

**NIE & YOUTH
READERSHIP
COMMITTEE MEETING**

Thursday, July 9
11 am
NJPA conference room

**DIRECTORIES ONLINE:
AD REVENUE SUCCESS**

Wednesday, June 17
2–3 pm
webinar

**SOCIAL NETWORKING:
THE NEW CONTENT
MODEL**

Wednesday, July 15
2–3 pm
webinar

**MOBILE:
FROM CONTENT TO ADS**

Wednesday, July 29
2–3 pm
webinar

THE ONLINE INSERT

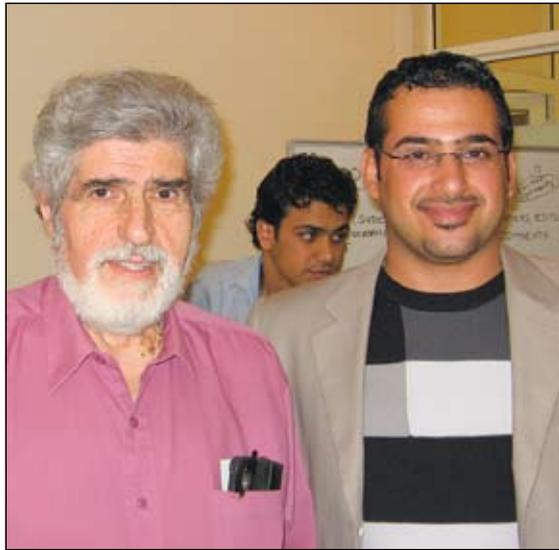
Wednesday, August 12
2–3 pm
webinar

**VIDEO ONLINE:
IMPLEMENTING
AND SELLING**

Wednesday, August 26
2–3 pm
webinar

**NJPA Exclusive!
Cold, Hard Love****The
Obie
Story**

See Page 6
for story
and photos.



HAPPIER DAYS: Jerome Aumente with Iraqi journalist Muntadhar al-Zeidi, in November. A few weeks later, al-Zeidi threw his shoes at President Bush.

Who is the Iraqi shoe-thrower?

By Jerome Aumente

The TV reporter was one of the more self-assured Iraqi journalists participating in my seminar on new media. But after class he sought my advice, this time nervously and with far less self-assurance.

Muntadhar al-Zeidi, 30, said that ever since being kidnapped (and released unharmed) the previous year in Baghdad, his nerves were on edge and he had trouble sleeping. It was post-traumatic stress. Could I help him find assistance?

Such requests from endangered journalists are not unusual in my seminars. Attendees come from places like Iraq, Bosnia-Herzegovina or Serbia. What was different this time was that — a few weeks after our November, 2008 conversations in Beirut — al-Zeidi attained instant, international notoriety and folk-hero status in the Arab world when he threw his shoes at U.S. President George W. Bush.

For doing that, he was sent to prison.

In a rage, al-Zeidi hurled his shoes at Bush during a Baghdad press conference in December. He shouted in Arabic: “This is a gift from the Iraqis. This is the farewell kiss, you dog!” A startled Iraqi Prime Minister Nouri Kamal al-Maliki tried to shield Bush as the American president twice nimbly ducked a shoe flying past his head. The incident ignited street demonstrations throughout the Arab world in support of

— *Continues on Page 4*

State court ruling:

OPRA request form is not mandatory

The Appellate Division handed open government advocates a victory and a defeat on May 21: one panel saying requests under the state’s Open Public Records Act need only be in writing, not necessarily on an agency form; another panel saying an agency need not accept OPRA requests by every electronic means.

The bottom line: an e-mailed request was OK, a fax was not. Taken together, the rulings suggest that appeals courts are attempting to be even-handed in carrying out OPRA’s ameliorative purpose — by not imposing arbitrary strictures on requesters but also by recognizing the burdens that public agencies face in complying.

In *Renna v. Union County*, A-0821-07, Appellate Division Judges Philip Carchman, Rudy Coleman and Marie Simonelli said that while OPRA requires that requests be in written form, a specific form should not be a requirement.

Carchman wrote for the panel, “We deem the legislative mandate for a form to be one of accommodation rather than restrictive. To suggest otherwise would create a circumstance that runs coun-

ter to both the language used and the policy enunciated by the Legislature in its enactment of OPRA. ... [S]uch rigid interpretation contradicts the spirit and intent of the underlying statute.”

Tina Renna, president of the Union County Watchdog Association, emailed a request for a copy of a Union County Board of Freeholders resolution, which the county clerk rejected because it was not on a prescribed form. County Counsel Robert Barry argued that the county should be allowed to require use of the form because it streamlined the procedure and was more efficient.

Unfettered access

Carchman said that the panel understood the county’s rationale for requiring a specific form but “these legitimate policy concerns must cede to the broader policy of governmental transparency and the rights of citizens to have open and virtually unfettered access to government records.”

Carchman noted that no state with a similar public-document-access statute requires requesters to use a specific form and that many other states have com-

— *Continues on Page 14*

NJPF honored for Mock Election Declaration of Independence to visit NJ

New Jersey’s outstanding participation in last fall’s National Student/Parent Mock Election is earning recognition for the New Jersey Press Foundation, which coordinated the national effort here.

As a result, the state was selected for a visit this month by one of the few remaining original copies of the Declaration of Independence. The visit will coincide with a celebration of New Jersey’s 345th birthday.

Opportunities to see the only traveling copy of the document are scheduled for Wednesday and Thursday, June 24 and 25, at the State Museum in Trenton. The June 24 viewing will be by invitation only. The June 25 session will be open to the public.

The document’s visit is being sponsored by the NS/PME mock election organization, by the Pearson Foundation,

and by the voter registration organization Declare Yourself — whose founder Norman Lear purchased this rare copy of the Declaration with the goal of bringing “the people’s document” directly to people across the nation.

Early in 2008, Tom Engleman, then program director for NJPF, responded when the NJ Division of Elections needed organizational help and promotional firepower to conduct New Jersey’s part of the national student/parent mock election effort.

Previously the division had run the mock election here as part of its duties under the state Office of the Attorney General. In 2008, however, the Division of Elections was being moved into the New Jersey Department of State and the move made many demands on staff time

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As I see it...

Defining who we are

Someone commented to me recently that our democracy would be in trouble if newspapers disappear. America needs newspapers to survive, they said.

Well, I humbly disagree. Our Democracy doesn't need newspapers — it needs journalists. After all, this ink-on-paper thing is simply a product of history. Prior to newsprint, it was animal skins and before that messages were written on clay tablets or carved in stone. It is the continuing effort, by dedicated individuals, to seek out the truth that makes our form of government last.

