

**GOVERNMENT AFFAIRS
COMMITTEE MEETING**

Tuesday, March 24
11 am, teleconference

**OPEN PUBLIC RECORDS
ACT SEMINAR**

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

Webinar:
**LEGAL LIABILITIES ON
YOUR WEBSITE**

Monday, March 30
10 – 11:30 am

**NIE & YOUTH
READERSHIP
COMMITTEE MEETING**

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

PRESS NIGHT
Editorial & Photography
Awards Banquet

Thursday, April 2
5 pm
Trenton Marriott

SPRING BANQUET
Advertising & Circulation
Awards Dinner

Friday, April 17
6 pm
Princeton Marriott

**COLLEGIATE PRESS
AWARDS BANQUET**

Saturday, April 18
12 noon
Trenton Marriott

**NJPA EXECUTIVE
COMMITTEE MEETING**

Thursday, May 7
10 am, teleconference

**LEGISLATIVE
CORRESPONDENTS
CLUB SHOW**

Wednesday, May 13
6 – 7:30 pm: Reception
8 pm: Show
The Palace at Somerset Park

**NJPA BOARD OF
DIRECTORS MEETING**

Thursday, May 21
10:30 am
NJPA Conference Room

**NJ PRESS FOUNDATION
TRUSTEES MEETING**

Thursday, May 21
12 noon
NJPA Conference Room

'Classifieds Online' webinar offers advice

"I thought it was very good, spoke the truth!!" said Kathy McDonough, classified advertising manager for Recorder Community Newspapers.

Her enthusiasm was in response to the Feb. 25 webinar, "Classifieds Online: What's Next for the Verticals?"

More than 200 people from 38 newspapers participated in the webinar, the first of four to be offered this spring about online classified advertising. They are being conducted by Borrell Associates, in partnership with New Jersey Press Association and other press associations.

Kip Cassino, vice president of research for Borrell, reported current levels of online classified ad spending compared with print, and projected the levels through 2013.

Currently, \$12.7 billion is spent on local online advertising, he said. Cassino anticipates that it will peak in 2011 at more than \$16 billion, then drop back to \$15.5 billion by 2013. This 'peak, then drop off' phenomenon he says is "natural adjustment" after a period of rapid growth.

The numbers reflect the current economy and a slower rate of growth than was predicted last year.

For what Cassino called "The Big Three" vertical advertising categories, he predicts



POWERING UP FOR PROFITS with the recent webinar about online classifieds, NJPA's tech manager John Viemeister gets the staff connected. More webinars are planned for March 11, March 25 and April 8. For details visit www.njpa.org and click on "Press Forward."

the 2009 online ad spend will be \$5.9 billion for real estate, \$5.3 billion for automotive and \$4.4 billion for recruitment.

Print classifieds he predicts will be \$3.2 billion for real estate, \$5.8 billion for automotive and \$2.5 billion for recruitment.

In addition to dollars being lost to other online players, Cassino said, newspapers need to keep an eye on their market share. Newspapers used to have well more than 50% of online classifieds, but their share has

— Continues on Page 14

Student Essay:

The Mock Election and Me

By Sohum Pawar

Seventh Grade Student

East Hanover Middle School, Morris County
Teacher: Mrs. Diane Monaco

The most oft-repeated slogan in political history has to be "Change." I used to think that people who campaigned under it were irrationally optimistic, but this year's Mock Election showed me otherwise.

In my school, the main event of the Mock Election was to be a speech forum, consisting of students giving speeches as presidential candidates, followed by the school-wide election.

I was given the role of then-Senator Barack Obama, a dream come true for me. Ever since his election to the Senate in 2004, Senator Obama had become my role model. And now, I was being given the chance to represent him in front of the whole school!

For weeks, I feverishly researched Senator Obama's ideas and his views, reading count-



Pawar

less transcripts of his speeches and slowly writing my own.

Finally, the day came, and I stood up in front of the school and began to speak.

I began by talking about Senator Obama's ideas and initiatives, but as the speech went on, I found myself thinking, not about the text of my speech, but about what it really meant.

I finished what I was saying, and then, in front of the whole school, ripped my speech in half.

There was instant silence.

I began to speak once more, not as someone trying to win an election, but as a 12-year-old full of hope for a terrific future. I finished my speech, and was greeted by a thunderous round of applause.

