



NEW JERSEY

Association of State Colleges and Universities

150 West State Street, Trenton NJ 08608

Phone (609) 989-1100

QuickTakes!

New Jersey City University and NJTV Announce Broadcasting Partnership

June 7, 2016

NJTV, New Jersey's public television network, and New Jersey City University (NJCU) announced they will partner on a new business update segment to be broadcast from the NJCU School of Business as part of NJTV's weeknight newscast, *NJTV News with Mary Alice Williams*. The updates will be produced on location at the Strategic Development Group Studio at the NJCU School of Business located at Harborside Plaza 2 in the Jersey City financial district. The new space was celebrated at a ribbon-cutting event at the NJCU Business School on June 1, 2016 with network and University principals, business leaders and local officials attending.

NJCU President Sue Henderson remarked, "NJCU is delighted to host the *NJTV News* weeknight business report and to broadcast financial news from our School of Business, a high-tech facility that is situated in the heart of New Jersey's business hub."



The studio was made possible through major gifts from the Strategic Development Group (SDG) to NJCU for construction of the facility and NJTV to equip the studio with the latest broadcast technology. Anthony V. Bastardi, chairman and executive officer of SDG, is a vice chair of NJTV's Board of Trustees.

"Everyone at Strategic Development Group is very proud to support the efforts of NJTV and NJCU in this endeavor," said Mr. Bastardi. "The more local news and information available to New Jerseyans, the better."

www.njascu.org

*The College of New Jersey
Kean University
Montclair State University*

*New Jersey City University
Ramapo College of New Jersey
Rowan University*

*Stockton University
Thomas Edison State University
William Paterson University*

Broadcast financial journalist Rhonda Schaffler will host the business segments. Ms. Schaffler is editor-at-large of *TheStreet*, a leading digital financial media company, and anchor of *TheStreet* TV.

The new segments will report business and financial news happening across New Jersey from NJCU's state-of-the-art studio space that features a windowed backdrop on the Jersey City waterfront overlooking Wall Street. The reports will be integrated into the *NJTV News with Mary Alice Williams* newscast, which airs weeknights at 6 p.m., 7:30 p.m. and 11 p.m. on NJTV (*check local listings*).

In announcing the segment, NJTV General Manager John Servidio said, "The addition of a regular weeknight business report is another step in the evolution of *NJTV News* and the network. We're covering the issues in the state better than ever before, and we are proud to partner with NJCU to make it happen."

Dr. Bernard McSherry, interim dean of the NJCU School of Business, noted, "Having NJTV's business news broadcast to the metro area from a studio overlooking Wall Street at the NJCU School of Business sends a powerful message. This is an opportunity to let the business community and students everywhere know that NJCU is the place to go for business news and business studies in New Jersey."

ABOUT NJTV

NJTV, New Jersey's public television network, brings quality arts, education and public affairs programming to all 21 counties in New Jersey and its tristate neighbors. NJTV presents acclaimed PBS series such as Nature, American Masters, Charlie Rose, and BBC World News America and children's programs with diverse local programs including: American Songbook at NJPAC; On the Record with Michael Aron; Driving Jersey; NJDocs; Due Process; One-on-One with Steve Aduato; Classroom Close-Up NJ; and State of the Arts. The network's flagship news broadcast, NJTV News with Mary Alice Williams, features stories from across the Garden State utilizing the Agnes Varis NJTV Studio in Newark, its Trenton Statehouse studio and remote cameras at university content bureaus as well as media partners. The NJTV website offers online programs and free digital resources for educators. NJTV is comprised of WNJN, WNJS, WNJB, and WNJT, which collectively broadcast throughout New Jersey. 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. RWJBarnabas Health, Horizon Blue Cross Blue Shield of New Jersey, New Jersey Education Association, New Jersey Manufacturers Insurance Group, PSE&G, and Wells Fargo provide major funding for NJTV News with Mary Alice Williams.

ABOUT NJCU School of Business

The School of Business at NJCU seeks to prepare students for lifelong learning opportunities that result in enrichment of the individuals, the organizations that employ them, and the communities within which they interact. The mission of the NJCU School of Business is to

develop individuals with effective leadership and critical thinking skills, discipline-related competencies, and comprehension of the ethics and dynamics of the business environment.

The undergraduate curricula provide a strong academic base for continuing education, including professional development, graduate study and life-long learning. The learning outcomes include the communication and technological behaviors required to function effectively in a multicultural and diverse economic community. The graduate curricula prepare students in decision-making techniques that are critical to navigate in a global economy; and the discipline-related skills in accounting, finance, marketing, and management that are needed to compete in a dynamic business environment.

ABOUT New Jersey City University (NJCU)

The mission at New Jersey City University (NJCU) is to provide a diverse population with an excellent education. The University is committed to the improvement of the educational, intellectual, cultural, socioeconomic, and physical environment of the surrounding urban region and beyond.

Established in 1927 as a training school for teachers, today NJCU is among the most comprehensive universities in the state. Located in Jersey City, New Jersey, and minutes from New York City, NJCU's fully accredited Colleges of Arts and Sciences, Education, and Professional Studies, and School of Business offer 43 undergraduate degree programs and 28 master's programs and 2 doctoral programs, including emerging and interdisciplinary fields.

NJCU students engage in rigorous applied-learning experiences that include opportunities to study abroad, and cooperative education internships. NJCU operates two additional campus sites – NJCU School of Business at Harborside Plaza 2 in Jersey City's financial district and NJCU at Wall in Monmouth County.

ABOUT Strategic Development Group and Anthony Bastardi

Strategic Development Group, The Imagination Company, based in Fairfield, New Jersey, is a real estate development firm that specializes in creating and executing innovative real estate development opportunities that leverage underdeveloped assets, transform neighborhoods and advance the mission of nonprofit institutions. It is led by CEO and Chairman Anthony Bastardi, a creative engineer who has been a strategic partner to education and healthcare institutions for more than 25 years. SDG has recently masterminded three important real estate developments in Jersey City: two watershed projects for New Jersey City University (NJCU) and one for Saint Peter's University.