote speakers from the industry, and of course the JAG awards. Sessions will begin each day at 11:00. Speakers will include Nancy Werner, General Council, NATOA; Jesse Lerman, President & CEO, TelVue; Mike Wassenaar, President & CEO, The Alliance for Community Media; Ken Fellman, Of Council, Helmer, Conley & Kasselmann P.A. and Robert Boyle, CEO, Planet Networks - just to name a few.

The first day of the convention will feature presentations from four vendors and a keynote speech that will address an important industry topic. There will also be two workshops on topics of particular interest to all PEG stations, independent producers and nonprofit members. Look to our website, [www.easternvideoexpo.com](http://www.easternvideoexpo.com), for important announcements in the very near future as to the featured speakers, the vendors participating and the subject of the workshops.

Day two—June 9th will not only feature vendor presentations and four concurrent workshop sessions, but we will also have the ever popular “Ask the Lawyers” roundtable that will update you on everything you need to know about what’s going on in Washington. Our lunch that day will feature breakout sessions on relevant topics hosted by “experts” on each topic. It’s an effort to re-create the popular Affinity Lunches that have featured individual subject tables during our in-person conferences. Finally, in the evening we will feature a virtual cocktail party/red carpet event prior to the presentation of the JAG awards. This is certain to be an entertaining event that no one will want to miss.

Finally, our third day will feature more vendor presentations and a keynote luncheon address. You will have to supply your own lunches each day—that is one of the drawbacks to a virtual conference. After lunch, we’ll offer four more workshops, a User Group or two, and finally a Networking/Wrap up event with giveaways to help you remember the Eastern Video Expo 2021.

Throughout the three days, from 1 to 4:00, attendees will be able to visit the virtual trade show floor at any time to meet one on one with vendor representatives for specific questions about the products they offer.

JAG would like to thank Jesse Lerman and the entire team at TelVue for their generous support (EVENT PARTNER) of the Eastern Video Expo. In the coming weeks, the conference committee will be working very hard to present an informative and entertaining conference that we hope will prove valuable to members and non-members alike. To offset the cost of the Zoom presentation and other fees associated with the presentation of a virtual conference, there will be a small fee to attend. There is a discount for JAG members. We welcome all members, guests and interested parties to log onto the Eastern Video Website [www.easternvideoexpo.com](http://www.easternvideoexpo.com) for more information. Remember, visit the site frequently to check for additions to the lineup of speakers, topics of the workshops, and vendors as they become available. We look forward to seeing you all--virtually of course--at the 2021 Eastern Video Expo.



## Addressing New Issues During the Pandemic

By Mary Granahan, Station Manager, Old Bridge

## Spotlight

Old Bridge Township has over 65,000 residents and our municipal access station, OBTV, is working to keep them informed and engaged through our programming and social media content. While our local channels OBTV15 (Optimum) and FIOS 22 are only available in Old Bridge, our content is accessible to everyone on the township's YouTube channel. Over the years, OBTV's staff has expanded from a small group of volunteers to a full-time station manager, and through my efforts, a part-time media production tech and a successful internship program. I am eager to continue our growth through reinstating our JAG membership and becoming more involved with the organization.



I was hired as station manager in January 2016, after almost 10 years of working in the industry on a freelance basis. My vision for the station was to improve the quality and overall look of the channel. Although we broadcast in SD, I upgraded our recordings to HD and created new motion graphics packages and intros for each series. I secured capital funding to build new, versatile studio sets and upgraded the lighting to LED. We now have three stand-alone sets with multiple options that enables us to change the look for each show.



As a municipal access station, we have a responsibility to keep the public informed. Part of that includes covering the township's three most important board meetings: Township Council, Township Planning Board and Township Zoning Board. While our buildings remain closed to the public, we've made adjustments by holding virtual and hybrid meetings with call-in sessions for public comment. All of our meetings air live on OBTV and YouTube. We also have a large social media presence on Facebook, Twitter and Instagram which is a great tool to instantly reach residents for emergency and non-emergency updates and information.



Other programs we produce include Old Bridge Outlook, You and Your Health, and our very popular Pet of the Month series where we feature an adoptable pet from the Old Bridge Animal Shelter. We've worked with the animal shelter and township council to eliminate adoption fees for featured pets as an extra incentive for adopting – especially senior and long-term shelter pets. This program has been so successful, that we often need to feature more than one animal because they're adopted so quickly!

While some of our regular programming has halted during the pandemic, we have created new, dynamic content to keep our residents informed and entertained. Old Bridge Update is a weekly PSA-style program where our Mayor delivers a brief address on COVID-19 and its impact on the community.

