



2024 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

"I love watching this station, you have great shows"

– Nicole, NJ PBS Viewer



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

In 2024, 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.



2024 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

A Year of Growth Across Platforms

NJ PBS is dedicated to its mission of providing news, programming, and special events that inform and represent New Jersey and its multicultural communities. Its content goes beyond broadcast, with digital-first series, podcasts and an array of social media videos. Here are some of the network's highlights and updates from the past year:

We're growing: NJ PBS welcomed nearly 3,500 new members in 2024, strengthening our community of engaged viewers and supporters.

We're tuned in: 26.8 million viewers watched NJ PBS programs on TV, giving us a home, in your home!

We're streaming: 1.2 million digital and social streams of our content were viewed this year and our newsroom, NJ Spotlight News, gained more than 11,000 new YouTube followers on its channel, reaching viewers on all the platforms they prefer to watch.

We're teaching: 577,500 people from New Jersey accessed free classroom resources on our PBS LearningMedia website, so we can help kids learn.

We're going local: We served up Jersey-centric new episodes of [Table for All with Bukie Elegbede](#) and [Treasures of New Jersey](#), launched [Vegan Pop Eats with Angela Yvonne](#) and [Destination Oak Tree Road](#), expanding the representation of our diverse Garden State communities.

We're winning: NJ PBS productions and news stories took home four NY Emmy® awards and six NJ Society of Professional Journalists awards this year among the other honors that are recognizing the quality of our work.

We're in your neighborhood: NJ PBS hosted events and specials from Newark to Princeton to Red Bank to Atlantic City, extending our presence within the communities we serve.

Appointment Local Broadcast Programming

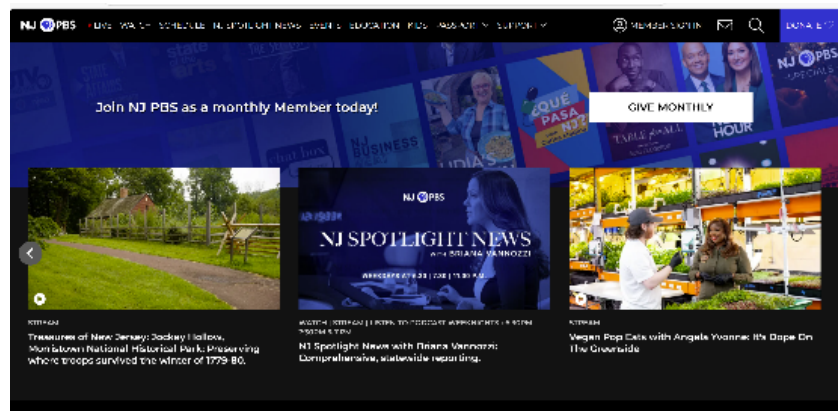


For those who prefer traditional television viewing and love local shows, NJ PBS continues to provide a dedicated program block called *NJmade* on Wednesdays at 8pm, featuring exclusively Jersey-centric programming. Additional local programming is scheduled throughout the week.

Multiplatform Reach and a Website of Resources and Content

Programs like *NJ Spotlight News with Briana Vannozzi*, *Here's the Story*, *Drive By History*, *State of the Arts*, *¿Que Pasa, NJ?*, *Pathway to Success* and more are accessible on both broadcast and digital platforms.

NJPBS.org offers live streaming of its broadcast line-up plus hundreds of hours of streamed programming, the NJ Spotlight News microsite, blogs, a community events calendar, membership information and free digital resources for education via PBS LearningMedia New Jersey. [Visit the site here.](#)





2024 LOCAL CONTENT AND SERVICE REPORT STORIES OF IMPACT

NJ PBS Local Television Series

NJ PBS's 2024 broadcast programming included Jersey-centric programs like these:

- ***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, seeking recipes/menus that 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 Spotlight News with Briana Vannozzi***: Half-hour local news program concentrating on issues and news affecting New Jerseyans.
- ***Table For All with Buki Elegbede***: 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/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 NJ issues.
- ***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***: 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.
- ***Vegan Pop Eats***: Half-hour exploration of the plant-forward lifestyle and local food providers.
- ***Special Live Coverage***: Live coverage of the Governor's State of the State and Budget addresses & more.

Telling Jersey-centric Stories and Reaching New Audiences

To serve New Jersey's multicultural communities, NJ PBS offers unique Jersey-centric programs and content intended to speak to local cultures and interests, including these network productions:

TABLE FOR ALL WITH BUKI ELEGBEDE: The Emmy® award winning series examines local culture through the lens of food. This year, it highlighted the people and cuisine from Ethiopia, Korea, Ukraine, Polynesia and more. [Watch the series.](#)



