



My NJ. My PBS.



## 2022 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

“I love NJ PBS and all its programs.”  
-NJ PBS Viewer

LOCAL  
VALUE

2022 KEY  
SERVICES

LOCAL  
IMPACT

NJ PBS is a valuable part of the advancement of New Jersey and its surrounding areas.

In 2022, NJ PBS provided these vital services: Emergency Broadcast Service, quality local and national programming and community/education initiatives.

NJ PBS's local services had deep impact in cities and towns across all 21 counties of the Garden State.

## A Year of Growth

NJ PBS is dedicated to its mission of providing news, programming, and special events that inform and represent New Jersey and its diverse communities. NJ PBS uniquely brings the powerful resources of public media to all 21 counties in New Jersey, the only public television network to do so, and keeps constituents informed, enlightened, and entertained. In 2022, the network made growing content on its online platforms a priority to serve viewers who want to engage with it beyond traditional television. NJ PBS also launched its first podcasts this year and created new programming with younger and more diverse audience in mind.

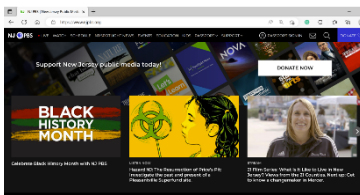
Here are some of the network's highlights and updates from the past year:

### Appointment Local Programming



For those who prefer traditional television viewing and love local shows, NJ PBS continues to provide a dedicated primetime block called **NJmade**, featuring exclusively Jersey-centric programming. Viewers can tune-in **Wednesdays at 8pm** to catch rotations of popular local series like *Here's The Story*, *Drive By History*, *Table For All* and more. Additional local programming is scheduled throughout the week, often with encores to give viewers more opportunities to catch their favorite programs.

### A Website of Resources and Content



**MyNJPBS.org** offers hundreds of hours of streamed programming, the NJ Spotlight News microsite, blogs, a community events calendar, membership information and free digital resources for educations via PBS LearningMedia New Jersey. [Visit the site here.](#)

### News for New Jersey



**NJ SPOTLIGHT NEWS** is the news division of NJ PBS. It's New Jersey's leading destination for local issues-driven news and investigations with an audience-focused, story-first approach across all media platforms. So New Jerseyans get their news any way they want to, on television, on their computers, or on their phones. Each weeknight the team reports on the newscast, **NJ Spotlight News with Briana Vannozi**, with content and information updating throughout the day on **NJSpotlightNews.org** (a microsite on MyNJPBS.org) and social media platforms. Daily and weekly **e-newsletters** give constituents news right in their inbox. **Live virtual roundtables** invite public participation (more to come on that later). It is notable that in a media landscape where more

and more news outlets are installing paywalls for their content, NJ Spotlight News resources remain free to the public.

**LIVE GUBERNATORIAL AND ELECTION NIGHT COVERAGE:** The NJ Spotlight News team provided NJ PBS live, multiplatform coverage of Governor Murphy's State of the State and Budget Addresses, as well as his Inauguration. All coverage was anchored by Senior Political Correspondent David Cruz and featured analysis from members of the NJ Spotlight News team and other guests. During election season, the team also hosted the **Election Exchange** series, one-on-one podcast conversations with candidates running in key races this year (8 in total) and also worked with hyperlocals to provide political coverage leading up to November 8. Political coverage continued post-election on the newsroom's [NJ Decides 2022](#) microsite.



**REPORT FOR AMERICA/NJ CIVIC INFORMATION CONSORTIUM:** NJ PBS was awarded participation in the 2022 *Report for America* program. This initiative brings talented emerging journalists into communities that need hardworking reporters to combat information gaps and the crisis in local journalism affecting newsrooms across the country. The program enabled NJ Spotlight News to add a new journalist to the team for a two-year tenure to cover a critical under-reported issues affecting our diverse state, specifically mental health issues.