Department Update is a 10-15 minute interview program that brings focus to the projects, programs and services offered to residents and the adjustments made during the pandemic.



For our younger residents, we've worked with our Parks & Recreation Department to record Story Time! and Virtual Recreation.



And, for our older residents, we've collaborated with Silver Linings at Old Bridge, our senior center here in Old Bridge, to produce Silver Strength: Mind & Body. This is a 35-45 minute wellness program featuring classes originally taught live at the center, now virtually. Each week will feature Chair Yoga, Gentle Strength Training or Move 2 the Groove - a more advanced exercise dance class. The feedback on the new programming has been very positive and we're planning to continue production on these programs post-pandemic.

Looking ahead to the future, our goals are to continue to expand programming, to create a stable revenue stream, and to procure funding for projects to upgrade and sustain the growth of our station. This summer, the Old Bridge Township courtroom/council chamber will undergo a complete renovation from a new dais and public seating to improved lighting and an upgraded sound system. I'm working with a vendor to incorporate technology that will give the board president the option to control all microphones, presentations and lighting. We are going to be installing telephone conferencing technology, which will make it easier for consultants and residents to participate in public meetings during the pandemic. Another current project is the upgrade to our broadcast and community bulletin board server. The new server will have enhanced bulletin board features and increase our audience reach through closed captioning and live streaming for non-cable customers who use Apple TV or similar devices. My plan is to create a steady revenue stream through local sponsorships of our community bulletin board. We have a thriving business community here in Old Bridge who has generously contributed to past township events. This anticipated revenue will not only offset current operation costs, it will help fund future upgrades, projects and equipment.

Old Bridge Television has undergone many upgrades over the past five years and I'm excited to continue the station's expansion and bring new programming to our residents.

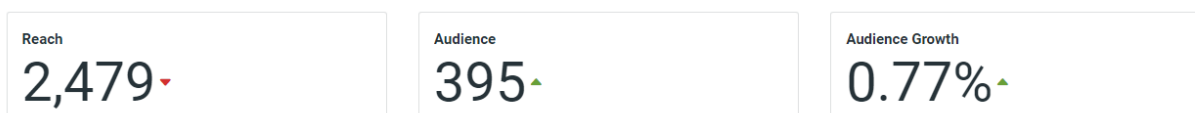


**Doug Seidel, Social Media Manager, External Relations Committee**

The Eastern Video Expo is just around the corner and that means there will be a lot more information like vendor and speaker announcements coming. This will all be announced on our social media channels, so if you are not already following the Expo social you can find links here. One of the easiest ways for us to make this a very well attended conference is to get the information out. It is understandable that not everything on the JAG social media is something that will interest your friends or followers. The Expo on the other hand may interest others that work in the multimedia fields or have an interest in politics. Also, the JAG awards will be awarded during the Expo, so if you submitted this is a great way to build anticipation with your audience.



The below stats look pretty good. Reach is down, but most importantly our audience is up. This means more people have a chance to see and are interested in what we are doing. Let's keep up the likes and shares and bring that reach up before the Expo.



#### **EASTERN VIDEO EXPO**

[facebook.com/Easternvideoexpo](https://facebook.com/Easternvideoexpo)

[instagram.com/easternvideox/](https://instagram.com/easternvideox/)

#### **JAG**

[facebook.com/pegvtv](https://facebook.com/pegvtv)

[linkedin.com/company/jersey-access-group](https://linkedin.com/company/jersey-access-group)

[instagram.com/jersey\\_access\\_group](https://instagram.com/jersey_access_group)

[youtube.com/channel/UCmA3j3MeNeEjN5WkZarViIQ](https://youtube.com/channel/UCmA3j3MeNeEjN5WkZarViIQ)

DO NOT FORGET TO CHECK OUT OUR YOUTUBE CHANNEL. AS THE VACCINE ROLLS OUT AND EVERYTHING STARTS TO OPEN UP, THERE WILL BE MORE PRODUCTIONS FROM ALL OF OUR MEMBERS. WE HAVE SUCCESSFULLY BEEN ABLE TO KEEP ADDING NEW PROGRAMING TO THE CHANNEL EACH WEEK SINCE LAUNCH EVEN IN A PANDEMIC, SO IT SHOULD LOOK GREAT ONCE ALL MEMBERS ARE BACK TO FULL PRODUCTION. HAVE SOMETHING YOU WANT ON OUR YOUTUBE CHANNEL? SEND A LINK TO [dseidel@piscatawaynj.org](mailto:dseidel@piscatawaynj.org) FOR REVIEW.

