

General Meeting Agenda

Join us 10.27.21 @ 12:12pm

Discussion on "How Stations Are Handling Debates"
Presentation by Paul Distefano, Regional Sales Manager,
DeSisti Lighting via East Brunswick TV Studio



Vendor Presentation- The Most Versatile Lighting Technology Yet

by Paul Distefano, Regional Sales
Manager, DeSisti Lighting

What if, today, you need to interview a town official in their office? What if that official's office 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? [Read more](#)

Executive Committee- NATOA Conference Report

by Bob Duthaler, President, JAG

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. [Read more](#)



Tech Talk-Setting up Social Media Platforms

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

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. [Read more](#)

Spotlight: Here at Manalapan Township Television Network

by Jan Zachary, Cable Television
Coordinator, Manalapan

Our EG (Educational/Governmental) station formed in the fall of 2004 when the Township Committee created the Cable Television Advisory



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. [Read more](#)

IN THE NEWS



October 18, 2021 - 2:00 pm

Does the 1996 Telecom Act Work 25 Years Later?

The Telecommunications Act of 1996 is now 25 years old and woefully out of date. Many of the technologies and platforms that are being used today did not even exist in the public marketplace in 1996. Moreover, there has been a convergence of services (for example, video streaming) that is not recognized in federal law and can be harmful to local governments. This session will explore possible reforms that are needed to the Telecom Act that would better protect local governments. It will also address whether a legislative overhaul of the Act is possible in a Biden Administration and, if not, whether some positive changes could be achieved through other means.

[More info about the conference](#)

A SPECIAL JAG VIRTUAL HANG

November 9 at 10am via Zoom

Station Managers Round Table Hosted by Bob Duthaler

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

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. [Read more](#)



Social Media Update:

by Doug Seidel, Social Media Manager

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. [Read more](#)

Creating Your Legacy

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



JAG will have a booth on the trade show floor.

JAG will provide two sessions.

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 to 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 Kasselmann, P.A., Robert Boyle, CEO, Planet Networks, Chris Michell, Director, Community Broadband Networks Initiative

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

Committee Reports

Review
Activity

Committee Meetings

See
Schedule

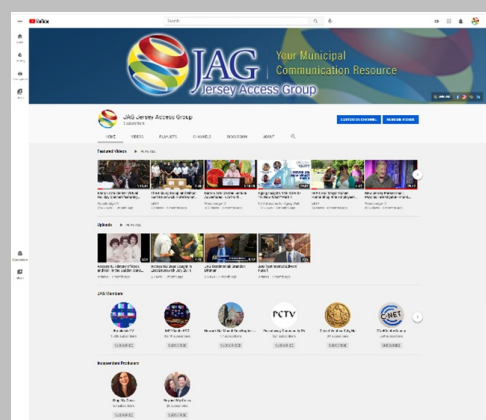
See the Full Newsletter

PDF Version

JAG Welcomes Chris Hoffman and Scott Lieberman from Cranford

JAG YouTube Channel

Building our organization and promoting your videos



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.

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:

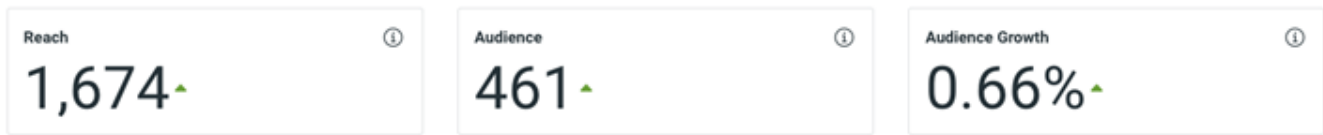
[58th March on Washington Anniversary](#) CNet

[Aging Insights 120](#) - NJAAW

READ MORE

Social Media Update

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



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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
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