

### Trustees 2021

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## President's Message

**Bob Duthaler**

### *It's Time to Tell Your Story*

So many great things came out of our conference, and I would like to reflect on two of these, draw your attention to them and ask for your response as well. It is important to realize that information between JAG and its members is a two-way street. As President of this great organization, and with the support of the board and the various committees, we present to our members valuable information, establish important relationships, and give our members the support they need to make their job easier.



One of the great relationships that JAG was able to establish was with Congressman Payne of New Jersey's 10<sup>th</sup> Congressional District. The Congressman was no stranger to the importance of local access television, having appeared on it many times in the course of his duties. He was there when our cameras were on hand for ribbon cutting events, council meetings and other community events. He understands the valuable work we do to get information out to the community and especially so during the last year while in the midst of COVID-19. Congressman Payne was there again when we reached out to him. During the previous administration, the future of local access television was under attack - from the FCC orders affecting franchise agreements and funding to pending legislation that could negatively impact our operations. When our Legislative Committee reached out to the Congressman, he took our call and listened to our concerns. Congressman Payne understood these issues. He reached out to the FCC to rescind their order, and signed on to the Community Television Preservation Act to help protect access TV.

Members of JAG along with the Executive Board also realized what Congressman Payne did to help our members and the communities we serve. Because of this, he was nominated for JAG Legislator of the Year and was unanimously approved by the JAG Executive Board. We were able to present our award to the congressman during our live luncheon during the third day at our annual conference. I urge you to watch this keynote event on either the JAG website in

the members only section or on the conference website. I want to highlight a couple of quotes that Congressman Payne had to say about what we do. When speaking about JAG directly Congressman Payne had this to say, *"The Jersey Access Group plays a critical role in helping New Jersey residents get their local news and content as I learned over the last past year. It has helped me to reach thousands of my constituents in a variety of ways. The most popular one concerns*



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### General Meeting Schedule 2021

Sept. 29- TBD

Presentation – Varto

Oct. 27- TBD

Presentation-TBA

Dec. 1- TBD

Presentation- TBA

Jan. 26, 2022- TBD

REORGANIZATION

Presentation- Cablecast

Feb. 23- TBD

Presentation- TelVue

Mar. 31- TBD

Presentation- DeSisti

Apr. 28- Virtual

Presentation- RUSHWORKS

May 27- Virtual

No Presentation

Jun. 24- Virtual

No Presentation

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*the city council and town hall meetings that I attend every month ... I know it is a group member who is helping to broadcast those meetings to my district cities and communities. Without local television stations, those communities would be robbed of crucial information necessary to make informed decisions about their elected officials. In addition, they allow residents to learn about important school property and tax proposals within their municipalities."* The Congressman spoke directly about the FCC and its harm to local access, *"I am not pleased with the actions of the Federal Communications Commission to defund local television stations. The decision to allow cable television companies to reduce franchise fees owed to your members threatens community access to local content ... I contacted the FCC to address New Jersey's unique situation in a letter with my friend and colleague Congresswoman Bonnie Watson-Coleman. We asked them to reverse the 621 Order ruling so that New Jersey residents have uninterrupted access to local public educational and governmental access channels."*

Congressman Payne clearly showed that he understands the importance of local access television, the work you do and JAG. The question is... does your community know? Do your local leaders know? Well, they should! That brings me to my second point of this article, which also came out of our annual conference. In the same video in which the Congressman spoke, Nancy Werner, General Council for the National Association of Telecommunication Officers and Advisors (NATOA) expanded on the value of community media and that value needs to be protected. Nancy reinforced the efforts of Congressman Payne by referencing a survey by the School for Communication at American University that called public access stations the local communication hub. This could not have been made clearer than when we look at how community media dealt with COVID-19. This is a story that needs to be told, not just on your channel but to your local elected officials, community leaders, and members of congress on the state and federal levels. Keep reminding them of the work that you have been doing.



Mike Wassenaar, the President of the Alliance for Community Media also spoke to our group. Mike also highlighted the work across the country that local access stations were doing during the COVID-19 crisis. Stations just like the ones we all operate. How we had to re-invent ourselves during this crisis - operate stations remotely, incorporate remote and online meetings to our broadcasts, cover live press conferences and local updates... all reasons why our local leaders were looking to us for answers and advice. It was the collective power and ingenuity of our members that made it possible for us to pull this off, keep information flowing during a crisis and keep government operating in a transparent way.

In speaking to our members, Mike threw out a challenge to JAG members (here is the two-way communication part). Mike asked that all of us think of one or two sentences on what our stations did during the COVID-19 crisis to keep us relevant and to communicate effectively to our viewers the information our local leaders were trying to get out. The challenge is simple. No one is asking you to write a full article (like I must do each month...that is a real challenge), just a sentence or two. Just tell us what you did and why it was important. Sometimes we all need to "toot our own horns" because we can't always get others to recognize these things. Once brought to their attention, you will see how your local leaders will realize the importance of you and your station.



