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NJTV PLANS MULTI-PLATFORM COVERAGE OF NEW JERSEY STATE ELECTIONS

*Website and social media pages will be key part of NJTV election coverage this week;
On-air programs and interactive features begin today*

November 7, 2011—NJTV, New Jersey’s public television network, will go beyond television to cover this week’s state elections with a comprehensive online component aimed at engaging New Jerseyans off and on-air.

NJTV will use its website, www.njtvonline.com and social media outposts on Facebook <http://www.facebook.com/NJTVonline> and Twitter **@njtvonline** to extend and enhance its *NJ Decides 2011* broadcast coverage of this week’s state elections which will determine 120 legislative seats. Starting today, the network is providing special online election content and interactive features to keep constituents abreast of –and talking about–the latest race news and coverage.

“NJTV is more than television programming, it is a multi-platform network,” said NJTV General Manager John Servidio. “So we can offer New Jerseyans access to election information in the variety of ways they seek out news content, on-air and online. We believe the end result will be comprehensive state election coverage that is unprecedented for public television.”

Visitors to NJTV’s website and outposts will find election programming updates, voter information, live-from-the-field correspondent tweets, race results and more. Users are also being asked to weigh in on Facebook questions and send in photos and stories related to their observations at the polls.

The network’s television coverage begins tonight (Monday, November 7th) when NJTV broadcasts the first of two live special editions of its week-nightly news program, *NJ Today* at 6pm ET (*check local listings*). The shows, anchored by *NJ Today* Managing Editor Mike Schneider, will feature segments with political analysts, pollsters and other experts assessing the state’s political climate. Those who miss the live show can catch an encore at 7:30pm and 11pm ET (*check local listings*).

NJTV’s election night television coverage on Tuesday, November 8th kicks off with the second live edition of *NJ Today* at 6pm ET. Live state-wide coverage follows when *NJ Decides 2011* airs at 8pm ET, anchored by Mike Schneider. He will be joined throughout the evening by Senior Political Correspondent Michael Aron and *New Jersey Capitol Report* co-hosts Steve Aduabato

and Rafael Pi Roman (who also anchored *NJ Today Summer Edition*) along with political experts from across the state.

Throughout the night, NJTV will use a combination of studios, news trucks and remote interview stations positioned across the state to provide live election coverage and content for broadcast and the web. The platforms will periodically intersect when hot-button election issues are posed on-air for Facebook fans to discuss online. On-site correspondents will also report and tweet live from two of the most heated district contests in Atlantic and Bergen counties. Throughout the night, NJTV will keep the election dialogue going on Facebook and Twitter.

“We want our audience to feel a part of the coverage experience,” Servidio said. “We’re opening up our online forums so people can share their thoughts and, in their own way, commentate. It creates a dynamic audience experience.”

Support for NJTV’s election night coverage is provided by Integrity Health.

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ABOUT NJTV

Now in its 19th week on the air, NJTV brings quality public television programs and resources to communities throughout New Jersey and its Tri-state neighbors.

NJTV’s broadcast schedule combines acclaimed national PBS series like [American Masters](#), [Nature](#), [Charlie Rose](#), and [BBC World News America](#) with an array of state-focused news, arts and public affairs shows, including [One-on-One with Steve Adubato](#), [Perspectives](#), [Caucus New Jersey](#) and [State of the Arts](#). The station’s week-nightly news broadcast, [NJ Today](#), features stories from across the Garden State. NJTV complements its growing news staff by partnering with state-wide media and higher education institutions. The network actively solicits viewer [news tips, story ideas and feedback](#), along with locally-produced film [shorts and long-form documentaries](#), making New Jerseyans part of the network’s editorial team.

The network’s website, <http://www.njtvonline.org/> posts the latest local news, information and program schedules, and its NJ Learns section offers local educators free, classroom-ready, digital resources through [PBS LearningMedia™](#).

NJTV is comprised of WNJN, WNJS, WNJB, and WNJT, which collectively broadcast throughout NJ. Formerly New Jersey Network (NJN), NJTV is operated under an agreement with the state of New Jersey by Public Media NJ, Inc. (PMNJ), a non-profit affiliate of WNET, parent company of award-winning New York public television stations THIRTEEN and WLIW21. Station [sponsorships and partnerships](#) are available.