## NJ PBS Local Television Series

NJ PBS's 2022 programming line-up included:

- ***Chat Box with David Cruz***: Half-hour weekly public affairs program featuring one-on-one interviews with New Jersey newsmakers and lawmakers.
- ***Classroom Close-up, NJ***: Half-hour weekly program produced by the NJEA featuring New Jersey's public school success stories.
- ***Drive By History***: The half-hour series follows the investigations of host Ken Magos as he stops at local roadside history markers to explore what happened and why it still matters.
- ***Drive By History: Eats***: The half-hour series finds host Ken Magos revisiting past *Drive By History* investigations with a focus on the food, specifically seeking recipes/menus that would appeal to today's palate.
- ***Governors' Perspectives with Kent Manahan***: Interview specials featuring former New Jersey governors sharing their insight on headlining issues and leadership.
- ***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.
- ***NJ Business Beat with Rhonda Schaffler***: Each week, host/NJ Spotlight News business correspondent Rhonda Schaffler takes a deep look at the stories, trends and influencers shaping New Jersey's business landscape.
- ***NJ Spotlight News with Briana Vannozzi***: Half-hour local news program concentrating on issues and news affecting New Jerseyans.
- ***Table For All with Buki Elegbede* (new)**: Half-hour program that examines local culture through a food lens.
- ***Pathway to Success***: Half-hour show produced by the African American Chamber of Commerce of NJ and hosted by its President/CEO John E. Harmon, Sr., spotlighting contributions of African American businesses.
- ***¿Que Pasa, NJ?***: Half-hour program hosted by business leader and entrepreneur Carlos Medina, who interviews the tri-state area's rising Hispanic stars and role models and celebrates the region's rich cultural diversity.
- ***Reporters Roundtable with David Cruz***: Half-hour weekly public affairs program featuring in-depth discussion with leading journalists from across the Garden State about New Jersey issues from the State House and beyond.
- ***State of Affairs with Steve Adubato***: Half-hour weekly public affairs show produced by Caucus Educational Corporation featuring in-depth analysis of critical issues that affect the lives of New Jersey residents.
- ***Soundcheck* (new)**: Half hour specials feature behind-the-scenes look at local music performances and venues through the lens of performance collaborations.
- ***State of the Arts***: Half-hour weekly program goes on-location with creative NJ personalities and places.
- ***Think Tank with Steve Adubato***: Half-hour Caucus Educational Corporation series with insightful studio interviews and discussion, tackling a range of important issues.
- ***Treasures of New Jersey***: Half-hour specials profiling some of New Jersey's iconic places.
- ***Special Live Coverage***: Live coverage of the Governor's State of the State and Budget addresses and more.

## New programming to reach new audiences

To better serve New Jersey's diverse communities, NJ PBS developed several new Jersey-centric programs and content in 2022 intended to speak to the issues and interests affecting them, including:



**21 DIGITAL FILM SERIES:** Produced by NJ PBS's NJ Spotlight News team, the 21 digital film series investigates life in New Jersey and whether *where* you live affects *how* you live through the stories of change-making residents in each Garden State county. The short documentaries, 6 to 10 minutes, are accompanied online by snapshots providing statistics, resources and other essential information about each county. In 2022, on its way to a line-up of every county, the 21 digital film series told stories from [Atlantic](#), [Bergen](#), [Burlington](#), [Camden](#), [Cape May](#), [Cumberland](#), [Essex](#), [Hunterdon](#), [Ocean](#), [Passaic](#), [Somerset](#) and [Sussex](#). A

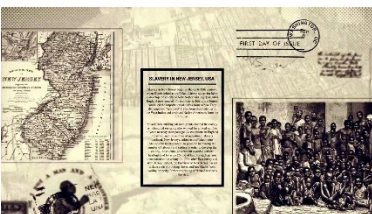
community engagement component is also being planned for 2023 to stimulate conversation about life in the Garden State, as well as opportunities to showcase the series at local film festivals. Watch segments at [MyNJPBS.org/21](https://MyNJPBS.org/21)

**HAZARD NJ:** The debut podcast from NJ PBS and NJ Spotlight continues its roll-out with new episodes. Hosted by former CNN reporter Jordan Gass-Poore', the [Hazard NJ](#) series investigates New Jersey's Superfund sites, from Newark to Vineland, with an eye on the environment and sometimes the environmental justice issues associated with them. In 2022, episodes of *Hazard NJ* have studied the effects of climate change on Superfund sites at the [Ringwood Mines](#), the [American Cyanamid](#) plant in Bridgewater, [Diamond Alkali](#) in Newark, the [Hackensack River](#), along the [Delaware Bay in Salem County](#), in the [Pinelands](#) and at [Quanta Resources](#) processing facility in Edgewater. Bonus episodes and updates on previous podcasts can be found on the [Hazard NJ website](#).



**HERSTORY WITH JOANNA GAGIS** Produced by NJ Spotlight News, the new series delves into the many sides of issues affecting New Jersey women. The first episodes, which debuted this year, fielded reactions to the U.S. Supreme Court's recent overturning of [Roe v. Wade](#) and discussed the [challenges of today's working women](#) and young girls, from finding work/life balance to education paths.