I urge you again to watch the third day lunch speakers, hear what they have to say and listen to the challenge that Mike Wassenaar gave to our group. Our legislative committee, under the leadership of JAG Vice-President Dave Garb as its chair, will be collecting your responses to Mike's challenge. They will gather up the responses and create a document that they will ultimately share with leaders on both a statewide level and national level, like Congressman Payne. It is important for you to take a few minutes, reflect on what you did and answer the challenge.

**J Robertson, Managing Director – Ho'ike Kauai Community Television, Hawaii**

When you choose to attend a community media conference you hope to be informed, engaged, inspired, and amazed.

For more than a decade I have had the unique pleasure of attending the annual JAG Conference known as the Eastern Video Expo. That experience has introduced me to new technology, production equipment, familiarity with vendors, skill development, political public policy practices, and a truly rewarding association with the people who regularly attend the gathering. Each year I look forward to a trip from the Garden Isle to the Garden State.



For the better part of the past year and a half life has transitioned to a not so realistic ZOOM life. Every Board meeting is on ZOOM, every council meeting, every community meeting, every family gathering and more. Life became a bunch of little boxes in a grid with mute buttons, screen shares, and a litany of background screens. Yes, I've seen your living room. One ends up blurry eyed with a migraine. Often these meetings are back-to-back on a never-ending cycle. The use of ZOOM has been a boon for communication and a tedious intrusion into time and space. It is also fraught with technical issues, failures, frozen panes, and bad connections. With an average of 5 ZOOM meetings a week and sometimes more the experience has been varied.

The Eastern Video Expo 2021 has reinforced my idea that ZOOM can and is a good tool. Being familiar with programs and virtual conferences for a while it was immediately apparent that the technical side of the Expo was in excellent hands. Doug Seidel over at Piscataway Community Television is remarkable. I watched as he juggled several simultaneous meetings, brought together social gatherings, managed the awards program, facilitated panels and the never-ending demand to add content via either video or power point. It was flawless. It was superb and the best technical display of pulling pieces together I have experienced. Doug and his team did an exemplary job in production. And for that matter the entire conference committee delivered an outstanding conference in all aspects. The topics, the panelists and the presentations were some of the best nationwide. Another impressive element was the knowledgeable and well-prepared moderators of each session. They continually fostered a cohesive discussion without straying off course.

The ability to execute the programs meant a meaningful experience at the conference. The knowledgeable panelists were showcased in the best fashion. The transitions were supremely smooth. The audio came through loud and clear. It was so perfect the attendees didn't even notice, that's how good it really was. One of the more interesting experiences was sitting on my lanai in Hawaii (yes early in the morning) listening to an outstanding music composer describe editing and sound while in England – brought together by folks in New Jersey. And it is true that a panel I participated in started at 4am Hawaiian Time but that was fun considering the other members of the panel and the attending audience.

The best part of this conference is each and every one who attends, along with access to the best vendor selection. This conference brings people together with an emphasis on delivering valuable information and access to the developing technology. All made possible by the Conference Committee and the JAG Leadership.

This conference brought back so many wonderful memories of years past while getting to reconnect with my dear friends in the JAG organization and the conference planning group. To see and speak with vendors was terrific. It was also a platform to thank those vendors who kept us running with advanced technology while taking the pandemic head on.

I miss the annual trek to New Jersey, the friends I've made through the years, the associations, and the loads of fun during the events. It is my true hope to attend the 2022 Eastern Video Expo in person to continue to build these relationships, learn more, and experience the wonderful nature of the people of the Jersey Access Group.

## Constructing and Executing an Agenda which was Ambitious and Demanding

By Rush Beesley, President and CEO, RUSHWORKS

Feature

Having the opportunity to participate remotely in the recent virtual conference was very satisfying in many ways. First and foremost, it provided a forum where people can, once again, share ideas and information provided not only through peer interaction, but also from contributing technology vendors like our company, RUSHWORKS.

Constructing and executing an agenda which was ambitious and demanding, the JAG organizers did an exceptional job enlisting participants with knowledge of many complementary technologies and opinions on how association members may best embrace and apply them.



For many years technology development has been on an exponentially increasing curve, yielding new means and methods for enhancing communications and improving operational workflows at several levels. And as with all seemingly devastating scenarios like the pandemic, there is often a revelation of new ideas and methodologies that, when properly implemented, open the doors for new and better communications and operations workflows. The distillation of ideas presented at the conference provide a revelatory road map to our collective future in public, educational and government video production. Perhaps the single most impactful trend which must be broadly addressed and accommodated is the rapid transition away from cable channels to Internet (aka OTT) content delivery.

Cable is rapidly mirroring a double-declining popularity based on many factors, but the bottom line is that we all must realize that we'll reach many more of our citizens through OTT content availability than will ever be possible with the diminishing cable demographic. And the issue is simple and fundamental economics. As cable subscriptions decline, so does the revenue generated by subscriptions in the form of the mandatory percentage paid to the municipalities in support of PEG channel operations.