As our industry reinvents itself, so must the New Jersey Press Association. We must continue to reshape ourselves so we can continue to serve the people who carry on this important work. Last year the NJPA board of directors formed a sub-committee to do just that. The group is headed by Ray Worrall of Worrall Community Newspapers, who is NJPA's Vice-President of Weeklies.

Also on the sub-committee are NJPA President Bruce Tomlinson of the *New Jersey Herald*, Joe Cavone of the *Daily Record*, Steve Parker of Recorder Community Newspapers and, from NJPA, our legal counsel Tom Cafferty,



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

George White and yours truly.

The sub-committee was charged with updating NJPA's bylaws and creating a new membership category for what they referred to at the time as "Online Newspapers." Once discussions started, however, it soon became apparent that the term "Online Newspapers" did not capture the full scope and breadth of this new segment.

After much give and take, the committee agreed that the following phrase best describes what they envision as this new, evolving sector of our industry — **Digital News Organization**.

Then the sub-committee attempt-

ed to define such an organization's role. After lots more thoughtful discussion, they drilled down to:

A Digital News Organization is one that gathers, reports, edits and provides news and information of a general nature in a digital format.

During its most recent meeting, the sub-committee reviewed various standards and qualifications from other state press associations that have similar membership categories and drafted a list for NJPA.

The next step

Sub-committee members presented their findings at the board of directors meeting on May 21. There an important next step was taken. The board asked that the committee's report go to a newly formed committee of online experts who represent papers from throughout the state, to get their insight and opinion of the effort.

As one member suggested, why not hear from the folks who live in this new world!

I believe this is an excellent step in this ongoing process to redefine who we are as an industry and an association. I will keep you updated on the future progress of this important initiative.

Summer school's a breeze with NJPA webinars

Need to develop some new business ideas and still find time for a summer vacation?

Then do what the smart folks are doing this year — save time and money with NJPA webinars. These efficient training sessions keep your staff focused in the office while their ideas and skills grow at the speed of the Web.

Five great new webinars are planned this summer, four of them on new products and services that will help add online revenue. Details about next fall's sessions on online sales will be coming in July. Each session is approximately one hour in length.

For this series about online opportunities for newspapers, NJPA has partnered with other press associations and Borrell Associates.

Newspapers can sign up for

one webinar at \$75, or all four webinars in a series for \$250. Using one phone connection and one computer with Internet connection at one site, an unlimited number of a newspaper's employees may view the webinar.

To register, go to www.njpa.org and click on the "PressForward" link. Or contact Peggy Stephan at NJPA: (609) 406-0600 ext. 14 or pastephan@njpa.org.

Here are the topics of NJPA's upcoming webinars:

Directories Online: Ad Revenue Success

Wednesday, June 17 • 2 p.m.

If you haven't implemented business directories online, you are losing out on big ad spending growth. Directories are the perfect match for the consumer and the utilitarian nature of the Web. More people now search for local business information

than they do local news. Learn how to capture the fast-growing online ad spending of small-to-medium-size businesses in your community.

* * *

The third webinar series on new products & services begins in July.

Social Networking: The New Content Model

Wednesday, July 15 • 2 p.m.

Online social networking has encouraged new ways for Internet users to communicate and share information. Social networking websites are growing in popularity and millions use them every day. As the popularity increases so do the new uses for technology. The business model has been elusive. Right now most social networks work under an autonomous business model vs. the traditional supplier

and consumer model. We'll examine what's working, what isn't and where things are headed.

At this webinar you'll learn:

- The differences between the various business models
- How to develop a website strategy to capitalize on these opportunities
- The strategy and tactics needed to be successful in social networking
- Is there a reasonable ROI?

Mobile: From Content to Ads

Wednesday, July 29 • 2 p.m.

The buzz on mobile advertising continues but the big dollars are not there yet. We'll examine the "realistic" revenue available and the various business models. How can you tap in and be prepared for the eventual shift in ad dollars to mobile when the time comes?

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People & Papers

Star-Ledger cuts salaries, increases health insurance costs

Star-Ledger employees face pay cuts up to 15 percent and will have to contribute to their health insurance costs under a plan outlined to them at a company meeting at the Newark newspaper on May 5.

Effective July 1, salaries for employees earning less than \$40,000 a year will be cut by 5 percent. Those earning \$40,000 to \$80,000 will be cut 10 percent, and those making more than \$80,000 will be reduced by 15 percent, said a worker who attended the meeting.

Staff members will have to contribute 25 percent to their health costs, or about \$50 a week to cover an employee and spouse.

The *Star-Ledger* also opened the window for more buyouts, with employees getting two weeks pay for every year they worked, up to a maximum of six months. That is less than the 12-month payout, including 12 months of health insurance, that nearly half the paper's news staff accepted last year.

The announcement comes six weeks after the paper announced two-week unpaid furloughs for its staff.

—NorthJersey.com

2/3

of young adults between the ages of 25 and 29 who read newspapers when they were teenagers now read a local daily newspaper during an average week.

—NAA Foundation, 2007



SCHOLARSHIP WINNER: Montclair State University student Jason Serafino, left, receives the Richard Drukker Memorial Scholarship from NJPF Director George White.

Drukker scholarship awarded

Jason Serafino, of Ridgefield, is the 2009 recipient of the Richard Drukker Memorial Scholarship. The award is presented each year to an outstanding collegiate journalist at Montclair State University.

George White, director of the New Jersey Press Foundation, presented the \$2,000 scholarship check and a commemorative plaque to Jason at MSU's English Department Awards Program on May 5.

The Drukker Scholarship is open to all MSU journalism minors and/or staff members of *The Montclarion*, the campus newspaper. Eleven students applied for this year's prize.

Jason is an English major with a creative writing minor. He is a staff writer for *The Montclarion*. He will use the scholarship to help cover his fall semester fees.

In his Drukker application essay, Jason wrote about seeing how quickly the MSU administration acted after his published report in *The Montclarion* detailed the extent of unhealthy dust buildup in campus dorms. Maintenance crews were dispatched immediately to address the problem. He wrote that it was a satisfying taste of the impact of good journalism and its power to make a difference in the community.

Another of his clips focused

on the continuing MSU housing shortage. It detailed the trials and tribulations of having more than 200 students housed eight miles off campus at a LaQuinta Motel. The judges called it another sample of solid investigative reporting — and writing.

The Richard Drukker Memorial Scholarship fund was created by the family of Richard Drukker, former publisher of the *Herald News*, Passaic, and president of the New Jersey Press Association in 1969.

