

Trustees 2021

Bob Duthaler Pres.- 2023

Dave Garb VP – 2021

Dave Ambrosy

Recording Sec.- 2021

Linda Besink Treasurer- 2023

Stephanie Gibbons

Corresponding Sec. – 2022

Jeff Arban- 2021

Anthony Pagliuco - 2022

Darryl Love- 2021

George Fairfield- 2022

President's Message

Bob Duthaler



It Doesn't Take A Magic 8-Ball

I am sure you all might have memories of this during some point in your life when you asked the Magic 8-Ball, "What Does The Future Hold?". Did you get the answer? Did it leave you with "Ask Again Later"? Well, I am here to tell you it doesn't take the Magic 8-Ball to get a glimpse into the future of access television, it just takes JAG along with some of our guest panelists from our conference sessions. In this article I am going to explore briefly with you some of the topics we discussed at our conference, allow you to watch these again (or for the first time) and see what valuable information you can gather from it.

Outlook Good

In the session "The Future of PEG Access: Where Do We Go From Here", I was fortunate enough to participate with three other people from around the country on this panel. J. Robertson from Hawaii, George McCollough from PrincetonTV and Mike Wassenaar of the ACM. We talked about how the COVID Crisis affected our operations, the various things stations did to remain relevant, how we emerged from the pandemic and what we learned from this situation that will carry us into the future.

You May Rely On It

Our discussions take you down the different paths that stations and municipalities went down during the crisis, along with how we emerged as well. Learn about how these stations all faced their own challenges, the ingenuity to evolve from those challenges and how they positioned themselves during this crisis. You will learn how stations adapted and positioned themselves as the source for updated information on both a local and state level as well. We also tackle the future hybrid meeting and its position in our operations. This round table discussion is something that you are going to want to watch again and again, and use it as a tool for your operations. This session is informative not only on a technology side, but extremely helpful on the management and operations side. This session can be found in the Members Only Section of the JAG Website under recorded webinars.

Signs Point To Yes

In another session that I was lucky to be a part of was "How Technology Will Shape The Future of PEG Stations". This panel was comprised of forward-thinking individuals who not only represent manufacturers who support our industry, but these same people understand our operations, the communities in which we

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General Meeting Schedule 2021

Sept. 29- Virtual

Presentation – Varto

Oct. 27- Virtual

Presentation- DeSisti

Dec. 1- Virtual

Presentation- Municipal
Captioning

Jan. 26, 2022- Virtual

REORGANIZATION

Presentation-TBA

Feb. 23- Virtual

Presentation- TelVue

Mar. 31- Virtual

Presentation- Cablecast

Apr. 28- Virtual

Presentation- RUSHWORKS

May 27- Virtual

No Presentation

Jun. 24- Virtual

No Presentation

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serve and our industry as a whole. Jesse Lerman of Telvue, Randy Visser of Cablecast and Rush Beesley of Rushworks gathered together to discuss every aspect of PEG operations and technology. As a group we tackle everything from live broadcasts, IPTV, OTT and other streaming platforms and social media. With the great strides connectivity, shared resources, remote access and more are all discussed. I urge you to watch this session again and again, use it as a resource guide and tool for your operations and a blue print on how your station might move forward. I have no doubt at the very least you will find an idea that you could bring forward to your station and municipality now and others you can use to plan out your station operations down the road. This session is one hour long and jam-packed with tremendous information and insight. This session can be found in the Members Only Section of the JAG Website under recorded webinars.

It Is Decidedly So

JAG is releasing another group of videos from our conference this month. There are six new videos posted. Besides the two I mentioned that deal with looking at the future of community access, one addresses Broadband and the other three are user groups by TelVue, Cablecast and Varto (Tricaster).

There are many new videos on JAG's website in the Members Only section for you to view. This requires a password and on September 1 the password will change. Contact Linda Besink, Treasurer at lbesink@gmail.com if you have any problems.

As I started this article, I will end the same way. It does not take a Magic 8-Ball to figure out the future of PEG Access, it takes JAG and the great compliment of members, users, manufacturers, and people in the industry we have positioned to be part of our sessions, webinars and discussions during meetings. Take advantage of this!