In that moment I knew that no matter who won, the Presidential Election of 2008 would mark the beginning of a new chapter in history.

— Continues on Page 11



Sunshine Week is coming soon — March 15-21 — to help promote open government and freedom of information efforts. Though spearheaded by journalists, Sunshine Week is about the public's right to know what its government is doing, and why.

Print ads for the effort focus on how Freedom of Information and Sunshine laws can help people make a difference in their communities when they get involved and hold government officials accountable.

The New Jersey chair is Elizabeth Mason, president of the New Jersey Foundation for Open Government. Contact her at (646) 339-2991 or bmason@njfog.org

For more information about Sunshine Week: <http://www.sunshineweek.org/sunshineweek/about#howcan>

Editorial resources from the Society of Professional Journalists: <http://www.spj.org/sunshineweek.asp>

For print and web ads: <http://www.sunshineweek.org/sunshineweek/toolkits>

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New Jersey Press Association840 Bear Tavern Road, Suite 305
West Trenton, NJ 08628-1019

PHONE 609-406-0600
 FAX 609-406-0300
 EMAIL njpress@njpa.org
 NJNN FAX 609-406-0399
 NJNN EMAIL njnn@njpa.org

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*As I see it...***It's time for a laugh!**

Each day as I read the morning paper and watch the talking heads on TV, I become more pessimistic about business in general and our country's future in particular. Isn't there any good news out there? Oh I know, good news doesn't sell soap (or newspapers), but depressing statistics and dire predictions of the future give people indigestion.

I think it's time for me to do my part to add a bit of levity to the mix. Here's an update of a column I presented a few years ago. I hope it makes you smile!

* * *

Journalists and politicians make strange bedfellows. However, one thing I've learned over the years — both groups are very quotable. Here are a few of my favorite quotes collected during my career:

We journalists make it a point to know very little about an extremely wide variety of topics; this is how we stay objective. — *Dave Barry*

Being a politician is like being a football coach: You have to be smart enough to understand the game but dumb enough to think it's important. — *Eugene McCarthy*

Journalists should never lose their sense of the superficial. — *Lord Northcliffe*

Don't worry about the polls, but if you do, don't admit it. — *Rosalynn Carter*



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

If you want to be a sportswriter, learn to write. Never mind the damn statistics. If you like statistics, become a CPA. — *Jim Murray*

Never murder a man when he's busy committing suicide. — *Woodrow Wilson*

Journalists do not live by words alone, although sometimes they have to eat them. — *Adlai E. Stevenson*

The only qualities for real success in journalism are rat-like cunning, a plausible manner and a little literary ability. The capacity to steal other people's ideas and phrases also helps. — *Nicholas Tomalin*

A good politician looks over his shoulder now and then to make sure someone is following. — *Henry Gilmer*

The history of journalism is about as exciting as the history of men's hats.

— *David Brinkley*

You can always get the truth from an American statesman after he has turned 70 or given up all hope of the presidency.

— *Wendell Phillips*

If you have to eat crow, eat it while it's hot.

— *Paul A. Samuelson*

I hope we never live to see the day when a thing is as bad as some of our newspapers make it.

— *Will Rogers*

Vegetarian is an old Indian word that means "lousy hunter".

— *Andy Rooney*

Reporters are not required to read your Miranda Rights.

— *Chris Mathews*

The cardinal rule of politics: Never get caught in bed with a live man or a dead woman.

— *Larry Hagman*

Newspaper editors and reporters should remember that you only have the space because some advertiser wouldn't buy it.

— *Herb Caen*

I always read the obituaries before I read the sports. I want to see who lost before I see who won.

— *Judiah Ewing, my grandfather*

They're not show-stoppers

With the state's press corps dwindling, New Jersey politics almost lost one of its most entertaining traditions: the annual roast hosted by the Legislative Correspondents Club.

After surviving wars, depressions and governors who refused to attend, the event dedicated to mocking top public officials nearly fell victim to shrinking budgets and ever-fewer journalists to write and perform song parodies. But the survivors along Press Row decided the show must go on.

"None of us really want to see the show come to an end. It's a great tradition dating back to 1890, and the proceeds are donated to journalism scholarships, a good cause," said club vice president Michael Symons.

The decision means the show will go on, at least through 2010. This year's event is set for May 13 at The Palace at Somerset Park. Tickets are available through NJPA.