Notably, Mr. Drukker was instrumental, almost 50 years ago, in creating the association's New Jersey Press Foundation to help promote journalism careers for talented young journalists in the state.

Serving as this year's judges for the competition were Owen Proctor, editor of the *Belleville Times* and *Nutley Sun*; and Anthony Attrino, editor of the *Verona-Cedar Grove Times*.

Lack of support cancels workshop

Due to a decline in contributions, the summer Journalism Diversity Workshop for 2009 has been canceled by the Chiger-Williams Foundation.

Noting the inability of many long-time contributors to continue their support this year due to the recession, workshop director Rob Williams said that alternate funding sources are being explored to bring the workshop back in 2010 at Monmouth University.

The workshop's endowed funds remain with the New Jersey Press Foundation.

AFL hosts open house at its new press facility

A.F.L. Web Printing is inviting members of the New Jersey and New York Press Associations to a plant tour and reception on June 18 at its new Regional Print Center (RPC) in Secaucus, N.J. The event signals the launch of the center's Phase II expansion.

The Secaucus RPC opened in the spring of 2008. Area publishers loved the plant's unlimited color capabilities and its strategic location near the New Jersey-New York border, said A.F.L. managers. The RPC was at capacity before the end of 2008. A.F.L. immediately ordered new equipment that boosts potential output by 75 percent. The RPC, which started with 48 Manu-graph DGM Press units configured as 12 towers with two folders, will have 80 units configured as 20 towers with four folders.

The press association tour and reception on June 18 will be from

4 to 7 p.m. The program will include a discussion of revenue generating ideas for publishers, a live printing and insertion run, hors d'oeuvres and cocktails. Several equipment suppliers are donating door prizes.

A.F.L.'s Secaucus site is at 70 Seaview Drive. It is accessible from N.J. Turnpike Exit 15X or from N.J. Route 3 and the Meadowlands Parkway. Transportation will be provided from the Secaucus Junction Rail Station, which is a short distance from the plant.

Detailed directions are available at A.F.L. website: http://www.aflwebprinting.com/directions_secacus.htm.

To obtain a registration form for the tour and reception or to obtain additional information on the event, send an e-mail to phase2@aflwebprinting.com or call (856) 566-1270 ext. 1352.

Princeton Packet names new general manager

Packet Publications and *The Princeton Packet* have a new general manager. He is Bradley M. Koltz, of Louisville, Kentucky.

The announcement was made by Publisher Jim Kilgore, who said, "Brad brings to the *Packet* a wealth of experience in both new and traditional ways of community journalism. His talent and entrepreneurial spirit will help our operation grow, while positioning us for the future as community journalism evolves across various media and platforms."

Koltz, who has done some consulting work for *The Packet*, said "I'm thrilled to be joining the *Packet* team and I look forward to serving our customers and the communities we serve."

Most recently, he was director of Interactive Media for Landmark Community Newspapers, a company with more than 50 print publications. He joined Landmark in 2007.

For 12 years before that, Koltz was Ottawa's Newspapers Inc., the local media group of Dow Jones & Co. There he served as director of production, IT and

Internet for the company's Essex County Newspapers in Beverly, Ma.

In a staff memo, Kilgore called

Koltz "very much an entrepreneur and strategic thinker," as a consultant for newspaper clients in the fields of technology, production and new media.

"He will fill a position here at *The Packet* that has remained vacant for three years after the departure of Gerri Guld," Kilgore said.

Koltz will manage Packet Publications' paid weekly newspapers, specialty magazines, free distribution papers, and website.

A native of Long Island, Koltz attended the Hun School in Princeton during part of his high school years.

Kilgore said, "I have looked at a number of candidates for general manager and I feel that Brad with his skill-set and hands-on approach will be an asset to our organization. He will provide some new ideas and skills to help us strengthen and build our operation."

"Please join me in welcoming Brad to *The Packet*."



Koltz

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Aumente: Endangered foreign journalists need help

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the journalist. The shoes became a symbolic weapon of mass protest. In the Arab world, hitting someone with a shoe and its dirty sole is an ultimate insult.

When I met al-Zeidi, he was one of 30 Iraqi journalists in Beirut for two months of training at the Iraqi Institute for Strategic Studies, a program with a presence in England, Iraq and the U.S. In my seminar, he was attentive. A broad-faced, dark-haired young man, handsome and solidly built, al-Zeidi contributed to the discussion as we examined journalism and the impact of newer media on print, TV and radio. But in Iraq, journalists must worry about more than a news industry meltdown. Many Iraqi journalists have been killed, kidnappings were rampant, and “truth telling” often alienated a portion of the population, usually well-armed, vengeful and brutally responsive. Four of al-Zeidi’s TV station co-workers had been killed. The Committee to Protect Journalists says that in 2008 Iraq was the deadliest place on earth for journalists, with 11 Iraqi journalists killed, down from 31 the year before.

Upset over war

Al-Zeidi, his brothers told CNN, was depressed at the war’s destruction. He had sometimes returned from assignments in tears, urging his colleagues to donate money for the poor. Many of his stories focused on the deaths of civilians. He lived alone in central Baghdad, in one of the poorest, most violent slums, an epicenter for pitched

battles. While tossing his second shoe at Bush, he yelled: “This is from the widows, the orphans and those you have killed in Iraq.”

The New York Times wrote that al-Zeidi headed a student union during the Saddam regime and that he earned a diploma from a technical institute. He worked for an Iraqi daily newspaper in 2003, then *al-Diyar*, a satellite channel, and two years later joined the Cairo-based al-Baghdadiya satellite station as a correspondent. Colleagues there described him as ambitious. One said he had planned the shoe attack on Bush for some time. His brother said al-Zeidi had canceled his wedding plans until the “occupation” of his country is ended.

Videos of the shoe attack, replayed around the world on YouTube, show al-Zeidi subdued by a journalist and then quickly overpowered by security men. He faced up to 15 years in prison for assaulting a head of state.

A hundred lawyers volunteered to represent him.

His trial began in February. According to MSNBC, al-Zeidi said he was tortured in prison and forced to say he had videotaped himself training to throw shoes at Bush two years earlier. He testified that he had decided not to attack or harm Bush in Baghdad, but exploded with uncontrolled rage and threw the shoes after all. His team of 25 lawyers argued unsuccessfully that he was only exercising free speech. They said he was “insulting,” not “assaulting,” a head of state. In March, he was found



PRESIDENT BUSH dodges a shoe thrown by Muntadhar al-Zeidi. At right is Iraqi Prime Minister Nouri Kamal al-Maliki. AP PHOTO

guilty and sentenced to three years in prison. In April the Iraqi Judiciary Council reduced al-Zeidi’s sentence to one year, citing his youth and no prior criminal record. The announcement came as President Barack Obama paid a surprise visit to Iraq.

