



Trustees 2022

- Bob Duthaler Pres.- 2023
Doug Seidel VP – 2024
Anthony Pagliuco
Recording Sec.- 2022
Linda Besink Treasurer- 2023
Stephanie Gibbons
Corresponding Sec. – 2022
Dave Garb - 2024
George Fairfield- 2023
Bob Nicholson – 2022
Rick Gearhart – 2024

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General Meeting Schedule 2022

- Feb. 23- Virtual
Presentation- TelVue
Mar. 31- Virtual
Presentation- Cablecast
Apr. 28- Virtual
Presentation- RUSHWORKS
May 24-27- Hybrid
JAG Conference
Jun. 24- Virtual
No Presentation
Sept. 28- TBD
Presentation –Varto Technologies
Oct. 27- TBD
Presentation- DeSisti
Dec. 1- TBD
Presentation- Municipal Captioning
Jan. 25, 2023- Virtual
REORGANIZATION
Presentation-JVC

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President’s Message

Bob Duthaler



A Look Back At 2021 and Looking Forward To 2022

The best way to get a feel for what the future of an organization holds is to look at its past. With that thought in mind, I thought it important to share with you the year end reports from some of our committees. I hope by reading these you will realize all the effort and hard work these committees have done all for the betterment of our members.

External Relations Committee Annual Report 2021

It was a very busy year for the External Relations Committee. Thanks to Doug Seidel, we really stepped up our marketing and image campaign on social media. In addition, we updated our website to improve both its graphics and functionality. We also added new videos of the presentations made during our monthly meetings; recordings of our webinars; and videos of the workshop we sponsored at the NJ League of Municipalities Conference. We also initiated an ongoing effort to add more documents to our library of reference material for our members.

For the first time in two years, there was an in-person League of Municipalities meeting and our booth was quite busy, perhaps because the pandemic has increased the need for townships to find new ways to engage their citizens. The Conference once again proved that it is the best chance we have each year to market JAG and the benefits of membership. The prospect for growth based on the interest exhibited at the conference is great.

The External Relations Committee, in conjunction with the Production Committee also added a YouTube Channel this year as another way to showcase the work done by our member stations. The channel was formally added to our list of member benefits.

We also have enhanced our monthly newsletter by soliciting monthly content from members and adding names to our distribution list. Doug and Rich have changed both the graphic look and the method of distribution that has increased readership and also resulted in increased traffic to our website. Rich has even developed a survey that will be distributed early in 2022 to give us some feedback on the re-invigorated newsletter.

Finally, while we are always in need of new members, this year the need is particularly acute. At the end of 2021, we bid farewell to Dustin Dumas, our vice-chairman, as she tends to her station and other responsibilities. Her input will be missed.

Leadership Development Committee (LDC)- Annual Report 2021

A Youtube Channel was created, with some “evergreen” video from AccessNJ. Those who want to share their videos on this was invited to post their work, and it would be promoted. An article about this channel by Doug in the Newsletter and updates were done throughout social media sites to get more people to subscribe to it. New Updated Website was launched, thanks to Doug

A new marketing plan is in the works and will hopefully be ready for 1st qtr. 2022.

LDC took on all of our P&P information (Mission Statement, Goals, Letters, etc.) and recommended changes for the Executive Retreat in August.

Non-Station Membership Category – Ramifications of Description Change:

This was for non-station members to be allowed to become chairs./vice chairs. of committees. After replies from our attorney Ken Fellman, it was decided that Non-Station

members **will not** be allowed to become chairs. or vice chairs. of committees at this time due to financial voting that effects stations and not non station members.

External Relations Committee helped to develop the LDC Toolbox, Posted Toolbox to “Members Only” section of website, developed church letter written to encourage this market added technical documents to “Members Only” section of website. Getting Links from Members stations up on our website. Membership helped create a new recognition award form was created and approved.

### **Legislative Committee Annual Report 2021**

January: At the beginning of the year, PEG was waiting on the strong possibility that The Protecting Community Television Act will be re-introduced in the new Congress. The question was when/No-one knew!

March: The ramifications of the 621 Order have started to be felt. Charter, the cable provider in Rochester, NY, has invoked Order 621. It should not affect us here in New Jersey, but we kept an eye on it just in case. Altice had a BPU hearing about their State Refranchising. Bob presented JAG’s issues with them, as did many Mayors throughout the state. This gave finally to us, the contact person we have been so trying to find about our HD solutions.

April: Closed Captioning is being mentioned more and more. President Biden is a strong supporter for the ADA. Keeping an eye on it. it could become a sudden issue that everyone must comply. The Sixth District Court heard oral arguments on “621.” Portions of the Order were upheld, and a petition was filed to re-hear arguments in the 6th district court of appeals. (Still waiting on an answer)

July: From the 2021 Eastern Video Expo (Conference), “As the Lawyers” session: The committee had sent out questions to our members asking them “What did you during the pandemic that has made a difference?” All the answers will be notes and assimilated in to one document, which will be sent to legislators. The JAG Newsletter will begin to be sent to legislators.

