



Your Municipal Communications Resource
 Connecting Your Town to Your Residents

Newsletter

May 2021

Volume 8, Issue 5

General Meeting Agenda

Join us 5.26.21 @ 12:12pm

Discussion on how this years virtual conference will work and all the presentation and workshops and their distinguished panels. See what else is happening this [month](#).

Live Streaming

by Yervant Keshishian, Technical Engineer, Varto Technologies

Creating an engaging broadcast during a global pandemic takes a lot of time and effort, not to mention the right hardware. Prior to the spread of Covid-19, some may have seen digital offerings like simulcasting to social media, remote video calling & IP transmission as a bonus or an impressive feature, but today they are a requirement. At Varto Technologies, these tools have become critical to our ability to help our clients tell stories and get high quality programming out to viewers.

[Read more](#)



Social Media Update: JAG's Reach Continues to Grow

by Doug Seidel, Social Media Manager

This past month was a great month for us in social media. I credit most of this to the increase in posts leading up to the Eastern Video Expo. More posts equal more reach. [Read more](#)

Spotlight on Mount Zion Baptist Church

**by Dr. Theresa Brightman
Deacon, Mount Zion Baptist Church-Newark**

**Growing Stronger, Going Deeper,
Reaching Higher:** Mount Zion Baptist

Church of Newark stands on a 143 year legacy of community service, advocacy, protecting human rights, education, and family stability. Established in 1878 when 32 members withdrew from the Bethany Baptist Church, Mount Zion's inaugural service was held April 14, 1878. [Read more](#)



What JAG Members Are Thinking

by Stephanie Gibbons, Chair Membership Committee

In the October newsletter the Membership Committee made a commitment to re-engage with our members. We

President's Message

Bob Duthaler

The Pieces of the Puzzle Are Coming Together

We have been talking about it for the last month. I am sure you have seen the social media notices, email blasts and heard conversations at our last JAG meeting, but the Eastern Video Expo and Conference is officially open and registration underway. This event is the culmination of the hard work by the conference committee putting the event together and our sponsors and vendors who are taking part. Each year we put this event together is no small feat and trying to do it a way we have never done before, virtually, was no exception. I am happy to say we are going to present to you what we feel will be one of our most interactive, informative and diverse conference to date and will take place on June 8-9-10. [Read more](#)



New Videos on JAG Website

Members Only (Password required)

[Request password](#)

Product Demos

**RUSHWORKS-
VDesk: Three
User Interfaces in
One Video
Production
System**

[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.**

**Keynote Speaker
Simon Mandal**

did this by talking with you one on one and establishing a dialog with you. [Read more](#)

JAG Virtual Conference Update

by Geoffrey Belinfante, Co-Chair

Believe it or not the 2021 Virtual Eastern Video Expo is less than a month away, and things are really beginning to come together. We are adding workshops daily that will interest those who create content and those who just enjoy watching. [Read more](#)



Committee Reports

[Review Activity](#)

Committee Meetings

[See Schedule](#)

See the Full Newsletter

[PDF Version](#)



June 9, 2021
Red Carpet 6:30pm
Presentation 7:30pm
Admission Free to
JAG Members



Special Guest Emcee Simon Mandal
Magician/Comedian

[Read More about Simon Mandal](#)

Legendary Illusionist and Humorist

How to be 20% Better at Anything

Events & Special Guest Panelists

Storytelling: Concept to Completion

Joe Lavine, Emmy Award Winning Producer/Director

Ouise Shapiro, Emmy Award Winning Writer/Producer

Interviewing Techniques

William Weinbaum, Emmy Award Winning Digital Journalist/Producer ESPN

Marketing with Social Media

Cyd Katz, Founder/CEO, New Jersey Isn't Boring

Editing Techniques in Storytelling

Josh Vorensky, Emmy Award Winning Editor/Producer, ESPN

Broadband

Robert Boyle, CEO Planet Networks
 Joanne Hovis, President, CTC Technology & Energy

Roundtables

Ask the Lawyers

Nancy Werner, General Council, NATAO

Ken Fellman, Kissinger & Fellman

Brandon Dittman, Kissinger & Fellman

The Future of PEG Television:

Where do we go from here?

Mike Wassenaar, President/CEO, ACM

Bob Duthaler, President, JAG

Presentation

Jesse Lerman, Pres./CEO, TelVue

Randy Visser, Sales Engineer, Cablecast

Daniell Krawczyk, Founder, Municipal Captioning

Kurt Buecheler, General Manager, DidjaTV

George Klippel, Director of Channel Sales, LiveU

Varto and Yervant Keshishian, TriCaster Sales

User Groups

TelVue, Cablecast and TriCaster/NDI

[For details visit our website](#)

[EVENT PARTNERS: TelVue & Cablecast](#)

[EVENT Sponsors: Varto Technologies](#)

[EVENT Supporters: Municipal Captioning, DidjaTV, Planet Networks & DNS Media Group](#)

[EVENT Participants: LiveU & NewTek](#)

IN THE NEWS

eNATOA Webinar



Municipalities "Rights" in the Right-of-Way

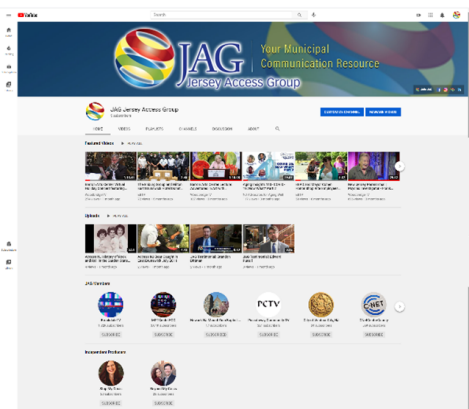
Tune in to find out how to deal with overcrowding right-of-ways, learn about revising ROW ordinances and see what rights you have as a municipality versus the private sector.

May 24, 2021 - 2:00 pm eastern

[More info about webinars](#)

JAG YouTube Channel

Building our organization and promoting your videos

**Do not forget to check out our YouTube channel.**

As the vaccine rolls out and everything starts to open up, there will be more productions from all of our members. We have successfully been able to keep adding new programming to the channel each week since launch even in a pandemic, so it should look great once all members are back to full production. Have something you want on our YouTube channel? Send a link to dseidel@piscatawaynj.org for review.

We are slowly making our way to the 100 subscriber goal, so if you have not subscribed already please do. It will look much cleaner when we can shorten that YouTube URL.

Check out some of the videos featured on our page:

Thomas Edison Center at Menlo Park:

<https://www.youtube.com/watch?v=O129gpUcCBQ>

Barron Arts Center Virtual Lecture:

<https://www.youtube.com/watch?v=z3G0MpmDdX4>

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



Share our Newsletter.
 Help expand the awareness of
 JAG.

Click for a link to share invitation to
 receive our newsletter

Organizational Members

JAG Welcomes Municipal Capturing Inc.
Daniell Krawczyk - Founder



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

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