

March 2022

Volume 9, Issue 3

General Meeting Agenda

Join us 2.23.22 @ 12:12pm

Discussion: Programming Your Station
Presentation by Randy Visser, East Sales, Cablecast
Community Media

Cablecast has the solution. Our company has been right beside you all the way providing the tools you need to manage this work in the 21st Century. Our new "VIO Omni" servers have the combined power to schedule video files, or live shows, while providing an easy interface to make that content available as a live stream, or as easy to use VOD (video on demand) files complete with the ability to chapter those videos (either while you're recording...or after the fact).



Vendor Presentation:

by Randy Visser, East Sales, Cablecast
Community Media

Video play-out systems provide community media operations the tools they need to distribute their content to members of their communities, and beyond. Early systems involved the use of multiple video tape machines, and eventually DVD players that were programmed by external devices to play, and then switch, programming from one source to another. You never knew if this complex chain of events was going to work as planned, and the set-up time to cue tapes and calculate "pre-roll" times for every event made the process challenging and time consuming. [Read more](#)



Spotlight: NJ Advocates for Aging Well.

by Susan Brooks, Communications
Manager

"People tend to think that aging is something that happens later in life. In reality, we're aging every day," says Cathy

Rowe, DrPH, Executive Director of JAG associate member NJ Advocates for Aging Well (NJAAW).

"Right now, more than 23% of New Jersey's total population is over 60," she adds. "The U.S. Census Bureau projects that by 2030, America will have more 65-and-older residents than children, and all Baby Boomers - and one-fifth of the total population - will have reached the traditional retirement age of 65." [Read more](#)

Social Media Update:

by Doug Seidel, Social Media Manager

The Newsletter Survey results are in! Keep your eyes open for changes coming soon. We are very excited about these changes and look forward to using the new and improved newsletter to help market JAG better.



President's Message

Bob Duthaler
**Working to Improve Our
Communications**



We are a few months in to 2022 and we will continue to provide the best for our membership. I along with your board feel that communication (the business we are all in) with our membership is key to the success of the organization. With that thought in mind, we are continually updating and developing new ways to communicate effectively with all of our members. [Read more](#)



Committee Profile: External Relations

by Geoffery Belinfante, Chair

One of the things that keeps my hard-working colleagues on the committee very busy is the supervision of this very newsletter. We hope to publish articles that are of interest to our municipal, and community channels as well as our independent producers and nonprofit members. Making the newsletter a valuable source of information is a very high priority for the External Relations Committee. [Read more](#)



SAVE THE DATE

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

Clarion Hotel, Rt 27, Edison, NJ

May 26- Virtual Sessions and User Groups



eNATOA

Monday, April 11, 2022

2:00 PM - 3:00 PM (EDT)

*** Registration open until 4/9/22 at 12:00 AM (EST)**

FCC Outlook - 2022 and Beyond

President Biden took longer than any other President to name nominees for open seats on the Federal Communications Commission, leaving in place a four-person Commission that seemed to preclude action on any controversial issues in 2021. What will 2022 and beyond bring for the Commission and for communications

A new Social Media Subcommittee has been formed and we have started to plan out new social media posts. Make sure you are following our accounts so you can keep up in the online conversations. If you are interested in helping out with our social media reach out to join this new Subcommittee. [Read more](#)

Committee Reports

Review
Activity

Committee Meetings

See
Schedule

See the Full Newsletter

PDF Version

policy? How can local governments effectively engage with the Commission on issues impacting our communities? Our panel will bring you up to speed on the Commission, its likely policy goals and what you can do to make your voice heard.

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

[Click to Register](#)



**Alliance for
Community Media**

**Public Policy Briefing
April 7, 2022
3 pm CT/4 pm ET**

Join in on this monthly phone call with ACM President and CEO Mike Wassenaar, discussing current State and Federal issues affecting PEG Access TV, and what actions the individuals in community media can make in support of our industry.

[Email ACM](#) is you need the link. Public Policy Phone Briefings are for ACM Members Only. Registration is monitored.

Can't make a call, but want to get informed? Listen to a recording! [Email ACM](#) to get access to the recording.

Welcome New Members TBA

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:

[The "Where," "What," and "Who " of Healthy Aging](#)– C-NET
[Dustin's Kaleidoscope: NJ 2021 Librarian of the Year](#)– SOMA Television
[Barron Arts Center: Viewing Sculpture](#)– Woodbridge TV
[Catchings Owens Community Center Ribbon Cutting](#)– Montclair TV 34
[Danny V's 52nd Street Band](#)– Manalapan Township Television Network

[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

1,434



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



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

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