September: 10 Responses had been received from the July question. A document to our elected officials was created using these answers.

November: In an effort to get JAG’s name out there to our politicians, this committee will begin to develop a plan to grow these relationships with federal, state and local elected officials. This may be done by *contacting their local offices and set-up meetings with them - either in person or virtually.(To be ready 1st quarter 2022)*. Maine: enacted - Ensure Nondiscriminatory Treatment of Public, Educational and Governmental Access Channels by Cable System Operators.

[https://legislature.maine.gov/legis/bills/bills\\_129th/chapters/PUBLIC245.asp](https://legislature.maine.gov/legis/bills/bills_129th/chapters/PUBLIC245.asp) Committee will look over this bill and learn from it.

December: The Protecting Community Television Act: has finally been reintroduced in both house of Congress. The committee quickly rewrote the letter we had previously sent to our federal legislatures. We reflected the changes to the Act as well as reminding them of who we are and what we do and what we had done during the pandemic. Do to our efforts, Reps. Payne and Watson-Coleman have signed on to co-sponsor the bill. There is some interest from Reps. Norcross and Sherrill. Sen. Booker will also “take a look at it.” Finally, there is a new FCC Commissioner, Jessica Rosenworcel. Time will tell how this will help us and the 621 Order.

### **Finance Committee Annual Report 2021**

All required Federal and State filings were done in 2021 for the year 2020. The Finance Committee also worked closely with the Membership Committee regarding dues collection and other items, to considerable success.

Again, as in 2020, expenses were down due to COVID-related circumstances. These include travel, hotel and conference fees for those events that were virtual once again this year rather than in-person. Therefore, for 2021 the Operating expenses were under budget.

Operating Income was \$18,340 vs. expenses of \$21,647.

JAG Awards income was \$2,158.27 with expenses of \$1,852.43. It was decided that in 2022, JAG Awards will have their own separate budget.

Conference income for 2021 was \$21,934 versus expenses of \$6,347. The Conference was completely virtual in 2021. (It should be noted that the annual Conference was not held in 2020 due to COVID; that said, there are operating expenses for Conference, regardless.)

### **Membership Committee Annual Report 2021**

\*Mount Zion Baptist Church in Newark our first nonprofit member in January.

\*Geoff Belinfante and George Fairfield joined the committee

\*Changed text to the members only section on the website to: “A MEMBERS ONLY area on the website that is password protected provides members contact information and valuable information on franchise agreements, legislative matters, and white papers on technical and social media topics.”

\*In February, worked on fixing issues about getting on the JAG website.

\*March the response to the members questionnaire was at 50%

- \*The Membership committee has been requested to have a representative to NATOA. There were no volunteers, with overload the main reason, it was resolved in the fall with Geoff Belinfante volunteering
- \*Rutgers Cooperative Extension questioned the value of JAG for their organization, it was resolved by them becoming a nonprofit member
- \*By April There are 29 PEG facilities renewed for 2021, with six PO's. Three independent producer members have renewed and seven organizational. There are two nonprofit members.
- \*The Committee went over the newly created form to track Newsletter usage, ListServ usage and membership status in May
- \*The committee did a push to reach out to former members,
- \*Kenilworth, Highland Park and South River returned and Also we welcomed Fanwood Borough as a new member. New Independent Producer Patricia Dunn joined after attending the virtual conference in June
- \*The results of the member questionnaire resulted in members asking for these other benefits:
  - More benefits for Independent Producers
  - Resource database of JAG members who can help others with technology
  - Place for reviews of products for vendor equipment and organizations
  - Help with finding grants
  - List of freelance production people throughout the state
  - Help with the recruitment/retention of volunteers
  - Successful engagement with local HS volunteers
- \*This list was brought to the Executive Board for discussion at this year's Retreat.
- \*There was a need to develop a new letter to welcome back JAG members who had let their memberships lapse and then came back to join the organization in October, the letter was approved in Dec.
- \*George Fairfield was asked and accepted the nomination for committee vice chair, temporarily
- \*Outreach (Former Members): Rich Desimone met casually with a couple of elected officials in Metuchen, talked about JAG and had positive reaction. George Fairfield was asked to met with the Metuchen Cable Advisory Committee, where it was mentioned that a group of cable stations should be formed. George told them there is one, and it's JAG!
- \*The chair will reach out to contacts made at the League. She and Geoff & Dave G will coordinate with people they spoke to.
- \*Develop a League follow-up letter, which will be based on the previous one and once approved will be added to the toolbox
- \*Independent Member Engagement: Stephanie has a possible new member in January. She will also reach out to George McCollough to see whether independent producers in Princeton could join.

### **Conference Committee Annual Report 2021**

After much discussion, the executive board of JAG decided to move forward with a conference in 2021 after the conference in 2020 was cancelled outright because of the Covid 19 Pandemic. However, since the worldwide health crisis was still ongoing, it was decided that the 2021 conference was to be held virtually, something none of us in JAG had ever done.

