



2016 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



“The coverage provided here this evening by a local news crew is why you must subscribe and support NJTV and Public Television”

– Viewer L.Stecker

**LOCAL
VALUE**



**2016 KEY
SERVICES**



**LOCAL
IMPACT**

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

In 2016, 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.

2016 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 offered **ongoing coverage of political events and discussion throughout the year, from Governor Chris Christie's State of the State and Budget Addresses to Election Night in November**. The network uses its Newark and Trenton, NJ, studios 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**.

U.S. Senators Robert Menendez and Cory Booker are among the politicians and thought leaders who regularly make appearances on **NJTV News**. NJTV and **NJTV News** continue to provide live coverage of the Governor's press conferences, from weather-related state-of-emergency messaging to his Presidential candidacy activities.

NJTV News showed its nimbleness and digital platform capabilities this September to report on **bomb-related incidents at Seaside Park and Elizabeth**. David Cruz was on the scene in Seaside Park. Executive Producer Phil Alongi was among the first on the scene overnight in Elizabeth, reporting on Facebook Live. NJTV's Elizabeth coverage was picked up by FOX NEWS national, and seen by a quarter-million people online.



NJTV also gave a new focus to local business news coverage with the addition of a nightly business report on its weeknight newscast, **NJTV News with Mary Alice Williams**. Each weeknight, journalist Rhonda Schaeffler reports the latest business news from a new NJTV studio at New Jersey City University, which was opened in June of 2016.



2016 LOCAL CONTENT AND SERVICE REPORT COMMUNITY CONTENT

NJTV's ongoing local television series:

NJTV News: Half-hour local news program concentrating on issues and news affecting New Jerseyans.

Atlantic City Nights: Half-hour program spotlights top performers and entertainment both past and present in the Jersey Shore's entertainment capital, Atlantic City.

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

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

Conversations with Steve Adubato at NJPAC: Hour-long discussions with policymakers and high-profile local personalities, taped at the New Jersey Performing Arts Center.

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.

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.

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.

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:

American Songbook at NJPAC: Multi-part music series featuring conversations and performances of American Songbook standards by stars of stage, screen and concert halls.

Voices of Atlantic City: 5-part series tells the story of Atlantic City's financial downturn through in-depth first person accounts of the card dealers, cocktail waitresses, construction workers, and others who have lost their jobs or are hanging on to them by a thread. The program was excerpted on *NJTV News* and presented as a full-length documentary for broadcast.

Live Specials/News Coverage:

NJTV continued its commitment to broadcast pertinent political and special events, both on-air and online, including coverage of the following:

- Gov. Chris Christie's **State of the State Address** and **State Budget Address**
- Gov. Christie's Presidential candidacy activities
- Democratic and Republican **National Convention Coverage**
- **Primary and General Election Nights** in New Jersey
- The **Bridgewater Trial Verdict**
- **Seaside Park and Elizabeth bomb-related incidents**

Community Advisory Board

NJTV was delighted to continue to grow its Community Advisory Board in 2016. This group, representing various industries and interests across the state, provides insight and feedback about how the network can best serve New Jersey.

Community partnerships

CONTENT BUREAUS: NJTV partners with colleges, universities and other institutions to enhance local content via remote inter spaces and on-campus experts. New Jersey City University became a partner in 2016.

AMERICAN SONGBOOK AT NJPAC - NJTV partnered with the New Jersey Performing Arts Center (NJPAC) to produce the third season of its music series, *American Songbook at NJPAC*, which aired in 2016. The five-part series, taped before a live audience at NJPAC's Victoria Theater, featured performances and conversation from stars of stage, screen and concert halls including Marilyn Maye and Christine Ebersole. This series brings the arts to the public in a dynamic way, extending the reach of the performances from just a few hundred theater-goers to thousands of living rooms.



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 2016 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 most directly 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.

AMERICAN GRADUATE DAY

A day-long, live broadcast produced annually by NJTV's parent organization, WNET, in partnership with the Corporation for Public Broadcasting. Broadcast from Tisch WNET Studio at Lincoln Center, this engagement campaign features over 50 nonprofit partners, 119 public television stations, and over 4 million champions working to keep kids on the path to graduation.