For his part, Bush gamely dismissed the incident with humor, calling it inconsequential, and completed the press conference. Dismissing the incident as a crude expression of protest, he joked to reporters that he had looked into his attacker’s “sole.”

Al-Zeidi got wide public support. Thousands demonstrated in major cities worldwide. The shoe’s Turkish manufacturer reported a rush of orders, and renamed it the “Bye, Bye Bush” model. A sculptor made a sofa-sized, outdoor shoe. Websites parodied the incident, including

a “sock and awe” video game. Copycat shoe throwers arose, with Chinese Premier Wen Jiabao a target at Cambridge University in February.

But some Iraqis were deeply troubled by the affront to Bush and the grave violation of traditional Arab hospitality. An affiliation of tribal leaders condemned it, al-Maliki’s office called it a “shameful, savage act that is not related to journalism in any way.”

Unquestionably, it was a dumb and dangerous thing to do, endangering the president and risking an armed response by excited security guards. And it harmed all journalists, whose reputation for nonpartisanship is fundamental to their personal safety.

Helping journalists

My review of the coverage shows that most news organizations failed to report that al-Zeidi might be suffering from post-traumatic stress from his own kidnapping and a later brief detention by U.S. troops. In our after-class conversations on the subject, I had suggested that he contact the Committee to Protect Journalists, based in New York City, which does consistently solid work for endangered journalists.

I have directed dozens of programs for journalists overseas, starting in 1989 in Poland after Solidarity was elected and the Soviet empire crumbled. Trying to help endangered journalists is a familiar theme. Another participant in that same Beirut workshop, a radio journalist from Baghdad, told me he had just received a call from a friend in Iraqi security warning him

not to return to the city, that his life was in danger. He was desperate. He asked me for help and we explored possible avenues of aid.

There is an urgent need to assist such journalists and to fund programs that provide a critical safety net during times of danger. And their immediate families are often in peril. International journalism trainers need guidance to deal with endangered journalists who seek their help.

Over the years, I have conducted many workshops in the republics of the former Yugoslavia; in Serbia, I assisted the owner of a fledgling, independent radio station in Nis which opposed Slobodan Milosevic. While the owner was traveling, his station was seized by the government, and he could not return home. Through the Committee to Protect Journalists, he and his family received safe haven in the U.S., the loan of temporary housing from a prominent journalist in Washington, and later a Nieman fellowship at Harvard University. After the fall of Milosevic, the station owner returned safely to Serbia, and the station was back on the air.

We conducted many programs in Bosnia-Herzegovina. In the mid-1990s, I was scheduled to see Zelko Kopanja, a brave Bosnian Serb journalist who had participated in one of my workshops and who owned a newspaper in Banja Luka and broadcasting facilities. Just days before our meeting, his car was rigged with explosives and he lost both of his legs. Working with the Committee to Protect Journalists, we found support for new prosthetics and rehabilitation. He resumed his work and won an international award from CPJ for his brave reporting of human rights abuses and corruption. Unflinchingly, he urged young journalists not to shy away from tough investigative reporting.

Here are some action steps journalism trainers and media foundations might consider to assist journalists in physical or psychological danger because of their work:

Action steps

- Know how to stay in touch with your workshop participants. Have them fill out contact sheets with name, affiliation, phone numbers and e-mail and home addresses. Often such in-

— *Continues on Page 14*



CLASS PHOTO: Jerome Aumente, center back, poses with Iraqi journalists in November. A few weeks later, Muntadhar al-Zeidi, front row in sport jacket, hurled his shoes at President Bush.

People & Papers

New managing editor named at Democrat

Staff changes continue at the Hunterdon County Democrat in Flemington.

Terry Wright, a veteran reporter and editor, has been named managing editor. He succeeds Rick Epstein, who is taking a new post with the paper's parent company, NJN Publishing.



Wright

Epstein is now production editor for the *Democrat* and several other NJN papers. Executive Editor Craig Turpin said, "The production editor job was created as we reorganize the way we make newspapers. Rick volunteered for it. But he will still be a factor in the *Democrat's* newsroom."

Under Epstein's leadership, the new editorial production department will centralize copy-editing, layout and website work for NJN's eight weekly newspapers and two monthly magazines, giving editors and writers at each paper more time to focus on the communities they cover. Previously, each newspaper was responsible for its own production work, with some papers having more people assigned to the task than others.

"Our primary goal was to maintain the integrity of our newspapers and their connection to the communities they serve," said Turpin. "By centralizing production of the papers, we will free-up more people to report on their communities. Our editors will have more time

to spend with our writers and in our towns."

Wright came to the newspaper after graduating from Rutgers College in 1973. A reporter for more than 20 years, he became a copy editor and then managed assignments and schedules for reporters and photographers. As



Epstein

managing editor, he oversees all newsroom operations, including what is covered and how it is displayed.

Wright cited past *Democrat* editors Ed Mack, Harry Anderson, Jay Langley and Epstein as his mentors. He said Jane Wyckoff, who covered municipal, county and state government for almost 50 years, will always be his model for a great local reporter — thorough, concise and knowledgeable.

"I'll continue to work closely with Rick Epstein," he said. "We still sit near each other. He has lots of good ideas and I'll be calling on him frequently for suggestions."

"We'll just keep trying to cover Hunterdon better than any other newspaper or Internet source," said Wright.

In addition to working for the *Democrat*, Wright has been a local correspondent for the *New York Daily News*, and has written for the *American Agriculturist* and other farm magazines. He grew up on a small farm in Neshanic, Somerset County.

An editor and writer for more than 30 years, Epstein has worked for the *Delaware Valley News*, the *Somerset Messenger Gazette*, the *Green Brook-North Plainfield Journal*, the *Highland Park Herald*, the *Home News* and the *Democrat*.



NJNN Update

Amy Lear

Director
New Jersey Newspaper Network

It's nice to be wanted

A cross-section of advertisers and ad agency customers told NJNN they want to know more about New Jersey newspaper websites!

Responses to a recent survey yielded the following areas of interest:

- Who is your audience?
- Tell us about their behavior. What sections are they visiting and how much time are New Jersey consumers spending on newsmedia sites? Are they watching videos? Engaging in social networking?
- What other online sources are they visiting for local, state and national news?
- And what is driving them to your sites?

