



2018 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



"The *very best programming* I have access to on my TV! For pure entertainment and up-to-the-minute information nowhere else obtainable, I am most grateful. You have been a source of great pleasure to me over many years." — Alice C., *NJTV Member*



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

In 2018, 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.

The year 2018 was 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, hosted **community forums** and **special events** and welcomed the public to our studio. Here are some of the year’s 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



2018 Political Debates at the Agnes Varis NJTV Studio



NJTV News Sr. Correspondent David Cruz tapes a segment of *The Outsiders* at a local diner.

NJTV 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 offered **ongoing coverage of political events and discussion** throughout the year, from **Governor Phil Murphy’s State of the State and Budget Addresses** and **weather-related emergency press conferences** to **congressional debates** and **Election Night**.

In fact, this October, NJTV produced **four political debates at its Newark studio**, three for the U.S. House of Representatives and one for U.S. Senate. Each debate aired in primetime starting at 8pm and included one-hour of debate time and 30 minutes of analysis. NJTV was especially proud to be joined by **PBS NewsHour Correspondent Lisa Desjardins** to co-moderate the **U.S. Senate debate with Michael Aron**, which turned out to be the only U.S. Senate debate between candidates Bob Hugin and Bob Menendez.

NJTV News keeps growing its content... **NJTV News Sr. Correspondent David Cruz** now hosts a new segment called **The Outsiders**. Two former Trenton insiders, Assemblymen John Wisniewski and Jack Ciattarelli, now on the outside of the political arena, talk policy, perspectives and headlining issues. The segments are filmed at local eateries.

NJTV News also airs an ongoing 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 easier to discuss around the proverbial water cooler or kitchen table. These factoids are also shared on social media.



Also in 2018, the network’s news content became even more accessible to the public with the launch of the **NJTV News app**, which includes all of the assets from NJTVNews.org plus push-notifications for up-to-the-minute breaking news. The app is also available on OTT devices such as Roku. The newscast also provides coverage via **Facebook Live** and over other **social media platforms**, so viewers get their updates all the ways they want to receive them.



NJTV's local television series:

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

A Matter of Faith with a Bishop, An Imam and A Rabbi: 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 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.

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 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 Emmy® -award winning 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: Half-hour profiles of New Jersey's iconic places.

NHK World TV: NJTV partnered with NHK (Japan Broadcasting Corporation) to distribute its 24/7 public television network featuring hourly live news and Japanese lifestyle programming on NJTV's first multicast channel.

Live Events:

- Governor's **State of the State Address** and **State Budget Address**
- **Congressional** and **U.S. Senate Debates**
- **Election Night** in New Jersey



Rev. John Williford, Associate Minister, Metropolitan Baptist Church, discusses the role the faith community can play in the addiction crisis at NJTV's Healthy NJ forum in Newark.



NJTV News Correspondent Lyndsay Christian moderates a Junior Achievement of NJ Women's Future Leadership Forum in Edison.

Community Partnerships and Involvement

NJTV seeks to be a good neighbor in New Jersey's local communities through partnerships and special events. *NJTV News* talent regularly moderate forums for various community and industry organizations like **Junior Achievement** and the **New Jersey Business and Industry Association**, as well as NJTV's own engagement events.

Some examples of these partnerships and community involvement in 2018: NJTV hosted a **community forum on the state's drug addiction crisis** in Newark in March as part of its *Healthy NJ: New Jersey's Drug Addiction Crisis* initiative in partnership with the **local Metropolitan Baptist Church**. Moderated by *NJTV News* Correspondent Michael Hill, and featuring panelists including **former Governor Jim McGreevey**, the two-hour forum spoke about addiction through the lens of New Jersey's most populated city, Newark, while also addressing the statewide heroin, opioid and prescription drug abuse epidemic. In October, NJTV continued the discussion about opioid addiction with an ***In Your Neighborhood* community forum** in Vineland, NJ moderated by *NJTV News* Correspondent Briana Vannozzi and presented in collaboration with the **Cumberland County Department of Human Services Division of Mental Health & Addiction Services** and **City of Vineland Health Department**.