2021 Conference Scholarship Available

deadline to apply is 8/31

NATOA is offering a scholarship for local government employees that have been negatively impacted by the events of 2020-2021. A selected number of applicants will receive the opportunity to virtually attend NATOA's 2021 Annual Conference taking place September 21-23, 2021.

We recognize that local government employees across the country have been impacted through job loss, furlough, budget cuts, and more. NATOA is committed to ensuring that local government employees continue to connect, network and access the necessary resources to grow in their careers, despite recent hardships.

Please complete the scholarship application below. **The deadline to apply is August 31, 2021.** Applicants must be individuals. Scholarships will not be awarded to an organization or municipality.

SCHOLARSHIP APPLICATION



The 2021 Eastern Video Expo conference was designed to bring the media community together to learn and share and this year it was virtual. As the station manager for South Orange Maplewood Television, I was looking forward to attending to learn and share ideas of best practices as well as see what the vendors offered for our small station and, of course, attend the JAG Awards!

The Expo did not disappoint and despite not being able to meet the other attendees in person, the virtual aspect did not hinder learning and connecting with the community.

Technical

From a technical aspect, the Expo was well-run. The main room and the breakout rooms were easy to access and the chat function within those rooms allowed for participants to engage with speakers and ask questions. Engaging was one of the biggest concerns I had when considering attending this virtual conference. I wanted to be able to fully participate and not just listen to speakers disseminating information to me. Due to the technology, there was minimal lag with speakers and audience questions were addressed in a timely manner since there was a dedicated person taking questions for the speakers. This was a good move as I have attended other online conferences where the speaker has had to both field and answer questions and this had not been done very smoothly. The technical organization of this aspect of the Expo made it much more interesting to attend virtually and be better able to engage with the speakers.

Affinity Lunch: Social Media

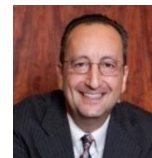
I was fortunate to be asked to co-host the Social Media Affinity Lunch and speak on social media and how it is best used to engage your audience. This was a great example of sharing knowledge as well as learning from attendees. The information shared was useful to attendees just starting with social media as well as those who were knowledgeable about social media. The combination of different levels of social media experience allowed everyone to participate. For example, one attendee was just venturing into social media and had specific questions on getting started. The open roundtable discussion allowed for several people to share their experiences with different platforms instead of just the two co-hosts. This type of interaction among the group was helpful in enabling everyone to learn.

JAG Awards

Given that the entire expo was virtual this year, I was curious as to how the JAG Awards would be presented. The awards presentation turned out to be upbeat and fun. While the awards were being presented in each category, it was nice to have each winner be able to give a short speech in real time. Although we were not physically in the same room, the use of Zoom helped create an awards ceremony that was both lively and fun for everyone involved. The addition of the red carpet event allowed everyone to show a little bit of flair of how they would walk the carpet. The red carpet was entertaining and creative since some took the traditional path of walking the red carpet while others chose to celebrate the red carpet in other ways from their offices. Given the limitations of having a virtual awards show, the JAG Awards turned out great!

The 2021 Eastern Video Expo conference covered many topics this year, more than I have space to cover in this column, but suffice it to say that this year's expo was a good way to share ideas, learn and network with others in the industry. I learned many things that I will be able to take back to my home station and share with our producers and, in general, help create better programming.

While I look forward to meeting again in person, the virtual aspect of the conference did not deter attendees from being able to learn and, in fact, allowed me to attend more panels since it only involved me Zooming into another room.



As Americans have spent a significant amount of time on the internet during the pandemic, the federal government has created several programs addressing broadband deployment. Here, we address two major Congressional initiatives that provide significant funding to expand broadband networks. On March 11th, Congress passed the American Rescue Plan (ARP), which allocates funding to state, county, and municipal governments, and establishes that state and local governments receiving this funding may use it “to make necessary investments in water, sewer, or broadband infrastructure.” As of this writing (August 12, 2021), the House will be considering the Infrastructure Investment and Jobs Act passed by the Senate, which establishes a \$42,450,000,000 grant program to states who in turn award subgrants to local governments and other entities for broadband and other infrastructure projects.

