



Trustees 2021

Bob Duthaler Pres.- 2023

Dave Garb VP – 2021

Dave Ambrosy

Recording Sec.- 2021

Linda Besink Treasurer- 2023

Stephanie Gibbons

Corresponding Sec. – 2022

Anthony Pagliuco - 2022

Darryl Love- 2021

George Fairfield- 2022

Open Seat- 2021

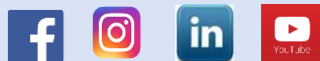
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General Meeting Schedule 2021

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
Sept. 28- TBD
Presentation –Varto Technologies

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President's Message

Bob Duthaler



FORGET UNCLE SAM... JAG NEEDS YOU!!!

Leaders Wanted: Each year JAG holds an annual vote for board members. It is the opportunity for members of our organization to step up, be proactive and participate in the leadership of the Jersey Access Group. This may seem like a daunting task to members, but it should not be perceived as such. Rather, this should be viewed as an opportunity for you to share your unique talents and perspective. JAG benefits from a diverse board with a wide array of valuable insights all sharing the desire to enhance both PEG and JAG. All are welcome to nominate themselves and participate in our upcoming board elections.

I'm Not Ready to Be On The Executive Board: Many people want to participate more in the JAG organization, but feel that running for the board is not the right thing for them now. As a current board member, I felt that way too. So where do you begin? I can answer that question simply -- join a committee. Committees play an important role in both the growth and development of our organization. This is a great opportunity to bring your unique perspective to our organization and your passion in a particular area of interest. This is the power of being part of a JAG committee. You can find further information about committees, and how to reach out to them, throughout this monthly newsletter. Here is a list of the JAG Committees that eagerly look for new, active membership participation:

Membership Finance External Relations Legislative
Production Conference JAG Awards

Committee Member Yes, Board Member Soon: Perhaps you are already a member of a committee. You actively participate in monthly committee meetings and are looking to one day make the move to the board. So what is holding you back? In talking with members, a common answer is additional leadership training and participation. JAG recognized this and created an opportunity for those members to take the next step. What is that next step? The next logical step would be to get yourself in the position of either a chair or vice-chair of a committee. The advantage of being a vice-chair of a committee is the ability to participate in the leadership development committee. This committee is made up of vice-chairs of all our committees. This group reviews the organization operations, comes up with creative solutions and then in turn presents these solutions to the executive board. This committee is a great steppingstone prior to becoming an executive board member.

Say Yes To JAG: The future of the Jersey Access Group lies in your hands. The only way for our great organization to continue to grow, evolve and be relevant is to have active participation from members. The future of JAG is in the hands of the participation of its diverse membership. The ability for its members to participate and share their unique opinions and insight is crucial to the survival of the Jersey Access Group. I hope as you read through this, it sparked something inside of you that makes you want to actively be a part of a JAG Committee, leadership role in that committee or ultimately an active executive board member. I look forward to seeing new faces and hearing new voices as the organizations continues to grow. I urge you to reach out to me, any of our board members or even our Managing Director should you have any interest, questions or just want to discuss further what it takes to be more involved in JAG.



P.O. Box 164, Metuchen, New Jersey 08840

Web Site: www.jagonline.org ♦ E-mail: JAGinfo@jagonline.org

NJ Chapter of NATOA & Affiliate of the NJ League of Municipalities

GENERAL REORGANIZATION MEETING AGENDA – 12:12pm Start Time
Wednesday, October 27th, 2021

Join the online meeting: [To be sent to members](#)

12:12-12:20p.m. *Welcome*

- Call to Order & Additions to Agenda [Chair or vice chair if chair not available].
- Approve minutes of September 2021 meeting [JAG Secretary or as designated by the president].
- Member Introductions [Roll-Call by Chair]
- Welcome new members [Membership Chair].

