



NJ Arts News Releases 50 News-Style Videos with Civics and Humanities Focus

New Jersey through the lens of creativity offers more complex portrait of the state

Summit, NJ (December 18, 2013) – Today, NJ Arts News launched a [new website](#) and made available 50 news-style videos that tell a different New Jersey story through their focus on the humanities, arts, innovation, and sustainability. News outlets, educators, businesses, tourism entities, and the general public are encouraged to visit the site (www.njartsnews.org) to view, use, and share the videos.

Sponsored by donations and grants, the fifty, 2-3 minute high-quality videos highlight dynamic organizations and projects such as [Newark's Adopt-a-Lot urban development program](#), [Atlantic City's proposed Arts District](#), [Bell Labs's gathering of physicists who worked on the Telstar Satellite launch](#), and a standing-room-only [Sustainability Summit at Duke Farms](#) in Hillsboro. A segment featuring [mayors from Secaucus, Milford, and Little Ferry touring the Hackensack Meadows](#) points to the urgency of sustainability, and another video, of [Montclair State University students teaching philosophy to first graders](#), reminds us of the fundamentals of democracy.

"I'm pleased there's a resource for news that goes beyond day-to-day news coverage of finance and politics. NJ Arts News shows the state's educational and cultural strengths -- well known to residents but not highly profiled nationally," said Jim Fleischmann, NJ Arts News board member and former global equities manager for TIAA CREF. "These videos shift the focus to the human story, and show New Jersey's dynamic and progressive side."

Thirty of the videos have been aired by newscasters, including NJTV, WHYY, WWOR, WBGO, NJ News Commons at Montclair State University, and Jersey Access Group (JAG) local access channels such as Princeton Community TV and HomeTowne TV in Summit. All stories are 'evergreen,' and can be repurposed for public educational use.

For easy access and research, videos are organized on the new site by topic and region. Topic areas include humanities; innovation and sustainability; kids and arts; music (choral, orchestral, solo, and chamber music); theater and dance; and the visual arts. Geographical regions include Princeton-Trenton, South Jersey, Newark, New Brunswick-Monmouth, and Madison-Morristown, among others.

NJ Arts News takes a no-jargon, informational approach to narratives, so as to engage both experts and newcomers. The creative team and board of directors have a broader aim, as well - to re-connect viewers to civic values. By offering well-produced cultural narratives to news directors, NJ Arts News hopes to help news organizations strengthen a sense of engagement and participation among citizens. To further probe and prompt the current conversation about the humanities, the new website will also include a [civics blog](#).

"Humanities are fundamental to democracy," said Susan Haig, Founder and Creative Director of NJ Arts News. "As a self-governing society, we should value citizens as creative contributors. Given the complex problems we face, fostering thoughtful, civic-minded conversation is urgent."

In its focus on humanities, NJ Arts News's mission coincides with the goals of many educational and cultural institutions. The Council of Independent Colleges, the national service organization for United States liberal arts colleges and universities, has posted three NJ Arts News videos on its [website](#).

As all eyes turn toward New Jersey with Super Bowl XLVIII to be played on February 2 in the Meadowlands, NJ Arts News views New Jersey through the lens of creativity and transformation, and offers a more complex portrait of the state. For further information, and to share thoughts in response to videos, contact: njartsnews@gmail.com. To sign up for NJ Arts News video updates, [click here](#).

ABOUT NJ ARTS NEWS

NJ Arts News produces lively video segments that convey the transforming power of humanities and arts, engage news broadcasters and viewers, and foster a creatively-engaged citizenry and robust democracy. To date fifty 2-3 minute videos have been created and are available to news sites, educators, nonprofits, businesses, and the general public to view and share.

Launched in 2009 as a nonprofit initiative by [Susan Haig](#), a Summit, New Jersey native and former conductor and music director of orchestras in the US and Canada, NJ Arts News reflects a comprehensive view of humanities and arts, from introductory experiences to professional endeavors.

NJ Arts News highlights organizations and individuals who build relationships across cultures and generations and help transform their communities for the 21st century. Story subjects are selected for their dynamic qualities – students whose lives are being changed; professionals who articulate their passion and motivation on an emotional or spiritual level; and organizations with transformative missions and programs.

Community partners include the Community Foundation of New Jersey, Creative New Jersey, Princeton University's Center for Arts and Cultural Policy Studies, and Princeton's PACE Center for Civic Engagement, among others. Funders and sponsors include the Geraldine R. Dodge Foundation, the New Jersey Council for the Humanities, the Edward T. Cone Foundation, the JJJ Family Foundation, NJ News Commons, and The Kellogg Foundation (through HomeTowne TV, Summit, NJ.)

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