On May 11th, the Treasury Department released interim regulations describing the allowable use of ARP funds. These regulations define “broadband infrastructure” as infrastructure designed to provide service to unserved or underserved households and businesses that reliably meets or exceeds symmetrical 100 Mbps speeds.¹ The regulations also define “unserved and underserved households or businesses” as one or more households or businesses that are not currently served by a wireline connection that reliably delivers at least 25 Mbps download speed and 3 Mbps upload speed. Thus, local governments may use ARP funding to provide broadband infrastructure to households that do not currently receive reliable service of at least 25 Mbps download and 3 Mbps upload speeds, so long as that broadband infrastructure is designed to reliably support symmetrical 100 Mbps speeds.

These regulations also provide flexibility to local governments: “Understanding that States, territories, localities, and Tribal governments have a wide range of varied broadband infrastructure needs, [these regulations] provide award recipients with flexibility to identify the specific locations within their communities to be served and to otherwise design the project.” The Treasury Department notes that local governments have the discretion to determine whether 25/3 Mbps service is being “reliably delivered” in an area, and the discretion to determine whether ARP funds may be expended on improving broadband infrastructure in that area.

To receive ARP funding, counties and metropolitan cities (municipalities with a population of 50,000 or more) must [request money directly from the Treasury Department](#); smaller cities (which the ARP calls “non-entitlement units of local government” or “NEUs”) receive ARP funding from their state. To apply for funding, local governments must have a valid [DUNS number](#) as well as an active registration with the federal government’s [System for Award Management \(SAM\) database](#). According to the Division of Local Government Services of the New Jersey Department of Community Affairs (the “Division”), funds for NEUs are distributed through the State Treasury. These local governments must execute an [Award Terms and Conditions Agreement](#) and submit a [Local Fiscal Recovery Fund Distribution Request and Certification Form](#) to the Division to request payment.

Unlike ARP funding to state and local governments, the Infrastructure Act (assuming the House approves it without major changes) will create a grant program run by the National Telecommunications and Information Administration (NTIA) for broadband projects. NTIA will award grants to states who will then award subgrants to local governments and other political subdivisions for broadband projects. 10% of this grant money is set aside for high-cost areas based on the proportion of unserved locations in high-cost areas in the state compared to those in all states, with the remaining amount allocated to states based on the proportion of unserved areas in the state relative to the unserved areas in all states.² The Act defines “unserved location” as a broadband-serviceable location that either has no access to broadband service or lacks access to 25 Mbps download/3 Mbps upload service. States may award subgrants for a variety of reasons, including unserved and underserved areas, connecting eligible community anchor institutions like public housing authorities and healthcare providers, and for broadband project planning and data mapping.

¹ In areas where it is not practicable to build out networks that meet these speeds for reasons such as excessive cost or geography or topography of the area, the network must meet or exceed 100 Mbps download speed and between 20 Mbps and 100 Mbps upload speed and be scalable to 100 Mbps symmetrical.

² States must apply for funding; if a state fails to apply, a political subdivision or consortium of political subdivisions of the state may apply instead.



The New Post-Pandemic Normal Or You Want Us to Do What??

Cindy Hahn, Executive Director, C-NET, State College, PA

Spotlight

Here's my big confession: I do not like technology. I don't trust it, I don't enjoy it, and I generally believe that things work better without it. But I am running a PEG organization.....so I naturally deal with it.



Things were going just swimmingly at C-NET prior to March of 2020. Our tiny staff and crew of Penn State interns were traveling around the County with cameras, microphones and an array of other equipment to cover the meetings of sixteen different entities -- Seven municipalities, two school districts, the County government, a regional Council of Governments, three regional Authorities, the local Library and Penn State. We produced over 500 programs in 2019.

Then, of course, everything changed. And for many months, it was a matter of producing the best programs we could utilizing Zoom. "Can you hear me now?", "Please mute yourself" and "Your cat is in the way" became the phrases of our life.



And now, everything has changed again. Elected officials and members of the public have decided that they like attending meetings on their couch in their pajamas, and so what now? The dreaded HYBRID meetings. For the last three months or so, C-NET has been tasked with helping various government and regional organizations figure out how to allow elected officials, board representatives and the public to participate in meetings both physically in a meeting room and virtually.