12:20p.m.- 12:50p.m. *Discussion*- How Stations Are Handling Debates

- Future Topic Ideas

12:50-1:40pm *Presentation*- The Most Versatile Lighting Technology Yet

- Paul A. Distefano, Regional Sales Manager, DeSisti Lighting

1:40pm-1:50pm *Committee Reports* Attached

- Committee Reports

○ Standing Committee Reports

- Executive [Bob Duthaler Chair, Dave Garb Vice Chair]
 - *Report Highlights and Questions*
- Finance [Linda Besink Chair, Jeff Arban Vice Chair]
 - *Report Highlights and Questions*
- Production [Lee Beckerman Chair, Anthony Pagliuco, Vice Chair]
 - *Report Highlights and Questions*
- External Relations [Geoffrey Belinfante Chair, Dustin Dumas Vice Chair]
 - *Report Highlights and Questions*

○ Ad Hoc Committee Reports

- Membership [Stephanie Gibbons Chair, Darryl Love Vice Chair]
 - *Report Highlights and Questions*
- Legislative [Dave Garb Chair, Linda Besink Vice Chair]
 - *Report Highlights and Questions*
- JAG Awards [George Fairfield Chair Ronni Garrett Vice Chair]
 - *Report Highlights and Questions*
- Leadership Development [Dave Garb Chair, Doug Seidel Vice Chair]
 - *Report Highlights and Questions*
- Conference [Bob Duthaler & Geoffrey Belinfante Co-Chairs, George Fairfield Vice Chair,]
 - *Report Highlights and Questions*

1:40pm-1:50pm *Continuing Business*

- Vote on two amendments to bylaws

1:50p.m.-2:10p.m. *New Business*

- Discussion & Assistance: Who needs help?
- Other New Business

2:10p.m. *Announcements/next meeting.... Adjournment*

Register for the JAG website by sending an email to bduthaler@jagonline.org

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

The next meeting is Wednesday, December 1st.

Details can be found in upcoming JAG Newsletter.



The Most Versatile Lighting Technology Yet

by Paul A. Distefano, Regional Sales Manager, DeSisti Lighting

Vendor Presentation

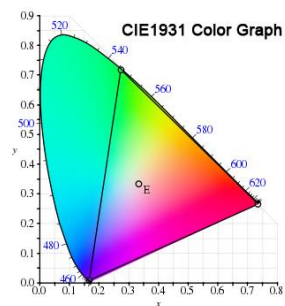
What if, today, you need to interview a town official in their office? What if that official's office is in a century old building with dark wood panels and incandescent lighting? What if that official's office is in a 1970's era cookie cutter building with overhead fluorescent tubes in the range of 4000K? What if it is a modern building with LED lighting which is nice and efficient, but not necessarily the highest color rendering because it was chosen to achieve a specific light level and a camera recording in there was not even an afterthought? What if any of these scenarios is further complicated by large windows and window dressing insufficient to control this ambient light..... even if you are lucky and the windows are oriented north/south instead of east/west? What if later that day, you need to cover a musical performance at a school, the library, the senior center, or some other venue that has similarly flat, ugly, low CRI, lighting? Wouldn't a splash of color on the wall or reflecting off the performer's guitar make the image more appealing, interesting, or just prettier? What if you also need to provide lighting for a still photographer in the room as well? What if there was a single line of lighting fixtures that could allow you to creatively light under all these varied scenarios, and more, allowing you to record the highest quality images with your camera, whether it is a pro quality 3-chip or your cell phone? Why, it would be the Zelig of lighting fixtures! Well, it exists..... and it is called the Variable White + Color technology provided by DeSisti! By the way, when the technology was first presented to us in its early development stage a couple of years ago, I made the same "Zelig" reference and my heart sunk when my clever reference was met by blank stares from my much younger colleagues on the Skype call. I'm banking on the average age of my friends here at JAG being old enough to get it, though.



Officially rolling out this month, the VW+C technology is now available in a range of several Fresnels and Softlights. By taking advantage of our tried-and-true variable white technology and adding to it, phosphor-based color emitters in red, green, blue and amber, we give our users infinite possibilities in one single fixture with the high quality of light that DeSisti is known for. As the name implies, we have added color to the variable white LEDs that are featured in our standard variable white product. We do not "mix" to white. Our fixtures consistently outperform our competitors with higher CRI, higher output CCT whites and consistent color, from fixture to fixture, throughout the life of the LEDs.

