



Press Contact:
Debra Falk
NJTV Communications
212.560.3006
FalkD@thirteen.org

NJ Today Expands State Coverage Capabilities As New Jersey Colleges and Universities Become Content Bureaus

*Growing list of higher-learning facilities will provide faster story turnaround,
wider geographic reach and offer student engagement*

December 8, 2011 – NJTV, New Jersey’s new public television network, announced a growing team of content bureaus across the state which will help expedite story content for its week-nightly news program, *NJ Today*.

NJ Today will house audio and video equipment within the broadcast centers of colleges and universities across the Garden State, enabling its team of reporters as well as on-call students to file breaking news stories. These resources will create convenient point-centers for conducting interviews and uploading story footage.

To date, these New Jersey higher learning institutions have agreed to serve as *NJ Today* content bureaus: Brookdale Community College (Monmouth County), Rowan (Gloucester County), Stockton College (Atlantic County) and William Paterson University (Passaic County). The network is looking to grow this list of facilities to eventually establish bureaus at 10-12 sites around the state.

“It’s critical that our show offers viewers news from across all of New Jersey,” said *NJ Today* Executive Producer Bob Males. “These strategically-placed content bureaus put us in a better position to report breaking news and file topical stories more quickly and efficiently. What’s more, it’s exciting to engage our local education community in the production of our program. It’s key to the mission of public television.”

Today's bureau expansion comes on the heels of last month's announcement naming the campus of Montclair State University in Essex County as the broadcast home of *NJ Today*.

NJ Today also utilizes content resources from a growing list of media partners such as the *Star Ledger* and the *Press of Atlantic City* to enrich its newscast. The program is

looking to expand these partnerships in the coming year both on-air and on its website, www.njtvonline.org/njtoday.

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ABOUT NJTV

Now in its 23rd 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](#), [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. NJTV [sponsorships and partnerships](#) are available.