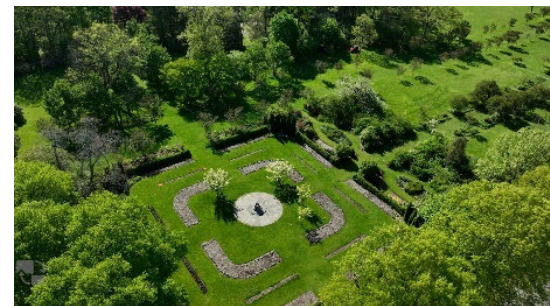
VEGAN POP EATS WITH ANGELA YVONNE: NJ PBS produced a pilot episode of a new food series that featured a unique look at plant-based lifestyles. To kick things off, host Angela Yvonne visited Greens Do Good in Hackensack to learn about sustainable farming, explored green jobs/workforce training and more. NJ PBS hosted a digital-first premiere with Angela chatting with online viewers the week prior to the broadcast debut. [Watch now.](#)



DESTINATION OAK TREE ROAD: NJ PBS co-produced this documentary about the history of the Asian Indian community in Oak Tree Road on the border of Edison and Woodbridge Townships and its world-renown business district with clothiers, jewelers, restaurants and more. [Watch now.](#)



TREASURES OF NEW JERSEY: The *Treasures* series showcases some of the Garden State's most fascinating places. This year, it told the story of a gilded age estate transformed into the New Jersey Botanical Garden at Skylands. Lush gardens with unique plant species and a Tudor mansion with more than a century of history are open to the public as part of Ringwood State Park. [Watch the series.](#)



Representing and Engaging Local Communities

NJ PBS is a beacon for community discussion and engagement, hosting and participating in special local events throughout the year to spotlight topical issues and encourage public conversation, including these in 2024:

DESTINATION OAK TREE ROAD SCREENING: A screening of the *Destination Oak Tree Road* documentary was held at the Avenel Performing Arts Center in September. The event drew about 200 people, from local business owners to dignitaries including the mayors of Edison and Woodbridge Townships. There was a producer Q&A moderated by NJ PBS General Manager Joe Lee and a reception featuring the filmmakers and Asian Indian cuisine.

NJ FILM FESTIVAL PARTNERSHIPS: NJ PBS is a media sponsor of film festivals across New Jersey and had a strong presence at them throughout 2024.

NJ PBS's *21 Film Series* shorts were shown at the Garden State Film Festival and the Indie Lens Pop Up Festival in association with Teaneck International Film Festival. At the Montclair Film Festival, NJ PBS presented the film, *Politics Is A Mother, Raising Hell is Part Of The Job*, about NJ Congresswoman Loretta Weinberg. NJ Spotlight News Anchor Briana Vannozzi moderated Q&A with the filmmaker, Loretta's daughter, Francine Weinberg Graff.

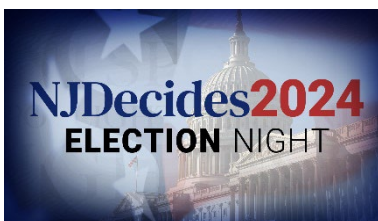
MUSIC AND COMMUNITY FESTIVAL PARTNERSHIPS: NJ PBS and local jazz radio station WBGO 88.3 FM hosted an event in conjunction with mutual media sponsorships of the Jersey City Jazz Festival. The mix-and-mingle event at Rooftop at Exchange Place featured invited station members and remarks from NJ PBS host/Sr. Political Correspondent David Cruz, WBGO President Steve Williams and festival coordinator Bryan Benninghove.

Also, NJ PBS was a media sponsor of the Newark Alliance's annual Halsey Festival. NJ PBS GM Joe Lee addressed the crowd at this popular street festival in Newark.

CONVERSATION EVENTS: NJ PBS hosted an event in Princeton in June, where guests had a front row seat for a conversation between *Governors' Perspectives* host Kent Manahan and former Governor Tom Kean about governing and democracy.

In December, NJ PBS also hosted a dinner event in Red Bank that included a discussion moderated by GM Joe Lee on the intersection of arts and economy in Monmouth County with panelists Nora Deveau-Rosen Managing Director of the Two River Theater and Bob Santelli, Founding Executive Director of the Bruce Springsteen Archives and Center for American Music at Monmouth University and others.





NJ DECIDES 2024: ELECTION NIGHT: NJ Spotlight News covered the election across all platforms on November 5, broadcasting live with in-studio analysis from NJ Spotlight News Anchor Briana Vannozzi, Sr. Writer/Projects Editor Colleen O'Dea, Sr. Political Correspondent David Cruz and Rider University's Micah Rasmussen, plus on-location correspondent reports from candidate headquarters across New Jersey. Sr. Correspondent Joanna Gagis was also in-studio tracking the Presidential Race and the Congressional balance of power throughout the evening. All coverage streamed throughout the night on [MyNJPBS.org/live](#), [NJSpotlightNews.org](#), and the [NJ Spotlight News YouTube channel](#).

NJ SPOTLIGHT NEWS WITH BRIANA VANNOZZI SPECIALS: On Thanksgiving, the half-hour special, *Hunger In NJ*, reported on Garden State homelessness, food insecurity issues, soup kitchens, SNAP benefits, legislation and more. Other news specials this year reported on rising sea levels, the plight of captive journalist Evan Gershkovich in Russia and a tribute to the late Michael Aron, NJ PBS's Chief Political Correspondent who was known as "Dean of the Trenton Press Corps". and more.

