



JAG

Jersey Access Group

The Jersey Access Group (JAG) is a professional organization that unites municipalities, access channels, non-profit organizations, and content providers in a mission to improve communications to their communities. JAG advises, advocates, and educates in the areas of technology, legislation, and regulation impacting multiple media platforms. JAG actively analyzes and addresses emerging issues in areas such as cable franchising; local government internet and communication policies; and legislative changes that will impact local governments.



JAG is the New Jersey Chapter of the National Association of Telecommunications Officers and Advisors (NATOA) and an affiliate of the New Jersey League of Municipalities (NJLM). These relationships extend JAG's mission into all areas of telecommunications including broadband, rights of way, franchise fees, wired and wireless communications and developing technologies. Membership is open to all municipalities and school districts in New Jersey and the surrounding areas, community access channels, independent and nonprofit content producers, and industry manufacturers.

Since 2005 JAG has produced a video conference which is the largest such event in New Jersey. It features workshops on legislative matters and FCC regulations that impact local governments; panels on a variety of topics of interest to those who are responsible for communicating with their residents; and a trade show with hands-on product demonstrations for television production and distribution. To learn more about JAG visit www.jagonline.org.

Connecting Your Town to Your Residents

Today, it's more important than ever that municipalities take full advantage of all the media platforms available to communicate with their citizens. Join JAG today! Email us at info@jagonline.org.



Membership Value

- Educate, inform and promote community involvement through all available communications platforms (i.e., YouTube, Facebook, OTT applications)
- A JAG website with a “members only” section filled with valuable information
- Provide information on legislation and regulatory issues that impact local government
- Conduct monthly meetings to provide communications and technology updates, networking opportunities, and product demonstrations
- Share information concerning best practices for station operations, production, and staffing
- Provide technical support and recommendations via a “member’s only” email network
- Aid in the initial formation of PEG Stations
- Provide consultations and presentations to town officials when requested
- Advise on any new developments in the communications industry
- Share equipment resources and sources of freelance labor
- Provide access to JAG’s cloud-based content sharing platform for program distribution between community television facilities
- Provide support for joint production ventures to enhance the recognition of PEG channels
- Share problem solving strategies among JAG members and industry experts
- Provide information concerning qualified vendors with specific areas of expertise
- Share information regarding franchise renewals, negotiations, and interaction with telecom providers
- Provide assistance on capital equipment purchases, system integration and new station construction
- Special “members only” discounts on JAG’s annual video expo, video awards program, and NATOA webinars and annual conference
- Access to the JAG YouTube channel for further distribution of relevant content
- A monthly newsletter with valuable information on communication issues affecting municipalities



The Jersey Access Group partners with NATOA, the League of Municipalities and leading manufacturers to present our annual trade show and conference that is the largest state-wide video show in the country tailored to the specific needs of local communications infrastructure.

Highlights of this three-day conference include special workshops covering a variety of topics that include national legislative actions or changes in FCC regulations that impact local government; wired and wireless infrastructure; right of way issues; and best practices regarding franchise re-negotiations. We also provide production workshops covering topics such as storytelling techniques, lighting and audio, content distribution on multiple platforms, social media integration and marketing, emerging television technologies, and footage and music copyright issues.

To learn more about our partners or the expo, visit www.easternvideoexpo.com.