WE ARE SLOWLY MAKING OUR WAY TO THE 100 SUBSCRIBER GOAL, SO IF YOU HAVE NOT SUBSCRIBED ALREADY PLEASE DO. IT WILL LOOK MUCH CLEANER WHEN WE CAN SHORTEN THAT YOUTUBE URL.

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**NEW CONTENT ON WEBSITE-** To view the video content links below, you need a members only password. Email [lbesink@gmail.com](mailto:lbesink@gmail.com) for password.

**Reach US - New interAct6 auto tracking and switching lecture/event capture and streaming device Presentation at General meeting March 31, 2021**

[VIEW VIDEO](#)

**The Importance of JAG During the Pandemic**

**\*Craig Coughlin, New Jersey Assembly Speaker, The Woodbridge Channels**

[VIEW VIDEO](#)

**\*Amy Bauman, Director of Aging, Piscataway, Piscataway Community Television**

[VIEW VIDEO](#)

**\*Keith T. Kipp, Director of Planning and Engineering, East Brunswick, East Brunswick TV**

[VIEW VIDEO](#)

**\* Mayor Brian Wahler, Piscataway, Piscataway Community Television**

[VIEW VIDEO](#)

## Committees

**Rich Desimone, Managing Director**

## Volunteerism

All committees are currently extremely busy and could use your help. The Conference Committee is planning the Eastern Video Expo, a virtual conference June 8, 9, and 10. This committee has a number of components and will require the assistance of many of our members. The JAG Awards Committee is planning this year's presentation in conjunction with the Expo. Please consider joining and helping contribute to their success.



<b>Executive 2021 (as of 1.13.21)</b> Meeting second Wednesday 12:00PM	<b>Production 2021 (as of 3.8.21)</b> Meeting first Monday 11AM	<b>External Relations 2021 (as of 2.5.21)</b> Meeting first Thursday 12:30pm
Bob Duthaler, President <b>2021-2024</b>	Lee Beckerman (Chair) <b>2021-2023</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>	Dave Ambrosy: (Secretary) <b>2021-2023</b>	Stephanie Gibbons/Dustin Dumas: (Co-Secretary) <b>ELECTED 2021-2023</b>
Dave Ambrosy, Secretary <b>2019-2021</b>	: Producer	Doug Seidel-Social Media
Stephanie Gibbons, Corresponding Sec.- <b>2021-2023</b>	Nick Besink	Bob Duthaler: NJLOM 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	Robert Horvath—Web design and Social Media
Lee Beckerman, Production Chair	Bob Duthaler	
Geoffrey Belinfante, External Relations Chair <b>2021-2023</b>		
Rich Desimone: Managing Director Action Plan/Policies & Procedures/Bylaws	<b>Legislation 2021 (as of 2.5.21)</b> Meeting first Tuesday 11AM	<b>Conference 2021 (as of 3.8.21)</b> Meeting second Monday 2PM
<b>Finance 2020 (as of 2.9.21)</b> Meeting second Tuesday 11AM	Dave Garb (Chair) <b>2020-2022</b>	Bob Duthaler (Co-Chair) <b>2020-2022</b>
Linda Besink: (Chair) <b>APPOINTED</b>	Linda Besink (Vice Chair) <b>2020-2022</b>	Geoffrey Belinfante (Co-Chair) <b>2020-2022</b>
Jeff Arban (Vice Chair) <b>2020-2022</b>	Linda Besink (Secretary) <b>2020-2022</b>	George Fairfield (Vice-Chair) <b>2020-2022</b>
Geoffrey Belinfante (Secretary) <b>2021-2023</b>	Bob Duthaler: NJLM	Doug Seidel (Secretary) <b>2020-2022</b>
Bob Duthaler: President	Ada Erik: NJ Legislation	Linda Besink: (Treasurer) <b>APPOINTED</b>
Dave Garb: Vice President	Nick Besink	Anthony Pagliuco
Lee Beckerman, Production Chair	Jeff Arban	Dave Ambrosy
		Stephanie Gibbons
		Lee Beckerman
	<b>JAG Awards (as of 2.12.21)</b> Meeting first Monday 11am	Dave Garb
<b>Leadership Development 2020 (as of 10.12.20)</b> Meeting second Monday 11AM	George Fairfield (Chair) <b>2020-2022</b>	J Robertson
Dave Garb (Chair) Legislative Rep <b>APPOINTED</b>	Bob Nicholson (Vice Chair) <b>2020-2022</b>	Jeff Arban
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	<b>Membership 2021 (as of 1.7.21)</b> Meeting first Tuesday 1PM	
Geoffrey Belinfante: Conference Rep	Stephanie Gibbons (Chair) <b>ELECTED 2021-2023</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	
	George Bumiller	



