

GOVERNMENT AFFAIRS COMMITTEE MEETING

Tuesday, February 24
11 am
teleconference

Webinar:

LEGAL LIABILITIES ON YOUR WEBSITE

Monday, March 30
10 am

OPEN PUBLIC RECORDS ACT SEMINAR

Thursday, March 26
10 am – 3 pm
Bergen Cty. Community College

NJPA EXECUTIVE COMMITTEE MEETING

Thursday, April 2
3:30 pm
Trenton Marriott

PRESS NIGHT

Editorial & Photography Awards Banquet

Thursday, April 2
5 pm
Trenton Marriott

NJ PRESS FOUNDATION TRUSTEES MEETING

Friday, April 17
3 pm
Princeton Marriott

NJPA BOARD OF DIRECTORS MEETING

Friday, April 17
4:30 pm
Princeton Marriott

SPRING BANQUET

Advertising & Circulation Awards Dinner

Friday, April 17
6 pm
Princeton Marriott

NIE & YOUTH READERSHIP COMMITTEE MEETING

Thursday, April 2
10:30 am – 12 noon
NJPA Conference Room

COLLEGIATE PRESS AWARDS BANQUET

Saturday, April 18
12 noon
Trenton Marriott

LEGISLATIVE CORRESPONDENTS CLUB SHOW

Wednesday, May 13
The Palace, Somerset



PLAQUES A-PLENTY: Peggy Stephan, NJPA's member services manager, is getting ready for the newspaper award banquets that will be held in April. She is checking boxes containing hundreds of frames that recently were delivered to NJPA. When the judges determine the contest winners, Peggy will prepare the certificates that will be presented at the banquets. First place winners will receive their certificates in these frames.



GENEROUS MEMORY: Margaret Burns Velden recently contributed gifts totaling \$40,000 to the New Jersey Press Foundation in honor of her father, Lloyd P. Burns, former executive director of NJPA. Her gifts endow the Lloyd P. Burns Teachers at Newspapers program. Mrs. Velden receives a token of appreciation from the NJPF Board of Trustees presented by, left to right, Foundation Director George White, President Arthur Hall of the *Cape May County Herald Times* and Vice-President Bruce Tomlinson of the *New Jersey Herald*. (See related articles on Page 4.)

State Supreme Court issues rare stay in defamation case

"This is very good news for the free press," said NJPA Executive Director John O'Brien.

"Extremely rare," is how Tom Cafferty, NJPA's general counsel, described a stay granted by the state Supreme Court on Jan. 13. The stay applies to a November 2008 judgment by the Appellate Division in the *Salzano v. North Jersey Media Group, Inc.* defamation suit (Supreme Court Docket No. 63,529).

After the Appellate Division decision, the NJPA Government Affairs Committee, chaired by Charlie Nutt, publisher of *The Daily Journal*, Vineland, recommended that the association file an amicus brief in support of North Jersey Media Group's petition/appeal to the State Supreme Court.

NJPA's Executive Committee quickly approved the filing. Tom Cafferty led the effort to develop and file the amicus. In addition to NJPA, nearly 20 other organizations supported the filing.

The Appellate Court's November decision had deep ramifications. It held that the "fair reporting privilege" did not apply to the reporting of news based on initial filings in court that have not yet been subject to "judicial review." Therefore, newspapers did not have the protection of the fair report privilege in republishing defamatory

statements contained within a case's initial pleadings unless those pleadings had been subject to judicial review.

The Appellate Division did not define the nature and extent of the judicial review required. But it is clear it contemplated that such review involved something more than the mere filing of the Complaint. And since the filing of an Answer does not traditionally involve any action by a court, there was concern this would also not be sufficient for the privilege to attach.

Indeed, a fair reading of the Appellate decision leads to the conclusion that "judicial review" contemplated some finding by the court as to the legal sufficiency of the complaint.

The amicus brief argued that the Appel-
— Continues on Page 2

Case at a glance

By The Associated Press

The New Jersey Supreme Court has suspended a state appellate court ruling that said a newspaper can be sued for libel for reporting allegations from a lawsuit before any court proceedings have taken place.

The one-page order issued Jan. 13 puts a hold on the November 2008 decision by the appeals panel, but does not reverse it.

The appeals court decision stemmed from a March 2006 story in *The Record* of Bergen County. It reported a federal bankruptcy court complaint alleging that Thomas John Salzano misappropriated money from a now-defunct Newark telecommunications company.

Salzano filed suit against the newspaper, saying the allegations in the complaint were unfounded.

The appeals court decision reversed a lower court ruling that dismissed the libel claim.

Prior to the appeals court ruling, newspapers were not liable for defamation as long as they accurately quoted allegations in a lawsuit.

North Jersey Media Group, which publishes *The Record*, has petitioned the state Supreme Court to review the case on appeal, but the court has not yet decided whether it will do so. The stay will remain in effect until then.

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As I see it...

Checklist for public notices

I recently served a stint on the board of directors of the Public Notice Resource Center, an organization based in Washington, D.C., whose mission it is "to collect, analyze and disseminate information on public and private notifications to the public through newspapers, and to educate the public on the value and use of its right to know."

The board of PNRC regularly issues Best Practices Statements that include lists of things newspapers can and should do to help them in their mission. Following are some highlights from their most recent statement:

- Newspapers should explain to readers the importance of public notices and the newspaper's role in publishing them on a regular basis. By running advertisements and other content, newspapers should both stress the importance of public notices and illustrate how readers can use them to their advantage and to the advantage of their community. Newspapers should never assume that readers know where to go for public notice; they should continue to remind readers that they are the best source of information.
- Newspapers should police the right to know for readers by reminding governments, attorneys and others



John J. O'Brien
Executive Director
New Jersey Press Association

who are required to publish notices of the requirements in the law. Help them do their jobs.

- Newspapers should strive to be experts in public notices. By mastering the process of publishing a notice, a newspaper can cement itself in the community as the place to go for public notices.
- Newspapers should remember that while public notices remain an important part of the business of the newspaper, first and foremost they are a community service. Public notices should never be looked at as merely a source of advertising dollars.

- Newspapers should publish all government public notices on their website (and/or their state press associations website) free of charge and free of password protection.

- Newspapers should advertise the address of their public notice website in the printed versions of their papers.

- Newspapers should make public notices prominent in their newspapers. By consistently putting public notices in a prominent position, newspapers can stress the importance of public notices, as well as make them easier to find for their readers.

- Newspapers should attest through the prescribed process of affidavits that public notices have been properly run according to law.

