



2017 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



“NJTV to me is like an incredible, valuable resource; it is the one institution that speaks to the entire state of New Jersey.”

– U.S. Senator Cory Booker



NJTV's local services had deep impact in New Jersey and its neighboring states, on and off the small screen.

In 2017, NJTV provided these vital local services: Emergency Broadcast Service, quality local and national public television programming and community partnership initiatives.

NJTV, New Jersey's Public Television Network, is a valuable part of the New Jersey metropolitan area's advancement.

2017 has been a time of progress and community service for NJTV, New Jersey’s public television network. We continue to provide **more than 30 hours of local Jersey-centric programming each week**, exceeding the 20-25 hours initially promised when the network operations began in 2011.

Some of the highlights:



Appointment Local Programming

NJTV continues to provide a dedicated primetime block called **NJmade**, featuring exclusively local programming, making it easier to find. Viewers can tune in **Wednesdays at 8pm** to catch rotations of popular local series.

Spotlight on Local News, Politics and Special Events



NJTV News with Mary Alice Williams



2017 Democratic Gubernatorial Primary Debate at the Agnes Varis NJTV Studio



Reporters Roundtable with Michael Aron

NJTV offered **ongoing coverage of political events and discussion throughout the year**, from Governor Chris Christie’s **State of the State and Budget Addresses** at the beginning of the year to election primaries in the spring to **Election Night in November**.

The network uses its Newark and Jersey City studios as well as content bureaus across the state to get the latest scoop from legislators at the source for both its weeknight newscast, **NJTV News with Mary Alice Williams**, and public affairs programming like **Reporters Roundtable** and **On the Record with Michael Aron**.

NJTV News also kept an eye on economic issues throughout the year with a business report hosted by journalist **Rhonda Schaffler**.

NJTV and **NJTV News** also provided live coverage of the **Governor’s press conferences** on policy issues as well as **weather-related state-of-emergency messaging**.



Do you Know Jersey? This year, **NJTV News** started a new segment called **Know Jersey** on its weeknight newscast. It pulls the topline facts from the evening’s news segments into a single, easy-to-review graphic. **Know Jersey** helps make the news more memorable and easy to discuss around the watercooler or kitchen table. These factoids are also shared on social media.



NJTV's local television series:

NJTV News with Mary Alice Williams: Half-hour, weeknight local news program concentrating on issues and news affecting New Jerseyans.

A Matter of Faith with a Bishop, An Imam and A Rabbi: New half-hour program addressing headlining issues through the lens of faith. As the title suggests, hosts representing all three major faiths welcome expert guests to their table for insightful discussion about such topics as gun control and women's empowerment.

Classroom Close-Up NJ: Half-hour weekly program featuring New Jersey's public school success stories.

Caucus: New Jersey: Half-hour Caucus Educational Corporation (CEC) series combines in-depth documentary coverage with insightful studio interviews and discussion, tackling a range of important issues.

Driving Jersey/Here's the Story: Half-hour monthly program that hits the road to tell the stories of unique people and places across the Garden State and beyond.

Due Process: Half-hour weekly program addressing contemporary legal issues and discussion with the professionals and experts closest to them.

NJDocs: Hour-long series featuring the work of local filmmakers and/or films with a Jersey-centric theme.

On the Record with Michael Aron: Half-hour weekly public affairs program featuring one-on-one interviews with New Jersey newsmakers and lawmakers; taped at the NJTV Agnes Varis Studio.

Pasta & Politics with Nick Acocella: Half-hour program featuring conversation and cooking with local political figures.

Reporters Roundtable with Michael Aron: Half-hour weekly public affairs program featuring reporters discussing New Jersey's headline issues; taped at the NJTV Agnes Varis Studio.

State of Affairs with Steve Adubato: Half-hour CEC weekly public affairs show featuring in-depth analysis of critical issues that affect the lives of New Jersey residents; taped at the NJTV Agnes Varis Studio.

State of the Arts: Half-hour weekly program goes on-location with creative personalities and places in New Jersey.

This is South Jersey with Marianne Aleardi: Half-hour show spotlights the people and places that make the southern counties of New Jersey great.

Special Programming:

In Your Neighborhood: Live, on-location programs that spotlight some of New Jersey's most dynamic places throughout the year.

I Can't...I Have Rehearsal: Hour-long documentary tells the story of six very different high schools from across New Jersey as they rehearse, perform and compete with the very same show: *Mary Poppins*.

Treasures of New Jersey: NJTV's first episode premiered in May, taking a look at the rich history of Fairleigh-Dickinson University's Twombly-Vanderbilt estate, now FDU's Florham campus. It's the first of what is hoped to be many profiles of New Jersey's iconic places.