NJTV partnered with film festivals across New Jersey, including the **Garden State Film Festival** and the **Teaneck International Film Festival**. In May, NJTV and the **Montclair Film Festival** partnered for an exclusive screening reception of the 2018 Sundance Audience Award-winning documentary, *The Sentence*, with a meet and greet with the film's director and producer. NJTV's *I Can't... I Have Rehearsal* documentary also screened at this Festival, and included a Q&A with the film's director and executive producer.

NJTV also partnered with arts organizations in 2018, including **Morris Arts** for their annual ***Great Conversations*** event, during which NJTV General Manager John Servidio was a featured "conversationalist", and cross-promoted the **New Jersey City University Center for the Arts** "Jazz on the Pier" event in September.

NJTV also hosted an ***In Your Neighborhood* forum** on poverty in Princeton this December in partnership with the **Princeton Area Community Foundation**, with support from the **Princeton Public School** district. Moderated by *NJTV News* Correspondent and Anchor Michael Hill, it included panel discussion with public Q&A that explored the many contributing causes and solutions to poverty in the region.

Community Advisory Board

This group, representing various sectors and communities across the state, provides insight and feedback about how the network can best serve New Jersey.

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.

NJTV's *In Your Neighborhood* Initiative

Throughout 2018, NJTV went on the road with its new ***In Your Neighborhood*** initiative, broadcasting from locations across the state, delving deep into the issues and achievements of some of New Jersey's most dynamic cities and the state at large. The first stop this year was **Montclair** in May, where we broadcast *NJTV News with Mary Alice Williams* and a one-hour special live from a local restaurant. That was followed up by a live broadcast about state Tourism in July from the **Long Branch boardwalk**, where a live audience watched our productions and played NJ-trivia games beach-side. An NJTV online **Tourism Tournament** kept the fun going after this stop, allowing the public to vote for their favorite places to visit. A trip to **Vineland** for the newscast and special explored the Garden State's agriculture industry. A community forum in **Princeton** about poverty rounded out the year.



NJTV's 2018 In Your Neighborhood initiative included a day of live broadcasts and games in Long Branch, an interview with Vineland Mayor Anthony Fanucci at a local farm stand and a poverty forum in Princeton.

Community Forums

In 2018, NJTV continued digging 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 **infrastructure, gentrification, drug addiction** and **poverty**. Each forum included a panel of experts, audience Q&A and a livestream. Livestreams for the 2018 forums had more than 1,200 views with hundreds of attendees.

The 2018 ***In Your Neighborhood*** community forums involved:

- 24 panelists and experts-on hand; including 3 mayors
- 11 exhibitors
- 222 Forum Attendees
- 1,224 views from live streaming
- 4,681 Pageviews to the *In Your Neighborhood* microsites
- 16,765 flyers distributed in the various communities
- 50,701 impressions from Facebook promotion campaign
- Local collaborations: Montclair TV34, Brookdale Community College Higher Education Center (HEC) LBCTV Channel 20, Cumberland County Department of Human Services Division of Mental Health and Addiction Services, City of Vineland Health Department, Princeton Area Community Foundation & Princeton Public Schools.

Community Screenings



Filmmaker Sally Garner and narrator Jack Ford share production stories and answers audience questions after a screening of Treasures of New Jersey.

NJTV strives to bring its content to the public in a variety of ways, on air and off.

The latest episode of NJTV's ***Treasures of New Jersey*** series had a "red carpet" screening event on location of its subject: the State Theater New Jersey in New Brunswick in November.

A VIP reception which included **NJ First Lady Tammy Murphy** and **State Sen. Bob Smith** in attendance was followed by a screening of the film before an audience of 400, and concluded by a Q&A with filmmaker **Sally Garner** and narrator **Jack Ford**.

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 several of its other series. It is also a space that regularly welcomes visitors and draws public attention.

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 2018, NJTV welcomed Board members, donors, school groups and professional organizations like **LeadNJ** and **Executive Women of New Jersey**, among others. Visitors were able to meet the *NJTV News* team, tour our facility, and often watch live broadcasts and news coverage, series tapings and other special 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. Results to date:

- 15,538 Pageviews of njdrugcrisis.org website in 2018
- 40,071 Unique Pageviews of njdrugcrisis.org since 2016
- Collaborations with Essex County Community Health Service Office of Alcohol, Drug Abuse & Addiction Services
- 30 *NJTV News* stories aired as part of the initiative



Free Educator Resources

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***.