Wide shot of a State College Borough Council meeting. The Mondopod is set up at the far end of the Council dais so that Council members can see virtual participants. Audio is provided to C-NET and amplified through the Borough's installed audio system.

This means, of course, that everyone must be able to see and hear each other AND C-NET needs to obtain audio and video from both the room and the virtual platform. This would be a reasonable challenge if all sixteen meeting rooms had the same audio systems, etc., but they do not. Some of the rooms in which we work include installed mounted cameras and audio systems with reliable wireless internet. Other meeting rooms have no installed technology at all.



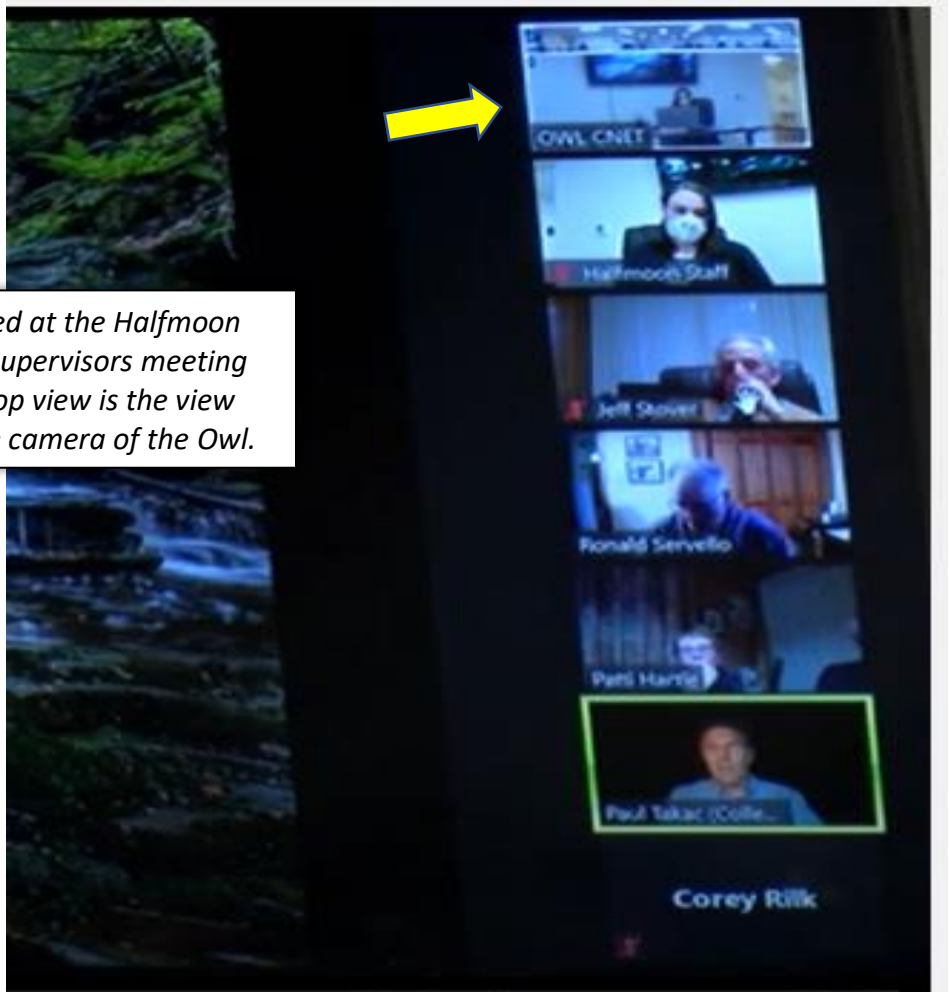
Shot of the Mondopod at a State College Borough Council meeting. The bottom right view on the mondopad is the view of the meeting room provided to virtual

The result has been a myriad of different solutions. For meetings in the State College Borough Council Chambers, we are live switching between a Zoom feed and the mounted cameras in the room. The in-person participants are seeing the Zoom feed on the monodpad and hearing the audio through the Borough's audio system.



We are using a Meeting Owl in several of the meeting rooms in which we work. This relatively inexpensive (less than \$1,000) device uses a 360 degree camera and microphone to provide a view of the room and audio to and from the people in the meeting room and the Zoom participants. The Owl works particularly well in smaller meeting rooms.