The Variable White + Color range offer nine different modes of operation, controlled locally or with as little as 8-channels of DMX. These modes include:

- RGBAWW - red, green, blue, amber, warm white/2700K, cool white/6500K
- HSI - hue, saturation and intensity
- XY Coordinates - Plot coordinates on the CIE1931 color space graph, which is extremely accurate utilizing 6 colors as opposed to just RGB, as many of our competitors do
- Variable White - This mode utilizes just the white chips for CCT whites from 2700K to 6500K with color correction, +/- green and the ability to add cyan and amber
- Variable White + Color - Color hues added to white sources
- ULTRA CRI - this mode extends the range of CCT whites all the way from 1800K to 12000K and maintains a CRI of 94+ throughout the entire range for enhanced image quality from your camera
- GELs - Presets of Lee and ROSCO gels applied to your choice of CCT whites
- FX - choose from many preset effects
- Sources - choose from a variety of presets to approximate moonlight to several other natural and artificial light sources



DeSisti continues to offer all our products in single color Daylight, Tungsten and Variable White. The Variable White + Color range is available in our 60W 4.7", 120W 6", 160W 7", and 180W 10" Fresnel and our 180W SoftLED2XL, 180W SoftLED4, 360W SoftLED8, 400W SoftLED8XL, and the 180W GIOTTO LED4 Cyc light. While not in the same range because of a different 6-color array

(Red/Green/Blue/Lime/Cyan/Amber) Our 35W Piccoletto Color and Piccoletto Color FLEX, with variable optics and both DMX and Bluetooth control, is also available.



I'm looking forward to seeing you all again on Oct 27th and demonstrating our latest technology to you at this month's JAG meeting. I have the F7VW+C, SoftLED8VW+C and the Piccoletto Color FLEX here to show you. For more information on DeSisti Lighting, please visit our web site, www.desisti.it. For any of you who are still wondering what the heck that Zelig reference meant in the first paragraph, please visit <https://en.wikipedia.org/wiki/Zelig>.



Recently I had the opportunity again to represent JAG at the National Association of Telecommunications Officers and Advisors' (NATOA) 2021 Annual Conference, albeit virtually, both as an attendee and as the NJ Chapter President of NATOA. NATOA's national conference offers a comprehensive professional development learning experience and an exclusive opportunity to interact with and learn from leaders in the field and colleagues across the country.



The conference offers three days of educational sessions on a variety of topics, interactive roundtables, exclusive speakers, and networking opportunities with experts from all facets of telecommunications sharing case studies, solutions and proven strategies to enhance the operation for our community and the experience of our residents. I was interacting with and observing the best and the brightest industry leaders, while exploring new partners to help JAG and our cause along with cementing relationships with those on the frontline in the battle to preserve PEG Access. I am happy to report out, there are many great minds working collectively to preserve PEG, bring it in to the future and keep its future alive and robust.

LEARN. NETWORK. CONNECT.

NATOA's Conference is a premiere educational event for local government telecommunications professionals working on communications, multimedia, programming, wireless, broadband, franchising and siting issues in today's ever-changing landscape. The conference is attended by over 400 local government professionals from across the country, there to learn the latest on emerging issues and cutting-edge technology. It's NATOA's unique combination of lawyers, administrators and video production personnel that gives the group a well-rounded perspective on PEG television, broadband and wireless technology. It is also JAG's frontline of protection and legislation watchdog on a national level.

WORKSHOPS. FORUMS. ROUNDTABLES.

Experts from all facets of telecommunications were on hand sharing case studies, solutions and proven strategies to enhance our industry, profession and to help the communities we serve. I was afforded practical insights on the latest trends while participating in interactive panel discussions, peer networking and more. This even afforded JAG the opportunity to bring aboard speakers to JAG sponsored events and even our conference as well. In addition, I was able to share with them, everything that JAG does as an organization in New Jersey, what they have done for us with local leaders, BPU and state legislators. By sharing this with NATOA leaders and members, it allows them to know what we are up against and affords them to help find ways to support us as well. This two-way street is important for the survival or both our organizations.

INSPIRATION. INNOVATION. PRODUCTIVITY.

The power and prestige of NATOA brought about a wide array of engaging keynote speakers, virtual tech demos from various vendors, round table discussions and networking opportunities that make events like this a powerful conference. With the national pandemic still on the minds of all, the event gave me a unique opportunity to discuss with a wide audience across the country how this impacted their operations, what they have learned and how the pandemic has affected their future plans.