A conference committee was formed and under Bob Duthaler's leadership, we began to plan an ambitious program that included a limited virtual trade show, workshops and even a virtual live presentation of our annual JAG awards. Needless to say, there were some technical issues to be solved and with the help of a Zoom sales person and Doug Seidel, a framework for the conference was established, a website launched and a marketing campaign developed to tell people about the conference.

Bob hosted the entire conference from the studio in Bloomfield and he help attendees understand the flow of the conference by promoting upcoming events. The virtual nature of the conference allowed the committee to put together workshops that included people from all over the world, something that would not have been possible with a live conference. Production panels featured accomplished journalists, editors, writers, composers and producers from as far away as Great Britain. Conference and trade show support came from sponsors like Telvue Corporation, Varto Technologies, and Cablecast, with informative presentations and user group meeting from those companies and others during the conference. All workshops and presentations were recorded a posted in the members-only section of our Website.

Perhaps the highlight of the entire three-day event was the live presentation of our JAG awards thanks to George Fairfield and the staff at Piscataway TV. Congratulations to the award winners.

The entire event was both a creative and financial success thanks to the committee and the extraordinary efforts of Doug, George and Bob to coordinate the various events and produce them flawlessly.

As you can tell by all the information that each of these committees presented to our membership, they were active all year long. This year, these committees are committed to providing even more for the benefit of our members. It is important to point out, that these committees cannot do what they do without the support of our members. I urge all members to find a committee that they have some interest in, and spend a few hours each year participating.



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

Web Site: [www.jagonline.org](http://www.jagonline.org) ♦ E-mail: [JAGinfo@jagonline.org](mailto:JAGinfo@jagonline.org)

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

## GENERAL REORGANIZATION MEETING AGENDA – 12:12pm Start Time

Wednesday, February 23<sup>rd</sup>, 2022

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 January 2022 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\*- Marketing Your Station

- Future Topic Ideas

12:50-1:50pm \*Presentation\*- Jesse Lerman, President/CEO, TelVue

- TelVue is excited to share with JAG our latest innovations including: new monetization tools for streaming, mobile, and OTT, new publishing workflow automation features, our next generation live captioning engine for enhanced accuracy, an updated line of affordable playout servers, and the brand new HyperCaster 8.0 release.

1:50pm-2:00pm \*Committee Reports\* Attached

- Committee Reports
  - Standing Committee Reports
    - Executive [Bob Duthaler Chair, Doug Seidel Vice Chair]
      - *Report Highlights and Questions*
    - Finance [Linda Besink Chair, Dave Garb Vice Chair]
      - *Report Highlights and Questions*
    - Production [Lee Beckerman Chair, Anthony Pagliuco, Vice Chair]
      - *Report Highlights and Questions*
    - External Relations [Geoffrey Belinfante Chair, Doug Seidel Vice Chair]
      - *Report Highlights and Questions*
  - Ad Hoc Committee Reports
    - Membership [Stephanie Gibbons Chair, George Fairfield 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 [Doug Seidel Chair, Dave Garb Vice Chair]
      - *Report Highlights and Questions*
    - Conference [Bob Duthaler & Geoffrey Belinfante Co-Chairs, George Fairfield Vice Chair,]
      - *Report Highlights and Questions*

2:00pm-2:10pm \*Continuing Business\*

- Vote on the 2022 Budget

2:10p.m.-2:30p.m. \*New Business\*

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

2:30p.m. \*Announcements/next meeting.... Adjournment\*

Register for the JAG website by sending an email to [bduthaler@jagonline.org](mailto:bduthaler@jagonline.org)

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

*The next meeting is Wednesday, March 30<sup>th</sup>.*

*Details can be found in upcoming JAG Newsletter.*



Broadcasting in an increasingly connected world means your community channels and programming need to be accessible and available everywhere – on cable, streaming, over-the-top, mobile apps, and social media. Modern broadcast systems have evolved to make all of this easier to manage and automate, from instant publishing to automatically adding multi-language closed captions to live and on-demand programming. Captioning your programming delivers even more value to your diverse communities, and also makes your [government meetings fully searchable](#). Reaching more viewers on new platforms opens up opportunities for revenue generation – including sponsorship, membership, pay-per-view, pay-per-download, and subscription models.

TelVue is excited to share with JAG our latest innovations including:

- new monetization tools for streaming, mobile, and OTT
- new publishing workflow automation features
- our next generation live captioning engine for enhanced accuracy
- an updated line of affordable playout servers
- the brand new HyperCaster 8.0 release.