What has been 'expected' revenue will dwindle, and if PEG operations are to survive and thrive it's imperative that we begin immediately to determine alternate sources of funding. This is not a question of if, but of when. So it's better to be proactive in defense of our own sustenance than wait until suddenly the funding has dried up.

Like a low power television station, a PEG channel is necessarily focused on a hyperlocal demographic: the citizens of our communities. Our channels should be a deep repository of information derived from as many aspects of our communities' activities as possible – from public meetings to outside events of all kinds that are unique to each entity. To create this wealth of available information means that the creation of 'media assets' must increase, not decrease.

One very effective way to do this is to have citizens contribute videos and pictures from as many different events and venues as possible. At any given time, there are dozens of these events taking place. These may include local car shows, pet adoptions, dance, sports, music and many more. To have all these available on your channel is truly magnetic for your citizens, and this simultaneously drives the interest from local merchants to sponsor and/or advertise on your channel.

Being tethered to the cable model for many years, such external financial participation was discouraged and even disallowed. Our changing times mean we are no longer constrained by those limitations, and it's time to change the operational models to supplant the dwindling cable revenue. In short, it's time to think more like a commercial TV station, even a PBS affiliate, than an operation dependent on cable channels.

Using appropriate technology you can certainly stay current with opportunities to enhance your content platform. The ideal scenario is to provide a linear scheduling and playback system that emulates what you're doing on the cable channel, with the added ability for viewers to download on-demand resources. This is the best of both worlds, and something not available from a cable channel. While some continue to appreciate 'linear' programming, ours is an age of a Google search that provides immediate results. "I want it and I want it now ... not at 5:30 this evening".



Our A-LIST Streamster, for example, let's you schedule and play a 24/7/365 schedule streamed to the provider of your choice. It can also pass "live" input, as NDI, from your studio or even remote video productions. It's an Internet software/hardware appliance that's just 7" x 7" x 3". It's a small footprint that provides a large impact.

Our VDESK remote production systems, with integrated NDI PTZ cameras, fit in a tiny Pelican case you can toss in your back seat for remote multi-camera productions. It records the program, as well as ISO camera inputs, and streams simultaneously.

So with your citizens encouraged to send volumes of pictures and videos from local activities, coupled with your ability to produce and schedule your own programs using a single operator, you can control your cost and maximize your ability to maintain and sustain your PEG channel operations ... far beyond the disappearing constrictions of your cable franchise.

The conference was both timely and informative, and it emphasized the need to further our communications on these topics "As The World Turns".



By Jesse Lerman, President and CEO, TelVue Corporation

With accessibility gaining momentum both as a core mission and a compliance requirement, Closed Captioning is top of mind for Community Media broadcasters, and modern technology has made captioning affordable. As you move towards making your channels and programming accessible, what are the technology and workflow tradeoffs to consider?



Before reviewing some of the workflow considerations, let's look at the two main types of captioning technologies available. Human captioning, where humans are scheduled to listen to the program audio and type out the captions, or Artificial Intelligence (AI) captioning, where audio is processed by computer programs and speech is automatically transcribed - also known as Automatic Speech Recognition (ASR) or Speech-to-Text (STT). Human captioning is highly accurate, but resource intensive and comes with a hefty price tag. AI captioning is automatic, highly scalable, with 80-90s % accuracy, and orders of magnitude more affordable.

For AI-based captioning solutions, the algorithms may run on dedicated hardware on-premise, or in the cloud. Cloud Speech-to-Text services have gone mainstream with major cloud computing providers including Google, IBM, Amazon, and Microsoft all offering services, as well as specialty providers. For both human and cloud-based AI captioning, it is common to stream audio and text over the Internet between the station and the cloud for processing. Audio and text are both low bandwidth, so this can easily be done reliably and with minimal latency.

Hardware captioning solutions can be quite expensive, with very high start-up capital expense in the \$50k range. They also typically require caption encoders, which can easily cost an additional \$4k to \$6k per channel.



There is a growing trend in broadcast towards all-in-one systems, that simplify workflow, reduce complex integration points between varied systems, save money, extra rack space and power, and make support easier with one point of contact. Integrating captioning directly with playout and automation helps save money

by eliminating the need for dedicated captioning hardware and traditional captioning encoders. Such integrated systems can provide hooks for using both AI captioning engines and human captioning. While AI captioning is so much more affordable and continues to get better, there may be times where specific events require the accuracy of human captioning.

For both human and AI captioning, quality audio with minimum background noise, and clear dialog without too many simultaneous speakers are all important for accuracy. AI captioning supports advanced features such as Custom Language Models to improve accuracy that allows configuring a list of commonly spoken names, words, and phrases so the automatic captioning knows what to expect. For example, a list of Council Member names for meetings.