- NJTV aired the full 4-hour broadcast of American Graduate Day in 2016.
- *NJTV News* Correspondent Michael Hill contributed to the national broadcast.

EMERGENCY BROADCAST SERVICE

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

HEALTHY NJ: NEW JERSEY'S DRUG ADDICTION CRISIS Initiative



The rate of heroin overdose in New Jersey is **three times** the national average. To find out why and what can be done to help, in 2016 NJTV launched *Healthy NJ: New Jersey's Drug Addiction Crisis*, a year-long, multi-platform initiative designed to raise awareness of the many facets of drug addiction, as well as resources available to help. The initiative combined a series of **community forums, news coverage, and a comprehensive website** to provide a multi-dimensional look at the issue in the Garden State, from the faces of addiction and who is affected to the various options for prevention, treatment and recovery to the legislation being created to support these efforts.

Community Forums

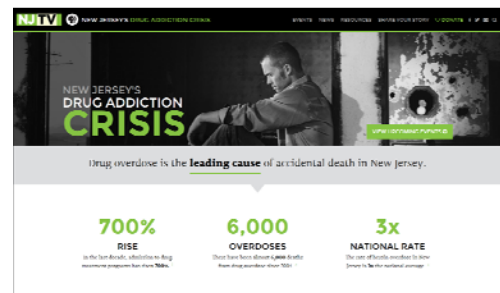
Four **community forums** were held across the state in Toms River, Piscataway, Atlantic City and Newark. Panels of experts fielded community questions and concerns on the topics of addiction, prevention, education, treatment and recovery. Each was live-streamed to reach an even greater audience.



Tables manned by representatives from local organizations framed every forum offering information on ways to get help.

Website of Community Resources

The core of the *Healthy NJ: New Jersey's Drug Addiction Crisis* initiative is its comprehensive companion web site that provides not only a place to watch the community forum livestreams but also important information, news and other resources about the initiative and the issue itself.



Organizations on the front lines of addiction provide their information, news stories from *NJTV News* and other media are posted regularly, and the public shares their stories with us here. The goal for this site: to be a one-stop shop for all things related to addiction, treatment, prevention and recovery.

NJTV and CIR: "Poetry is News That Stays News"

As part of the *Healthy NJ: New Jersey's Drug Addiction Crisis* initiative, NJTV partnered with the Center for Investigative Reporting (CIR) and received funding from the Dodge Foundation to commission two poets –Dr. Grisel Acosta, Bronx Community College-CUNY Assistant Professor, and Marjorie Barnes, Union County College Associate Professor of English – to attend the Treatment and Recovery community forum on October 5th, 2016 and write original poetry from the stories shared during the evening. The poets presented their work at the Dodge Poetry Festival on Friday, October 21, 2016 and spoke at the

“Poetry is News that Stays News” session presented by CIR to discuss how real-life news and reporting can translate into art. Over 70 participants attended the event.

NJTV also launched an open call for poems from the public, garnering entries from New Jersey and beyond, which were posted on the *Healthy NJ: New Jersey’s Drug Addiction Crisis* website: www.njtvonline.org/addiction/share-your-story.



Poetry added a new dimension to the initiative, one that isn’t as visible through community resources or brought out during panel sessions and traditional reporting. The original poems (both professional and amateur) explored the area beyond the facts and figures that often form the face of this complicated issue. At the Dodge Poetry Festival session, poet Acosta said, about the crossover of art and journalism, “Sometimes there are facts and sometimes there is fiction, and sometimes the fiction is more factual than the facts.”

Celebrating Everyday Heroes in the Battle of Addiction



To culminate the *Healthy NJ: New Jersey’s Drug Addiction Crisis* initiative, NJTV honored individuals on the front lines of the addiction at a *Celebration of Everyday Heroes* event at the Trenton State Museum on January 18, 2017. Six individuals who selflessly serve their neighbors and the state at large were recognized at the event, which was attended by dignitaries and those working to overcome addiction in a variety of sectors. Public poetry submissions were read as part of the ceremony.

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, from Board meetings to presentations for educators and Cub Scout Troops.