NHK World TV: NJTV partnered with NHK (Japan International Broadcasting, Inc.) to distribute its 24/7 English-language public television network featuring hourly live news and Japanese lifestyle programming.

Live Events:

- Governor's **State of the State Address** and **State Budget Address**
- Democratic and Republican **Gubernatorial Primary Debates**
- **Lieutenant Gubernatorial Debate**
- **Election Night**



NJTV and Montclair State University co-hosted the 2017 Lieutenant Gubernatorial Debate



Mary Alice Williams moderates a panel about Women and the C-Suite at a NJBIA conference

Community Partnerships and Involvement

NJTV and Montclair State University co-hosted the **New Jersey Lieutenant Gubernatorial Debate** from the lecture hall at Montclair State University in October. Candidates Carlos Rendo and Sheila Oliver took part in a 60-minute debate. The broadcast ran 90 minutes with 60 minutes of debate time moderated by *NJTV News* Chief Political Correspondent Michael Aron, with *NJTV News* Senior Correspondent David Cruz contributing additional questions from social media. The event was both broadcast and livestreamed by NJTV.

NJTV partners with collegiate **content bureaus** and other institutions to enhance local news content via remote cameras and on-campus experts. *NJTV News* talent **moderates forums** for various community and industry organizations like **Junior Achievement**, the **New Jersey Business & Industry Association** and **SJ Magazine**, as well as NJTV's own engagement events. NJTV collaborated with **Creative New Jersey** to exchange ideas and share the mission of the network's community forums. NJTV also presented insights from its forums at Creative New Jersey's events.

Community Advisory Board

NJTV was delighted to continue to grow its Community Advisory Board in 2017. This group, representing various sectors and interests across the state, provides insight and feedback about how the network can best serve New Jersey.

Reaching Local Educators and Students

PBS LearningMedia NJ

This microsite on NJTVonline.org offers free teaching resources to educators, including classroom-ready lesson plans and video clips derived from PBS programming and professional development tips. Its content includes segments from NJTV's local series ***Classroom Close-Up, NJ***.

NJEA Convention

NJTV partnered with the NJEA and its local *Classroom Close-Up, NJ* series producers to have a presence at the 2017 NJEA Convention in Atlantic City. The Convention, attended by thousands of New Jersey educators, provided an opportunity to demonstrate NJTV's online education offerings directly to those who can benefit from them.

Student Internships

Throughout the year, *NJTV News* welcomes college students from across the state into the newsroom to get hands-on experience learning the ropes of broadcast journalism, and also hosts interns from a local Newark high school.

American Graduate Day

NJTV aired the four-hour live broadcast produced annually by parent organization WNET in partnership with the Corporation for Public Broadcasting. Broadcast from the Tisch WNET Studios at Lincoln Center, this engagement campaign featured over 50 nonprofit partners, 119 public television stations, and over 4 million "champions" working to keep kids on the path to graduation. *NJTV News* correspondents Michael Hill and Lauren Wanko participated.

NJTV: In Your Neighborhood

Throughout 2017, NJTV went on the road with its new ***In Your Neighborhood*** initiative, broadcasting live from locations across the state, delving deep into the issues and achievements of some of New Jersey's most dynamic cities. The first stop was **Camden** in March, where we broadcast *NJTV News with Mary Alice Williams* and a one-hour special live from the Adventure Aquarium. That was followed up by a live broadcast in June from **Trenton's Arm & Hammer Park**, where our audience watched a live broadcast and a Trenton Thunder baseball game. A summer stop in **Asbury Park** in August found NJTV on the boardwalk and beyond, and a final 2017 visit to **New Brunswick** rounded out the year.



NJTV's In Your Neighborhood Community Forum in New Brunswick

Community Forums

In 2017, NJTV dug deeper into the issues facing each of its *In Your Neighborhood* stops with **community engagement forums** at each location. Four forums were organized to discuss topics relevant to and reflective of each community such as jobs, poverty, economic disparity, health and housing. Each forum included a panel of experts, audience Q&A and a livestream. Livestreams had more than 1,110 views and hundreds of individuals attended the events.

Online Addiction Resources

NJTV continues to populate its ***New Jersey's Drug Addiction Crisis*** website with important information, news and other resources about the initiative and the issue itself. This includes addiction service information from statewide organizations and the latest news stories on the subject from *NJTV News* and other media. This site continues to be a one-stop shop for all things related to addiction, treatment, prevention and recovery.