A "Meeting Owl" sits on a small table with a laptop at the Halfmoon Township Board of Supervisors meeting. The Owl provides a microphone and 360 degree camera for remote participants.



Shot of the Zoom feed at the Halfmoon Township Board of Supervisors meeting using an Owl. The top view is the view from the 360 degree camera of the Owl.

A third configuration includes a lap-top camera and a high-quality exterior microphone to provide video and audio to Zoom participants, while the Zoom video is projected onto a screen in the room. In this case, C-NET live switches between the Zoom feed and our single camera. This has proved to be the most problematic of the various solutions.

A laptop and microphone placed on a small table in from of the Board table. The laptop feed is projected onto a screen in the room. The room's installed audio system provides audio to the in-person participants. The exterior microphone provides audio to the virtual participants.



Another interesting outcome of the pandemic is that the public's tolerance for a single camera

panning between speakers is lessening. Virtual meeting platforms allow the speaker to be instantly highlighted on the screen, and we are finding that the public expects this to be the case with in-person production as well. To assist with this challenge, C-NET has recently purchased a Rushworks VDESK Compact PTZ Production and Streaming System as an affordable way to turn more meetings into multi-camera productions. More switching.....less panning.

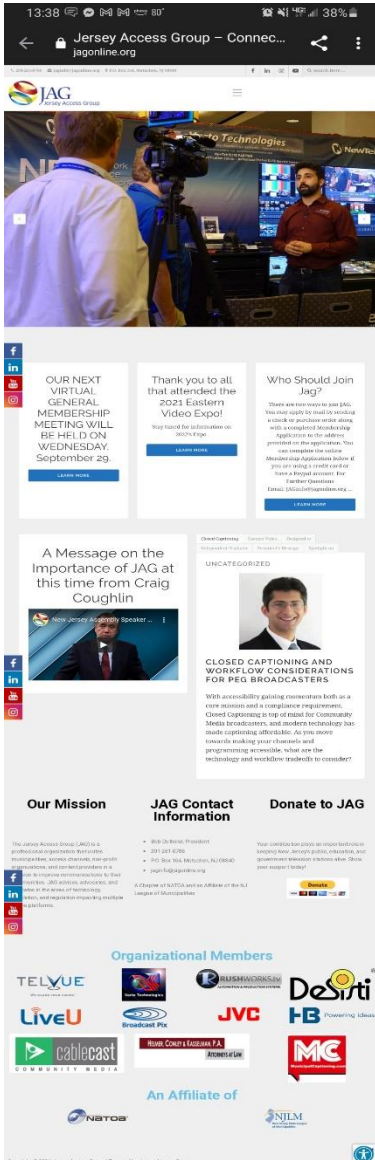
I want to give a shout-out at this point for the annual JAG Eastern Video Expo. It was, of course, unfortunate that the Expo was cancelled in 2020 and had to be virtual in 2021, but the challenges brought about by the pandemic are precisely why this type of collaborative group conference is so valuable. For the most part, PEG stations have small staffs and modest budgets, and reinventing the wheel takes time and money. Talking to others who are facing the same challenges and issues helps everyone. We network, we learn, and we form relationships that will help us down the road. I'm very much looking forward to the next Expo!

C-NET is fortunate to have the financial support of the sixteen organizations that we serve. And we are committed to finding and designing solutions to meet the changing needs of their staffs and the public. Hybrid meetings and changes in the public's expectations are here to stay. So while I don't like technology, I am fortunate that the rest of the wonderful C-NET staff is talented, creative and willing to go the extra mile for our community.



C-NET is Centre County's Government and Education Access Television Network. C-NET administers two channels, CGTV (channel 7) and CETV (channel 98) on the Comcast and Windstream Cable Systems. All of C-NET's locally produced programming is available to view on-line, on-demand at cnet1.org. C-NET's programming ranges from public meetings to high school sports, concerts, and local festivals. A C-NET member agency must sponsor each program that airs on the channels. There are currently 16 members: Bellefonte Area

School District, Bellefonte Borough, Centre County Government, Centre Region Council of Governments, the Centre Region Parks and Recreation Authority, College Township, Ferguson Township, Halfmoon Township, Harris Township, Patton Township, Penn State University, Schlow Centre Region Library, State College Area School District, State College Borough, the State College Borough Water Authority, and the University Area Joint Authority.