Tightly integrating captioning directly with playout & automation streamlines captioning workflow, enabling:

- Eliminating the need to manage caption events, scheduling, configuration, and file processing across multiple applications and systems.
- Set-and-forget rules for which channels, live programming, or content is captioned, with which settings including program-specific Custom Language Models.
- Automatically generating captions for videos right from your existing content interface.
- Automatically marrying live captions with corresponding recordings for replays.
- Displaying captions in native channel confidence monitors.
- Highlighting which events will be captioned, and which content has captions.
- Publishing captions along with videos for streaming, mobile, OTT, sharing and archiving.

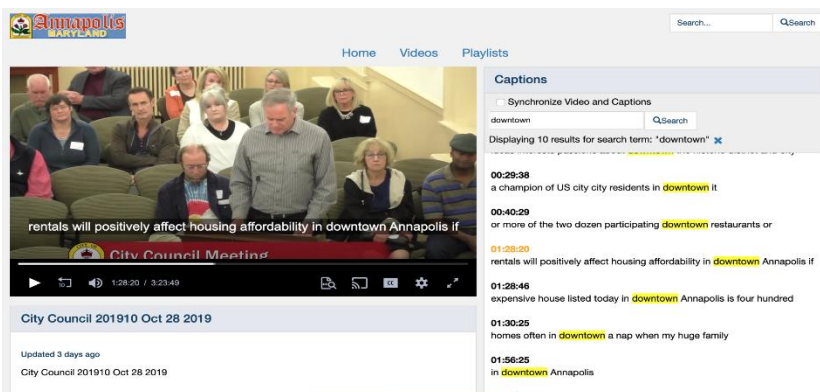
Tight integration also allows for cost savings when combined with AI captioning engines and usage-based pricing by captioning unique programming only. Offline files and live events are processed once, saving the captions for replays. If you take replays and CBB out of the equation, you will likely find that your yearly usage-based caption cost will be extremely affordable. Grants and Sponsors for captioning can further offset costs.

AI captioning can also be used to solve more nuanced caption workflow challenges, such as Secondary Audio Programming (SAP) in which case there may be two separate audio tracks that both need captioning in different languages, or using AI language Translation services to present captioning in multiple languages. For live events on Cable, that could mean CC1 in English, and CC2 in Spanish, even if there is only one English-only audio track. For streaming & OTT, that could be any of 100+ languages you select that are important to your community.



Captioning your programming opens up additional benefits beyond accessibility. Once you have captions available, the caption transcript text can be useful as searchable metadata. Viewers of your on-demand programming can search the captions to find specific topics of interest in your meetings and programming, and drill right to that part of the video. Some AI captioning also supports Speaker Diarization that automatically detects and tags each individual speaker, potentially useful for meetings and transcripts.

*Example of Multi-language Captions Select*



TelVue recently launched SmartCaption™ LIVE to make captioning for Community Media broadcasters easy and affordable. SmartCaption integrates directly with the TelVue HyperCaster, no additional equipment required, providing the many all-in-one benefits. SmartCaption also supports a standalone server for simple integration with other playout systems, offering many of the same workflow and automation advantages. In both cases, usage-based pricing leveraging modern, AI-based captioning helps you control

*Example of Searching a Meeting Using the Captions Transcript*

your costs and makes multi-language captioning ultra-affordable for live and offline captioning supporting both broadcast and streaming/OTT workflows.

Captions generated with SmartCaption are also compatible with TelVue CloudCast that displays captions in the web player, mobile (iOS & Android), and OTT apps (Roku, Apple TV, and Fire TV). The CloudCast web player and mobile apps support Caption Transcript Search to make your meetings searchable, and captions can be translated to over 100 languages to allow viewers to select their language of choice. Captions can be embedded in broadcast files as standard CEA-608/708 in Connect for JAG Media Exchange sharing. SmartCaption also offers a powerful, cloud-based caption editor when quickly touching-up existing captions is required.

Now is a great time to start captioning your programming for accessibility and to better serve everyone in your community. The pricing for captioning is finally PEG-friendly, there are numerous options available, and the technology is ready for prime-time.

## Designed to be a professional production space

By Adam Goldberg, Chief Engineer, Broadcast and Media Operations, College of the Arts, Montclair State

## Spotlight

The School of Communication and Media Building (SCM) on the campus of Montclair State University opened in September of 2017. Designed to be a professional production space for the school's TV, Film, Radio, and communications programs, the building hosts a variety of productions spaces.



