



Your Municipal Communications Resource
 Connecting Your Town to Your Residents

Newsletter

April 2021

Volume 8, Issue 4

General Meeting Agenda

Join us 4.28.21 @ 12:12pm

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. See what else is happening this [month](#).

Three User Interfaces in One Video Production System

at JAG meeting 4.28.21 @ 12:12pm

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.

[Read more](#)



Social Media Update by Doug Seidel, Social Media Manager

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. [Read more](#)

Spotlight on Old Bridge TV Addressing New Issues During the Pandemic by Mary Granahan, Station Manager

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



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.. [Read more](#)



New Videos on JAG Website

Members Only (Password required)

[Request password](#)

Product Demos

Reach US-
New interAct6 auto tracking and switching lecture/event capture and streaming device

[Click Photo to View Video](#)



New Videos on JAG YouTube Channel

The Importance of JAG During the Pandemic

Craig Coughlin
New Jersey Assembly Speaker

The Woodbridge Channels

[Click to View Video](#)



Amy Bauman
Director of Aging, Piscataway
Piscataway Community Television

[Click to View Video](#)



Keith T. Kipp

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. [Read more](#)



Rutgers Cooperative Extension
by Dave Smela, Public Information Assistant

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. [Read more](#)

JAG Launches Virtual Conference

by Geoffrey Belinfante, Co-Chair

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.

[Read more](#)



Committee Reports

[Review Activity](#)

Committee Meetings

[See Schedule](#)

See the Full Newsletter

[PDF Version](#)

Constant Contact

Director of Planning and Engineering, East Brunswick
East Brunswick TV

[Click to View Video](#)



Mayor Brian Wahler, Piscataway
Piscataway Community Television

[Click to View Video](#)



A JAG VIRTUAL EVENT

June 8, 9, 10 2021

Virtual Trade Show, Vendor Presentation,
Product User Groups, Workshops, Roundtables,
JAG Video Awards, and more.

Special Guests

Nancy Werner, General Council, NATAO
Mike Wassenaar, President & CEO, ACM
Jesse Lerman, President & CEO, TelVue
Robert Boyle, CEO, Planet Networks
Ken Fellman, Esq. & Brandon Dittman, Esq.,
Helmer, Conley & Kasselman
Randy Visser, Regional Sale, Cablecast
Daniell Krawczyk, Founder, Municipal Captioning
Varto Keshishian, Varto Technologies

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For details visit our website



June 9, 2021

Red Carpet 6:30pm

Presentation 7:30pm

Admission Free to JAG Members

IN THE NEWS

eNATOA Webinar How to Understand and Close the Digital Divide in your community



This pandemic has made it starkly clear how important access to broadband is for work, education, and healthcare. It also exposed the sad reality that there are many students, parents and seniors with no or insufficient access, in both rural and urban settings. This session will showcase stories from the field on how communities are locating their broadband unserved during this pandemic, alternative ways to map their broadband status, and how to put together long-term solutions by creating a digital inclusion plan.

May 10, 2021 - 2:00 pm eastern

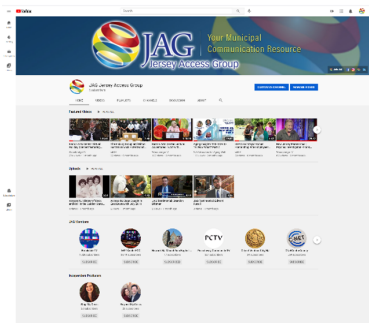
[More info about webinars](#)

Welcome New Member

**Middlesex County - Dustin Niles, Multimedia Producer,
Office of Communications, County Administration**

JAG YouTube Channel

Building our organization and promoting your videos



60 MORE SUBSCRIBERS NEEDED- With the YouTube channel added to our social media assets, we will need help getting to 100 subscribers as fast as we can so we can get an easy to print URL for the YouTube channel. This will make it easier to share the channel, and the more people that see our page the more people that see your videos. Please hit the subscribe button and share the information via our other social media accounts so we can build the audience there. We welcome your video. Learn how to submit.

[READ MORE](#)

Social Media Update

The social media accounts for Eastern Video Expo will be posting more information on the conference, be sure to like and follow on [Facebook](#) and [Instagram](#)

Below are the statistics for Facebook, Instagram and LinkedIn combined



Organizational Members

**JAG Welcomes Municipal Capturing Inc.
Daniell Krawczyk - Partner**



Jersey Access Group, PO Box 164, Metuchen, New Jersey 08840
New Jersey Chapter of NATOA and New Jersey League of Municipalities Affiliate
Editor-in-Chief: Rich Desimone Social Media Manager: Doug Seidel
Feature Editors: Stephanie Gibbons & Cindy Hahn
Contact us at JAGinfo@jagonline.org

Jersey Access Group | jagonline.org



Jersey Access Group | PO Box 164, Metuchen, NJ 08840

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