HyperCaster 8.0 is now available with a major operating system upgrade to Ubuntu Linux 20.04 for high security and performance. In addition to its already-built-in firewall, HyperCaster 8.0 takes security to the next level. In an increasingly connected world, security should be top of mind for all Community Media stations. HyperCaster 8.0 also supports powerful, time-saving Content Workflow Rules to fully automate publishing for VOD, JAG program sharing, and archiving. With Content Workflow Rules:

- Easily configure which of your HyperCaster Series and Categories automatically Publish, Share, and Archive. When programs are recorded or content is added to matching Series or Category, workflow rules trigger to automate file uploads and metadata tagging.
- Automatically Publish to your website and your very own iOS & Android mobile apps, and Roku, Apple TV, and Fire TV OTT apps with [CloudCast](#).
- Automatically Share to the JAG sharing server.
- Automatically Archive to networked storage and Archive.org.

The new Content Workflow Rules feature expands on the existing rules-based automation in HyperCaster that also includes:

- [Scheduling Rules](#) - fully automate scheduling episodic programs, live events, records, and replays.
- [Overlay Rules](#) - fully automate graphic overlays for channel branding, program announcements, info tickers, sponsorship, and more.
- [Captioning Rules](#) - fully automate which live events and pre-recorded programs are automatically captioned with [TelVue SmartCaption™](#), no additional hardware required.

HyperCaster v8 will soon be adding new Streaming Workflow Rules for automating what live programming gets streamed where and when. TelVue has also launched a new line-up of All-in-One playout servers, our HyperCaster AIO+ line. The AIO+ offers more channels and IP output expansion per box, for greater flexibility and affordability.

We hope to see you at the February JAG meeting where we will be demonstrating the HyperCaster 8.0, the AIO+, and our new streaming monetization tools for revenue generation. We'll review all of the newest features across our products and share our roadmap. We look forward to hearing from you how we can continue to make modern broadcasting even easier, and help you increase accessibility, expand your audience, and generate new sources of revenue.

Join Jesse Lerman, President/CEO, TelVue for a presentation at JAG's general meeting on February 23, 2022.



## JAG Joins the Alliance for Community Media

Dave Garb, Legislative Committee Chair

Feature

Members of JAG, I am pleased to announce officially that we have become an Organizational Member of the ACM - the Alliance for Community Media. The ACM's mission is closely related to that of our own organization. They advocate, promote and preserve the rights of communities to have access to media training, production, distribution, civic engagement and education in support of diverse community voices. This is achieved through Public, Educational and Government Access channels and other forms of media.



One of their mottos, that can be found on their website -- [www.allcommunitymedia.org](http://www.allcommunitymedia.org) -- explains quite clearly where their passion lies in the PEG world "In order for democracy to flourish, people must be active participants in their government, educated to think critically and free to express themselves."

"I want to welcome the Jersey Access Group as a member of the Alliance for Community Media. If you don't know ACM, we are a member association that's devoted to the health and success of community television operations across the US – including all forms of Public Educational and Government Access channels.

What does this connection mean for JAG? It certainly strengthens the networking connections and information resources available to the group – ACM member organizations include non-profits, local governments of all sizes, and schools and colleges in 44 states. And we are seeking to expand that network as we reach out to more and more of the 1700 or so organizations that run PEG channels in all 50 states.

And it means stronger representation of your operations as we do work in Congress and the courts. For example, ACM holds monthly briefings about public policy developments that affect community channels that will inform your work. And we are currently doing Congressional outreach work in partnership with JAG to help pass the Protecting Community Television Act (HR 6219/ S 3361).

If you want more information about the educational and training we do, or want to know more about ACM, go to [www.allcommunitymedia.org](http://www.allcommunitymedia.org)

I look forward to working with JAG more closely in the coming year!

Mike Wassenaar,

Alliance for Community Media

[mwassenaar@allcommunitymedia.org](mailto:mwassenaar@allcommunitymedia.org) "

The ACM represents over 3,000 Public, Educational and Governmental (PEG) access organizations and community media center throughout the country. The ACM works to protect the interests of these access centers and those who use PEG facilities and equipment to advance their causes through cable television and the Internet. The Alliance for Community Media has been around for a long time – they were founded in 1976. I would like to welcome them as well into the JAG Family. We will be working closely together for the benefit of the PEG stations throughout New Jersey.



**JAG AWARDS IS OFFICIALLY OPEN!**  
**JAG AWARDS CLOSE FEBRUARY 28**



Winning an award is exciting news. It feels good to be acknowledged for the hard work you and your team has done. Even more important is the fact that winning an award can be used as a great marketing tool. You can announce it to your administration; send a press release to your local media outlets; include it on your website and social media; include it in a newsletter. It can also lead to greater involvement from your viewers.

Over a year ago the JAG Awards Committee set a goal to find more ways to honor the exceptional work produced by the JAG Members in local & regional Public Education Government (PEG) cablecast programming which ultimately would lead to more stations and more creators recognized for their great work. In accomplishing this task, the committee created a restructuring plan which would be rolled out over two award's seasons.

Phase one, which was implemented last year, saw the creation of awarding 3 trophy winners for each category: Award of Recognition, Award of Distinction, and Award of Excellence. These were all announced during the awards ceremony held during last year's virtual Eastern Video Expo.