These include:

- 2 HD TV studios with control rooms, each equipped with 3 Sony studio cameras with prompter, one jib camera, wireless microphones and IFBs, ETC lighting system, Sony switchers, VizRT graphics, AutoScript prompter, an Omeon server system with 6 channels of play/record, and a SSL audio board.
- A 4K TV studio and control room with 3 Sony studio cameras with prompter, one jib camera, wireless microphones and IFBs, ETC lighting system, Sony switchers, VizRT graphics, AutoScript prompter, an Omeon server system with 2 channels of HD play/record, a Sony server system with 2 channels of 4K play/record, and SSL audio board.
- A professional film sound stage with 3 company power switches.
- A 187 seat presentation hall with a 4K DCP projection system and 17-speaker 7.1 surround sound system. Additionally, the room is equipped with 6 Sony PTZ cameras and its own control room with a Sony switcher, PTZ controllers, ETC lighting system and Yamaha audio board to record presentations and live productions.
- A 21<sup>st</sup> century live newsroom featuring television feeds from across the world surrounding its own news set. As the communications hub of Montclair State, the newsroom runs Avid iNews and is equipped with 3 Sony studio cameras, prompters and PTZ camera.



All of these spaces are interconnected to each other via a central video/audio/data Evertz Router. All use one RTS Adams Intercom system.

The facility is also connected to the LTN network. This allows us to send signals and receive live videos from around the world. As a result we've hosted uplinks for NBC, MSNBC, CNBC, Fox News, PIX, NPR, BBC, and private events.

The building's second floor is primarily dedicated to audio production. The state of the art facilities center on a 24-channel ProTools audio recording studio and a 16 channel ProTools Foley studio with multi-surface substrate floor, gravel/dirt pit and splash pool. The audio area also features 4 small ProTools post-production rooms for editing.



Just adjacent to the audio area of the building is the campus radio station WMSC, consisting of an On-Air live 24/7 room, prerecord productions room, and overflow talk room. The station can be heard locally on 90.3 FM, and internationally via wmscradio.com. WMSC is also streaming live on the iHeart Radio App as one of a few select college radio stations to be allowed onto the platform.

There is also a 35 seat private movie theater with a 4K DCP projection system and 16-speaker 7.1 surround sound system available for film screenings.



To support these facilities and the roughly 200 classes per semester offered by the School of Communications there are 5 computer labs ranging from 16 to 31 seats per room. All the labs are preloaded with Avid Media Composer, Avid ProTools, Adobe Creative Suite, Davinci Resolve, AutoCad and Vectorworks, just to name a few. The school offers class in Audio/Sound Design, Communication and Media Arts, Communication Studies, Documentary, Journalism, Filmmaking, Public Relations, Sports Media and Journalism, Television Production, Fundamentals of Speech, and a MA program in Public and Organizational Relations. More information on classes and degree programs can be found at: [montclair.edu/school-of-communication-and-media/](http://montclair.edu/school-of-communication-and-media/)

There are also three additional mediated classrooms in the building used mostly for lecture courses for the Communication Studies and Public Relations programs. The building is also connected to other buildings on campus via dark fiber. Directly adjacent to the building is Morehead Hall where the academic offices are for the School of Communications and Media. The connection to this building allows us to send and receive multiple video signals between the two buildings, creating an interlink between the offices, conference rooms and two mediated classrooms with the production spaces in SCM.

The production spaces are also connected to two theaters on campus. Kasser Theater is a 500-seat professional theater. Seven PTZ cameras permanently mounted in the theater connect back to the production facilities in SCM. Additionally, there are video, audio, and intercom connections between the two facilities allowing the spaces to be fully interconnected for production. We are currently about to go into our third season of recording and producing shows in conjunction with MSU Peak Performances. ([peakperfs.org](http://peakperfs.org))



Memorial Auditorium, the second theater on campus, seats 1000.

Currently, the fiber run between our two facilities allows us to bring in studio cameras and additional support equipment in order to cultivate the theater into a production space.



We have also run fiber connections to the campus football field where other events are captured and/or streamed live, including Montclair's annual graduation ceremonies. This past June, due to Covid-19 restrictions, we streamed 19 ceremonies over a one week span with 4 studio cameras, jib, 3 PTZ cameras and one wireless roaming camera all switched and streamed live.

In addition to supporting the classes and other university initiatives, the building is also available for third party rentals. Our clientele list includes ABC, NBC, CBS, Google and Telemundo. We also do several recurring talk shows for local politicians in the area. We provide clients with a variety of rental packages ranging from a full technical crew provided by MSU, a mix of MSU and client crew, and space-only rentals. This is a great opportunity for our students to work side-by-side with industry professionals. In all three

scenarios MSU provides engineering support to ensure the equipment and spaces are operating correctly.

In the past we've also rented facilities to Netflix and independent film makers, and hosted gubernatorial debates, film screenings, town hall meetings and private events. We were even honored to host a lecture by the late Supreme Court Justice Ruth Bader Ginsburg soon after the building was open.