All these elements plus the conversations I had with NATOA Board Members and staff will bring about some great enhancements for JAG now and over the course of the upcoming new year. Some items I will be working on include continued and new informational sources to keep us current on national legislation, and the ability for JAG to continue to host and run our own Webinars year along with the ability to get well qualified panelists outside of our circle to give us clear and precise information on various topics. If you are interested in learning more, I look forward to sharing further my experience with you. Please feel free to reach out to me to discuss further.

QUALITY. CREATIVITY. CONTENT.

One of the last things I would like to leave you with is NATOA's annual video awards contest and show. It is a great opportunity to look at work done around the country from various local governments, cities, and county organizations. There is a wide range of budgets for the organizations, and each are reflected in the various categories in the competition. I can safely say however, that most of these entities have larger budgets than most JAG member stations. What I took away from that is not the amount of money spent, but the creative juices flowing in each organization, not unlike those at JAG. I will leave you with this link to the winners of this year's event, that contains links to each of their entered video projects (downloadable document):

https://r20.rs6.net/tn.jsp?f=001qLdoeYQDI0UjC43kiQutQa4QqppvnFXvqPEpDTuZewqxjboGK3bFZRfZuoJzIRqmIBUyro_YOZCeIHmVpcWLK4pwZNau4I2ac2Nh9zDNbqztieF2c0Ki1g5ij1IRYYifFvCVOOwdFbu9EnnhC0EcukfhBEtbPY33RuVPC2TbNcuYKgK1unFH-iNu2TEdj-zRACzaUdS80urW0oeFM6uFg==&c=quSj

Creating Your Legacy
NJLM Conference • 106th Annual
November 16-18 • Atlantic City
#njleague



JAG Sessions at The New Jersey League of Municipalities 2021

November 17 @ 1:30pm, Room 404

Broadband Deployment in the National Infrastructure Bill. A JAG Joint Session with the NJ League.

Mayors and Administrators are always looking for funds to help stretch their limited budgets. Although NJ sits between two communications hubs NYC & Philly there are many areas in the state, both rural (northeastern forests and southern farmland) and urban who lack access to broadband that hurt business and communities. This panel will explore the challenges facing municipalities that are trying to improve broadband access, and what funding might be available to facilitate those improvements. Panelists: Ken Fellman, Esq., Of Counsel, Helmer, Conley, and Kasselman, P.A., Robert Boyle, CEO, Planet Networks, Chris Michell, Director, Community Broadband Networks Initiative, Presiding: Mayor Brian Wahler

November 18 @ 10:45am Room 409

Post Pandemic Tools That Can Help You Reach Your Citizens

Discussion on ways you can continue to reach your community after the lockdown and social distancing. Now that you have given the public access to their local government meetings and other events in their homes can you go back to business as usual? Reaching your municipal community through a traditional cable channel is not the only game in town. We'll look at new ways to engage your residents with over the top (OTT) devices and applications: like Roku, AppleTV, on the web and mobile devices. Panelists: Bob Duthaler, President, Jersey Access Group, Geoffery Belinfante, TV Commissioner, West Milford, George Fairfield, Station Manager, Piscataway

The sessions will be recorded and posted to the Members Only section of the JAG web site.



Setting Up Social Media Platforms

by Cyd Seidel, Founder/CEO, New Jersey Isn't Boring

Tech Talk

Starting a new social media page like Instagram can be overwhelming, so I'm here to provide you with a few tips to make your new account successful.



1. Register your new account as a Business Account rather than a personal account.

By having your account as a business account, you are able to post links in your Instagram stories, check analytics, and understand where your traffic is coming from.

2. Pick an account name that would make it easier for people to find you.

For example: If you are a public access station in Juno, Alaska you would want your account to be something like @JunoAlaskaPublicAccess or @JunoAlaskaTV, something that makes a direct connection to your account

Tip: Avoid using underscores, numbers, and symbols in your account if possible

3. Create your own hashtag to go along with your post and use hashtags in your post to boost traffic.

Using the example from above, if @JunoAlaskaPublicAccess is posting about an event involving icebergs you should use your own hashtag first ie #JunoAlaskaPublicAccess and use other hashtags that would help people find you like #Juno #Alaska #JunoAlaska #Icebergs #AlaskaIcebergs etc

4. Make sure your Instagram profile tells the public what you're all about.

Example: Juno Alaska Public Access is Juno's #1 resource for all things Juno. Use our hashtag #JunoAlaskaPublicAccess to be a part of our Instagram community

Include a link to your website (or Facebook page if you don't have a website) or Linktree, a photo or logo as your profile picture, and utilize the email link.

