

# Award-Winning News Anchor/Entrepreneur Janine Strafaci Launches... ShoreTV New Jersey

The Jersey Shore area is close to Janine Strafaci's heart, and that is why she is committed to spreading the word about all of the wonderful people, places, organizations and businesses that make it a special place to live and visit.

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**J**ANINE STRAFACI WAS THE LONGEST-running female news anchor at *News 12 New Jersey* for more than 16 years, which operated in the number one television market in the country. She is a "Jersey Girl" who has covered her home state for more than two decades.

"With my unique background, I uncovered a remarkable opportunity to create something of my own as a female entrepreneur," explains Strafaci. "I'm taking the best part of my job—sharing uplifting, positive stories and information—and making it my everyday mission with a new venture called *ShoreTV New Jersey*."

*COMMERCE* spoke with Janine Strafaci—a two-time Emmy Award-winning news anchor—about her new Web channel, which she says "uses the professional storytelling tools of journalism to give more coverage to the people and places of the Jersey Shore." Here are her thoughts on *ShoreTV New Jersey*.

**Why to Watch:** "We're building an online community around the Jersey Shore. With *ShoreTV New Jersey*, we're offering a fresh approach to storytelling and sharing. We feature stories showing positive aspects of communities, and we

rely heavily on social media to communicate with viewers and drive them to our Web site."

**A Growth Strategy:** "I would like to use shoretvnj.com as a foundation or platform for providing content to larger audiences. The plan is for you to see *ShoreTV New Jersey* and its compelling feature stories on multiple platforms beyond [www.shoretvnj.com](http://www.shoretvnj.com). Stay tuned...."

**The Focus:** "Our news-style videos, produced by seasoned news professionals, show you the best places to shop, dine, play and stay. We feature interviews and stories that impact Jersey Shore area communities in a positive way. Those features can be found in our segments: *ShoreTV Spotlight*, *Shore Favorites*, *For Goodness Sake!* and *Healthy For Shore*."

**The Good News:** "Throughout my journalism career, stories that were most memorable for viewers were those with a positive spin. Viewers are tired of negative news; they want to hear good news. *ShoreTV New Jersey* is my response to that expectation."

**The Stories that Matter, Too:** "We've proudly covered the rebuilding of homes since Sandy, communities coming

together—and even one community's benefit concert to help rebuild shore towns. We're giving businesses, organizations and people the opportunity to have their stories told in a compelling way by seasoned journalists."

**More than Just News Reporting:** "We covered the benefit concert for Sandy relief where *The Voice* Runner-Up Jacquie Lee from Monmouth County, headlined the concert hosted by the organization Operation Provide Comfort, which raised more than \$40,000 for the homeowners of Union Beach. We interviewed Jacquie backstage, did a piece on the concert and garnered some publicity for the charitable organization that not many people knew about."

**Leveraging Social Media:** "Social media plays a large role in our online site, so Jacquie tweeted out our interview and tweeted to her thousands of followers, which builds a community around the coverage. It was a great experience because we gave attention and a platform to a story that needed to be shared." ■

For more information, please visit [www.shoretvnj.com](http://www.shoretvnj.com).

