

## **Response of WNET to The State of New Jersey's Television Operations RFP**

### **Executive Summary**

WNET is filing this response on behalf of Public Media NJ, a New Jersey not-for-profit corporation to be created in accordance with the New Jersey Not-for-Profit Corporation Act. Public Media NJ will negotiate an operating agreement with the State of New Jersey to operate the state's network of four public television stations for a period of no less than five (5) years with an option to renew for an additional (5) years.

- ❖ Public Media NJ will be housed in New Jersey, will be staffed by New Jersey residents, will be producing New Jersey programming and will be reporting to a Board of prominent New Jerseyans.
- ❖ Public Media NJ will have a lean, operational staff of approximately 20-25 based in New Jersey with back office functions (master control, scheduling, finance, legal, etc.) outsourced to WNET to take advantage of the infrastructure already developed.
- ❖ While focused entirely on New Jersey and New Jersey's programming needs and interests, Public Media NJ will have the advantage of the skills, experience and talent of the nation's largest public television station upon which to draw.
- ❖ Public Media NJ will draw on WNET's wealth of talent and production experience to provide New Jersey with daily public affairs programming and documentaries that will give deeper social and historical context to the events and issues shaping New Jersey.
- ❖ Public Media NJ will utilize the educational resources developed by WNET, including the new Teaching Channel and VITAL (Video in Teaching and Learning) to bring education to the forefront of New Jersey's public media proposition.
- ❖ Public Media NJ will draw on WNET's strengths in culture and the arts and apply them to the benefit of New Jersey's arts and culture community – from Great Performances at McCarter or Paper Mill to Live from NJPAC or the State Theatre, a myriad of existing opportunities in arts and culture programming await New Jersey television viewers.
- ❖ Public Media NJ will provide New Jersey with deeper community engagement through a refurbished website, a new commitment to online programming and a vibrant online space for partnerships that utilizes the web producing expertise of WNET Interactive, considered by many in public broadcasting to be among the finest in the country.
- ❖ WNET, on behalf of Public Media NJ has already begun to seek out content and funding partners both for one-off New Jersey-centric documentaries and for daily news and public affairs programming. In addition to long-time partner, the Caucus Educational Corporation, other partners will include New Jersey colleges and universities, arts and cultural institutions, traditional news gathering organizations, independent journalists, bloggers and filmmakers.

While New Jersey may receive bids from other entities interested in operating its public television stations, only Public Media NJ with the backing of WNET will have the experience to operate and program a public media network for, in and of New Jersey with top quality New Jersey-centric content on air, online and on demand.