# Bits & Bytes

## JAG Committee Meeting Schedule

- Monday, Apr. 26, 2pm — Conference Committee via virtual video service
  - Virtual Structure: Develop event schedule.
  - Workshop: Develop workshops topics and panelists.
  - Guest Speakers: Keynote, hosts, and others.
  - Revenue Generation: Registration and sponsorships
- Wednesday, Apr. 28, 12:10pm — General Meeting via virtual video service
  - Topic for Discussion: Are You Sharing the Wealth?
  - Presentation: Rush Beesley, President, RUSHWORKS - Three User Interfaces in One Video Production System - VDesk
- Monday, May 3, 11am — Production Committee Meeting via conference call
  - COVID Testimonials: Reaching out for input from members.
  - JAG You Tube Channel Management: Reviewing submissions requests.
- Tuesday, May 4, 11am — Finance Committee Meeting via conference call
  - Financial Reports
  - Billing 2021 follow-ups
- Tuesday, May 4, 1pm — Membership Committee Meeting via virtual video service
  - Delinquent Membership follow-up
  - Member Outreach Survey: Evaluating results
- Thursday, May 6, 11am — JAG Awards Committee Meeting via conference call
  - Managing submissions to 2021 awards
  - Planning judging site
- Thursday, May 6, 12:30pm — External Relations Committee Meeting via virtual video service
  - Vendor Presentation: May & September–December.
  - Website updates: Posting videos-Vendor Presentations and JAG Webinars.
  - Newsletter Development & Management: Increase circulation.
  - 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, May 10, 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, May 10, 2pm — Conference Committee via virtual video service
  - Virtual Structure: Develop event schedule.
  - Workshop: Develop workshops topics and panelists.
  - Guest Speakers: Keynote, hosts, and others.
  - Revenue Generation: Registration and sponsorships
- Tuesday, May 11, 11am — Legislative Committee Meeting via conference call
  - Protecting Access Television Act: Support from federal legislators
  - Franchise agreement: Monitor cable providers compliance.
- Wednesday, May 12, 12pm — Executive Board Meeting via virtual video service
  - Action Plan Committee Reports
  - Webinars & Virtual Hangs
  - Discussion Topics
  - Marketing Campaign: Newsletter circulation



## Organizational Members

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

The External Relations Committee has spent the last several months thinking about how we market JAG. The focus of our efforts has been to raise the organization's profile on social media with the objective of raising awareness and increasing membership. Thanks to Doug Seidel we have been moderately successful. We now have a YouTube page, a Facebook and LinkedIn presence and a website that has over 1000 views per month.

Despite these efforts, there are still a fairly large number of Municipalities, and many non-profits and independent producers who still don't know about JAG. We need your help. The best way for us to attract new members is still word of mouth—colleague to colleague—friend to friend. If you know an independent producer who is looking for a new method to distribute their material, please tell them about JAG and our cloud-based server. If you know anyone involved with a nonprofit that creates video content, tell them how JAG can help spread the word about their organization.

Finally, if you know of a town that has video that they distribute to their citizens, but doesn't belong to JAG, let us know. Working with the membership committee, we will do our best to convince them that JAG can help them better communicate with their citizens. Geoff Belinfante External Relations Chair. [geoffbel512@gmail.com](mailto:geoffbel512@gmail.com)

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

Many thanks to all members who have paid their 2021 dues. Remember that having your dues up-to-date enables you to take advantage of a number of JAG benefits, including discounted JAG Award entries and TelVue Connect. If you're unsure of your membership status, please email the JAG Treasurer at [lbесink@gmail.com](mailto:lbесink@gmail.com) and your note will be answered promptly. The JAG Finance Committee performs an important function with a comparatively small time commitment. Please consider joining our Committee; there is no accounting background required – just common sense and an appreciation of the work that JAG does.

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

The Production Committee met on April 13th.

Four new testimonial videos were completed and populated onto the JAG website, including videos from NJ Assembly Speaker Craig Coughlin and Piscataway Mayor Brian Wahler. The committee plans to halt testimonials for the time being. We are going to look at the possibility of getting some other big NJ names, possibly at the League of Municipalities Conference. Anyone who might be able to help with contacts please reach out to the committee.

The committee reviewed some ideas for the "How to shoot a testimonial" video over the last month. It has been decided to break the video down into several smaller "hits" of between 1-2 minutes each. We will start with "How to choose a location". We hope to be able to shoot the first one in the next month.

