



Press Contact:
Debra Falk
NJTV Communications
212.560.3006 (office)
732.768.6077 (cell)
FalkD@thirteen.org

Michael Ganz Appointed Director of Local Corporate Sales and Sponsorships for NJTV

Focus on Soliciting Corporate Underwriting Funds to Support New Jersey's Public Television Network

January 26, 2012 – Michael Ganz has been appointed Director of Local Corporate Sales and Sponsorships for NJTV, New Jersey's new public television network. Ganz will be responsible for raising funds from corporations and agencies in support of NJTV, soliciting underwriting support for all of the network's multiplatform initiatives, including programming and website content, along with general operations. Ganz brings over 25 years of experience and success in sales across various television and interactive media platforms, including extensive sales experience with major networks.

“Michael looks forward to creating successful corporate and not-for-profit partnerships for NJTV, which is critical to the network's mission to grow its state-centric public affairs, education, and arts programming,” said Katherine Schultheis, Managing Director, Local Corporate Sponsorships at WNET. NJTV is operated under an agreement with the state of New Jersey by Public Media NJ, Inc. (PMNJ), a non-profit affiliate of WNET.

Prior to joining NJTV, Ganz was a sales consultant for several PBS national news programs. Previous positions include Director of Sales for Time Warner Cable, Sales Manager at WNBC-TV and Account Executive at WNYW-TV and WWOR-TV.

Ganz has a BS from the City University of New York-Brooklyn College. He resides in Manalapan, NJ.

####

ABOUT NJTV

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](#), [Due Process](#) 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, www.njtvonline.org posts the latest local news, information and program schedules, and its Education section offers local educators free, classroom-ready, digital resources through [VITAL NJ](#).

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.

ABOUT PMNJ

Created in 2011, Public Media NJ, Inc. (PMNJ) is an affiliate of WNET New York Public Media, parent company of award-winning television stations THIRTEEN and WLIW21. PMNJ operates NJTV, New Jersey's network of four public television stations, which provides a statewide 24/7 programming schedule and a week nightly news program, *NJ Today*.