To address these questions and provide statistical support for advertising sales proposals, in September, Belden Interactive will conduct a statewide 2009 Digital Measurement Study of participating-NJPA member websites.

An adequate baseline measurement of New Jersey's geographic diversity and a reflection of various publishing models with-

in NJPA's membership (daily/weekly, paid/free) will be of primary importance in this study.

Local and statewide data

In addition, NJPA member publishers will have an opportunity to collect unique local market data and visitor demographics. Participants who invest in local measurement also will be provided with a PowerPoint sales presentation to position the value of their site to local businesses.

Member publishers will receive details this month, including a list of dates and times to join a conference call or mini webinar explaining how to participate. Belden consultants Ed Efchak and Kathy Beitler will be leading these information sessions for interested members.

New Jersey is among the first of state press associations to pursue this ground-breaking online intercept survey. We are excited to be offering valuable research to our members for a very low cost and we look forward to your enthusiastic participation!

Foundation honored for Mock Election work

Continues from Page 1

and effort. The mock election needed help.

Tom Engleman tapped NJPF's NIE/Youth Readership Committee for support. Together they worked to develop a broad coalition of newspapers, websites, educators, governmental offices and non-profit organizations to help promote the event to teachers and schools statewide. Among Engleman's personal efforts were contacting all school principals, creating and administering an active NJ Mock Election website (www.njmockelection.org), and tabulating data by school on the special "election day." In record-setting numbers, over 289,000 students from almost 500 New Jersey schools cast ballots across the state. Thanks to his efforts,

newspapers and other media promoted the program and then had access to the mock election's results within a few hours — including final tallies in races for president, U.S. Senate, and U.S. House of Representatives, as well as several questions of opinion on public issues, designed specifically for the student ballots.

According to Gloria Kirshner, NSPME's president, "The scope of New Jersey's impressive 2008 mock election efforts and the magnitude of the state's participation, validates the New Jersey Press Foundation's commitment to educating students about the democratic process."

Current NJPF Director George White said the organization will receive another award for its efforts from the national Associa-

tion of State Boards of Education.

He said, "Tom made a clear case that this was a need worthy of attention; a unique opportunity to make a difference in the lives of New Jersey's students. His dedication to the success of this grand project had a profound impact and then some! He's planning to join us for some well-deserved recognition at the June 24th session in Trenton."

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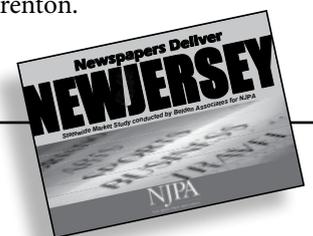
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You will receive the next issue in early August. Ad deadline is July 20.



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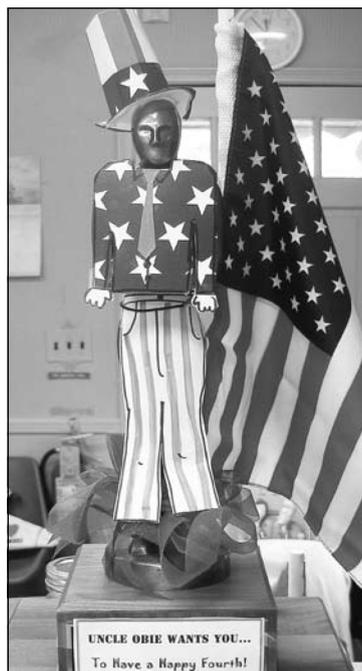
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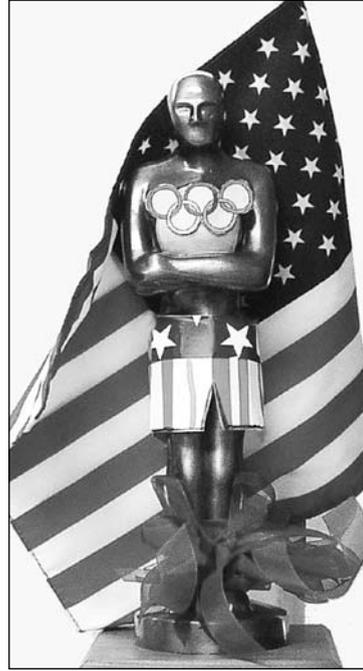
St. Patrick's Day



May Day



Fourth of July



The Olympiad

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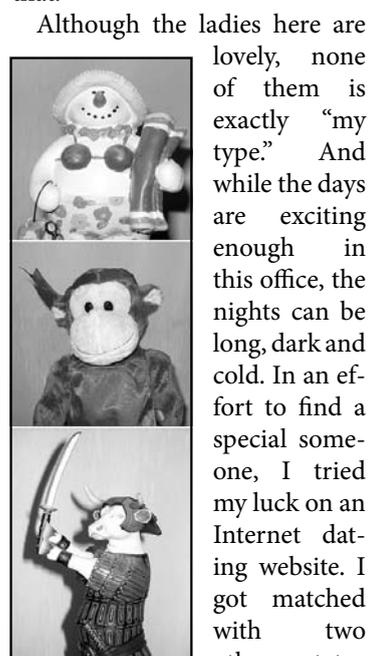
NJPA statuette finds he's a bit rusty at dating

InPrint asked Obie, our favorite little NJPA idol, to keep a journal of his year as a prize at *The West Essex Tribune*. Here are excerpts from his monthly reports:

February 2008

My life has taken a turn for the better. At the recent NJPA awards dinner I was invited to perch on the counter of *The West Essex Tribune* office in Livingston. I am told it is a one year, contracted position. Not a bad deal in an uncertain economy.

The staff seems nice enough. Not enough testosterone in the building, but I'll take care of that.



Sarah Snow
Patty Primate
Mitsuku

Although the ladies here are lovely, none of them is exactly "my type." And while the days are exciting enough in this office, the nights can be long, dark and cold. In an effort to find a special someone, I tried my luck on an Internet dating website. I got matched with two other statuettes. One was named Oscar and the other

was Emmy. Emmy was a bit pretentious, what with the wings and all. Oscar was just too stiff and boring. I sure hope I never get like that!

Feeling desperate and lonely, I tried out to be a contestant on the Love Connection show on TV. Guess what! They chose me as their first bachelor of the new season!

The audience had to pick a date for me after watching interviews with three "hotties." Possible date #1 was Sarah Snow, easy on the eyes but a bit cold-hearted; number 2 was Patty Primate, a bit too wild for the audience's taste.

They voted to set me up with contestant #3, Mitsuku, a true sa-moo-ri warrior. I think they chose her because of her height. Little did they know how much of her tall stature was due to her sword.