5. Your posts should be a mix of pictures, videos, memes, or anything that encourages interactions.

Too much wording in your pictures may discourage interaction.

6. Interact! Respond to comments, DMs etc.

7. Keep on top of Instagram trends such as Instagram Live, Reels, Instagram Stories etc.

8. Do not over post or under post. Keep your posts to 1-3 posts per day max, and every other day to stay relevant on the Instagram Algorithm.

9. Post at times that make sense to your audience. This is a trial and error process. Look at the times of your most popular likes and comments and check your analytics in your business profile.

10. Everything Else!

- Make sure your profile is PUBLIC
- Make sure you are aware of your brand/message
- Create a page that is clear, concise, and has its own voice.
- If you can be found at a location, list your address!
- Hashtags to Avoid: Desperate Hashtags like #LikeforLike, #FollowforFollow and off brand hashtags
- Do things organically. Using and paying for apps to "get you more followers" will actually get you bots and fake accounts.



Here at Manalapan Township Television Network

By Jan Zachary, Cable Television Coordinator, Manalapan

Spotlight

Our EG (Educational/Governmental) station formed in the fall of 2004 when the Township Committee created the Cable Television Advisory Committee (CTAC). When I discovered the new committee in 2005, I joined at once.

When we formed our ordinances and wrote our policy and procedure manual, the Township Committee informed us that only Township events and meetings would be permitted. Only Educational and Governmental sponsored programs would be broadcast on MTTN; we do not accept Public Programming. We started out with a Cable Television Coordinator (CTC) and a Program Manager. The CTC oversaw the Cable Station while the Program Manager organized the Volunteers and created content for the station. In 2010 I became the CTC and assumed both functions.

I named our station Manalapan Township Television Network (MTTN) because we broadcast on multiple platforms: Optimum channel 77, Verizon channel 42 (hopefully HD soon), Vimeo, YouTube and Facebook. With our equipment (Leightronix HD server and our Data Video MU1200 HD switcher) we can capture all internet programming as well as local live events and broadcast these events live. We have been using Canon cameras from the beginning because of their ease of use for inexperienced volunteers and the Canon service center is in Dayton (well, was).



We have a great band of volunteers who help and counsel on innovative ideas relating to Manalapan. All our volunteers, whether on the CTAC or just volunteering, must help, when they can, by both supporting while setting up and recording our programming. We work on programs that deal with historical Manalapan such as the Village Inn (1732), the Battle of Monmouth (1778) and the History Fair at Monmouth Battlefield which is always a major event. We also broadcast regional high school meetings, K-8 regional school meetings, Township Committee meetings, Planning Board Meetings, county and local debates, as well as unique events given by the schools, Township, County and State. We try to cover all events

that occur within the boundaries of Manalapan.

Within our Township family each Department has helped us with developing programming related to their field. We receive their request on ideas related to a specific project, then formulate a plan, set up and screenplay; and with the help of our volunteers, produce programming. In 2005 we had our first non-meeting program. Sponsored by the Health Department it was a presentation on infectious diseases and viruses (who knew!?). Our Recreation Department, Health Department, Environmental Commission, Senior Center, Veterans Committee and especially our Manalapan Arts Council all contribute programs to MTTN.

Holiday Concerts, Photo Contests, Rock and Roll Concerts, Theatre Groups, Car Shows, Cabaret Nights, Invasive Plant Control Presentations, Veteran Train Shows, Veterans Day Events, Black History Month Programs, and MLK Celebrations are just some of the events we cover. In the Health Department we record lectures on Asthma, Sun Care, Child Abuse and Project Zero the drug abuse awareness initiative. Then there is my favorite, Halloween!!! I have worked with the Recreation Department on Halloween since 1993. As you can see, we are constantly busy here in Manalapan.