This year will see phase two of the JAG Awards restructuring which adds the awarding of an Award of Excellence for the top Independent Producer member's entry and Non-profit member's entry. Additionally, each entry submitted will receive a Gold, Silver, or Bronze Certificate based on the judges scores.

This restructuring allows JAG the ability to award over 40 trophies. Every entry will receive a Gold, Silver, or Bronze Certificate thus accomplishing the committee's goal to recognized more stations and more creators for their hard work and dedication.

As stated above, winning an award is a great feeling -- you and your team are recognized.

More importantly, any award can serve as a great marketing tool which ultimately proves your value. And in these uncertain and turbulent times, don't we all need as much help as we possibly can get?

**MAKE YOUR VOICE HEARD; ENTER THE JAG AWARDS**



Like many other entities, Montclair TV34 had to adapt to the COVID-19 Pandemic. The last official meeting that was in person was on March 9, 2020 - A Planning Board Meeting. Once the state of emergency took effect, the township immediately found a solution to host our meetings virtually. The Township uses Webex, a virtual meeting platform. To get these on TV, I use the program OBS - this allows me to capture the Webex window and stream it directly to my broadcast server (and Youtube for online viewers). The online meeting program works well with not only the Council Meetings. With the pandemic, I realized the importance of live video. All official meetings are streamed live, and will be streamed live even after the pandemic is over. We also implemented a call-in feature allowing the public to participate. I hope to get back to in person meetings sometime this year, as the Township purchased a new TriCaster model and 3 PTZ cameras, which gives us the ability to stream live in HD to both our cable channel and Youtube. With Youtube Live, the meetings are available right away after they finish - there is no wait time for anyone that missed the meeting. The TriCaster was installed the same month that the pandemic hit.



In the very beginning of the pandemic, TV34 immediately partnered with our local senior center to broadcast all of their virtual events. Most of these events were exercise programs or educational lectures that were held in person prior to the pandemic. The older population was not used to virtual meeting programs such as Zoom at the time, so this was a way that seniors could still view programs that they were interested in. Now two years later, the demand for this has decreased, as some in-person events have

resumed, and the senior population is more comfortable with virtual platforms.

TV34 has a traditional PEG access TV programming model - a mix of local events/programming, official meetings, and a bulletin board which advertises important announcements & events in town. The TV34 Bulletin Board uses Infovue software and is a mix of still images and short videos. Any non-profit in Montclair is welcome to submit a slide to be featured on the TV34 Bulletin Board. For the past 2 years, the bulletin board has been used for COVID-19 information.



TV34 does not have permanent interview facilities that many other stations have. Interviews are produced in the council chambers, with a green screen as the background. Almost all of the content that is produced by TV34 is done at the event location. I have two JVC cameras that I use to cover events. TV34 covers all township-sponsored events, such as parades, holiday ceremonies, dedications to residents who have volunteered in the community, civic forums, and ribbon cuttings. TV34 also maintains relationships many local non-profits in town. Sometimes I cover their events, and other times they produce their own programming which gets sent to TV34 to air. In 2020, in an effort to keep programming fresh on TV34, almost all of the yearly events, were replaced by video presentations, which involved me taking past photographs and putting them together in a sequence that mimicked a live video. In 2021 a lot of the in person events resumed and I hope to do more live streaming of township events going forward, for those that cannot make it out.

OBS can be found here : <https://obsproject.com/>

All original TV34 programming can be found here : <http://www.youtube.com/MontclairTV34> .



## Social Media Stats: *Based on Last 30 Days*

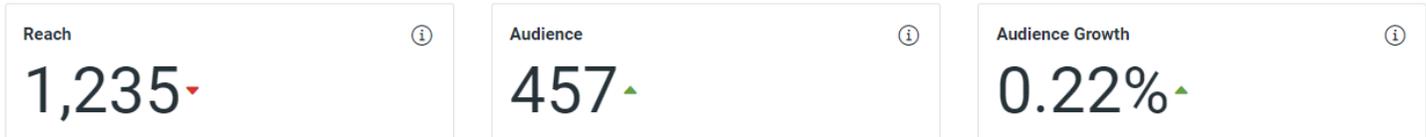
**Doug Seidel, Social Media Manager, External Relations Committee**

## Social Media

Let me officially announce the start of the Social Media subcommittee. This is great news as I take a larger role in JAG, now I will have assistance in running our social media accounts. This will only make our social media campaign stronger and extend our reach. This will also give us a chance to post more information on our accounts and maybe add more places where you can find information about JAG and the Eastern Video Expo.



If you have an interest in joining the Social Media subcommittee but do not believe you have the time for the commitment, just know that a) you don't have to join a formal committee to be a part of the subcommittee and b) subcommittees are very informal and won't require a lot of time. You can contact me at [dseidel@piscatawaynj.org](mailto:dseidel@piscatawaynj.org) if you are interested in joining the subcommittee.