Seeking e-mentors for j-students

Sam W. Pressley, an adjunct professor of journalism and communications at Camden Community College, is recruiting professional journalists interested in "e-mentoring" journalism students, using e-mail.

The concept is based on two key principles:

1. Professional journalists are busy people and their time is valuable.
2. Journalism needs mentored, well-advised graduates prepared to hit the ground running.

Pressley said, "We are actively seeking journalists to participate

in a six-week mentoring opportunity for my journalism students. Students will interact with their mentors via e-mail to pose questions and initiate discussions on such topics as skills and training needed to become a working journalist; a typical day on the job, etc.

"E-mails will be limited to about one or two per week over the course of the program. Each mentor will be assigned two students."

For details, contact: Sam Pressley at (856) 582-3836 or spressley@camdencc.edu.

People & Papers

Record eyes mileage policy as use of MOJOS increases

As *The Record* of Bergen County prepares to move during 2009 — and send more newsroom staffers out as “mobile journalists” or MOJOS — the paper’s parent company is reviewing its mileage reimbursement policies. This after firing two employees for mileage fraud.

As more staffers take the “MOJO” approach, the likelihood of increased reimbursements has become an issue, said Jennifer Borg, vice-president/general counsel of North Jersey Media Group, which owns *The Record*, the *Herald News* and several weeklies. She confirmed that two employees were dismissed for abusing the mileage policy, while others were warned

not to submit reimbursements for travel to and from work.

“We are currently revising our mileage policy for greater clarity,” she said. “At the same time, we will be looking into whether the MOJO set-up requires changing the policy. We expect MOJOS to submit more mileage for reimbursement as they travel from story to story and report live from the field. We want to see if there are other issues that affect the policy.”

She said that travel to work will not be reimbursed, but that the relocation of *Record* offices to the *Herald News* site in West Paterson will reduce commuting time for most employees.

— from Editor & Publisher



CUPID OBIE: The staff of *The West Essex Tribune* dressed “Obie” as a white-bearded cupid for Valentine’s Day. This trophy is presented each year at NJPA’s advertising awards banquet to the table that creates the best centerpiece, using the materials provided. During its year at the *Tribune*, Obie has been decked out appropriately for every holiday. This year’s banquet will be held Friday, April 17 at the Princeton Marriott at Forrestal.

Editorial layoffs at Hunterdon Democrat

Layoffs claimed half the editorial staff at the *Hunterdon County Democrat*, in Flemington, on Feb. 11.

Remaining are about a dozen people to produce and edit news content for the paid-circulation county seat weekly and its associated publications, the free-distribution weekly *Hunterdon Observer*, the monthly niche publication *Horse News*, and the monthly magazine *Hunterdon Life*.

The action is the latest in a series of moves by NJN Publishing

to consolidate operations and trim expenses. This cut affected seven full-time and four part-time employees. With previous cuts, consolidations and attrition, it puts the *Democrat*’s news staff at about one-third what it was when NJN bought the paper in 2001.

“A community newspaper like the *Democrat* is a special institution,” said NJN publisher Joe Gioioso, “but economic circumstances remind us that it is a business, too. We deeply regret the layoffs, but we’re determined

to survive the recession and continue to serve our readers and advertisers.”

“We’ve lost some good people,” said managing editor Rick Epstein, “and their efforts will be missed. But we will continue to cover Hunterdon County in the same spirit — that of amiable respect, dogged reportage and striving for fairness and accuracy.”

Last fall NJN closed the weekly *Delaware Valley News*, in Frenchtown, cutting three of its four staff members and folding it into the *Democrat*. Now NJN is closing its operation in Hackettstown and consolidating staff at the Flemington site.

Publisher Gioioso’s note to remaining employees explained: “As part of this consolidation, the editorial staff serving Warren and Somerset counties, currently based in Hackettstown, will be merged with the Hunterdon newsroom... creating one newsroom with all staff members working together.”

“...As we move forward, we will be creating... a new database that these publications will share, enabling the newly combined editorial staff to better work together. The same will take place with our photo database. We will also be equipping the newsroom with a few laptop computers to help them cover their communities while on the road.”

— from Editor & Publisher

Star-Ledger to use local news service to supplement coverage

Just months after losing more than 150 newsroom staffers to buyouts, The Star-Ledger of Newark is poised to replace some of the departed by contracting with a new outside news service.