NJTV NEWS: Ask Away Initiative

NJTV News’ Ask Away initiative continued in 2016. Part of a nationwide initiative called *Curious City* that originated with public radio in Chicago and utilizes the Harken platform, the *NJTV News* team fields questions from the public about what’s going on in their communities online <http://askaway.njtvnews.org> and puts the ideas up to a public vote. The “winning” story ideas are covered, and the person who submitted the question has the opportunity to join the reporter in the investigation of the answer.





2016 LOCAL CONTENT AND SERVICE REPORT COMMUNITY FEEDBACK

About The Network

"NJTV has become one of the best stations. I am going to donate now to show my support for New Jersey and its wonderful PBS station." – NJTV viewer

"I just wanted to take a moment to thank you, and your network, once again for doing everything your team has done for our state of NJ during this terrible health crisis." – Alicia Cook

About the *Healthy NJ: New Jersey's Drug Addiction* forums

Joel Torres, ADAPT Senior Coordinator, remarked about the June 15th event, **"It was a very organized event and the content was amazing. We enjoyed being a part of it."**

Dr. Arthur Tomie wrote, of the same event, **"It was clear to me that both of you did extensive background research on the backgrounds of the speakers and on the science of sign-tracking as well, and, as a result, developed an excellent fit for the forum. Hope the audience enjoyed the event as much as I did."**

Mary Jackson, of the Junior League State Public Affairs Committee, wrote, regarding the March "Faces of Addiction" event, **"Job well done. The forum started an important dialogue on the issue generating new ideas and focus."**

After the October "Treatment and Recovery" event in Newark, one viewer wrote: **"I have watched each segment of your NJ's Drug Addiction Crisis series and you should be recognized and commended for your work. I've witnessed recent reporting on this epidemic, which I truly appreciate, but you stand head and shoulders above the rest! Your knowledge and research is refreshing and very evident."**

One attendee of the Newark "Treatment and Recovery" forum sent this feedback: **"The event was so fantastic. NJTV did such a wonderful job of elevating the conversation around an important topic."**

Another attendee at the Newark event, a recovering addict, wrote us: **"I would like to thank you again for inviting me to yesterday's event. Believe it or not, it was very exciting for me to be in a place where I feel I am being heard for myself and for others like me."**

March's Faces of Addiction audience member Connie G. commented, **"What's happening in this room had never happened before,"** alluding to the in-depth group discussion of the addiction topic. Panelist Stephen Stirling stated, **"Forums like this where we talk about things is a great start,"** to resolving the drug crisis in the state.

Added panelist Maureen McLoughlin, **"There is hope. Look at the people in this room. We're talking the talk that needs to be done."**



2016 LOCAL CONTENT AND SERVICE REPORT COMMUNITY FEEDBACK

NJTV NEWS Team Recognition



NJTV News Executive Producer Phil Alongi was named a winner in the 2016 NJBIZ Forty Under 40 awards program. The program, produced by NJBIZ, New Jersey's premier business news publication, honors men and women under the age of 40 who have been making headlines in their field and who share a commitment to business growth, professional excellence and the community. To qualify, a nominee had to meet selection criteria that included working in New Jersey, possessing significant authority for decision making within a company or organization and being 39 years old or younger.

NJTV News Chief Political Correspondent Michael Aron was honored by **Lead New Jersey** (LNJ) during their "30 Leaders for 30 Years" gala, which honored 30 individuals whose leadership has made "New Jersey a better place to live and work," and celebrated 30th anniversary of the founding of LNJ, a program that educates, empowers and engages talented leaders to create systemic change around the state's most challenging issues.



Aron was also named #10 on the **2016 PolitickerNJ Power List**. The political website cited Aron as someone who "continues to wield tremendous influence as the most consistent voice of reason in a state otherwise routinely dedicated to myriad absurdities. He's really the only person left standing who can be trusted."

The publication listed **NJTV News Correspondent David Cruz** at #45, stating, "There are not many people who could play back-up quarterback to Michael Aron, but Cruz is one of the most skillful reporters in the state, who takes snaps under center the way Steve Young filled in for Joe Montana. Excellent on urban issues, particularly up north, and equally sure-footed in the halls of Trenton."



Also this year, **NJTV News** won its first New York Emmy® Award for **Graphics/News**. Art Director Vinny Caravano accepted the Award in March.