More information about the building and rental areas can be found at: [montclair.edu/bmo](http://montclair.edu/bmo)



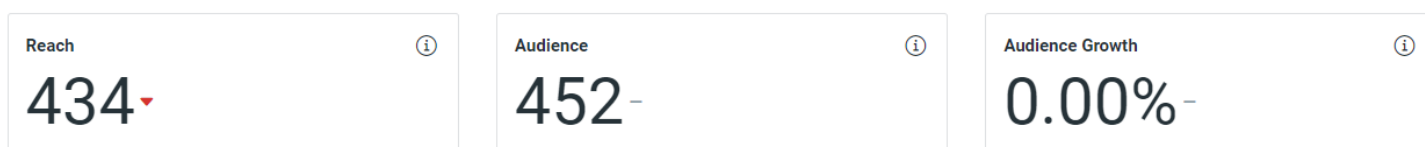
Doug Seidel, Social Media Manager, External Relations Committee



Did you win a JAG award? Did you take a screenshot during the Expo? Don't forget to tag JAG when you post it online. This is a perfect time to brag on social media. You can use the hashtag #EVE2021 to help promote the expo as well. Next year we will go hashtag crazy tagging all of the pictures from the in person expo (hopefully).



While posting on social media, feel free to share a link to the JAG awards video from our YouTube page. Use this to talk about your award win, nomination or intention to enter the awards next year.



#### JERSEY ACCESS GROUP

[facebook.com/pegstv](https://facebook.com/pegstv) [linkedin.com/company/jersey-access-group](https://linkedin.com/company/jersey-access-group) [instagram.com/jersey\\_access\\_group](https://instagram.com/jersey_access_group)

#### EASTERN VIDEO EXPO

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

Do not forget to check out our YouTube channel! Have something you want on our YouTube channel? Send a link to [dseidel@piscatawaynj.org](mailto:dseidel@piscatawaynj.org) for review.

**New Content:** [JAG red carpet and awards show](#) – JAG [The 2021 NAACP Juneteenth Commemoration](#) - Cnet [Bloomfield Juneteenth Celebration](#) - WBMA TV

**NEW CONTENT ON WEBSITE-** Over the next 3 months we will be posting all of the Eastern Video Expo events to the members only section of our website. *To view the video content links below, you need a members only password. Email [lbsink@gmail.com](mailto:lbsink@gmail.com) for the password.*

**Ask the Lawyers with**  
**Ken Fellman, Nancy Werner**  
**And Brandon Dittman**

**Eastern Video Expo Keynote Day 3**  
**Legislator of the Year,**  
**Congressman Donald M. Payne**

**TelVue Presentation: Easily Launch Branded**  
**Mobile & OTT Apps For Your Station**  
**By Jesse Lerman, Pres. & CEO, TelVue**

VIEW VIDEO

VIEW VIDEO

VIEW VIDEO

**Cablecast Presentation:**  
**New Features in Cablecast 2021**  
**By Randy Visser, Sales Engineer,**  
**Cablecast Community Media**

**Varto Technaligy Presentation:**  
**There is a Tricaster for Everyone**  
**By Yervant Keshishian, Technical Director**  
**& Sales Engineer, Varto Technologies**

VIEW VIDEO

VIEW VIDEO

Share the value of Jag's newsletter with your elected officials, cable committee, station volunteers, associates, and friends. Send this invitation: <https://lp.constantcontactpages.com/su/B7EMU1R/JAGnewsletter>

## Committees

**Rich Desimone, Managing Director**

## Volunteerism

Well, the Conference Committee and the JAG Awards Committee can both take a deep breath. They will be winding down in the coming weeks and suspending their operation for a much needed rest. If you thought their events this month were fantastic think about joining this amazing group when they reconvene.



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 <b>2021-2024</b>	Lee Beckerman (Chair) <b>2021-2023</b>	Geoffrey Belinfante (Chair) <b>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 (Co-Secretary) <b>2021-2023</b>
Dave Ambrosy, Secretary- <b>2019-2021</b>	Nick Besink	Dustin Dumas (Co-Secretary) <b>2021-2023</b>
Stephanie Gibbons, Corresponding Sec.- <b>2021-2023</b>	Dave Garb	Doug Seidel-Social Media
Anthony Pagliuco, Trustee <b>2021-2023</b>	Robert Horvath	Bob Duthaler: NJLOM Join Session, JAG Session, Booth Staffing and rooms, Web Site
Jeff Arban, Trustee <b>2019-2021</b>	Geoffrey Belinfante: Access NJ	Rich Desimone: JAG Newsletter Editor
Darryl Love, Trustee <b>2019-2021</b>	Doug Seidel: YouTube Channel	Dave Garb
George Fairfield, Trustee <b>2021-2023</b>	Bob Duthaler	George Bumiller
Lee Beckerman, Production Chair <b>2021-2023</b>		Robert Horvath—Web design and Social Media
Geoffrey Belinfante, External Relations Chair <b>2021-2023</b>		
Rich Desimone: Managing Director Action Plan/Policies & Procedures/Bylaws	Legislation 2021 (as of 2.5.21) Meeting first Tuesday 11AM	Conference 2021 (as of 3.8.21) Meeting second Monday 2PM
Finance 2020 (as of 2.9.21) 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
	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) <b>2020-2022</b>	Jeff Arban
Dave Garb (Chair) Legislative Rep <b>APPOINTED</b>	Bob Nicholson (Vice Chair) <b>2020-2022</b>	
Doug Seidel: (Vice Chair) <b>2020-2022</b>	Valerie Stevens: (Secretary) <b>2020-2022</b>	
Linda Besink: Finance Rep (Secretary) <b>2020-2022</b>	Dave Garb	
Stephanie Gibbons: Membership Rep	Ronni Garrett	
Anthony Pagliuco: Production Rep		
Dustin Dumas: External Relations Rep		
George Fairfield: JAG Awards Rep	Membership 2021 (as of 1.7.21) Meeting first Tuesday 1PM	
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