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, providing New Jersey and its neighbors vital, and immediate, emergency information during times of concern and crisis.

About the Network and its Programming

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

"Wanted to express my admiration of Briana (Vannozzi) and Michael (Hill). They are excellent reporters and Briana has the best newscaster voice on tv news today. Calming but authoritative. Kudos to both of you." – NJTV viewer

"My wife and I really enjoy the program (*Reporters Roundtable with Michael Aron*). We record it every week. The discussions among the participants is interesting and enlightening." – NJTV Viewer

"Please tell Nick that I love his show (*Pasta & Politics with Nick Acocella*). He asks great questions. They are the questions I would ask. His show is the best way to get to know more about NJ politicians. It's great." – NJTV Viewer

"I've really been enjoying your *Drive By History* episodes. A history program dedicated to just NJ is unique, educational and very enjoyable. Congratulations on producing such a stellar TV show." – NJTV Viewer

"Thank you, thank you, thank you for bringing *Mister Rogers* to your morning programming! I'm literally in tears at the surprise of seeing it on TV this morning! I loved this when I was a kid, and now I get to watch it with my 2- and 4-year-old children! I express my heartfelt gratitude for your giving this generation of youngsters a chance to have *Mister Rogers* as part of their childhood." – NJTV Viewer

"Props for organizing and conducting debates in the cycle's four most competitive races. In some of these races, this was the only debate there was." – Politifax

"Michael Aron...NJTV's chief political correspondent presided over an extremely substantive debate forum..." – InsiderNJ

"I really enjoy your Friday night showing of the *Dr. Blake Mysteries* and *Midsomer Murders*, and am gearing up to donate to your organization just for that block of programming." – NJTV Viewer

About the *In Your Neighborhood* initiative

"On behalf of Mayor Pallone and the Long Branch Council, I wanted to thank you and your team for a very successful event... Along with our Long Branch representatives, the panelists were all very knowledgeable and helpful particularly to those of us in municipal leadership roles dealing with these issues." - Councilwoman Anita Voogt (Long Branch forum)

"It was great to see so many local resources for treatment come together in one room. I feel that the recovery community is coming together in Cumberland County and I am grateful to have an opportunity to add some outpatient services and honored to be invited to be a part of such a great panel." - Dr. Chris Johnston, Pinnacle Treatment Center (Vineland forum)

"Today was a great opportunity for people to hear a variety of viewpoints and at the same time get a chance to make a difference in your community." – Albert Pelham, Executive Director, Montclair Neighborhood Development Corporation and President, Montclair NAACP. (Montclair Forum)

NJTV Awards & Recognition

NJTV programs won three Mid-Atlantic Emmy® Awards this year; the network's 2017 Republican Gubernatorial Primary Debate, the documentary, *I Can't...I Have Rehearsal* and *Classroom Close-Up* all brought home trophies.



Producer Frank Guastella, Filmmaker Maddie Orton and Executive Phil Alongi celebrate the "I Can't...I Have Rehearsal" Emmy® win

Among other accolades this year, *NJTV News* **Chief Political Correspondent Michael Aron** was named #1 on the *InsiderNJ* 100 Media Personalities List for being "the undisputed Scaramouche of New Jersey political reporting" and ranked #8 on their state-at-large 2018 *InsiderNJ* 100 Power List, citing "Without him, the New Jersey Press Corps would sustain a gravitas gap that only Aron's blend of erudition, experience and humanity sustain. A born teacher who comes across as the opposite of school-marmish, Aron offers the state his own ongoing professorship of politics." *InsiderNJ* also included Senior Correspondent **David Cruz** on both lists, saying "There are very few people in the political world who have a cellphone crammed with as many ready numbers as Cruz". Also honored on the Media Personalities List: NJTV News Sr. Correspondent **Brenda Flanagan**, Correspondents **Michael Hill** and **Briana Vannozzi** and Anchor **Mary Alice Williams**. Senator Loretta Weinberg also recognized **Flanagan, Vannozzi** and **Williams** in her **2018 Women's Power List**.