

It's Still a "Shore" Thing

All About Former News 12 Anchor Janine Strafaci's Newest Business Endeavor

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She wants you to know that she's a Jersey Girl—born and raised. A two-time Emmy award winning journalist, Janine Strafaci has spent over 20 years perfecting her craft as a broadcast journalist, speaker, and writer.

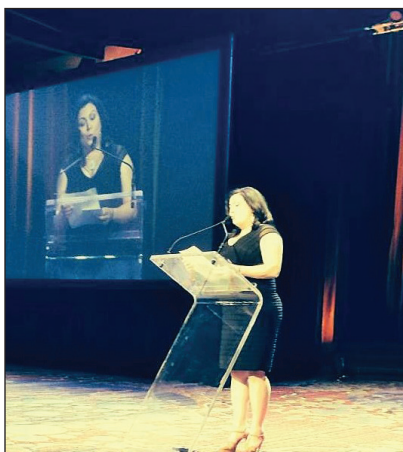


As a life-long New Jersey resident, Janine has a help me help you attitude, noting that during her 16 ½ year span as a main news anchor for News 12 New Jersey, there were countless feature stories that had to get passed up simply because there were too many. "I would get hundreds of emails a week from people wanting their stories to be told," she recalls. "Out of those hundreds of emails, only a few we could actually cover," said Strafaci.

It seemed like a difficult position for Janine to be in: people from around the state reached out to her to cover their features—some very note-worthy—but the reality was hard news always came first. Regardless of the stories she could and could not cover, Janine always loved it. From her years as a college student at Boston University, reporting was a huge part of life. It included numerous summer internships; writing

for the Ocean County Observer; acquiring a radio news spot on WOBN-FM; transitioning to a local cable anchor position at then-Adelphia Channel 8; and eventually landing the full-time job at News 12 that would not only give her an opportunity to bring folks the news every day, but also challenge her in a way that many viewers might not see or initially think about.

She produced and reported on an award-winning weeklong series documenting the lives of a group of emergency workers from NorthSTAR, New Jersey's air medical trauma team. Janine witnessed some of the most gruesome accidents; the team was responsible for recovering and transporting patients to the nearest trauma unit. During the month spent working on the news series, Janine and her photographer developed a relationship with the group, as they traveled in close quarters with the pilot, nurse, and paramedic in a helicopter.



In March 2014, Janine Strafacci, who is a two-time Emmy award winning journalist, was invited back to the awards to be a presenter.



Janine Strafacci spent nearly 17 years at News 12 anchoring the news in New Jersey.



Janine with her husband Fernando and their three children (left to right) Camryn (age 3), Colin (age 6) and Christian (age 9).

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"I spent 13 hours straight on the anchor desk on 9/11," Janine says about working with News 12 during another memorable experience. "We kept the phone lines open, we had people calling in telling their stories, trying to get in touch with their family members."

Janine also talks about Hurricane Sandy. Just like any other major event, Janine was at the anchor desk. While anchoring, she lost her car to the Raritan River.

"What can you do?" she says.

This statement is testament to just how resilient Janine is. She admits that her career would not have come about without persistence and not taking "no" for an answer, and the support of her husband and family. She has full faith and constant gratitude for her state and the people who have helped shape her career along the way.

Fast-forward to today. Janine is just as busy working on the news, but there are a few things that have changed. She is a Colts Neck resident, a mother of three children, a frequent speaker to younger generations looking to pursue careers in journalism, and has numerous accolades to show for it. Janine left News 12 at the end of 2013 and is pursuing a new endeavor: ShoreTV New Jersey. But you won't find it on TV; it's an online video-based news website with a twist.

"How many times do you hear people say, 'Oh, I don't watch the news. It's always so depressing.' ShoreTV New Jersey is my answer to that," Janine says assuredly.

ShoreTV New Jersey is a lifestyle website for those who've ever had an interest in the areas in and around the Jersey Shore. It's for people who scour the Internet every weekend looking for places to eat or activities to do with their kids. It's for businesses to support good causes locally, and it's a platform for all the positive things New Jersey and its residents have to offer.

Janine has poured her heart into the new site, similar to her dedication she's put into her successful career. She has a team of experienced contributors, a wealth of information, and finally a place where she can give the hometown heroes their own forum.

"This is the solution to helping get their stories out," Janine replies. "It's journalism meets PR!"

You can find all of Janine's hard work put to good use at shoretvnj.com, and follow news on Facebook, Twitter, and Instagram under the same shoretvnj handle. The site itself debuts unique categories such as "ShoreTV Spotlight," "Shore Favorites," "Healthy for Shore," and "For Goodness Sake!", a real answer to featuring people and organizations that help their community thrive.

ShoreTV New Jersey is just one way Janine gives back to the community. She and her family are involved at St. Mary's Parish in Colts Neck, support many local fundraisers and are always participating in school activities and functions. Her three children, Christian (9), Colin (6), and Camryn (3) are equally involved in their mom's career as well. Any chance Janine gets, her kids are out in the field, too.

"I like to make a lesson out of everything," she says, referencing her children having a grasp on what she does, and teaching them that hard work has its rewards.

Although Janine's switch to web-based news is still in its infancy, she is a woman of big goals and even bigger personality. She hopes to expand the site in the future, extending down the NJ coast.

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There's much to say about a working mom whose led, what Janine says is a perceived glamorous life on the airwaves, behind the scenes, and in front of the camera. But this is not what she has chased. She encourages people to ask questions, especially paying attention to those who are involved and experienced in something you're passionate about. Janine also speaks on the importance of internships, and believes that everyone in life is given a big pot. This pot is a vessel for your experience.

"Put as much in the pot as you can!"

Check shoretvnj.com for calendar events, news, updates, and see what our area has to offer.