- Newspapers should encourage reporters to use public notices as sources of news stories. Some of the best investigative reporting has started with a journalist reading a public notice.

If your newspaper is one of the many NJPA member newspapers eligible to carry public notices, why not use these points as a checklist to see just how well you are doing when it comes to publishing public notices? As always, NJPA can assist you if you have any questions on these points or others.

Supreme Court issues rare stay in defamation case

Continues from Page 1

late Division decision, which strips newspapers of the fair report privilege until there is some form of judicial review, is contrary to the First Amendment in that newspapers could face liability for publication of truthful reports of government records.

Additionally, NJPA argued that conditioning the application of the fair report privilege to judicial review is unworkable. For example, much time may pass before there is any judicial review, and in many cases no review occurs until trial.

NJPA also argued that the fair report privilege is based on the concept that the media serves as the "eyes and ears of the public." Yet, under the Appellate Division decision, the media would have no privilege in the ab-

sence of judicial review to report on records that are available for public inspection at the courthouse. Thus by denying the privilege to the media to report on initial pleadings, the Appellate Court had rendered the eyes and ears of the public blind and deaf until some undefined judicial review occurs.

Supporting organizations

In addition to NJPA, those organizations supporting the filing financially and/or as signers included Advance Publications, Inc., Gannett Co., Inc., First Media Insurance, The Associated Press, Courthouse News Service, The New York Times Co., New York Post, Daily News, L.P., Dow Jones & Company, Inc., NBC Universal, Inc., Reporters Committee for Freedom of the Press, ALM Media, Inc., (soon to be known as Incisive

Media, LLC), Newspaper Association of America, American Civil Liberties Union of New Jersey, Association of American Publishers, Inc., WPIX, Inc., and American Society of Newspaper Editors. Indeed, NJPA is most grateful for this support, particularly by those who contributed financially.

Pending the outcome of the Petition for Certification and Appeal now before the Supreme Court, the stay of the Appellate Division's decision means that the privilege attaching to the full, fair and accurate reporting of filed court pleadings that are open to the public, including initial pleadings, remains. Says Cafferty, "We believe the stay is a signal that there is an awareness by the Supreme Court of the problems the Appellate Division decision created."

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NJ Hometown joins NJPA

At its Jan. 22 meeting, the NJPA board of directors approved the New Jersey Hometown, an online news service, as an associate member.

The company, founded in 2001, is based in Ringwood and serves the Nutley area.

Philip White is the editor and Hugh Weiss is the webmaster. The web address for the New Jersey Hometown is www.njhome-town.com

AP president Tom Curley receives award

Tom Curley, president and chief executive of The Associated Press and a leading industry voice on press freedom issues, has been named the 2009 recipient of the William Allen White Foundation's national citation.

He will receive the honor Feb. 6 at the University of Kansas.

Curley is considered one of the industry's fiercest defenders of press freedoms. In 2007, he was honored with the First Amendment Award by the Reporters Committee for Freedom of the Press for his work encouraging media organizations to fight for the public's right to know.

The next year, he received the Radio and Television News Directors Foundation's First Amendment Leadership Award for his emphasis on open-records laws and First Amendment reporting.

Curley has led the news cooperative's charge into digital delivery of news, including the creation of AP Exchange. The database allows all AP content to be searched by staff and customers.

"Tom Curley represents big and appropriate repositioning at The Associated Press, which, like all of journalism, must redefine itself in this time of change," said Tom Eblen, chairman of the White Foundation.

White, whose name is on the university's School of Journalism and Mass Communications, was publisher of the *Emporia Gazette* until his death in 1944.

Previous honorees include Walter Cronkite, Helen Thomas, Bernard Shaw and Bob Woodward.

— from *The Associated Press*



FINAL SHIPMENT: Peggy Stephan, NJPA member services manager, has the Online Contest entries ready to send to the judges. These are among the last entries to be shipped out, but there is no time to rest. Results in the other contests already are starting to arrive.

Board reviews NJPA bylaws

The NJPA board of directors formed a sub-committee to review the association's Bylaws and to recommend possible changes. The committee met for the first time on Jan. 6.

The first order of business was to discuss "housekeeping items" — areas of the bylaws that Tom Cafferty and John O'Brien targeted as in need of change to keep up with the times and NJPA practices. These included adding email to the methods by which meeting notices can be sent, and changing the officer titles listed in the bylaws from First and Second vice presidents to the ones

now used, Vice President/Dailies and Vice President/Weeklies.

After discussion, the sub-committee agreed on what would be forwarded to the board. At the Jan. 22 board meeting, the "housekeeping" changes were approved.

In coming months, the sub-committee will tackle thornier issues, including possible changes to the dues structure and additional membership categories, such as websites. If agreement is reached in any or all of these areas, the committee will present them to the board for its approval.

Scobey named group publisher

Calkins Media is streamlining its management structure to cut costs and maximize collaboration among its three suburban Philadelphia newspapers.

The three publications — the *Burlington County Times*, the *Bucks County Courier Times* and *The Intelligencer* — will maintain separate identities, but operate under one Greater Philadelphia Newspapers management team.

Michael Scobey, who joined Calkins in 2000 as publisher of *The Intelligencer* in Doylestown, Pa., will serve as GPN publisher. *Burlington County Times* publisher Stanley M. Ellis will be GNP's director of strategy.

Pat Walker is the new GPN executive editor. Carol Shapcott is marketing director. Kim Noble is advertising director. Cathy Clark is classified advertising director. Bob Braun is operations manag-

er. Steve Todd is the *Burlington County Times*' circulation and customer service director. Bill Lobecker is circulation director for the two Pennsylvania papers.

Scobey said the changes will help the papers operate more efficiently, add to the company's ability to develop and implement new strategies, and improve communication among the three newspapers.

Ellis said, "In difficult times, strong companies develop innovative strategies to meet the challenges before them. We believe that having one leadership team for these newspapers gives us the best opportunity to develop strategies that best serve our readers and advertiser.

"We remain steadfastly committed to our mission of delivering essential news and information to our communities."

Stan Ellis rejoins NJPA board

NJPA Past President, 2002, Stan Ellis has rejoined the NJPA Board of Directors for another term, joining another past-president (2000), Richard Vezza of Penn Jersey Advance, who came aboard last year and is also "recycling" through the board once more.

NJPA executive director John O'Brien said, "It is exciting and important to have veterans like Rich and Stan serve on the board again. They bring a wealth of knowledge and a sense of history to the table."