On March 12, 2020, I was on holiday celebrating our 50th wedding anniversary in Hawaii when all hell broke loose. We got to Hawaii, and the cruise around the Hawaiian Islands was canceled by the cruise line two days before we were to set sail, so we had to book more days at Aulani (our resort). We enjoyed the Pearl Harbor tour from the last time we were there, so we did it again. The next day all tours on Oahu were in shutdown. The next day all the restaurants, even the ones at the resort, were shut down, so we went shopping at the grocery store next to the resort. We were supposed to come home on the 26th, but Hawaii shut down on the 25th so we had to find flights. Do not worry, Delta got us home with only three stops. I just wanted to say each airport we landed in was like a ghost town.

To get back on target the world had to start dealing with Covid-19. I was in Hawaii. HOWEVER, my laptop can talk to my computer at work 24/7, so what did we do? The mayor wanted to give daily updates to the Township residents starting March 16th, so I contacted one of our volunteers, Zim, and asked if he was up to the task of recording the mayor every day until I got home. So that is what we did every weekday until June when we went to three times a week, and then in September, once a week. Zim would record the mayor's update at 4:30pm, and I taught Zim how to go live and then transfer the update into the schedule every day at 9 pm and 9 am. Recently, we stopped the mayor's covid report and now we are back to our bi-monthly Mayors' Report on all subjects.

Continuing with covid protocols we are now producing live hybrid Township Committee meetings, virtual for those who still feel uncomfortable attending meetings but still with the option of a live audience. We are using a professional Zoom program called HD suite. When we have finished the purchasing requirements, we will have a permanent virtual installation usable by all Township personnel.

Of course, no one can stand alone. Without the cooperation of Administration and the Township Committee we would not be able to achieve our goals to further enhance our Television Station. We also receive enormous support and help right here at JAG. If something is going on in the legal world or the technical world of PEG then here is the place to seek guidance. Thank you to all the members of the Jersey Access Group!! Manalapan Township, A Great Place to Live!



This month I want to take a moment to remind everyone of a few things since this has been a very productive year in social media and our digital footprint.

First, for everyone that attended Eastern Video Expo (or purchased a ticket and did not attend) all of the recorded sessions are available at www.easternvideoexpo.com. You just have to use the password sent via e-mail to attend the event, if you don't have that password please contact someone at JAG.



Below are the links to our social media pages, please follow them and share with anyone that may be interested. We also have our YouTube channel and aside from sending us videos to host there, be sure to share the channel with friends and family.

Most recently we launched our updated website at www.jagonline.org. Be sure to check out the site and let us know what you think. Feedback is always key, and I would love to hear what you would like to see more of on our social media sites. We are also in need of pictures of your station in action to add to the home page carousel.



JERSEY ACCESS GROUP

facebook.com/pegstv 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: [58th March on Washington Anniversary](#) – CNet [Aging Insights 120](#) - NJAAW

NEW CONTENT ON WEBSITE- We have now posted 24 programs from 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.

JAG will be recording our two sessions at the NJ League of Municipalities and be adding them to the Members Only session of our website next month.

Broadband Deployment in the National Infrastructure Bill. A JAG Joint Session with the NJ League.

And

Post Pandemic Tools That Can Help You Reach Your Citizens

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>

All committees presented their Year End Reports at the JAG Executive Board Retreat. Committees had a very successful year and have set their Action Plan for 2021-2022, and they will need help. The chairs will be reaching out to members to join their committees.



Executive 2021 (as of 10.13.21) 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
Darryl Love, Trustee 2019-2021	Geoffrey Belinfante: Access NJ	Rich Desimone: JAG Newsletter Editor
George Fairfield, Trustee 2021-2023	Doug Seidel: YouTube Channel	Dave Garb
OPEN, Trustee 2019-2021	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 10.13.21) Meeting second Tuesday 11AM	Legislation 2021 (as of 2.5.21) Meeting first Tuesday 11AM	Conference 2021 (as of 10.8.21) Meeting second Monday 2PM
Linda Besink: (Chair) APPOINTED	Dave Garb (Chair) 2020-2022	Bob Duthaler
OPEN (Vice Chair) 2020-2022	Linda Besink (Vice Chair) 2020-2022	Geoffrey Belinfante
Geoffrey Belinfante (Secretary) 2021-2023	Linda Besink (Secretary) 2020-2022	George Fairfield
Bob Duthaler: President	Bob Duthaler: NJLM	Doug Seidel
Dave Garb: Vice President	Ada Erik: NJ Legislation	Linda Besink: (Treasurer) APPOINTED
Lee Beckerman, Production Chair	Nick Besink	
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 third 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	Ronni Garrett (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	
Dustin Dumas: External Relations Rep	George Fairfield	
George Fairfield: JAG Awards Rep	Geoffrey Belinfante	
Geoffrey Belinfante: Conference Rep	George Bumiller	