NJTV's Healthy NJ: New Jersey's Drug Addiction Crisis initiative website



*Filmmaker Maddie Orton shares production stories and answers audience questions after a screening of *I Can't... I Have Rehearsal* with a panel of talent from the film.*

Community Screenings and Festivals

NJTV hosted screenings of its documentary, ***I Can't... I Have Rehearsal*** for students and faculty featured in the film and their guests at Vineland High School and Union Performing Arts Center in Rahway. Hundreds attended the screenings, which included Q&A with the filmmaker and representatives from the schools.

Throughout the year, NJTV also partnered with **film festivals** across the state, collaborating on promotional opportunities, with network representatives participating in special film introductions and conducting post-screening Q&As.



Visitors watch a live NJTV News with Mary Alice Williams broadcast from the network's Newark studio



NJTV News Executive Producer Phil Alongi speaks to the in-studio audience prior to one of NJTV's Gubernatorial Primary Debates

THE AGNES VARIS NJTV STUDIO: Welcoming the Public into Public Television

The Agnes Varis NJTV Studio at 2 Gateway Center in Newark, NJ serves as a hub for the network and broadcast home of the network's weeknight news program, ***NJTV News with Mary Alice Williams*** and two of its public affairs series, ***On the Record with Michael Aron*** and ***Reporters Roundtable with Michael Aron***.

The studio's glass frontage invites passerby to look into the inner workings of productions – an estimated 15,000 people pass by each day. Public tours of the facility are coordinated on a regular basis, and group gatherings take place throughout the year in the studio's NJM Community Room. In 2017, NJTV welcomed Board members, donors, and members of Cub Scout troops and the Young Presidents' Organization, among others. Visitors were able to meet our news team, tour our facility, and often watch live broadcasts.

Preserving New Jersey Public Television's Heritage

NJTV continues to work with the State of New Jersey to archive the content of its predecessor, NJN (New Jersey Network), to preserve and give the public access to state history and its many milestones. The archive project consists of digitizing thousands of hours of important news footage and significant events. Without this project, a good portion of state history would be lost.

Emergency Broadcast Service

NJTV is an Emergency Broadcast Service provider, ready to provide New Jersey and its neighbors vital, and immediate, emergency information during times of concern and crisis.



2017 LOCAL CONTENT AND SERVICE REPORT COMMUNITY FEEDBACK

About The Network

“Thank you for the New Jersey-focused news.” – NJTV viewer

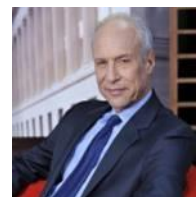
“I watch *NJTV News* every single night and I like it very, very much. They do an excellent job. Keep up the excellent, excellent job, because New Jersey’s network is number one in my book and in the world!” – NJTV viewer

About the *In Your Neighborhood* initiative

- “I loved the idea of this event, bringing it to the neighborhood and having local residents in the audience. I found making it so local was a great idea all around.” - Patty DiRenzo, Camden broadcast guest
- “For once the information flow for Camden was positive. It was great to see that so much was already in the process of being done and I pray that current city residents really have an open opportunity to share in the new, upcoming outlook that was portrayed in the program. I was happy to know that there is now a real opportunity (seemingly) for not just others coming in from the outside but for (residents) in the city.” – Camden broadcast attendee
- “I was able to speak about my program and bring attention to the great things we are doing that are solution-oriented and addressing some of the problems that were being discussed.” – Asbury Park forum attendee
- “I just came up here just to say thank you...everything that I heard helped me out a lot and I really appreciate it. I wish you guys would do this more often... we as city need all the help that we can get, so I just want to say thank you.” – Dr. Shirley Gaines, Trenton police chaplain; forum attendee
- “I’m very grateful to be here because I want to learn more and it’s a lot of positive energy here. I love this. I pray that we keep this momentum, because it’s a good energy here and it’s edifying for me.” – M. Griffin, Trenton forum attendee

NJTV Team Recognition

Among other accolades this year, *NJTV News* **Chief Political Correspondent Michael Aron** was named #1 on **InsiderNJ’s 2017 Insider 100: New Jersey Political Media Personalities**. The political website cited Aron as “The undisputed dean of New Jersey political reporting...maybe New Jersey’s lone gem, mensch Aron has the biggest treasure trove of institutional knowledge in the state.”



InsiderNJ included several other individuals from NJTV’s team including **Phil Alongi**, Executive Producer of *NJTV News with Mary Alice Williams* and Director of Program Development for NJTV; *NJTV News* anchor **Mary Alice Williams** and Correspondents **David Cruz**, **Michael Hill**, **Brenda Flanagan** and **Briana Vannozi**.