**KARAMU: FEAST OF THE 7<sup>TH</sup> DAY:** This new NJ PBS special explored the tradition of Kwanzaa and demonstrated how to prepare a traditional feast for Karamu, the 7<sup>th</sup> day celebration. Watch the episode [here](#).

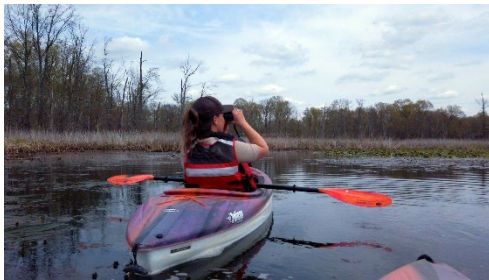


**THE PRICE OF SILENCE:** This two-part documentary seeks to fill a gap in Garden State history by sharing the little-known legacy of slavery across New Jersey. Historians and experts in the film have devoted their careers to studying slavery in New Jersey. Stream [part one](#) and [part two](#).



**TABLE FOR ALL:** This new local series explores local culture through the lens of food. Hosted by NJ Spotlight News producer Bukie Elegbede, the show crisscrossed the Garden State to explore the culinary traditions of Native Americans, Afghanistan, Cuba, the Philippines and more. [Watch season one here.](#)

**SOUNDCHECK:** This music series, hosted and produced by NJ Spotlight News’ Jen Eckert, mixes live concert footage and interviews with the artists and notable collaborators. The first episodes of the pilot series featured ukulele virtuoso [Jake Shimabukuro](#) and his iconic collaborators Kenny Loggins and Jimmy Buffett; and blues artist [Beth Hart](#) with her collaborator Slash; and singer-songwriter, producer and actress [Debbie Gibson](#) sharing insight and inspiration about recording her first holiday album *Winterlicious* and more with her collaborator, Joey McIntyre (New Kids on the Block). Recorded at the Count Basie Center for the Performing Arts in Red Bank, NJ.



**TREASURES OF NEW JERSEY:** The Treasures series showcases some of the Garden State’s most fascinating places. This year, it told the story of the historic **Peter Mott House** in Camden County, whose mid-19th century freedom-fighter owners were instrumental in helping enslaved people who were headed North to freedom in the days of the Underground Railroad. Another episode showcased the **Great Swamp**, the beloved wildlife refuge in suburban Morris County where countless species make their home and hundreds of volunteers are partnering with the U.S. Fish and Wildlife Service to make it more accessible for years to come. [Watch episodes here.](#)

### Community Engagement

NJ PBS is proud to be a “town square” for community discussion and engagement, hosting an array of free special events throughout the year to spotlight topical issues and encourage public conversation, including these events in 2022:



NJ Spotlight News | VIRTUAL ROUNDTABLE  
**Prescription Drug Pricing in New Jersey:**  
Pursuing Consumer Affordability  
MODERATED BY: LILO STANTON  
Wed, May 4, 2022 4:00PM-5:15PM

**NJ SPOTLIGHT NEWS VIRTUAL ROUNDTABLES:** NJ Spotlight News continued its popular series of virtual roundtable discussions in 2022. The team hosted discussions this year that included such topics as ***Prescription Drug Pricing in New Jersey: Pursuing Consumer Affordability; Is Teaching In Trouble?: Worrisome Signs And Possible Solutions For The Profession in New Jersey; Warehouse Growth in NJ: Impacts & Opportunities; Stormwater Management and Preparation*** and ***Living With Endemic COVID.***

**NJ SPOTLIGHT NEWS COFFEE CHATS:** NJ Spotlight News journalists and editors periodically sit across a virtual table to engage special guests and NJ PBS members to discuss timely topics. This year, NJ Spotlight News Founding Editor and Education Writer John Mooney sat down with New Jersey's Healthcare Quality Institute's Chief Operating Officer, Tyla Minniear; NJ State Sen. Vin Gopal; Trenton lobbyist Dale Florio (Princeton Public Affairs Group), NJ Senate Majority Leader Teresa Ruiz; and Senior Writer and journalist Mark Di Ionno, who shared his experience reporting in the Ukraine. Special Projects Editor Colleen O'Dea gave an election season preview and Managing Editor John McAlpin shared post-election night coverage insight.