Ellis also brings along a new title. He is now Vice President/Director of Strategy for Greater Philadelphia Newspapers, the parent company of the *Burlington County Times* where he served as publisher for many years.



Ellis

"I am excited to be a member of the NJPA Board once again," said Ellis. "There are lots of new faces I'll be getting to know and a few familiar ones I'm excited to serve with once again," he added.

The Record HERALDNEWS and NJPA present:



PUBLIC RECORDS

A seminar on NJ's Open Public Records Act

Access to government records can be as difficult as walking a high wire across the Grand Canyon. The public's right to know must be balanced against the government's obligation to keep certain records confidential.

The state's Open Public Records Act (OPRA) has made obtaining records easier than it once was, but the law can be confusing. The New Jersey Press Association, The Record and the Herald News are sponsoring a one-day seminar that will help people walk the OPRA tight rope.

This seminar will be a productive five hours for everyone interested in government records. Topics will include a comprehensive overview of everything you need to know about government records — how to get them, what can't be released, what to do if you are refused them — and a discussion about how OPRA can be improved. Four discussion panels will allow ample time for questions and answers.

Thursday, March 26

10 am – 3 pm

Ciccione Theater, Bergen Community College
\$10 per person, includes buffet lunch

For more information, go to www.njpa.org & click on Events.



New Jersey Press Foundation

George White
Foundation Director

Thank you

On behalf of NJPF trustees and the NJPA board of directors, thank you to everyone who contributed to the foundation's 2008 annual campaign. The donors names are listed on this page.

In 2008, the foundation received a major/designated gift of \$20,000 plus unrestricted donations totalling \$8,560.

Like most non-profits in 2008, NJPF's endowment was battered, dropping more than \$500,000, and finishing the year at \$1.6 million. However, the 25% fall was markedly better than what was experienced by other key market indexes. Still, the pronounced drop in assets and the corresponding drop in potential investment earnings is having a predictable impact. Among the belt tightening measures being taken in 2009:

- Reducing the number of summer internship/scholarships from 7 to 4
- Reducing the Isaac Roth Newspaper Carrier Scholarships from 2 to 1
- Putting on hold the NJ High School Journalism Teacher of the Year award
- Reducing our discretionary support of the NJ Journalism Diversity Workshop

Depending on how and when the economy bounces back, and on the success in increasing our stable of loyal donors, we are hopeful that these programs can return to their previous levels, and that other worthy initiatives can be developed sooner rather than later.

In December, Margaret Velden Burns, daughter of long-time NJPA Executive Director Lloyd P. Burns (1950-1976), gave the foundation a gift of \$20,000 in memory of her father.

Last month she contributed an additional \$20,000 to the fund. She presented the check at the NJPF Board of Trustees meeting on Jan. 22.

Her net donation of \$40,000 fully endows the newly named Lloyd P. Burns Teachers at Newspapers program, and we are most grateful for her extraordinarily thoughtful and generous donation made in her father's memory. (See the related article on this page and photo on Page 1.)

Ongoing development

Meanwhile, in concert with our mission to help the next generation of journalists, we are moving ahead in 2009 to advance the development of the NJ Collegiate Press Association and to provide services to New Jersey's collegiate journalists. Tom Engleman's program report on Page 11 details our other priorities for 2009.

NJPF is a charitable 501(c)(3), and your donations, large and small, are encouraged and needed year-round. They can be mailed to NJPF or placed by credit card on our secure website at www.njpressfoundation.org/giving.

Thanks again to all the generous supporters of the foundation.

Lloyd Burns, former NJPA general manager, honored

Lloyd P. Burns served as general manager of the New Jersey Press Association for more than a quarter century, from 1950 to 1976. His career in newspapers began in 1937 on the advertising staff of the *Daily Home News* of New Brunswick.



Burns

Thirteen years later, Mr. Burns joined NJPA and successfully led the organization's growth and development for almost 26 years before passing away suddenly in 1976 at the age of 60.

Known as an energetic professional mentor and a spirited champion of open government, his stewardship of NJPA was described in testimonials as being "intelligent, sensitive, and progressive" as well as "inspiring for the newspapers of this state."

He was instrumental in the creation of NJPA's New Jersey Press Foundation, first launched in 1962 as the New Jersey Press Association Scholarship Fund, Inc.

Mr. Burns was also a recog-

nized newspaper industry leader as an active past-president of the Newspaper Association Managers, the national society of press association executives.

At the time of his death, the NJPA board and foundation trust-

ees created the Lloyd P. Burns Memorial Fund in support of NJPA's journalism scholarships to memorialize his long-time professional commitment to New Jersey newspapers and to quality journalism.

Recently, his daughter Margaret Velden endowed the foundation's program which provides summer internships at newspapers for high school journalism teachers. It has been renamed the Lloyd P. Burns Teachers at Newspapers program. (See the photo on Page 1 and the foundation column on this page.)

For many years, the NJPA Editorial Contest has honored his memory with the Lloyd P. Burns Public Service Award.

2008 NJPF Donors

Major Donor/Designated Gift (\$20,000)

Margaret Burns Velden
For the Lloyd P. Burns Teachers at Newspapers program

Declaration of Independence (\$5,000+)

Jules L. Plangere, Jr., Press Communications, LLC

Bill of Rights (\$1,000+)

The Katherine Hatton & Richard Bilotti Fund
of the Princeton Area Community Fund
Richard Vezza, Penn-Jersey Advance

First Amendment (\$500+)

Kathleen Hivish, North Jersey Media Group

Free Press (\$250+)

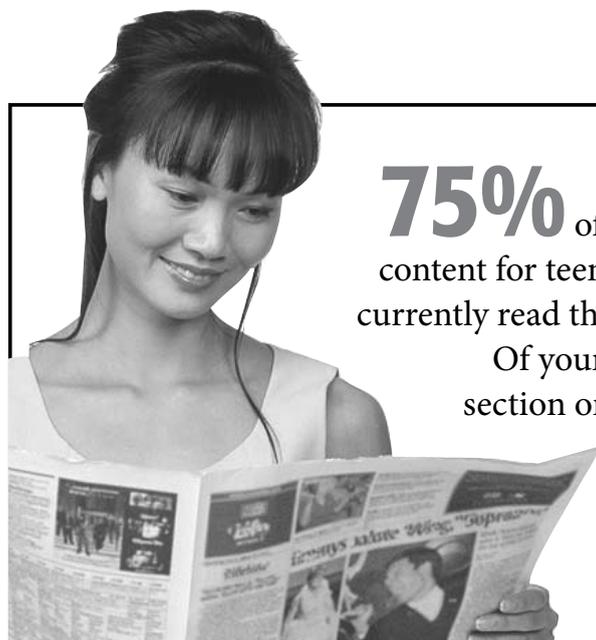
John & Christine O'Brien, New Jersey Press Association
Arthur R. Hall, Cape May Co. Herald Times

Right to Know (\$100+)

Ron Czajkowski
Thomas Engleman, New Jersey Press Foundation
Catherine & Jay Langley, New Jersey Press Association
Ron Morano, FirstEnergy/JCP&L

Beacon of Light (\$35+)

Jennifer Cone Chciuk, The West Essex Tribune
Amy C. Lear, New Jersey Press Association
George White, New Jersey Press Foundation



75% of young adults who read newspaper content for teens when they were 13 to 17 years old currently read their local paper at least once a week.