- Wednesday, July 28, 12pm — Executive Board Retreat via virtual video service
  - Review the year's operation
- Thursday, August 5, 11am — JAG Awards Committee Meeting via conference call
  - Post Mortem
- Thursday, August 5, 12:30pm — External Relations Committee Meeting via virtual video service
  - Vendor Presentation: Planning September–December 2021.
  - Organizational Members: Searching for new members
  - 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.
- Monday, August 9, 11am — Production Committee Meeting via conference call
  - League booth video: Gather content from members
  - JAG You Tube Channel Management: Reviewing submissions requests.
- Monday, August 10, 11am — Legislative Committee Meeting via conference call
  - League booth video: Gather content from members
  - JAG You Tube Channel Management: Reviewing submissions requests.
- Monday, August 16, 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.
- Wednesday, September 1, 10am — Executive Board Retreat via virtual video service
  - Review the year's operation
- Tuesday, September 7, 11am — Finance Committee Meeting via conference call
  - Financial Reports
  - Billing 2021 follow-ups
- Tuesday, September 7, 11am, 1pm — Membership Committee Meeting via virtual video service
  - Delinquent Membership follow-up
  - Member Outreach Survey: Evaluating results
  - Managing Membership Benefits
- Wednesday, September 8, 10am — Executive Board Retreat via virtual video service
  - Goals for 2022
- Wednesday, September 8, 12pm — Executive Board Retreat via virtual video service
  - Action Plan Committee Reports
  - Webinars & Virtual Hangs
  - Discussion Topics
  - Marketing Campaign: Newsletter circulation

### Organizational Members





## Standing Committee Reports

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

With the conference behind us, the External Relations Committee is turning its attention to another important topic. We are beginning to look at our JAG website for ways to improve both its layout and functionality. We have a new template which will give the website a more contemporary look and make it easier to make changes and update information. Now is the time for you, the members, to tell us what you like and/or what you don't like about the website. We hope to have the new and improved site up by September 1<sup>st</sup> but, in the meantime, you will still be able to use the old website to access all the regular features, and the recordings of our workshops from the conference. Please let me know any thoughts you have on improving the website by emailing me at [Geoffbel512@gmail.com](mailto:Geoffbel512@gmail.com). We encourage any and all input.

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

Thanks to all who are still in the process of renewing membership for 2021. A revised list of membership benefits will be sent to the membership in the near future. There have been several new benefits added over the past year. As always, please consider joining the Finance Committee. The work is essential but does not include a burdensome time commitment.

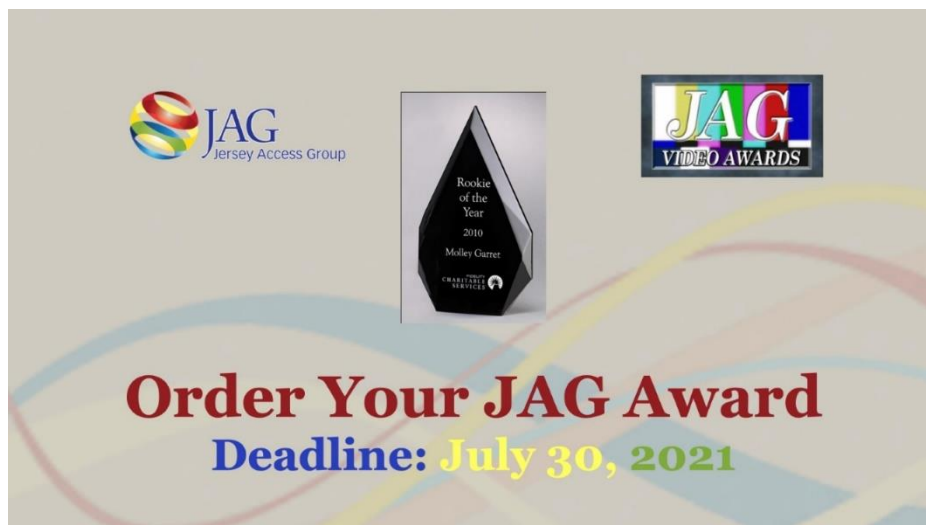
**PRODUCTION COMMITTEE: *Lee Beckerman (Chair), Anthony Pagliuco (Vice Chair)***

The Committee is flushing out the script details for our "How to choose a location" video. We are also moving forward on starting to put together a script for "How to light an interview" as part of an overall "How to shoot an interview" Video series.