I have been busy updating our JAGonline.org website, and this is going to be a big improvement. I won't spoil all of the surprises, but you will notice the change when you see it. This update will fix some issues like the slideshow on the homepage and improve the formatting of things like the logos for our organizational members. Things will fit better on the pages and links to other pages will be easier to find. I am pretty excited about this update (especially because it will make my life easier when updating the site) and hope to share the site with you all sometime in September! In the meantime if there is anything you want to see improved on the website, or if you have updated information about your content on the website (i.e. station address, contact e-mail) send that information to dseidel@piscatawaynj.org so we can make this site even better.



JERSEY ACCESS GROUP

facebook.com/pegtv linkedin.com/company/jersey-access-group
instagram.com/jersey_access_group

EASTERN VIDEO EXPO

facebook.com/Easternvideoexpo 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 for review.

New Content: [Mayor's Summer Concert](#) – WoodbridgeTV [Meet the Mayor](#) – SOMATelevision [Aging Insights 118](#) - NJAAW

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 lbesink@gmail.com for the password.

Roundtable Panel Discussion: The Future of PEG Television: Where do we go from here?

J Robertson, Managing Director, Ho'ike: Kauai Community TV
 George McCollough, Executive Director Princeton Community TV
 and Mike Wassenaar, Pres. & CEO, ACM

How Technology Will Shape Future PEG Stations

Jesse Lerman, Pres. & CEO, TelVue, Randy Visser, Sales Engineer, Cablecast Community Media, and Rush Beesley, Pres., RUSHWORKS

Broadband Improvements: Coming To Your Town Soon?

Robert Boyle, CEO and founder of Planet Networks and Joanne Hovis, CTC.

VIEW VIDEO

TelVue Presentation: User Group
 By Jesse Lerman, Pres. & CEO, TelVue

VIEW VIDEO

Cablecast Presentation: User Group
 By Randy Visser, Sales Engineer, Cablecast Community Media

VIEW VIDEO

Varto Technaligy Presentation:
 TriCaster & NDI User Group: Remote Live Video Production
 By Yervant Keshishian, Technical Director & Sales Engineer, Varto Technologies

VIEW VIDEO

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

All committees are preparing their Year End Reports for the JAG Executive Board Retreat. This will also be the time that the Executive Board will be evaluating the work of each committee over the coming year.