Of young adults who did not read the teen section only 44% now read their local paper.

NAA Foundation, 2007

Develop more young readers.

Support New Jersey Press Foundation

www.njpa.org/foundation/giving

Relevance: Essential for sales

By John Foust

Preston has built his business with smart marketing. He carefully researches each advertising option, and bases his media-buying decisions on that research.

Ask Preston about his advertising experiences, and you can count on a clearly spoken opinion.

“Over the years, I’ve met with a lot of sales people, and I’ve heard hundreds of presentations. The good sales people realize that it all boils down to two things: One, find out about my marketing problems. And two, show me how their product can help me solve those problems. It sounds simple, but most sales people don’t do that. Most of them live on Feature Mountain.”

Feature Mountain?

“Typical sales people come into my office and pile a mountain of features on my desk,” Preston explained. “I guess they figure they can make a sale, if they build a taller mountain than the last person I talked to. They go on and on about their audience numbers, their state-of-the-art equipment, their production standards, and how their creative departments have won all kinds of awards.

“It’s obvious that they give the same presentation to every business, whether they’re talking to a real estate developer, a boat dealer or a widget store. Some of them use elaborate PowerPoint presentations, some of them

Belden closing, but Interactive branch continues

Belden Interactive, a division of Belden Associates, is branching off and starting life as a separate company in San Francisco.

Belden Associates, the venerable Dallas-based media research company, announced in January that it is closing.

Belden Interactive will be led by Greg Harmon. Ed Efchak, formerly with North Jersey Media Group, is a senior consultant. Rounding out the staff are Kathy Beitler, also a senior consultant, and Greg Swanson of ItzPublishing, an affiliated partner.

Belden Interactive will continue to offer its research, its sales and site survey program, full market and online community surveys.

— from Editor & Publisher

show printed charts and graphs, some of them go through fancy brochures page-by-page.

“I know they’re talking about something that is near and dear to them. But most of the time, all I hear is, ‘Blah blah blah blah.’ It’s meaningless, because it’s all about generalities.

“I don’t need a mountain of useless information. I need to know specifically how they can generate more customers for my business.”

Preston is not alone. There are a lot of advertisers who feel the same way. They’re not looking for a laundry list of one-size-fits-all features. They’re looking for solutions to their marketing problems. They’re looking for relevance.

What is the best way to achieve relevance in a sales presentation? Let’s take a closer look at Preston’s advice:

1. Uncover problems. This calls for a close examination of your advertiser and his or her business category. What kinds of offers work best in that particular industry? What kinds of promotions has that advertiser run in the past? What were the results of those promotions? Has the advertiser tried other ad vehicles — radio, television, outdoor, direct mail? How important is a web presence? How do prospective customers learn about their website? And what about their competitors?

Dig down until you learn significant facts.

2. Show how you can solve those problems. Once you have a feel for the problems your prospect faces, you’ll be in position to structure your presentation to address those specific needs. This will increase your chances of making a sale, because you’ll be speaking in terms of your prospect’s interests.

Makes sense, doesn’t it? Climb down from Feature Mountain — and start structuring presentations that address your prospects’ specific marketing problems.

Email John Foust for information about his training videos for ad departments: jfoust@mindspring.com

Send us YOUR news

InPrint readers like knowing what’s happening in New Jersey newspapers. Please email your news about new managers, new products & new ventures to clangley@njpa.org.



NJNN Update

Amy Lear

Director

New Jersey Newspaper Network

Works for free

With one month of 2009 already behind us, thoughts of a column I wrote a few years back came full circle this week while I was working on a quote for statewide advertising. I’ve refreshed the message a bit, but it’s worth repeating.

Need it now?

If only that phrase had a catchier acronym, it might be a marketable tagline for any service provider in today’s world of instant communication.

What a brilliant idea newspaper publishers endorsed when they created the New Jersey Newspaper Network! Every hour of every business day we deliver information to the “need it now” community of advertisers and agencies who need it fast. While newspaper account executives are visiting clients and building relationships, the NJNN provides circulation data, research, ad costs and other detailed planning information on demand.

Thanks to all of you who keep us up-to-date with current rates, distribution changes and new product opportunities. We work hard on your behalf to tell the best story about New Jersey newspapers.

In addition to the NJNN, at any given moment in this media-buying-on-demand world, your rate card can be your most valuable opportunity to secure your inclusion in an agency’s recommendation for its client.

Consider the top features:

- Circulation numbers and coverage area. (Maps are even better!)
- Publication day(s), along with space and material deadlines.
- Open rates and easy-to-understand contract levels, identified as net or gross.
- Clearly-defined color costs.
- Dimensions of a full page and the width of each column for all product sizes.
- An online version accessible through your website.
- The sales pitch — enticing the planner to call and discuss a special opportunity.

Is your rate card part of your sales force?

I recently assisted a client with a request for college newspapers and discovered a terrific example. Check out this link and you’ll see what I mean: <http://www.dailypennsylvanian.com/media/paper882/documents/m2335ek6.pdf>

(Note: I find great New Jersey gems, too, but you know how impartial we are at NJPA! If I referred to one, I’d feel obligated to list them all.)

Faced with limited human resources, everyone is crunched for time and is multi-tasking these days. If you need ideas for turning your rate card into a better selling tool, call us.

We’ll be happy to share our perspective.

NJPA’s member directory goes online

New Jersey Press Association is changing with the times!

These days, most people use NJPA’s online directory to search for member information, especially since our printed directory becomes outdated so quickly.