Working with the external relations committee we have finished editing and branding the first couple of rounds of Eastern Video conference videos which are ready for release. We will continue working towards finishing the remaining videos for future release.

We are moving forward on building a new "JAG sizzle reel" to be used at the League of Municipalities booth at their conference. We plan to build the reel starting by going through JAG video awards submissions.

The YouTube channel is up and running, but we are still looking for more videos to feature. If you have produced videos that are of wider appeal than your immediate town, please think about sharing them with the JAG Channel. Submission links can be emailed to Lee at Woodbridge TV or Doug at Piscataway TV. Also check out the JAG awards currently up and running on the channel. If you haven't subscribed, please do so!!



**CLICK BELOW TO ORDER**

<https://jagonline.org/wp-content/uploads/2021/07/JAG-TROPHY-ORDER-FORM.pdf>

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

For the last 6 years, the FCC has been trying to create a database that would cite those stations, etc. who would be exempt from having to provide Closed Captioning.

The latest deadline that was given was July 1st of this year. However that deadline has come and gone with no progress on it. No one knows what this means for us, or how to interpret the non-activity. We are now in a continuing hold and wait to see what is to come. Straight from the Conference during the Ask the Lawyer session, the Legislative Committee is about to help JAG toot our own horns as we get prepare to reach out to our federal and state representatives once again.

We are asking each of our members to answer this one question. "What did your station do during the pandemic that made a difference? (Basically, what were you able to accomplish, in order to get the important facts and news out to your community?)

This information will then be put together as a collective report that will be included in our next political push. I am setting August 20th as the deadline for getting your replies to me. Email [davegarb@paps.net](mailto:davegarb@paps.net)

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.

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

The Membership committee is reviewing the work it has done for the past year and preparing for the Executive Board retreat. Our goal is to ensure that members receive the benefits of JAG.

The committee is trying to make sure members are receiving information through all the avenues of communication: the listserv, newsletter, access to the member's only section of the website and access to the Connect server for sharing content. If you believe you are not receiving any of these items, please contact me at: [Stgibbons@verizon.net](mailto:Stgibbons@verizon.net).

The committee continues its efforts in reaching out to members who have not yet renewed their membership this year. Please consider joining the membership committee, [Stgibbons@verizon.net](mailto:Stgibbons@verizon.net).

The committee will not be meeting in August, our next meeting is scheduled for Sep. 14th.

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

This LDC Committee focuses on the development and promotion of JAG by reinventing our marketing strategies and social media platforms. We also aid and work with all of JAG's other committees to assist them in achieving their individual goals.

One of our continuing objectives in the Leadership Committee is to reach out to all members to discuss the importance of joining one of our other committees in order 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 different sections as needed so that this year's executive committee retreat will go smoother and quicker.

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 this committee shine.

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

Award winners; you can upgrade your certificate to a JAG Awards Award. Download the order form and send it to [gfairfield@piscatawaynj.org](mailto:gfairfield@piscatawaynj.org) before July 30, 2021. If you have any questions, please let the JAG Awards committee know.

Click to order: <https://jagonline.org/wp-content/uploads/2021/07/JAG-TROPHY-ORDER-FORM.pdf>

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

With the Conference now behind us, your conference Co-Chairs, Bob Duthaler and Geoff Belinfante and Vice Chair George Fairfield and the rest of the conference committee thank all of you who participated in our first virtual conference. If you missed any of the sessions, they will all be posted in the members only section of the website in the next few months. As the first virtual Eastern Video Expo, we hope you found the presentations valuable and entertaining. Naturally, none of this would have been possible without our sponsors, so we'd like to thank Telvue, Cablecast, Varto, Municipal Captioning, Rushworks, DNS Media Group, Planet Networks, DeSisti and Didja for their support and informative presentations. Quite a lot of work went into putting together some terrific production-oriented workshops on storytelling, interviewing techniques, editing techniques for storytelling and lighting. We hope you found them helpful. Your understanding of social media marketing techniques was no doubt improved if you attended our social media workshop. As we have in the past, we also provided several workshops on legal and legislative matters regarding closed captioning, broadband deployment and matters under consideration at the FCC that may affect our business. Thanks to George Fairfield and his committee, the JAG awards presentation, complete with Red Carpet pre-show, was a delight with entertainment provided by Simon Mandel whose unique brand of magic brought the evening to life and made the awards really enjoyable. Since this was our first attempt at a virtual trade show, we'd like to hear some feedback from those of you who attended. Please let us know what you liked and what you didn't about the event. We'll be back next year, but the nature of the event, virtual, hybrid, or in person, will depend on your input. Please let me know your feelings at [geoffbel512@gmail.com](mailto:geoffbel512@gmail.com), or better yet, plan to join the Conference Committee when we re-form in the fall to plan the next Eastern Video Expo.