### JERSEY ACCESS GROUP

[facebook.com/pegtv](https://facebook.com/pegtv) [linkedin.com/company/jersey-access-group](https://linkedin.com/company/jersey-access-group) [instagram.com/jersey\\_access\\_group](https://instagram.com/jersey_access_group)

### EASTERN VIDEO EXPO

[facebook.com/Easternvideoexpo](https://facebook.com/Easternvideoexpo) [instagram.com/easternvideox/](https://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](mailto:dseidel@piscatawaynj.org) for review.

**New Content on YouTube:** [Aging Insights 125](#) - NJAAW

[Law Enforcement Appreciation Day](#) - Piscataway

**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](mailto:lbesink@gmail.com) for the password.*

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>



**Your Municipal Communications Resource**  
 Connecting Your Town to Your Residents

**Newsletter**

**January Survey 2022** Survey 2022

**We made a major change to the JAG Newsletter in March of 2021. As we begin 2022 we would like to ask for your thoughts. Please take a moment to answer our survey and help JAG provide you with the value you need. CLOSSES Feb. 28**

Click link

<https://lp.constantcontactpages.com/sv/l0CV892/JAGnewsletter2022>



# Committees

**Rich Desimone, Managing Director**

# Volunteerism

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. At their January meetings all committees will be conducting elections for Chair, Vice Chair, and Secretary.



Updates in RED.

Executive 2022 (as of 1.12.22) Meeting second Wednesday 12:00PM	Production 2022 (as of 2.1.22) Meeting first Monday 11AM	External Relations 2022 (as of 2.9.22) Meeting first Thursday 12:30pm
Bob Duthaler, President <b>2021-2023</b>	Lee Beckerman (Chair)	Geoffrey Belinfante (Chair)
Doug Seidel, Vice-President- <b>2022-2024</b>	Anthony Pagliuco (Vice Chair)	Doug Seidel (Vice Chair)
Linda Besink, Treasurer- <b>2021-2023</b>	TBA: (Secretary)	Stephanie Gibbons (Secretary)
Anthony Pagliuco, Secretary- <b>2020-2022</b>	Nick Besink	Robert Horvath—Web design and Social Media
Stephanie Gibbons, Corresponding Sec.- <b>2020-2022</b>	Dave Garb	Bob Duthaler: NJLOM Join Session, JAG Session, Booth Staffing and rooms, Web Site
George Fairfield, Trustee <b>2021-2023</b>	Robert Horvath	Rich Desimone: JAG Newsletter Editor
Dave Garb, Trustee <b>2022-2024</b>	Geoffrey Belinfante: Access NJ	Dave Garb
Bob Nicholson, Trustee <b>2022-2022</b>	Doug Seidel: YouTube Channel	George Bumiller
Rick Gearhart, Trustee <b>2022-2024</b>	Bob Duthaler	<b>Rick Gearhart</b>
Lee Beckerman, Production Chair		<b>Bob Nicholson</b>
Geoffrey Belinfante, External Relations Chair		Social Media Sub-committee
Rich Desimone: Managing Director Action Plan/Policies & Procedures/Bylaws		Doug Seidel
		Anthony Pagliuco
		Newsletter Sub-committee
		Rich Desimone- Editor-in-chief
		Doug Seidel- Social Media
		Cindy Hahn- Editor
		Stephanie Gibbons- Editor
		Geoffery Belinfante- Spotlight
Finance 2022 (as of 1.15.22) Meeting second Tuesday 11AM	Legislation 2022 (as of 1.15.22) Meeting first Tuesday 11AM	Conference 2022 (as of 10.18.21) Meeting second Monday 2PM
Linda Besink: (Chair) <b>APPOINTED</b>	Dave Garb (Chair)	Bob Duthaler (Co-chair)
<b>Dave Garb (Vice Chair)</b>	Linda Besink (Vice Chair)	Geoffrey Belinfante (Co-chair)
Geoffrey Belinfante (Secretary)	Linda Besink (Secretary)	George Fairfield (Vice Chair)
Bob Duthaler: President	Bob Duthaler: NJLM	Doug Seidel (Secretary)
Lee Beckerman, Production Chair	Ada Erik: NJ Legislation	Linda Besink: (Treasurer) <b>APPOINTED</b>
	Nick Besink	Rick Gearhart
		Anthony Pagliuco
		J Robertson
		Rich Desimone: Managing Director
Leadership Development 2022 (as of 1.10.22) Meeting second Monday 11AM	Membership 2022 (as of 2.8.22) Meeting first Tuesday 1PM	JAG Awards 2022 (as of 1.12.22) Meeting third Monday 11am
Doug Seidel:(Chair) <b>APPOINTED</b>	Stephanie Gibbons (Chair)	George Fairfield (Chair)
<b>Dave Garb: Finance Rep (Vice Chair)</b>	<b>George Fairfield: (Vice Chairs)</b>	Ronni Garrett (Vice Chair)
Linda Besink: <b>Legislative Rep</b> (Secretary)	Linda Besink: (Secretary) Data Management	Valerie Stevens: (Secretary)
<b>Anthony Pagliuco: Production Rep</b>	Bob Duthaler: List Serve	Linda Besink: (Treasurer) <b>APPOINTED</b>
Doug Seidel: External Relations Rep	Dave Garb	Dave Garb
Ronni Garrett: JAG Awards Rep	Geoffrey Belinfante	
George Fairfield: Conference & Membership Rep	George Bumiller	