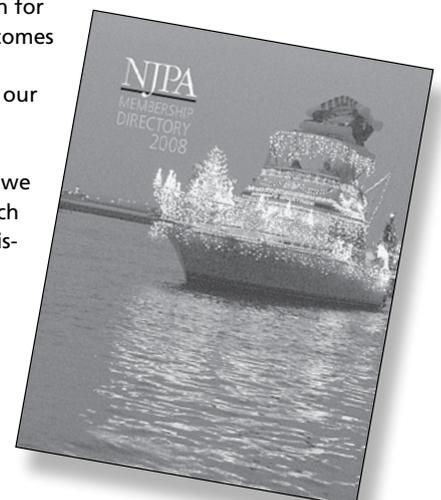
For 2009, in addition to our Membership Directory being on our website, we will provide a PDF for you to download to your computer or to print.

Throughout the year, we will update the online directory as we receive changes. The PDF version will be updated quarterly. Each time we revise the PDF, we will send it to you and to all advertising agencies in the region.

We need your help getting off to a good start!

Please review your company’s information on our website: www.njpa.org. Let us know whether your listing is correct, or what changes need to be made. Contact Catherine Langley at (609) 406-0600 ext. 17 or clangley@njpa.org.

Please reply by February 12



How newspapers once survived near death

By Richard J. Tofel
The Daily Beast

Fifty years ago, when newspapers were dying, Barney Kilgore, the inventor of modern journalism, provided words for them to live by. Now, his advice is more relevant than ever.

These are, as you may have heard, tough times for newspapers. But they are not the first tough times. In just four years during the mid-1960s, for instance, New York City lost the papers that had come to carry the nameplates of William Randolph Hearst's *American*, James Gordon Bennett's *Herald*, Hearst's *Journal*, the *Mirror*, the *Sun*, the *Telegram*, Horace Greeley's *Tribune*, and Joseph Pulitzer's *World*.

The efforts to save these dying institutions, especially the *Herald Tribune*—then the *New York Times*' leading competitor—remain a staple of newspaper nostalgia, and have literally filled books. But what relevance do they have for our own time? No Internet threatened then, no cable television. The '60s were a time of economic growth.

Revolutionized content

Yet, some home truths of newspapering remain, and at least one leading figure of that earlier time saw this clearly. His name was Barney Kilgore. He had built *The Wall Street Journal* from a narrow financial paper of 30,000 circulation into a business giant then nearing a million copies a day, and headed for two million. He had revolutionized newspaper content, inventing the daily news summary, popularizing the practice of beginning feature stories with an anecdote, blazing news paths both as a reporter and as a columnist. Then he had led a transformation of the newspaper business, mastering the technology of national printing and distribution, then selling advertising nationally. Rupert Murdoch, when buying the *Journal* in 2007, had said that Kilgore "invented modern journalism."

Still, what bearing does this have on the troubles of our own time? Some advice Kilgore offered 50 years ago can tell us.

Check your paper's directory listing!

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He was called in by the new owners of the *Herald Tribune*—the last owners, as it would turn out. They knew they faced challenges, but were uncertain which way to turn. Kilgore made a few key points then that hold great value today as well. He did not get lost in tactics or trivia, did not let his vision be obscured by the extent of the difficulties, did not just try to muddle through. Here is what he told them, what he had learned more broadly—and what he can teach us:

Distinctiveness is essential. The *Herald Tribune*, Kilgore told its owners in 1958, was too much defined as not-The-Times. And it was "a little too much of a newspaper that might be published in Philadelphia, Washington or Chicago just as readily as in metropolitan New York." In our own world of seemingly boundless information, this point is even more critical: Successful publications, in any medium, must be worthy of a reader's time, and the only sure way to achieve this is to offer quality content that can be found nowhere else.

Less can be more. Kilgore's *Journal* was published in a single section; he thought 32 pages was the optimal length. For a newspaper under pressure, he recommended shorter stories, fewer "jumps" or continuations. The requirement of distinctiveness meant that some pieces would need space, but, overall, "it may be better to have a good regi-

AP changes style for heads of state

The Associated Press has changed its style of referring to top leaders to include full names on first reference.

"The Associated Press is adopting a universal style for referring to all heads of state, including the United States," according to a release in November.

From now on, AP uses the title and first and family names on first reference: President Barack Obama, not just President Obama; President Nicolas Sarkozy, not just President Sarkozy.

AP's Darrell Christian, a co-editor of the AP Stylebook, said the change was made simply to provide consistency between U.S. stories and those from AP overseas.

ment than a weak division."

Necessary cuts should be made strategically. Kilgore was a kind and gentle fellow. But he had worked through the Great Depression and could cut costs when necessary. When that time came, though, he warned that piecemeal change was self-defeating: "My father used to say it is a mistake to cut off the cat's tail an inch at a time. Doesn't help the cat."

Today's newspaper should be about tomorrow's events, not yesterday's. This was probably Kilgore's greatest insight, and it was one he first stated as a columnist in the *Journal* at the age of 23. Readers, Kilgore realized, turn to newspapers not because

they are all fascinated by contemporary history, and want to puzzle out what another publisher later called journalism's "first rough draft" of it. No, they want to know about what happened yesterday so that they can more intelligently cope with today, and tomorrow. More than 75 years after young Barney Kilgore set this rule out in his column, many publishers still haven't fully absorbed it. Readers instinctively have. This has become even more important in a world where the Internet conveys new facts in real time, while the meaning of those facts often seems lost in a jumble of instant opinions.

The owners of the *Herald Tri-*

bune didn't take most of Barney Kilgore's advice; their newspaper died within a decade. And this sage advice won't alone be enough today; some of the business challenges of new technologies will require genuinely new thinking. But the man who invented modern journalism does have a lot to say to those who would save journalism from the threats it faces in our own time.

Richard J. Tofel, general manager of ProPublica, is the author of the book, *Restless Genius: Barney Kilgore, The Wall Street Journal, and the Invention of Modern Journalism*, just published by St. Martin's.

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People & Papers

Gannett furloughs & content sharing

A *Courier-Post* article on Jan. 15 reported that Gannett Co. Inc. is implementing a one-week furlough for most of its employees to reduce expenses.

"This means that most of our U.S. employees - including myself and all other top executives - will be furloughed for the equivalent of one week in the first quarter," said Craig A. Dubow, Gannett's chairman, president and CEO. "This furlough will be unpaid. Unions also will be asked to participate."

In New Jersey, Gannett owns six newspapers - the *Asbury Park Press*, the *Courier-Post*, the *Home News Tribune*, the *Courier News*, the *Daily Record* and the *Daily Journal*.