Executive 2021 (as of 1.13.21) Meeting second Wednesday 12:00PM	Production 2021 (as of 3.8.21) Meeting first Monday 11AM	External Relations 2021 (as of 2.5.21) Meeting first Thursday 12:30pm
Bob Duthaler, President 2021-2024	Lee Beckerman (Chair) 2021-2023	Geoffrey Belinfante (Chair) 2021-2023
Dave Garb, Vice-President- 2019-2021	Anthony Pagliuco (Vice Chair) 2020-2022	Dustin Dumas (Vice Chair) 2020-2022
Linda Besink, Treasurer- 2021-2024	Dave Ambrosy: (Secretary) 2021-2023	Stephanie Gibbons (Co-Secretary) 2021-2023
Dave Ambrosy, Secretary- 2019-2021	Nick Besink	Dustin Dumas (Co-Secretary) 2021-2023
Stephanie Gibbons, Corresponding Sec.- 2021-2023	Dave Garb	Doug Seidel-Social Media
Anthony Pagliuco, Trustee 2021-2023	Robert Horvath	Bob Duthaler: NJLOM Join Session, JAG Session, Booth Staffing and rooms, Web Site
Jeff Arban, Trustee 2019-2021	Geoffrey Belinfante: Access NJ	Rich Desimone: JAG Newsletter Editor
Darryl Love, Trustee 2019-2021	Doug Seidel: YouTube Channel	Dave Garb
George Fairfield, Trustee 2021-2023	Bob Duthaler	George Bumiller
Lee Beckerman, Production Chair 2021-2023		Robert Horvath—Web design and Social Media
Geoffrey Belinfante, External Relations Chair 2021-2023		
Rich Desimone: Managing Director Action Plan/Policies & Procedures/Bylaws		
Finance 2020 (as of 2.9.21) Meeting second Tuesday 11AM	Legislation 2021 (as of 2.5.21) Meeting first Tuesday 11AM	Conference 2021 (as of 3.8.21) SUSPENDED ACTIVITY
Linda Besink: (Chair) APPOINTED	Dave Garb (Chair) 2020-2022	Bob Duthaler (Co-Chair) 2020-2022
Jeff Arban (Vice Chair) 2020-2022	Linda Besink (Vice Chair) 2020-2022	Geoffrey Belinfante (Co-Chair) 2020-2022
Geoffrey Belinfante (Secretary) 2021-2023	Linda Besink (Secretary) 2020-2022	George Fairfield (Vice-Chair) 2020-2022
Bob Duthaler: President	Bob Duthaler: NJLM	Doug Seidel (Secretary) 2020-2022
Dave Garb: Vice President	Ada Erik: NJ Legislation	Linda Besink: (Treasurer) APPOINTED
Lee Beckerman, Production Chair	Nick Besink	Anthony Pagliuco
	Jeff Arban	Dave Ambrosy
		Stephanie Gibbons
		Lee Beckerman
		Dave Garb
		Jeff Arban
Leadership Development 2020 (as of 10.12.20) Meeting second Monday 11AM	Membership 2021 (as of 1.7.21) Meeting first Tuesday 1PM	JAG Awards (as of 2.12.21) Meeting first Monday 11am
Dave Garb (Chair) Legislative Rep APPOINTED	Stephanie Gibbons (Chair) ELECTED 2021-2023	George Fairfield (Chair) 2020-2022
Doug Seidel: (Vice Chair) 2020-2022	Darryl Love (Vice Chairs) 2020-2022	OPEN (Vice Chair) 2022
Linda Besink: Finance Rep (Secretary) 2020-2022	Linda Besink: (Secretary) Data Management ELECTED 2021-2023	Valerie Stevens: (Secretary) 2020-2022
Stephanie Gibbons: Membership Rep	Bob Duthaler: List Serve	Dave Garb
Anthony Pagliuco: Production Rep	Dave Garb	Ronni Garrett
Dustin Dumas: External Relations Rep	George Fairfield	
George Fairfield: JAG Awards Rep	Geoffrey Belinfante	
Geoffrey Belinfante: Conference Rep	George Bumiller	



Bits & Bytes

JAG Committee Meeting Schedule

- Monday, August 30, 9am — Executive Board Retreat via virtual video service
 - Review the year's operation
- Wednesday, September 1, 10am — Executive Board Retreat via virtual video service
 - Goals 2021-2022
- Thursday, September 2, 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.
- 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, 12pm — Executive Board Meeting via virtual video service
 - Action Plan Committee Reports
 - Webinars & Virtual Hangs
 - Discussion Topics
 - Marketing Campaign: Newsletter circulation
- Monday, September 13, 11am — Production Committee Meeting via conference call
 - League booth video: Gather content from members
 - JAG You Tube Channel Management: Reviewing submissions requests.
- Monday, September 13, 11am — Legislative Committee Meeting via conference call
 - League booth video: Gather content from members
 - JAG You Tube Channel Management: Reviewing submissions requests.
- Monday, September 20, 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.
 - Developing Pandemic Report: What towns did.
- Wednesday, September 29, 12:12pm — General Meeting via virtual video service
 - Topic for Discussion: TBA
 - Presentation: Yervant Keshishian, Sales Engineer, Varto Technologies



Organizational Members



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

It may be the dog days of summer, but we on the External Relations Committee have been very busy. In addition to reviewing the social media activity, adding content to the newsletter and managing the YouTube activities of the organization, we have been preparing for one of the single most important events of the JAG calendar—the League of Municipalities Convention in November. This is our chance to meet and greet the administrators, mayors and communications officials that supervise or run their towns' communications efforts. It's important that we put our best foot forward to impress these leaders with the benefits of JAG membership.

Towards that end, we have rewritten the journal entry that describes our mission to those who attend. It hasn't been updated since 2014. We also have proposed some new copy for the handout that we give to people who stop by the booth. This is the document that outlines the member benefits and the ongoing activities of JAG on behalf of the municipalities, community access channels and independent producers we represent. It's our chance to make a lasting impression on the people who are in a position to support the organization. We are also working hard to ensure that our website is fully updated by then for review by interested parties.