**BLACK WEALTH EQUITY VIRTUAL PANEL EVENT:** Moderated by NJ PBS's Rhonda Schaffler, this virtual panel discussion explored the history, impact and challenges in building wealth equity faced by New Jersey's black communities. Panelists: Shané Harris, Vice President of Social Responsibility and Partnerships and President of The Prudential Foundation, Prudential; Ryan Haygood, civil rights lawyer and President and CEO of the New Jersey Institute for Social Justice (NJISJ); and David Troutt, author and professor of law at Rutgers Newark Law. [Watch the recording now.](#)



**CONSIDERING THE PAST TO SHAPE THE FUTURE: REFLECTIONS ON THE US AND THE HOLOCAUST:** NJ PBS, in partnership with Gross Center for Holocaust and Genocide Studies at Ramapo College of New Jersey and the Jewish Federation of Greater MetroWest, was proud to host a conversation around immigration, teaching, and community in response to the recent film by Ken Burns, Lynn Novick and Sarah Botstein, *The US and the Holocaust*. Moderated by Ilyse Shainbrown, Director of Holocaust Education for the Jewish Federation of Greater MetroWest, participants were Jacob Labendz, Ph.D., Director of the Gross Center for Holocaust and Genocide Studies at Ramapo College of New Jersey; Rebecca Erbelding Ph.D., Historian, Education Initiatives at the United States Holocaust Memorial Museum; Rabbi Matthew Gewirtz, Senior Rabbi of Congregation B'nai Jeshurun; and Rebecca Kirzner, Senior Director of Grassroots Organizing and Advocacy at HIAS. [Watch the recording now.](#)

**THE WBGO STORY: BRIGHT MOMENTS FROM NEWARK TO THE WORLD DISCUSSION:** In advance of the NJ PBS broadcast premiere of [The WBGO Story: Bright Moments from Newark to the World](#) documentary in April, NJ PBS's Joe Lee and David Cruz moderated discussion with filmmaker Chris Daniels; Dorthaan Kirk, jazz advocate and jazz radio pioneer; and Steven A. Williams, WBGO President and CEO, about the founding of Newark's jazz radio station.

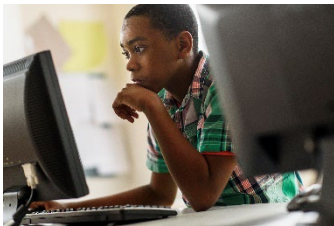
### Corporate Diversity, Equity and Inclusion Activities

NJ PBS and The WNET Group strive to maximize our inclusion and diversity policies to assure the network and our entire organization is inclusive in staffing and in reaching and representing our communities of color with our content. Working in tandem with The WNET Group's Chief Diversity, Equity & Inclusion Officer, an internal Inclusion, Diversity and Equity Advisory (IDEA) Council, and The WNET Group's diversity consultant, here is sampling of activities that took place in 2022 throughout the organization:

- In honor of **Asian American and Pacific Islanders (AAPI) Heritage Month**, the DEI team partnered with HELM Life to create an interactive event where staff engaged in puzzle-based learning exercises with a trained facilitator to collaborate, research, and learn interesting topics about the AAPI community.
- The DEI Team introduced a book club— "**Windows, Mirror, & Coffee**," hosted by literary/DEIB consultants, focused on adults reading literature for young people as a way to engage in powerful conversations about race, identity and contemporary issues.
- **Making Space** racial equity workshops to support and strengthen our diverse staff community were held throughout the year, facilitated by licensed practitioners. Separate workshops to make space for Black, Latino, AAPI, Jewish, BIPOC employees, and white allies. Each workshop was facilitated by licensed practitioners.

- **Ideation Academy:** The Ideation Academy is a program designed specifically to address the historic inequity of content creators within the WNET organization, including NJ PBS. The inaugural year will focus on giving Black, Indigenous, and People of Color (BIPOC) employees the opportunity to build skills in production and programming, enabling them to step into different roles as their careers progress.
- **The Buddy Program** launched this year to help new hires acclimate to The WNET Group culture. New hires will be assigned a volunteer “Buddy” who can be a friendly face and a resource for support and advice.
- An **internal DEI Survey** fielded issues and solutions from NJ staff members.
- A relationship with a New Jersey recruiting agency and *American Masters* was facilitated to secure **job opportunities for candidates with disabilities** who are residents of New Jersey. The agency has relationships with Montclair State and other state universities and an initial job placement is in progress.
- To ensure that NJ has representation on the IDEA Council, we created a **designated spot on the Idea Council** for an employee located in one of our NJ offices.

