



From: Kate Tasch, NJCTA [mailto:info@cablenj.org]
Sent: Monday, February 16, 2009 8:02 AM
To: Lashway, Lisa
Subject: Cable's Economic Impact in New Jersey [NJCTA Cable Connection Newsletter]

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Monday February 16, 2009

Welcome to the NJCTA E-Newsletter

On behalf of the New Jersey Cable Telecommunications Association (NJCTA), I would like to welcome you to the very first electronic version of the "**Cable NJ Connection**," the newsletter of the NJCTA.

Previously the "**Cable NJ Connection**" was a quarterly publication we sent through the mail to your office. However, in the interest of providing you with more timely information and in order to be a little more green, we're moving our quarterly printed publication to a monthly e-mail format.

If you would like to add your staff, friends, or colleagues to our list of subscribers, please use the "Forward" link in the right hand column below. If you'd prefer not to receive our newsletter, we understand. Just click "Unsubscribe" at the bottom of this message.

Thank you and we look forward to continuing to keep you up to date on the cable telecommunications industry in New Jersey.

Sincerely,

Elizabeth Murray
Chairwoman

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Cable's Impact on NJ Economy Continues to Grow

Cable NJ News Briefs

SAVE THE DATE: "Connect with Cable" Day is March 16th

The New Jersey Cable Telecommunications Association's annual "**Connect with Cable**" Day is scheduled for **March 16, 2009**. Cable's exclusive local programs, including *Comcast Newsmakers* and Cablevision's "*We've Got Issues*," will tape in the Statehouse that day and the NJCTA will work with legislators to record public service announcements on the issue of their choice to run in their districts. [Click here to read last year's "Connect with Cable" Day newsletter.](#) **Mark your calendars now!**

Broadcast Digital Transition Delayed to June 12, 2009

Recently, the United States Congress voted to change the date of the broadcast digital transition from February 17, 2009 to June 12, 2009. With President Obama's signature the date has been officially moved. The NJCTA and its member companies will continue to work as they have for more than a year to make New Jersey residents and elected officials aware of the steps they need to take to ensure the smoothest possible transition. [Read more . . .](#)



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2008 report shows increased job creation and community investment

A recent analysis of the most current economic data shows that the contributions made by the member companies of the New Jersey Cable Telecommunications Association (NJCTA) to the state's economy **have been significant and are continuing to grow.**

Despite a challenging global economic environment, NJCTA member companies - Comcast, Cablevision, Time Warner, US Cable, and Service Electric - have **added more New Jersey-based jobs**, generated **more revenue for the state and its municipalities**, and provided **more community investments** since the 2007 report.

Read more ...

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