- Wednesday, October 27, 12:12pm — General Meeting via virtual video service
 - Topic for Discussion: How Stations Are Handling Debates
 - Presentation: The Most Versatile Lighting Technology Yet, Paul A. Distefano, Regional Sales Manager, DeSisti Lighting
 - Vote on 2 bylaws amendments
 - Nominations for four Trustees
- Monday, November 1, 11am — Production Committee Meeting via conference call
 - League booth video: Gather content from members
 - JAG You Tube Channel Management: Reviewing submissions requests.
- Tuesday, November 2, 11am — Finance Committee Meeting via conference call
 - Financial Reports: Updates Accounts Payable/Receivables
 - Planning 2022 billing
- Thursday, November 4, 12:30pm — External Relations Committee Meeting via virtual video service
 - Membership Library: Collecting and management of member documents
 - Vendor Presentation: Scheduling January–June 2022.
 - Organizational Members: Searching for new vendor to join
 - Website Management: Making monthly updates
 - Newsletter Development & Management: Scheduling articles.
 - Social Media Management: Drive JAG YouTube Channel subscribers and content submissions.
- Monday, November 8, 10am — Virtual Hang via Zoom
 - Station Managers Round Table (Station Managers Only)
- Monday, November 8, 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: To be part of marketing plan.
 - Committee Assistance: Supporting interaction of committees.
 - Developing Pandemic Report: What towns did.
- Monday, November 8, 2pm — Conference Committee Meeting via virtual video service
 - Structure: Virtual, Live, or Hybrid
- Tuesday, November 9, 11am — Legislative Committee Meeting via conference call
 - Relationships with state and national legislators: Develop in-district list
 - Pandemic: Develop cover letter and push collection of content from members
- Tuesday, November 9, 1pm — Membership Committee Meeting via virtual video service
 - Delinquent Membership follow-up
 - Member Outreach Survey: Evaluating results
 - Managing Membership Benefits
- Wednesday, November 10, 12noon — Executive Committee Meeting via virtual video service
 - Committee Action Plan review
 - JAG You Tube Channel Management: Reviewing submissions requests.
- Thursday, November 15, 11am — JAG Awards Committee Meeting via virtual video service
 - Beginning plans for 2022
- Wednesday, December 1, 12:12pm — General Meeting via virtual video service
 - Topic for Discussion: TBA
 - Presentation: Municipal Captioning
 - Election of Four Trustees

Organizational Members



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EXECUTIVE COMMITTEE: *Bob Duthaler (Chair) Dave Garb (Vice Chair)*

The board is taking a more proactive role in some key areas that JAG will be focusing on over the next year. This will include increasing JAG's relationships with state and national legislators, marketing strategy, membership, and value to our members. The work necessary will be the responsibility of all of JAG's committees and will need to be coordinated through the Leadership Development Committee. This is a large undertaking and is only possible because the committees have shown the ability to take on components of these project. There is also a need for committees to work internally to increase membership involvement and cultivate leadership.

FINANCE COMMITTEE: *Linda Besink (Chair), OPEN (Vice Chair)*

The Finance Committee has begun the 2022 budget process. Thank you for all the membership renewals for 2021! Looking forward to keeping in touch with JAG members throughout 2022. JAG Treasurer Linda Besink can always be reached via email at lbesink@gmail.com.

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

The script for "How to choose a location", the first in our series on how to shoot a video, has been reworked so that it now uses just one main talent making it easier to produce. The committee is looking into hiring talent for the main role as that person will have to carry the entire script. We are looking into the committee budget for funds to accomplish this. We plan to ask for proposals from the general membership.

The committee is splitting up the job of looking through the JAG Awards winners looking for segments to use for the JAG booth sizzle reel at the League of municipalities convention. We hope to have the videos chosen before the end of October and TV 35 will put them together and "Brand" them with the JAG logo. We will also solicit work for this from other member stations.