It would also be great if we could get enough subscribers to our YouTube channel to get our own URL. We need a hundred subscribers to get our own web address, so please urge anyone in your organization, your friends, your relatives or anyone else who might have a passing interest in the activities of our member stations to subscribe. As always, we are looking for more members to help us with these important tasks. Please let me know if you are interested in joining the External Relations Committee. Just send me an email at geoffbel512@gmail.com.

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

JAG's Treasurer, who chairs the Finance Committee, monitors day-to-day financial activities. These include all banking and expense transactions, which are reported monthly to the Finance Committee members and then to the Executive Board. The Finance Committee oversees all IRS and NJ State filings by the Treasurer. JAG works with a CPA firm to ensure that there are no filing issues on JAG's part.

The budget process for the following year is begun each fall (September/October) and finalized in January. Each standing committee (Executive, Finance, Production, and External Relations) is given a budget for the calendar year. Chairs for these four committees are also members of the Committee.

The Committee also works closely with the Membership Committee regarding dues payments and delinquent members. These endeavors might seem mundane at first glance, but please be assured they are supremely important to the smooth running of the Jersey Access Group. Numbers can be fun, and they never lie.

No accounting background is required to serve on the Finance Committee. All that's necessary is an interest in maintaining best practices regarding the financial health of JAG.

We meet the first Tuesday of each month. No meeting is scheduled for August.

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

The committee is happy with the testimonials currently on the website for the time being. We will relook at the need for more going forward. One idea might be to interview some high profile people, perhaps at the League conference in the fall.

We have been getting new content for the JAG YouTube channel but will continue to solicit more participation. We have still not met the 100 subscriber threshold so we plan to send out solicitations for members to ask their friends and family to subscribe. Doug will work on a letter to the membership.

With the external relations and conference committees we have continued to edit and brand the conference videos for release. It has been a really good cooperative undertaking with multiple stations sharing the workload and I hope it will be a model going forward. Special thanks to Piscataway, East Brunswick, and Woodbridge.

We now have a working script for the "How to choose a location" video, the first of a "how to" series on shooting an interview. The next step is to break it down into locations (ironically), personnel needed and to put together a production schedule. We also are on the lookout for talent for two starring roles in the video.



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

Given the flurry of legislative activity on national and state levels, at least a small part of it will affect PEG facilities. The Legislative Committee strives to keep up with new and pending legislation in this vein. When circumstances warrant, we enlist the aid of legislators who we believe can help enact laws favorable to PEG, and sometimes we ask that they do not support certain legislation. We keep in touch with elected officials in general – from US Senators and Representatives to local Mayors and Council Members. What usually happens is a lot of quiet, and then it's "crunch time" if/when a bill appears that needs our attention and focus. It can be quite rewarding when our efforts are not in vain. We always welcome JAG members on our committee. The Legislative Committee meets monthly, with possible additional meetings due to individual issue needs.

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. We would like to welcome new members: Patricia Dunn-Independent Producer, Borough of Fanwood, the Borough of Roseland, Municipal Captioning, Film Academy 360 and returning members: Highland Park, Civic Story, Kenilworth, Cranford. We want to make sure you are getting the most of your member benefits so please let us know if you are not getting information from the listserv, newsletter, access to the member's only section of the website and access to the Connect server for sharing content. Please contact me at: Stgibbons@verizon.net.

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

The LDC Committee focuses on the development and promotion of JAG by reinventing our marketing strategies and social media presence. 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. If you are interested in joining a committee, we can help find one that fits you. We recently updated our Policy and Procedure documents 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. There will be no LDC meeting for August.

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

The JAG Awards Committee is riding the momentum from last month's award show. We have been hard at work setting up the second half of our reorganization plan. Stay tuned for announcements in September. For all those who ordered a JAG Awards Award, your award is scheduled to be mailed out by the ending of August. If you have any questions, please let George know at gfairfield@piscatawaynj.org or any other member of the JAG Awards committee know. Happy recordings everyone!

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

The committee has completed its work for 2021. The committee is planning to reconstitute in a few months to begin working on JAG's Eastern Video Expo 2022.

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

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