### Education Initiatives



NJ PBS and The WNET Group provide free teacher resources and other educational services throughout the year. Here are a few local highlights from 2022:

- A New Jersey educator has been recognized as a PBS Digital Innovator All Star, Class of 2022.
- In NJ PBS’s viewing area, 434,674 users accessed the PBS LearningMedia website, which provides free classroom resources to educators.
- Powered by a grant from the Fred Rogers Company and PNC Bank, The WNET Group Kids’ Media & Education (KME) team partnered with Reach Out and Read of

Greater New York and Reach Out and Read New Jersey to bring ***Daniel Tiger’s Neighborhood* literacy resources** to nine pediatric clinics. These resources included 7,759 Daniel Tiger books, 2,550 bookmark coloring sheets, and 2,652 packs of crayons.

NJ PBS airs a significant amount of children’s programming throughout the week, including family favorites *Daniel Tiger’s Neighborhood*, *Wild Kratts*, and *Odd Squad* as well as locally produced series such as:

- **Camp TV**, a playful summer learning series. Led by engaging “camp counselors,” the series features a rich array of content—from learning how to beat-box to meeting a family of penguins—provided by leading museums, zoos, and educational organizations across the country. *Camp TV* also launched a revamped series website with the full content catalog, including over 500 videos and 200+ printable resources that families can access year-round.
- **Cyberchase**, the award-winning and longest-running animated math series in the US, celebrated a milestone anniversary, marking 20 years on PBS KIDS in FY22. Adding to the celebrations, the series launched 10 new episodes featuring diverse voices and live-action talent. The actors and animated characters serve as role models who are persistent and confident, inspiring kids to approach math and environmental topics enthusiastically and become heroes and problem-solvers in their world.

### Reaching Audiences in Other Languages

- **Translated News Stories:** NJ PBS’s news division and Montclair State University’s Center for Cooperative Media continued to collaborate this year to translate NJ Spotlight News stories into Spanish. The translations have continued typically 2-3 per month and are posted onto the [NJSpotlightNews.org](https://www.njspotlightnews.org) site as an [En Español vertical](#) and are also distributed/promoted in the news division’s newsletters. These articles have also been reproduced on the NJ-based [Reporte Hispano](#) website and print edition (mostly) and occasionally other Spanish-language journals.
- **NHK World:** While NJ PBS does not broadcast in other languages, it does offer NHK World TV. NJ PBS partnered with NHK (Japan Broadcasting Corporation) to distribute its 24/7 public television network featuring hourly live news and Japanese lifestyle programming on NJ PBS’ first multicast channel.

## Public Recognition



have known about if not for their reporting.

**Hazard NJ Honored:** The Corporation for New Jersey Local Media (CNJLM) honored *Hazard NJ*, the NJ Spotlight News podcast about superfund sites in New Jersey, with the Local Impact in New Jersey Journalism Award at the second-annual Byrne Kean Dinner. Chaired by former Governor Tom Kean and former New Jersey First Lady Ruthi Byrne, the event honors individuals who have made a significant impact on journalism. The Local Impact Award specifically honors the story or series of stories that illuminated an issue or issues for the general public at a local or regional level in New Jersey that they would not



**NJ Society of Professional Journalists Honors NJ PBS at 2022 Excellence in Journalism Awards:** NJ PBS public affairs series and NJ Spotlight News coverage were honored at the New Jersey Society of Professional Journalists 2022 Excellence in Journalism Awards, held this November in Princeton. The network's seven wins included Best Coverage of State Government (*Chat Box with David Cruz*); Best In-Depth News Coverage (*NJ Spotlight News with Briana Vannozzi*) and Best Continuing Coverage (*NJ Spotlight News with Briana Vannozzi*).

## Viewer Feedback

Here are a few of the comments "viewers like you" had to say about NJ PBS and its content this year:

"I just renewed my NJ PBS membership. I only watch PBS, so I feel they each deserve support, just like I buy ballet tix, etc. This station has some great shows. It's a sin that our government gives so much money to so many worthless "pork" items but so little to such a worthy cause, like our PBS." -Andrea B, New York, NY NJ PBS Member

"Thanks very much for your 'Where to Watch' listing. It's the first of its type that I've seen anywhere and a great resource when trying to locate shows & channels!" -Joe V, Jamesburg, NJ

"I'm a supporter and a huge fan of NJ PBS and I love McLeod's Daughters!" -Lisa M., Montclair, NJ

"Thank you for showing "The Goes Wrong Show" on NJ PBS. The choice was a piece of genius. These shows are filled with humor and thought-provoking. We haven't laughed out loud in such a long time! We do hope this show continues. We have viewed the shows through The Spirit of Christmas, and The Nativity. Great work!" -Robert P.