We had our first date on Valentine's Day. The outfit I wore — well let's just say Mitsuku didn't seem impressed.

March 2008

I was planning on laying low this month after my messy break-up with Mitsuku. However, the *West Essex Tribune* gang talked me into going out for St. Patrick's Day. Lots of green beer. Funny thing, the word "shillelagh" becomes more and more hysterical the more you drink.

Don't remember much of last night. I woke up this morning dressed as a leprechaun.

Back at the office, as I stumbled around my counter looking for some food to settle my stomach, I accidentally slipped and over the edge I went. Luckily, I was able to hang on to a random extension cord.

"Mayday! Mayday!" I exclaimed, trying to get someone's attention.

One of the ladies hurried to my side and set me straight on the counter again.

"What a great idea!" she said.

May 2008

I have no idea what May Day is, but it's a stupid holiday!

July 2008

The Fourth of July. Now there's a holiday! Parades, barbecues, fireworks... I'm feeling mighty patriotic this year and, as usual, I was dressed for the occasion by the *Tribune* ladies.

Forget Stephen Colbert, *I am America*. I'm so hoping that Obama will change his mind and choose me as his running mate. "Obama and Obie in '08" has a nice ring to it. Or maybe "Barak Obie."

I would be a great running mate. I am mature (old), solid (made of metal) and I don't say much. But when I do, people listen. Scared the pants off someone the other day. Don't know why. All I said was "shillelagh!"

I can't believe it. I am here in Beijing, at the Olympics. The Summer Games. Here are the world's greatest athletes, follow-

ing in the sacred traditions of the ancient Greek games. And here I am, a spectator to this spectacle. It's really just spectacular.

* * *

It was really hot today, so I decided to hang out by the pool. There were a lot of people swimming around back and forth, and that looked like the perfect way to cool down. But I need some kind of flotation device — after all, I'm not a very good swimmer! When I tried to launch my inflatable raft, I got yelled at. Then I tried using my Donald Duck swim ring. Well, all of these people paddling around back and forth were pretty mean to me, I have to say — telling me my Donald Duck inner tube was inappropriate. Who are they to talk — they're all wearing Speedos two sizes too small! Yikes!

The only cool one there was this American dude named Michael Phelps. I started hanging out with him. He liked my Donald Duck swim ring. I let him try on my water wings too. He's a nice guy, and we had a good time together. I heard he's doing pretty well in his swim races, too.

* * *

My last day here at the Olympics. I swung by the pool to say goodbye to my new friend Mike. He got a bunch of offers for endorsements and offered to share some of them with me! How cool is that? Thanks to him, I am now the new spokesman for Fung-Cool Athlete's Foot Powder.

Too cool!
Mike and I have become such good friends that he invited me to go to a college party with him in South Carolina in November. I'm really looking forward to that.

October 2008

I spent Halloween handing out goodies to the trick-or-treaters. The *Tribune* ladies dressed me as a wizard — probably a testament to my commanding demeanor and wealth of wisdom. Being around for as long as I have, you get to know a thing or two. For instance, I informed the *Tribune* staff that no child considers paperclips and old floppy discs to be proper Halloween treats.

No matter how long you've been around, however, there is always something new to learn. Case in point, I learned that people could be disturbed when they find out that I don't wear anything beneath my robe. (Janet Jackson isn't the only one who has wardrobe malfunctions.) Oh well — Harry Potter, eat your heart out!

November 2008

Wow! Just got back from this GREAT PARTY with my friend Michael Phelps, the swimmer I met at the Olympics. There were all these chicks there, and they were talking to me a lot (although I think it was partly because I was with Mike — they were all over him because they think he's something special. Who can figure — *Continues on Page 11*

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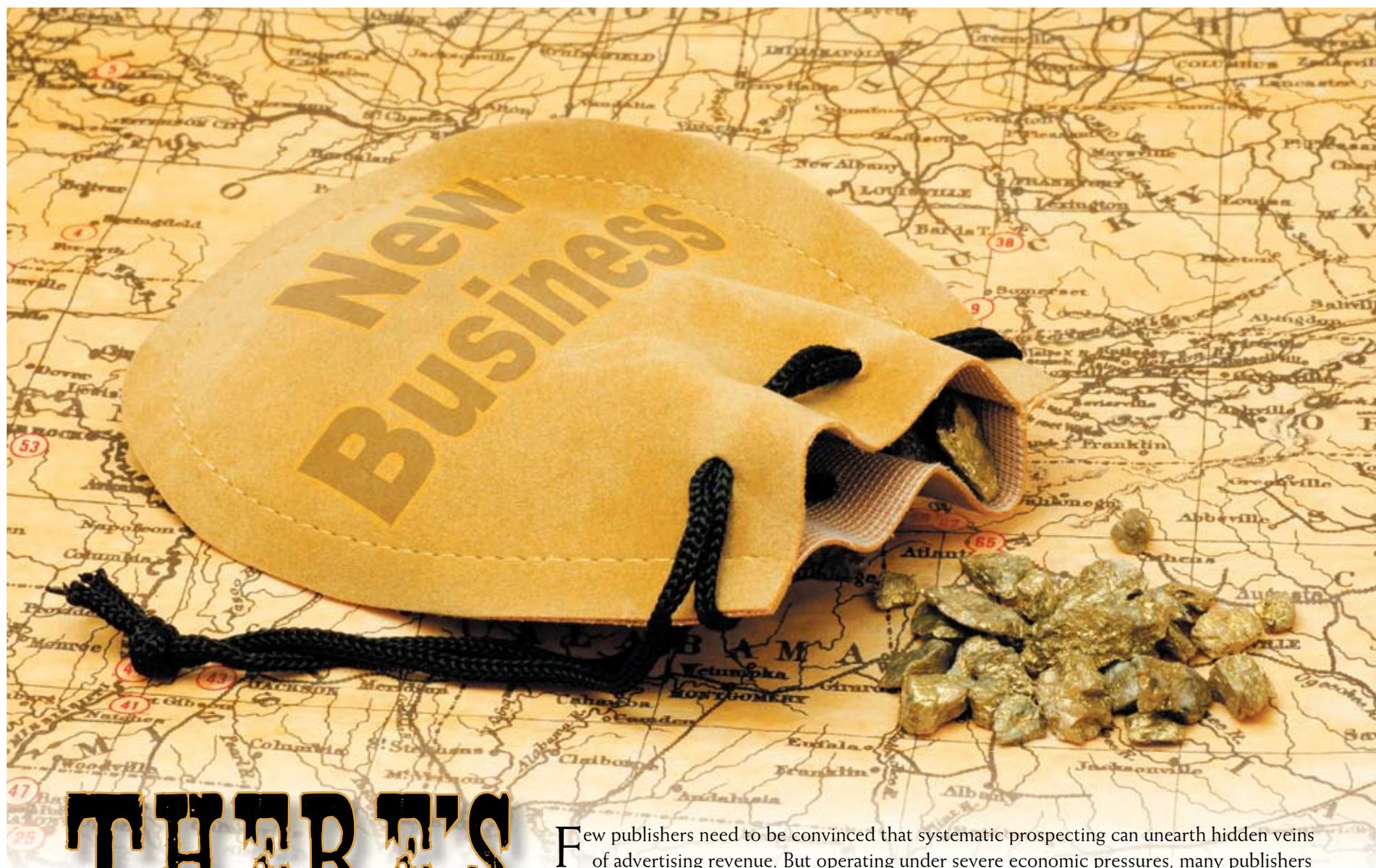
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Halloween