Trenton Times' new ad system

The *Times* of Trenton, has gone live on AdDesk from CNI Corp., Milford, N.H., replacing its DPS AdTracker system.

The AdDesk web portal and production system eliminate the need for paper forms such as work-orders, proof requests and pick-up requests. Integrated with the company's Mactive advertising system, its web-based forms pre-fill information and automatically route ad files to the correct desk.

In addition to lower production costs from the automated workflow, AdDesk allows *Times*

"After much consideration, we decided a furlough program would be the fairest and least intrusive way to meet these fiscal challenges in the first quarter, which is traditionally the lightest time of the year," Dubow wrote in a letter to employees. "We sincerely hope this minimizes the need for any layoffs going forward."

The MediaDailyNews reported the following on Jan. 19:

Desperately looking for ways to cut costs, Gannett Co. is building a new content-sharing service that would allow it to replace Associated Press content on the websites of 84 community newspapers, according to Jim Hopkins, a former Gannett staff-

er and blogger who occasionally publishes inside information provided by current employees or interested parties.

Hopkins says the "AP Feed Project" is spearheaded by *USA Today*, according to an internal memo dated Dec. 19. The test phase of the project calls for a limited number of Gannett newspapers to swap their AP news feed for a comparable news feed from *USA Today*.

The test phase is beginning with an unspecified community newspaper in the Midwest at the same time that Gannett launches ContentOne, its new web-based news service.

Music website launched by Philly papers

The *Philadelphia Daily News* and *The Philadelphia Inquirer* started a local music website in December, called phrequency. It is not part of the newspapers' website Philly.com.

Phrequency, still in beta, offers music downloads, videos, reviews, event listings and user comments. It targets adults ages 18-49, with eight genres of music: electronic, folk, hardcore, hip hop, jazz, punk, r&b and rock.

The web address is www.phrequency.com.

— from Editor & Publisher



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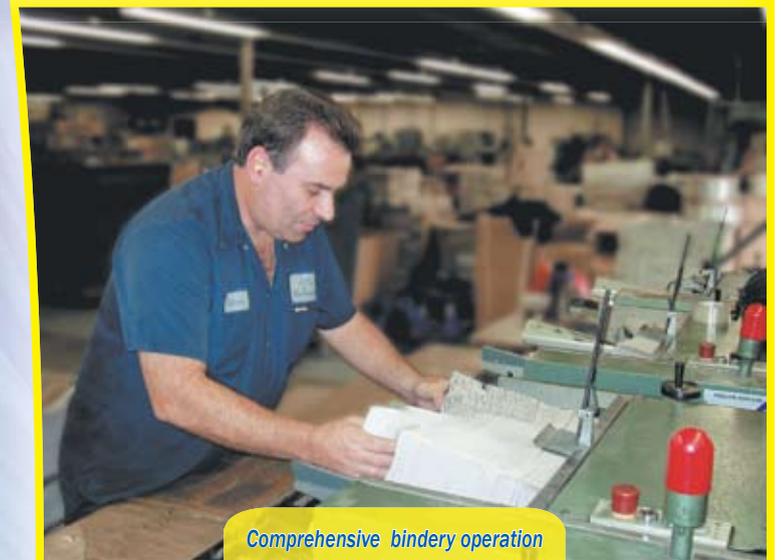


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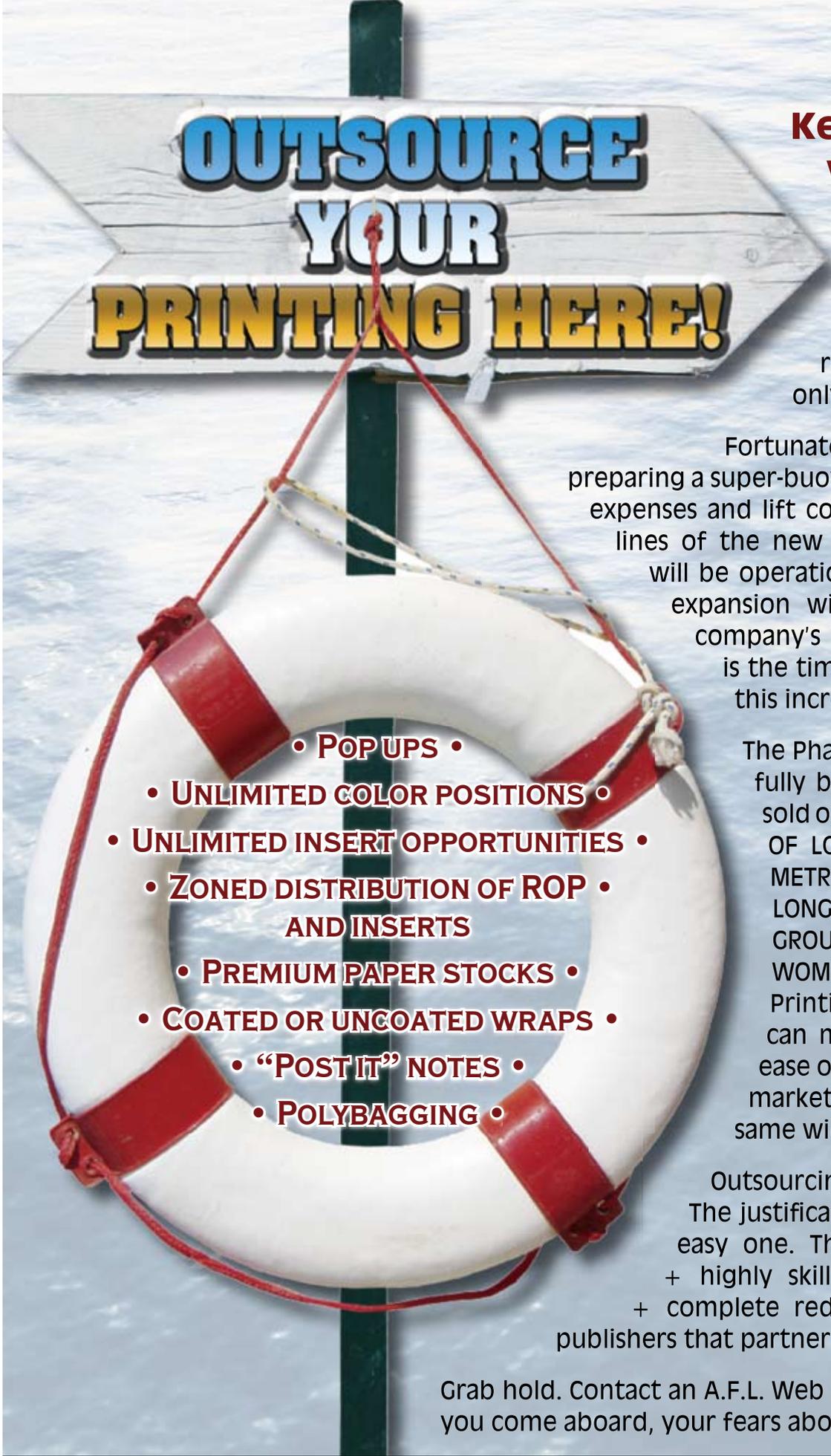
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NJPF Program Report

Tom Engleman
Program Director
New Jersey Press Foundation

More j-students

It would be easy to understand how college journalism students across America might become discouraged about their dreams of a career in the news business.