The JAG YouTube channel is up and running and we are looking for more content. A letter was sent out last month to all the JAG member independent producers soliciting programming. We encourage all member stations to submit content that has a general appeal as a way to populate the channel and a way of getting your programming out to a larger audience.

The committee is also starting to work on creating a new video highlight reel for the booth at the League of Municipalities Conference. We will be looking for dynamic excerpts from member programs with a catchy visual style. The video loops in the background as part of JAG's booth display.

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

The 621 Order is being challenged this month in the 6th Circuit Court in Cincinnati. Multiple government entities are petitioning for a review of the FCC's order published in August 2019, pertaining to the Cable Communications Policy Act of 1984, as amended by the Cable Television Consumer Protection and Competition Act of 1992. These multiple entities include the City of Eugene, OR, the City of Portland, OR, the State of Hawaii, the Alliance for Comm. Democracy, Anne Arundel County, MD, the City of Pittsburgh, PA, and the City of Chicago, IL. NATOA is an intervenor in the case.

A few words on Closed Captioning. Yes, it is slowly coming back. Now don't Panic! With the new administration in our capitol, there are other possible changes to our PEG world. President Biden and the federal law offices are ADA friendly. What might this mean to us? It is unclear at this time, but our national partners are sending out a warning. There will most likely be an auditing of the ADA rules and it will include taking a fresher look at closed captioning. When will this happen? It is anyone's guess right now. It could be in a few months or a couple of years. But, the main point here is that we need to start thinking about it. The rules that have protected us till now were written in the late 90's. Government has no reason not to "not" have it. Lawsuits have been happening around the U.S. for not having it, and these can become very expensive when you lose. Again, Don't Panic!! I know, too late!! What we need to do is start planning for it. We have time, but we can't be numb to the possibility of this actually materializing. In the words of Jackie Joyner-Kersey "It is better to look ahead and prepare, than to look back and regret". The Legislative Committee will be keeping a close eye on this matter and will keep all of you informed as, and if, this situation evolves.

As you can see, the Legislative Committee is in constant need of your eyes, ears, thoughts and contacts in order to keep PEG informed and 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. David Garb, [davegarb@paps.net](mailto:davegarb@paps.net)

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

The committee, having received a response rate of 65% for the JAG member questionnaire project, is now preparing the report from that information. We also will be updating members contact information. If you haven't participated in being interviewed and would like to schedule an interview please contact me at: [Stgibbons@verizon.net](mailto:Stgibbons@verizon.net).

The committee is also reaching out to members who have not yet renewed their membership this year. Although the pandemic has resulted in not being able to get together in person, JAG has been working hard to make sure we offer even more services to the members. Please consider joining the membership committee. Our next meeting is scheduled for May 4. 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)***

One of our continuing objectives in the Leadership Committee is to reach out to all of our members to discuss the importance of joining one of our other committees. We need your skills to help JAG grow and continue to be the voice of the New Jersey PEG community. We are currently going over our Policy and Procedure documents and updating the different sections of it as needed. This committee's main objective is to focus on the development and promotion of JAG by reinventing 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.

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

The JAG Awards are officially closed. Now all the work of organizing, sorting, downloading, uploading, and ordering begins. The return of the JAG Awards Presentation will be the evening of June 9, 2021, beginning with a virtual "Caviar, cocktails, and red carpet dreams" at 6:30pm followed by the Awards presentation at 7:30pm. Mark it on your calendar, pencil it on a sticky note, or save a reminder on your phone. The JAG Awards Committee is looking forward to seeing everyone in their Dior pajamas and Italian slippers. If you have any questions, please email [gfairfield@piscatawaynj.org](mailto:gfairfield@piscatawaynj.org).

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

The Conference Committee has been very busy lately planning this year's virtual Eastern Video Conference. Even though we won't be together in the same way as we have in the past, the committee is working hard to insure an informative and entertaining virtual event. As we have in the days when we were able to stage a live event, there will be exciting workshops, informative keynote speakers, vendor presentations and of course the presentation of the JAG awards with a virtual red carpet event/cocktail party. Thanks to TelVue for their generous support of the conference, the event will take place on June 8th 9th and 10th starting at 11:00am. There will even be a virtual trade show floor that you can visit any time during the day. Please visit the conference website for more information and updates on the workshops and speakers, [www.easternvideoexpo.com](http://www.easternvideoexpo.com). If you're interested in helping to plan the conference, or wish to learn more about a particular product or service, please let me know— [geoffbel512@gmail.com](mailto:geoffbel512@gmail.com).

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

Editor-in-Chief: Rich Desimone Social Media Manager Doug Seidel Features Editors: Stephanie Gibbons & Cindy Hahn