Obie the Biker



Thanksgiving



Christmas



Shrouded!

Cold, Hard Love: As Obie's adventures continue, he learns truths about himself

Continues from Page 6

are girls out? But Mike gets all these endorsements; maybe they were hoping he could get them free Wheaties or something. And let's face it, his body temperature is way higher than mine.

We showed up too late for dinner, but I think they had this shish-kebab / Middle Eastern theme going, because when we arrived they handed us some kind of funny hookah thing.

I don't remember much after that, except that everyone was being so friendly, and we all had a great time. Now I have a whole new bunch of hot friends.

Thanksgiving 2008

Well, it's Thanksgiving, and I've decided that now is a good time to step back, be thankful for what I have and re-evaluate my life. And because Thanksgiving is an All-American holiday, I've decided to take a motorcycle trip across the country to see the real America. Plus this way, I can recycle this cool outfit from my brief stint with the Village People.

Today I stopped at an Indian Reservation. It was then that I discovered I am 1/100th of a percent full blooded Cherokee. I decided to celebrate my native heritage by dressing in traditional garb. Then I reconnected with my people by cooking up some Indian corn with them. They said their people call it "maize." I had to remind them that "their" people are my people too.

Early December 2008

Well, I'm back from my motorcycle trip. My last stop was in the Dakotas, where I met a freelance sculptor who wanted to do a portrait of me. I told him to take a photo, as I had to get back to work. Next thing I know, I'm getting phone calls from all these fans, saying they've been to the mountain and have seen... Me. I've somehow become a national icon, and all I did was pose for a photograph. Who knew?

Mid-December 2008

The *Tribune* staff is really stressed out. Although the holiday season brings tidings of joy, it also seems to bring loads of

work in the newspaper business. Amid all the chaos, I decided that it was time to show the staff how much I care. Sitting around on the counter lookin' pretty just isn't enough. I decided to take action.

So, in an effort to boost morale, I dressed myself up as St. Nick and told everyone that I'd be available to hear what they wanted for Christmas. The publisher wanted more ads. The ad department wanted more sales and all the little editorial department asked for was a good story.

So I gave them one: "Once upon a time there was a lonely statue who was given a loving home..." There wasn't a dry eye in the house. Except mine, of course. I have to watch out for rust.

In addition to my stint as Santa, I've been reaching out to underprivileged statuettes, handing out toys and goodies. I'm feeling really good about myself.

Now, if only the *Tribune* staff would stop plopping themselves on my lap every time I sit down.

January 2009

I celebrated New Year's Eve in a diaper and top hat...the best way to welcome in the New Year!

I think I had a great time. I did have a minor rust problem right after that, but it wasn't too bad. The ladies were solicitous with applications of WD-40 and I kind of liked it.

February / March 2009

I have been getting a strange vibe around here lately. I feel like everyone is avoiding me. Haven't been dressed up in months and I have been spending more and more time downstairs. I'm not sure what is going on, but I feel

like something is up.

Is one of my alloys showing?

April 2009

I feel utterly and completely alone. Why, you ask? I was eavesdropping the other day and heard that I have just been a plaything all along. Nothing but a prize. Brass arm candy, to be passed along to the winner of some silly contest.

I was told this morning that the *Tribune* has "lost" me. They failed to win the competition that would have kept me in their care for another year.

Well, although I'll be sad to leave, I must admit I'm a bit tired of being manhandled. And I do prefer hanging out with winners!

On the other hand, here at the *Tribune*, I have finally known TRUTH! I have been able to express myself like never before. I won't let them give me away to strangers. Wait, I think I hear someone coming. I have to hide! I have to...

Well, this is a fine "How do

you do." After all the joy I have brought to the staff in Livingston, this is what it has come to. The *Tribune* staff stripped me down and wrapped me up in some sort of shroud. No sparkles and flowers today. Nope, just an old piece of cloth and some rope.

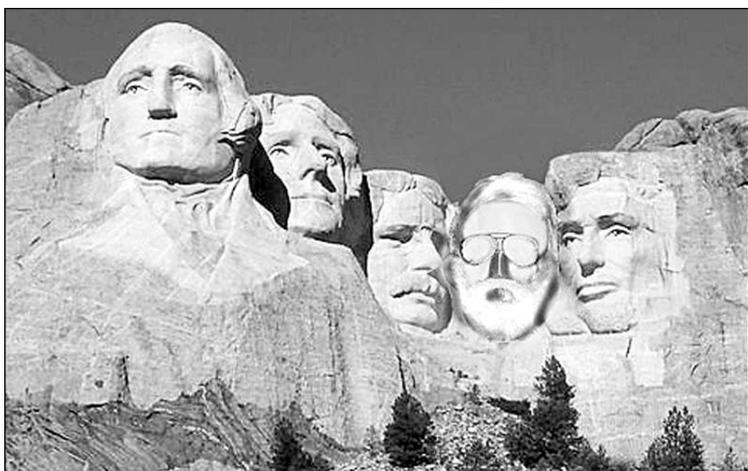
They had the gall to write some sort of loving rubbish on my tag. I saw it when I was being unwrapped by my new owners, the ad staff at *The Press of Atlantic City*. They took a possession of me after quite a tussle with *Tribune* publisher Jenny Chciuk.

I guess she did love me, after all. And I... I thought... Well, we'll always have Livingston.

That's it, no more tears. Chin up, Ob-ster! You're moving on to greener pastures and new adventures in exotic Atlantic City.

Exit 1, here I come!!

Obie would like to thank Christine Sablynski and Michelle Bent of The West Essex Tribune, who helped him compile his diary for this story.