THE CHANGE PROJECT: Looking for good news? Log on to [The Change Project](#) – NJ Spotlight News’s special reporting series examined New Jersey’s social and economic challenges — and focused on promising actions that have led to positive change. The team investigated issues from housing and hunger to education. As an extension of The Change Project initiative, NJ Spotlight News hosted Change Project Talks with the featured journalists.

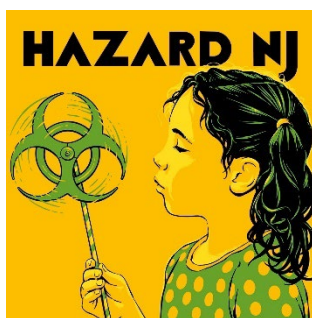
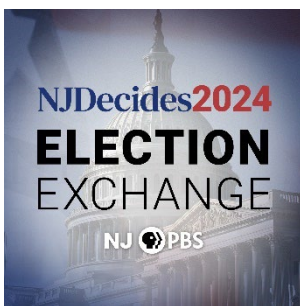
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Reaching Audiences in Other Languages

- **TRANSLATED NEWS STORIES:** NJ PBS' newsroom and Montclair State University's Center for Cooperative Media continued to collaborate this year to translate NJ Spotlight News stories into Spanish. The translations, 2-3 per month, are posted on the NJSpotlightNews.org site as an [En Español vertical](#) and are also distributed/promoted in the NJ Spotlight News newsletters. These articles have also been reproduced on the NJ-based [Reporte Hispano](#) website and print edition and other Spanish-language journals.
- **NJ SPOTLIGHT NEWS** coverage on the potential impact of the proposed 76ers arena on Philadelphia's Chinatown was also translated into Chinese [in this video](#).
- **GOTTA KNOW JERSEY:** To help inform a wider audience about voting in advance of the November elections, NJ Spotlight News' "How to Vote in NJ" episode of its *Gotta Know Jersey* digital series was closed-captioned into Spanish, Korean and Chinese for diverse communities around the state. [Watch here](#).
- **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. [Watch here](#).

NJ PBS Podcasts

For your listening pleasure, NJ PBS and NJ Spotlight News produced several podcasts in 2024 on a variety of topics from politics and the environment to local lifestyles:



- **NJ SPOTLIGHT NEWS WITH BRIANA VANNOZZI:** The weeknight newscast is available as a podcast.
- **NJ DECIDES 2024 ELECTION EXCHANGE:** This podcast featured conversations with New Jersey candidates, hosted by NJ Spotlight News journalists.
- **HAZARD NJ:** This award-winning podcast, hosted by journalist Jordan Gass-Poore', covered stories on New Jersey's superfund sites in its first season, and the plight of "forever chemicals" in its second.
- **OFF EXIT:** This podcast featured unique stories of New Jerseyans from a musician and a racecar driver to surfers and mushroom growers.

Education Initiatives



REACH OUT AND READ: NJ PBS and The WNET Group piloted a new outreach initiative with *Reach Out and Read*. In two underserved New Jersey communities, Orange and East Orange, we established Let's Learn corners that provide children with tablets to watch Let's Learn segments while waiting for appointments, books featured on the show, and coloring sheets. These offices see more than 250 young children a week that can benefit from these resources.

CHILDREN'S PROGRAMMING: 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 *Cyberchase*, the award-winning and longest-running animated math series in the US.

Public Recognition

NY EMMY® AWARDS: NJ PBS received four statues at the 67th Annual New York Emmy® Awards this year. *Table For All with Bukie Elegbede* won two (Best Magazine Program - Series and Best Interview/Discussion — Long Form Content); *The 21 Film Series: NJ Spotlight News Special Edition* won for Best Magazine Program - Single Program and *Keeping the Pinelands* won Best Musical Composition / Arrangement.

2024 EXCELLENCE IN JOURNALISM AWARDS: The New Jersey Society of Professional Journalists honored NJ PBS's newsroom coverage, digital film series and podcasts with six commendations this year. NJ Spotlight News, *Soundcheck* and *State of the Arts* received awards.



WEBBY AWARDS: *The 21 Film Series: Union County* was honored in the Health & Wellness General Video category.

Viewer Feedback

NJ PBS

- I love watching this station, you have great shows. - Nicole

NJ Spotlight News with Briana Vannozzi

- Absolutely amazing coverage...This should also be broadcast on PBS in general! Keep up the good work!
- Judy H., Mendham, NJ

Table for All with Bukie Elegbede

- "Bravo to Bukie Elegbede for bringing us closer to the diversity that is NJ and the metro region." – Mally
- "As a NJ Foodie, I appreciate that there is something specific out there about our state. Thank you to everyone that made this show a reality." – Bill

Classical Stretch

- "I appreciate having my "most watched" program available to keep me mobile and healthy. I am so happy to see it again!!" - Kathleen F.