The committee feels that we are currently good with the testimonials we have on the JAG and Conference websites. We will be looking for opportunities to get additional ones from high profile people when the opportunity arises, possibly through the League of Municipalities and the JAG Conference.

The JAG Conference videos have been completed and are available in both the members only section of the JAG website and on the Eastern Video Expo site and will be distributed according to the appropriate schedule.

The YouTube channel is continuing to build momentum and Doug will begin to promote it using other JAG social media outlets.

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

This month the members of the External Relations Committee are asking you, the members, for help. As many of you may know, we launched an updated website just last month and one of its main features is a home page gallery that allows us to showcase photos of our crews at work. In the past it was difficult to change those photos, but our new design makes it much easier to add new pictures. As a result, we are asking you to contribute any production stills that you might have that show our JAG members at work creating programming that enhances our communities. They can be sent directly to Doug Siedel at dseidel@piscatawaynj.org. Any submissions would be greatly appreciated.

We are also still soliciting Policies and Procedure documents and Franchise Agreements that we can share amongst ourselves. The Policies and Procedures document are important to those who manage stations and the franchise agreement are extremely useful when you begin to re-negotiate agreements with your local carriers. These documents will be posted in the password protected "members only" section of the website, and can be sent to me at geoffbel512@gmail.com.

In addition, we are asking all members to please subscribe to our YouTube channel. It will give you a chance to see what other members are producing and provides another distribution method to share your work. Plus, if we get enough subscribers, we can get our own YouTube address. Finally, I would also like to remind members that all of the recorded sessions from our Conference are now available in the "members only" section of the website. There's a lot of great content in those sessions, and now you can see them on demand. As always, we're looking for new members so if you're interested in joining the External Relations team, please let me know—Geoff Belinfante geoffbel512@gmail.com.



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

The Legislative Committee strives to keep up with new and pending legislation on both the Federal and state levels.

When needed, this committee solicits the aid of legislators who we believe can either help to enact laws favorable to PEG or to fight against those that could hurt us and our cause.

We keep in touch with our elected officials in general – from US Senators and Representatives to local Mayors and Council members to in order to remind them of who JAG is and that we are there for them as well.

We always welcome all of our JAG members to join our committee. We meet monthly, with possible additional meetings as the need sometimes quickly unfold.

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

We would like to welcome new members of the Cranford team Chris Hoffman and Scott Lieberman.

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)*

This LDC Committee focuses on the development and promotion of JAG by reinventing our marketing strategies and social media platforms. The leadership from JAG's other committees make up this committee, as well as those individuals that are skilled and knowledgeable in areas that are needed to make this committee shine.

We also aid and work with all of our committees in order for them to achieve their individual goals.

One of our continuing objectives in the Leadership Committee is to reach out to all of our members to discuss the importance of joining one of our other committees by offering your skills to help JAG grow and continue to be the voice of the New Jersey PEG community.

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

The JAG Awards Committee has a lot of great news to share. First up, the committee is proud to announce George Fairfield has agreed to Chair the committee again and they chose Ronni Garrett to be the Vice Chair for the 2021-2022 Awards season.

Now for even better news -- at the end of the year, you know how you just want to put everything into archive and start the New Year fresh? AND NO, you can't do that because of that awesome program that you must enter into the JAG Awards but submissions don't open for another month or so.

Not anymore --- the JAG AWARDS will open for submissions beginning on January 1st. Think about it; by the time you return to work you could have all of your forms completed and entries uploaded. One less task to keep on your desk.

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

The committee will reconstitute on October 18th at 2pm and begin working on JAG's Eastern Video Expo 2022. Officers will be elected and ideas for the structure of the conference - live, virtual or hybrid, will be discussed.

Station Managers Round Table, A JAG Virtual Hang, November 9 at 10am via Zoom

Calling all station managers. Join your fellow JAG Station Managers for a unique round table discussion on everything from technology, vendors, staffing, franchise agreements and more. Come armed with your questions and be prepared to share your own experiences.

This is open strictly to station managers who are members of JAG. Join us on Monday, November 8th at 10am via Zoom. Reach out to Bob Duthaler for more information and a meeting link: bduthaler@jagonline.org