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Summer webinars: the learnin' is easy

Continues from Page 2

At this webinar you'll learn:

- Who's spending the most on mobile ads
- What kind of products and services to implement
- Our most up-to-date forecasts for the category

The Online Insert

Wednesday, August 12
2 p.m.

Flyers and circulars online? Newspapers need to be aware that the wagons are circling on this lucrative category. Specialty consumer sites are cropping up that will take the Sunday paper to the

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- The latest ad and promotional spending forecasts
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You'll learn just how crucial online video is to your bottom line, and how important it will be down the road. You'll discover which methods of monetizing online video work well — it might be pre-roll, sponsorships, post roll, video-on-demand commercials or something new. You'll hear not only how to use video content to attract advertisers but also what brings you the most page views.

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- The latest projections for online video advertising growth
- Best practices in online video

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BYE BYE BUSH: This model of shoe was thrown at President Bush in December. Since then, the company which manufactures it has been swamped with orders.

Shoe seen 'round the world

It may have been the most important product placement in history, surpassing the American colonists' dumping of crates of East India tea into Boston Harbor 235 years ago.

After journalist Muntadhar al-Zaidi crystallized world opinion by hurling his shoes at President George Bush during a news conference in Baghdad in December, sales exploded at the Istanbul shoe company that identified the projectiles as its "model 271."

At Baydan's Shoes, Ramazan Baydan's factory in the non-descript outskirts of Istanbul, where the international furor unwittingly began, Baydan told

interviewers that he has been overwhelmed with orders since the lone journalist's shoe-hurling during President Bush's last press conference in Iraq.

Within days of that event, the company received more than 300,000 orders for what has been renamed the "Bye Bye Bush" shoe — more than four times the company's previous annual production of model 271. Orders have come from all over the world, including 19,000 from the United States.

Baydan hired 100 more employees to handle the added workload.

—The Huffington Post

Assisting endangered foreign journalists

Continues from Page 4

formation is incomplete unless you gather it yourself. Share your contact information with them. Encourage them to write you if they ever need assistance.

- Compile a list of agencies to help them in an emergency, such as the Committee to Protect Journalists, the International Center for Journalists, U.N. agencies dealing with refugees, Human Rights Watch or the Society of Professional Journalists. Press and public affairs officers at U.S. embassies and counterparts from other foreign embassies might also provide guidance.

- Publicize cases of journalists in peril and their outcomes through publications such as *American Journalism Review*, *Columbia Journalism Review* or *Nieman Reports*. Use existing blogs and Websites or start new ones to publicize cases of those in need.

- Check with journalism fellowship programs such as the Nieman program at Harvard; the Knight Fellowships at Stanford, Columbia and the University of Michigan for possible

slots for qualified international journalists needing emergency assistance where an expedited fellowship might be possible.

- Encourage universities with journalism and media studies programs to compile data on international journalists in need, and publicize the results through the Association for Education in Journalism and Mass Communications and its affiliates.

- Encourage Society of Professional Journalists student chapters and state or regional professional chapters to sponsor international journalists in need, and assist them with mentoring, contacts, employment leads or financial assistance.

- News organizations employing indigenous staff in war zones such as Iraq and Afghanistan are helping but should do more to campaign for visas and special refugee status for those employees endangered if left behind.

- Foundations that support journalism initiatives ought to consider new funding to assist journalists and their families who confront real dangers in pursuing their work. The Obama

administration through the public diplomacy, education and cultural exchange programs of the U.S. State Department might help foreign journalists in peril and expedite visa programs for endangered journalists and their families.

- Be frank in describing the limits of what can be done. Do not over-promise, but lay out the potential and limitations. Encourage the international journalists to set up their own organizations to provide assistance to colleagues.

Jerome Aumente is distinguished emeritus professor and special counselor to the dean, Rutgers University's School of Communication, Information and Library Studies (SCILS). He was founding director of the Journalism Resources Institute. He has conducted more than 150 programs overseas for journalists. His latest book, "From Ink on Paper to the Internet," won the Society of Professional Journalists' national award for journalism research in 2008. He can be reached at aumente@scils.rutgers.edu or (540) 635-6395.

OPRA request forms aren't mandatory

Continues from Page 1

pletely eliminated the requirement that requests for records be in writing.

Renna's lawyer, Montclair solo Richard Gutman, says the ruling "is going to make it easier to get access to public records. E-mail is cheaper and faster than using an official form."

Gutman also represents the New Jersey Foundation for Open Government, a nonpartisan organization that monitors OPRA enforcement.

County Counsel Barry says he cannot comment on the ruling because he has not had a chance to speak to county officials.

Don't give us the fax

In *Paff v. East Orange*, A-4280-07, the court assented to the East Orange city clerk's policy of not accepted OPRA requests via fax, finding that the statute does not expressly state that an agency must accept requests by every

form of electronic transmission.

OPRA says: "A request for access to a government record shall be in writing and hand-delivered, mailed, transmitted electronically, or otherwise conveyed to the appropriate custodian."

Open government advocate John Paff read that language to mean that any of those forms of communication are compliant with the statute. The Government Records Council, the agency charged with enforcing OPRA, disagreed.

Appellate Division Judges Stephen Skillman, Jane Grall and Marianne Espinosa said the Legislature gave the GRC authority to interpret OPRA, and the GRC's reading was not irrational.

"When the Legislature delegates authority to a state agency to administer and interpret a statute, our courts will defer to that agency's interpretation of the statute 'provided it is not plainly unreasonable,'" Skillman said.

"In the exercise of this authority, the GRC has notified custodians of government records that they may prohibit persons from submitting requests for government records by fax," he said.

Paff's attorney, Walter Luers, says he is disappointed. "I'm concerned that citizens will be limited in how they make OPRA requests to public agencies," says the Oxford solo. "To me it's clear in the law that all OPRA requests should be accepted as long as they are in writing."

Renna's lawyer Gutman says the statute appears to require agencies to accept electronically transmitted requests regardless of the means, not allowing them to pick and choose.

Luers and Paff are mulling whether to appeal to the Supreme Court. East Orange Corporate Counsel Jason Holt did not return a telephone call seeking comment.

—New Jersey Law Journal



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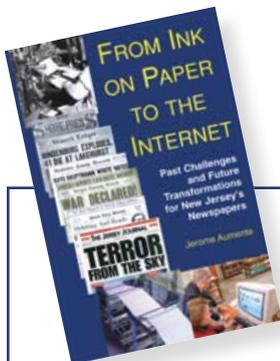
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