Internships at hundreds of newspapers are being eliminated, leaving thousands of young people with no place to develop their skills to a professional level before they graduate.

I learned a couple of weeks ago that a newspaper group based in the Midwest offered internships in December and then had to tell the students in January that their

summer jobs had been eliminated.

Even though the dailies and the large groups are coping with a sea-change in our industry, there is an enormous opportunity for weekly newspapers that seem to be affected to a lesser degree by the economy.

Out "there" is a wealth of talent that in any other year would be headed toward internships and the start of careers at the nation's dailies.

The silver lining to that dark employment cloud is that for the

first time in decades, weeklies have an opportunity to attract college students who can perform at near-professional levels. As the old saying goes, "They can hit the streets running."

The big question for those who are lucky enough to land summer jobs at newspapers is, who will be there to guide them as routine questions and problems arise during the first weeks on the job. Many veterans who used to serve as mentors for students also are out of work.

Even our NJPF internship program was trimmed to four students this year because of the economy. We were fortunate to have placed all four students at newspapers close to their homes so they can save some money for college.

Our 2009 interns were announced last month in this column and they are posted on the NJPF website: www.njcollegepress.org.

More students

There were 13.4% more undergraduate journalism students attending eight New Jersey journalism programs in 2007-2008, compared with the year before.

Those eight schools awarded 22.7% more journalism degrees in '07-'08 than the '06-'07 school year. If national figures hold true for New Jersey's graduates, only four in 10 of the 2007 grads landed jobs involving reporting, writing or editing for the print media.

It will be interesting to see what the 2008 employment figures show and if journalism enrollments this school year declined because of the problems facing our industry.

More than 3,800 undergraduate students were enrolled in eight journalism programs in 2007-2008, according to the national Association for Education in Journalism and Mass Communication. Also, 128 graduate students were enrolled at four schools.

Eight New Jersey colleges awarded 983 bachelors degrees and 74 master's degrees in jour-

— Continues on Page 13

Rutgers Targum faces fee cut

Rutgers University President Richard L. McCormick is considering a proposal that would give students the option of having \$9.95 from their fees disbursed to *The Daily Targum* each semester.

The University Senate proposed giving students a check-box option on each semester's bill, similar to one already in place for another campus organization, the New Jersey Public Interest Research Group (NJPIRG). The University Senate includes university staff members, students, and the Student Assembly.

Students may now request a refund of the fee that goes to the *Targum*, but only 100-150 students usually take that option.

The president of the Student Assembly, Chris Keating, said "students shouldn't have to jump through hoops to get their money back." He added, though, that the *Targum* should get mandatory funding from the university.

Dan Bracaglia, the *Targum's* editor-in-chief, told the Associ-

ated Press he fears that the check box will reduce the funding from student fees by about one-third of the paper's \$1.25 million budget.

In his petition opposing the check-box proposal, Bracaglia wrote, "The future of an independent and daily campus newspaper lies solely in the hands of our president. Let him know that you will not stand by and let this change imperil the second-oldest college newspaper in the nation."

The Daily Targum has a circulation of 17,000 on the New Brunswick and Piscataway campuses.

Last year *The Montclarion*, the student newspaper at Montclair State University, fought a similar funding battle with the student government, which received student fees and then disbursed them to the newspaper and other campus organizations.

The Montclarion successfully appealed to the university president, who upheld funding for the newspaper.

NJ journalism programs: enrollments & degrees granted

| College/University | 2007 | 2006 |
|-----------------------------------|-------|-------|
| Fairleigh Dickinson University | | |
| Undergraduate Enrollment | 128 | 128 |
| Graduate Students | 15 | 15 |
| Bachelor's Degrees | 30 | 21 |
| Master's Degrees | 10 | 9 |
| Rider University | | |
| Undergraduate Enrollment | 472 | 406 |
| Bachelor's Degrees | 54 | 115 |
| Rowan University | | |
| Undergraduate Enrollment | 1,325 | 787 |
| Graduate Students | 60 | 60 |
| Bachelor's Degrees | 284 | 300 |
| Master's Degrees | 22 | 25 |
| Rutgers University, New Brunswick | | |
| Undergraduate Enrollment | 578 | 580 |
| Bachelor's Degrees | 207 | 230 |
| Rutgers University, Newark | | |
| Undergraduate Enrollment | 35 | 35 |
| Bachelor's Degrees | 10 | 8 |
| Seton Hall University | | |
| Undergraduate Enrollment | 300 | 333 |
| Graduate Students | 40 | 118 |
| Bachelor's Degrees | 130 | 125 |
| Master's Degrees | 40 | 64 |
| The College of New Jersey | | |
| Undergraduate Enrollment | 109 | 277 |
| Bachelor's Degrees | 18 | 76 |
| William Paterson University | | |
| Undergraduate Enrollment | 860 | 810 |
| Graduate Students | 13 | 6 |
| Bachelor's Degrees | 250 | 125 |
| Master's Degrees | 2 | 2 |
| NEW JERSEY TOTALS | | |
| Undergraduate Enrollment | 3,807 | 3,356 |
| Graduate Students | 128 | 199 |
| Bachelor's Degrees | 983 | 801 |
| Master's Degrees | 74 | 61 |

What's ahead for NJPF

February 15 – Deadline for the Bernard Kilgore Memorial Scholarship. A high school senior will be selected as the New Jersey High School Journalist of the Year. Details and application at www.njpressfoundation.org.

February 15 – Deadline for the Lloyd Burns Teacher internship. A high school journalism teacher will be selected for a four-week summer internship at a New Jersey newspaper. Details and application at www.njpressfoundation.org.

