

February 2022

Volume 9, Issue 2

General Meeting Agenda

Join us 2.23.22 @ 12:12pm

Discussion: Marketing your Station

Presentation by 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.



Vendor Presentation: TBA

by Jesse Lerman, President & CEO, TelVue

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. [Read more](#)

Committee Profile: JAG Awards

by George Fairfield, Chair

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. [Read more](#)



Spotlight: Montclair TV34 had to adapt to the COVID-19 Pandemic

by Rich Gearhart, Montclair

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

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. [Read more](#)



Feature: JAG joins ACM

by Dave Garb, Legislative Committee Chair

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 similar to that of our own organization. They advocate, promote and preserve the right to media training, production, distribution, civic engagement and education in support of diverse community voices, through Public, Educational and Government Access channels and other forms of media. [Read more](#)

NEWSLETTER SURVEY

JAG needs your help.

Please take a moment to let us know your thoughts.

The survey will close February 28.

[Click to take the survey](#)



SAVE
DATE

THE

JAG announces plans to hold the Eastern Video

Expo, May 24-26, 2022.

A Hybrid Event, to include a live trade show day and two days of virtual workshop and vendor user groups. Details coming soon.

May 24- Virtual Sessions and User Groups

May 25- LIVE Trade Show w/vendor presentations

May 26- Virtual Sessions and User Groups

directly to my broadcast server (and Youtube for online viewers). [Read more](#)



2021 JAG AWARDS REGISTRATION IS OPEN

[Click to Register](#)

Closes February 28
JAG Awards
May 25, 2022

Social Media Update:

by Doug Seidel, Social Media Manager

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 Eastern Video Expo. [Read more](#)



Committee Reports

[Review Activity](#)

Committee Meetings

[See Schedule](#)

See the Full Newsletter

[PDF Version](#)



eNATOA
Monday, March 14, 2022
2:00 PM - 3:00 PM (EDT)

* Registration open until 3/12/22 at 12:00 AM (EST)

Closed Captioning – Not because you must but because you should!

Learn about the latest rules and guidelines for Closed Captioning. Find the most cost-effective means to provide your community what it needs, whether you have a budget or not.

Registration includes a recording of the webinar and speaker handouts, which will be sent out following the webinar

[Click to Register](#)

Welcome New Members

Edison Schools and Independent Producer Dick Craig, NJ Rock & Roll

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. *extravaganza*

Check out some of the videos featured on our page:

[Aging Insights 125 - NJAAW](#)

[Law Enforcement Appreciation Day - Piscataway](#)

[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

Reach

1,235



Audience

457



Audience Growth

0.22%



Share our Newsletter.
Help expand the awareness of JAG.

Click for a link to share invitation to receive our newsletter

Organizational Members



HELMER, CONLEY & KASSELMAN, P.A.

ATTORNEYS AT LAW



JAG Affiliations



Jersey Access Group, PO Box 164, Metuchen, New Jersey 08840
New Jersey Chapter of NATOA and New Jersey League of Municipalities Affiliate

Editor-in-Chief: Rich Desimone Social Media Manager: Doug Seidel

Feature Editors: Stephanie Gibbons & Cindy Hahn

Contact us at JAGinfo@jagonline.org