- Wednesday, February 23, 12:12pm — General Meeting via virtual video service
  - Topic for Discussion: Marketing Your Station
  - Presentation: Jesse Lerman, President/CEO, TelVue
- Tuesday, March 1, 11am — Finance Committee Meeting via conference call
  - Managing Member List: Updating contact information
  - Financial Reports: Updates Accounts Payable/Receivables
- Thursday, March 3, 12:00pm — External Relations Committee Meeting via virtual video service
  - Membership Library: Collecting and management of member documents
  - Vendor Presentation: Scheduling Sept.–Dec. 2022.
  - Organizational Members: Searching for new vendor to join
  - Social Media subcommittee
    - Website Management: Making monthly updates
    - Social Media Management: Maintaining presence on multiple platforms
    - Managing JAG YouTube Channel
  - Newsletter subcommittee
    - Newsletter Development & Management: Scheduling articles
    - Newsletter Survey
- Monday, March 7, 11am — Production Committee Meeting via conference call
  - JAG You Tube Channel Content Management: Reviewing submissions requests.
  - Marketing Videos
- Tuesday, March 8, 11am — Legislative Committee Meeting via conference call
  - Relationships with state and national legislators: Develop in-district schedule
  - Protecting Cable Television Act: Gaining support from NJ national legislators
  - Pandemic: Develop cover letter and push collection of content from members
  - Evaluating SD vs HD Issues/Simulcast: Reviewing legislation in other states
  - Broadband funding: Tracking availability and requirements
- Tuesday, March 8, 1pm — Membership Committee Meeting via virtual video service
  - Outreach to NJLM leads: Following up emails with phone calls
- Wednesday, March 9, 12noon — Executive Committee Meeting via virtual video service
  - Committee Action Plan review
  - Webinars/Managers Roundtables: Develop events and topics
- Monday, March 14, 11am — Leadership Development Meeting via virtual video service
  - Marketing Plan: Developing strategy for increasing public awareness and membership
  - Tool Box Development: Establish list of all related material from P&P and recommend update to Ex. Board
  - Membership Development: Build a mentoring plan.
  - Committee Assistance: Supporting interaction of committees.
- Monday, March 14, 2pm — Conference Committee Meeting via virtual video service
  - Structure: May 24-26, 2022 Hybrid: Trade Show Live, Workshops/User Groups Virtual
  - Trade Show location/Budget/Workshop ideas
- Thursday, March 21, 11am — JAG Awards Committee Meeting via virtual video service
  - Planning for 2022
- Wednesday, March 30, 12:12pm — General Meeting via virtual video service
  - Topic for Discussion: TBA
  - Presentation: Cablecast

### Organizational Members



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COMMUNITY MEDIA



**EXECUTIVE COMMITTEE: *Bob Duthaler (Chair), Doug Seidel (Vice Chair)***

The Executive Board is working on topics for the general meeting, webinar topics and panelists, and Managers Roundtables topics. We are discussing these with committee chairs and look to address station operations, pending legislation and its impact on NJ, issues with cable providers that treat town stations unfairly, and intergration of Zoom meetings into live meetings. Look for these to begin in March.

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

JAG's 2022 Budget was introduced at the January general meeting, to be voted on at the February meeting. We're also off to a very good start for the year, with about one-third of members having renewed their membership for 2022 – many thanks to all you early birds! Speaking of membership, if you have not seen a dues invoice for 2022, please email JAG Treasurer Linda Besink at [lbesink@gmail.com](mailto:lbesink@gmail.com) and you will receive it asap.

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

The Production committee met virtually on January 25th.

The production of testimonials are on hold for the moment as it is felt that there are currently enough in circulation. Craig Coughlin was elected to an unprecedented third term as Democratic speaker of the NJ Assembly so his testimonial is still current for this year.

The committee discussed the priorities for producing videos. We felt that realistically, we probably can only hope to produce one video in the near future and the committee agreed that the Sales Tape is most important for the organization. It is a marketing tool that we as an organization should have available to promote membership. Geoff, Bob and Lee will meet in early March to discuss a script so the production committee can move forward. The "How to shoot an Interview" video will be placed on hold.

Doug reported that, after almost a full year of operation, we only have 51 subscribers to our YouTube Channel. In addition, it's been difficult to get members to contribute content to the channel, perhaps because of the health crisis, and traffic to the site has fallen off since the summer. We must continue to remind the membership to contribute their finished productions to the channel. To increase interest and traffic to the YouTube channel, Doug will try to mention it more in his Facebook posting as well as sending out monthly reminders to the membership. Doug will also make sure that the videos from our panels at the NJLOM are posted on YouTube.