March 2 – Deadline for the 2008-09 New Jersey College Newspaper Contest. Details at the NJCPA website: www.njcollegepress.org.

March 13 – Deadline for Montclair State University students to apply for the Richard Drukker Memorial Scholar-

ship. Details and application form at www.njpressfoundation.org/other.html#drukker.

April 2 – Quarterly meeting of the NIE & Youth Readership Committee, 10:30 am at NJPA's office.

April 18 – New Jersey Collegiate Press Association spring conference and awards at the Trenton Marriott.

April 22 – Application deadline for the Hugh N. Boyd Journalism Diversity Workshop for high school students. Application form at www.journalismdiversity.org.

April 30 – Deadline for the Isaac Roth Newspaper Carrier Scholarship Program. Two newspaper carriers will be selected. Details and application at www.njpressfoundation.org/roth.html

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For more information can reach Fleischmann at bpfczech@aol.com or 908-668-1865.

More j-students at NJ colleges

Continues from Page 11
nalism/mass communications in 2007-2008, according to a report released late last fall by the Association for Education in Journalism and Mass Communication.

See the chart on Page 11 for the results of the annual census of journalism schools and departments.

Funding for the college journalism study came from organizations such as the American Society of Newspaper Editors, Cox Newspapers, Gannett, Hearst Corporation and the Knight Foundation.

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Reporters: Pushy is okay in pursuit of information

My collars (mostly) are buttoned-down. I have never owned a car with power windows. I like my newspapers papery and messy and inky and crinkly. I own a cell phone, but people curse me because I almost never turn it on.

My charming passive-aggressive resistance to being hip amuses denizens of the modern newsroom.

But they are bewildered by my devotion to such antiques as the telephone book.

Arnie, a reporter, had several sources for his story, but their answers sounded so similar, I said, "We need a dispassionate observer. How about a university professor?"

Arnie called one at his office and got voice mail. It was past quitting time.

I said, "Look up his home number in the phone book."

The glare Arnie shot me could not have been more incredulous if I had said, "Assassinate a dachshund."

The name was listed, Arnie called, the professor answered, the story was finished.

Another reporter, Andrea, told me that Marvin was the one source crucial to her story.

But Marvin had informed her that he had "a hell of a week" coming up, and he wouldn't have time to talk.

I said, "Call Marvin anyway. Tell him you too are having 'a hell of a week,' and your week is just as important as his."

Andrea didn't want to, but she called. Marvin told her he didn't have time to talk right then, but

he promised to call her that night at her home. He did.

Sally told me her story needed Margaret, who was out of town.

I said, "Call Margaret's assistant, say how desperate you are, get Margaret's cell phone number."

Sally didn't want to do it; Margaret was on vacation.

But Sally tried. The assistant said no. Sally sent Margaret an e-mail, but got no response. The story had to wait until Margaret returned.

We worry so much about wrecking friendly relationships with sources, we lose perspective. The only reason to have such relationships is to get information when we need it.

Being pushy is defensible because our sources hold all the cards. First, they have the information we need. Second, they have excuses, some even true, for not responding: in a meeting, on vacation, at the gym, out to lunch (or supper, or breakfast, or midlife crisis), at a soccer game, etc.

Common Mistakes

Thus, we have to exploit every possible edge. Here are the common mistakes reporters make:

First: They call once, leave a message, then wait. I won't let two hours pass between my calls, and when deadline is upon me, I will call every couple of minutes. (I always apologize for being so pushy, of course. I've probably apologized to sources



Jim Stasiowski
Writing Coach

more times than Bill has apologized to Hillary.)

Second: They rely on e-mails. A lot of reporters use e-mail to set up interviews. Why should I e-mail someone so that, later, I can call him or her? Why not just call in the first place?

Third: They don't look for ways around rejection. Let's say I urgently need to talk to Susan, the source. I call her office, get her voice mail. I call her four times and no luck.

At that point, I'm going to call: (1) her secretary or administrative assistant; (2) anyone else who works in Susan's office; (3) Susan's boss.

Most people hate to lie. If I do reach someone in a Susan's office, and Susan is avoiding me, then the person I get hold of has to lie to protect her. Very few people lie willingly or comfortably.

Fourth: They call at the wrong time. Many sources are heavyweights, and they arrive early at their desks to get work done before the daily cavalcade of corporate ninny makes demands on their time.

Start calling those desks no later than 7 a.m., and keep calling regularly over the succeeding two hours. After 9 a.m., the ninnyies take over.

Fifth: They don't like to intrude on sources' personal time. Yeah, I don't like to do that, either, but in a pinch, I will.

Call people at home, call early, call late. Most news is too im-

portant for us to worry about whether we appear rude.

Sixth: They automatically call public-relations specialists, many of whom think that evasion is mankind's pinnacle of achievement.

Reporters should be like plumbers: If one path is blocked, you route the pipe around the blockage.

Seventh: They refuse to go see a source in person. If Woodward and Bernstein had done everything by phone, they soon would be accepting their 40-year pins, plus early buyouts, from The Washington Post.

The Final Word

Do not use the phrase "one fell swoop" to describe just any swift and comprehensive act. The adjective "fell" means "of terrible evil or ferocity."

Writing that the enemy destroyed an army in "one fell swoop" is OK, but don't write that the children picked the daisies in "one fell swoop," unless the children were armed.

Jim Stasiowski, writing coach for the Dolan Media Co., welcomes your questions or comments. Call him at 775 354-2872 or write to 2499 Ivory Ann Drive, Sparks, Nev. 89436.

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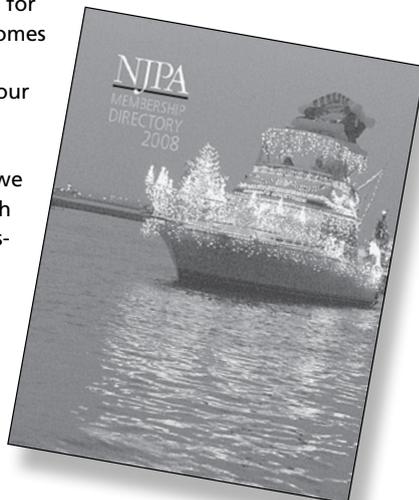
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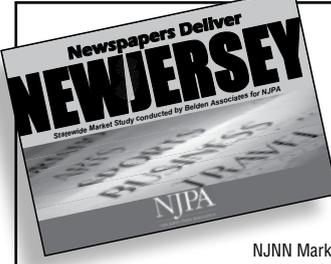
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