The Access New Jersey show is being placed on the back burner. When the pandemic clears and more of our stations begin to produce relevant content, we might consider reviving the concept.

**EXTERNAL RELATIONS COMMITTEE: *Geoffrey Belinfante (Chair), Doug Seidel (Vice Chair)***

This month we on the External Relations Committee have formed two new subcommittees that will allow members to work on committee projects without spending the time necessary to attend monthly meetings. If you have an expertise or interest in Social Media marketing, now you can join our Social Media subcommittee and help us spread the word about JAG. If you like to write but don't have enough time to worry about websites, trade show booths and the like, you could join our Newsletter subcommittee and help us create informative content for our monthly newsletter. We welcome your input in any way you like. Just let me know at [geoffbel512@gmail.com](mailto:geoffbel512@gmail.com).

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**SAVE THE DATE**



**A Hybrid Event**

**LIVE Trade Show**

**VIRTUAL Workshops & Vendor User Groups**

**May 24-26, 2022**

**Details coming soon.**



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

The Legislative Committee has been getting quite busy recently. Our attention has been pulled in many different directions and we are keeping our eyes on all of it.

Here is a brief overview of recent events:

1.-The Protecting Community Television Act was reintroduced a couple months ago. Congressman Donald Payne and Congresswoman Bonnie Watson Coleman were the first from New Jersey to co-sponsor the Bill. The Act changes the language in the Cable Act of 1934 a bit to ward off the effects of the 621 Order that could very well hurt our Franchise fee payments due to “In-Kind” franchise obligations.

A. The committee is working to have all our Representatives and Senators support it as well.

B. We are now an Organizational Member of the ACM (Alliance for Community Media). With their support we are going to be organizing on-line meetings with our NJ members of Congress to discuss their support.

2. (IJA) The Infrastructure Investment and Jobs Act has been holding webinars to see how to best implement their grant program for Broadband Equity, Access and Deployment (BEAD). More will follow once their plan is in place.

3. Broadband, Broadband and More Broadband are the topics down in DC. There are many bills floating through both houses, many of which are geared towards rural, local municipal and under served areas.

4. No I haven't forgotten about Closed Captioning. It is still on the FCC's minds. However, over the last few weeks, all has been quiet. There are many other issues poking their heads out through the cracks, such as Channel Slamming and Simulcasting. As you can imagine, the Legislative Committee constantly needs your eyes, ears, thoughts and contacts. We need to keep PEG fresh in the minds of all of our lawmakers and stay current on very quick moving changes that might hinder our ability to communicate to our residents. For further information on our work, or if you would like to join our committee, please contact me.

JAG members are always welcome to join this committee and your involvement is greatly needed. If you would like to join our team, please contact me at 732-376-6030 ext. 23538 or [davegarb@paps.net](mailto:davegarb@paps.net)

**Membership Committee: *Stephanie Gibbons (Chair), George Fairfield (Vice Chair)***

George Fairfield was elected vice-chair and Linda Besink was elected as secretary.

The committee plans on expanding by reaching out to members from various membership categories in order to be more inclusive and gain a better understanding of their particular needs from the organization.

Invoices for your 2022 JAG dues have been sent out from the Finance committee. Please look out for the invoice and if you have received it please let JAG's Treasurer Linda know. If you haven't received your invoice, DEFINITELY contact Linda at [Lbesink@gmail.com](mailto:Lbesink@gmail.com).

Princeton Community Television has just announced its relaunch as Central New Jersey Network (CNJN).

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](mailto:Stgibbons@verizon.net).

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

Leadership is focusing on strengthening our marketing plan while supporting the work of our other committees. Over the next few months we hope to have a brand new implemented marketing plan, and with our newly formed subcommittees we should be in good shape to jump right into action. The leadership from JAG's other committees make up this committee, however we are always looking for future leaders within the active members of JAG. Please reach out to the Leadership Development Committee to find out how you can become more active within the Jersey Access Group.

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

The JAG Awards are open for submissions. They will close on February 28, 2022. Go to <https://jagonline.org/categories/> to see which category you want to enter or go straight to <https://jagonline.org/enter/> to enter. We are looking for judges. If you would like to be a judging site or know a facility, please email [gfairfield@piscatawaynj.org](mailto:gfairfield@piscatawaynj.org).

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

While your conference committee is still working out the details of the venue for the Trade Show, we have made some progress on the topics for the workshops. Our workshops are still a work in progress. Please let us know if there are workshop topics that you the members would like to see discussed—this is your conference and your input is always welcome. In addition to topics for workshops, we are also in the process of putting together a wish list of vendors we would like to invite to the trade show. Once again, if there are products or a product category you would like to see represented at the show, please let us know. Your input is always welcome—[geoffbel512@gmail.com](mailto:geoffbel512@gmail.com)

Jersey Access Group, PO Box 164, Metuchen, New Jersey 08840

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

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