Editor Jim Willse confirmed that former Star-Ledger Managing Editor Rick Everett was hiring journalists for an outside news service that would provide local and municipal coverage of New Jersey to the paper.

About 30 reporters and some college students are expected to

comprise the staff of the organization. “When it is up and running it will be somewhere in that number,” Willse said. “It doesn’t exist yet. It will be a separate company that will cover local, municipal news for a variety of customers, including us.”

Everett, a 30-year Star-Ledger veteran who took a buyout in 2006, has also worked at The Herald News of West Paterson.

The news service approach is similar to the paper’s arrangement with Dorf News Service, which has been providing high school sports to the Star-Ledger for decades.

— from Editor & Publisher

Send InPrint YOUR News!

Please email news about your employees, publications and other big changes to Catherine Langley at: clangley@njpa.org.

Cutting costs: Ledger, Record combine statehouse bureaus

New Jersey’s two largest newspapers — who have long competed fiercely on state news — are combining their statehouse bureaus in Trenton, according to a joint announcement.

The Star-Ledger of Newark and The Record of Hackensack revealed the change in a joint announcement. The combined bureau will have 11 staffers and no Trenton-based jobs will be cut as yet.

“At a time when newspapers have had to cut back news staffs, this cooperation allows us to pool resources and better serve all our readers,” said Jim Willse, editor of The Star Ledger.

Record Editor Frank Scandale said: “Sharing coverage while maintaining two distinct news operations is a common-sense response to the changing media landscape. It will strengthen the content of both papers.”

— from Editor & Publisher

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

Ciccone Theater, Bergen Community College

\$10 per person, includes buffet lunch

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



Government Affairs Update

George White
Foundation Director

Public notices and more

We're all in the throes of a dismal economy, and the projected effects of the state's projected multi-billion dollar shortfall may make things even worse for New Jersey's newspapers. All manner of spending cuts and tax increases are being considered actively by our lawmakers in Trenton.

The recession is reaching into everyone's pockets, and since both state and local governments continue to be pinched by declining tax revenues, those state lawmakers have already been sympathetic to pleas by local officials to help them cut expenses.

The immediate threat is to the statutory requirement that New Jersey's municipal and county governments must provide notice to their constituents on everything from foreclosure sales to zoning changes — and particularly that these notices must be published in local newspapers and paid for at the state-mandated advertising rates. Pleading poverty, many local officials would rather alert the public in other ways, or not at all!

Public notice advertising is under attack once again.

NJpublicNotices.com

Is your paper participating in NJpublicNotices?

For those newspapers that publish legal ads, one way to help combat the threat is to have 100% daily and weekly participation in NJpublicNotices.com.

NJpublicNotices.com represents the single location on the Internet where all legal advertising printed in New Jersey newspapers is collectively aggregated and can be found in a searchable format. In addition to the necessity of keeping notices in print for logical reasons (security, permanence, accountability, archive-ability, accessibility) this statewide website helps to mute arguments that local governments could save money by building their own public notice websites — because it's already being done for them at no charge by NJPA member newspapers.

As an open government issue, the cost of providing notice to the public is well worth the expense if the alternative is allowing governments to "self-publish" their required

notices to the public on Internet sites that lack security, permanence, consistency of access and speed, and archive-ability.

Therefore, the disciplined uploading to NJpublicNotices.com of daily and weekly notices by every legal newspaper has been essential to the success and utility of this incredibly helpful statewide resource.

NJPA's IT Manager John Viemeister administers the site and he can be reached at 609-406-0600 ext. 28 or jviemeister@njpa.org.

Other press threats

NJPA held off a bill in February that aimed to create a statewide "Do-Not-Leave" (unsolicited materials) list similar to the "Do-Not-Call" model. "Unsolicited materials" was defined in the bill as "flyers, circulars, and free newspapers." Though fast-tracked in response to constituent complaints about the home-security issues surrounding accumulating materials when one is away from home for an extended period, the bill's sponsor pulled it from its scheduled hearing when NJPA's position paper clarified that the constitutional right of speech includes its distribution. It also detailed that in neighboring states, courts found similar cases to be overly broad, i.e. a resident may well wish to stop delivery of unwanted flyers and circulars, despite being an active reader of their free community newspaper.

Transparency in government

As a cost-saving initiative and in the spirit of open-access and transparency in government, there are multiple bills mandating the use of the state's website for the posting of various public reports, budgets, and data.

NJPA agrees that such measures are a good thing and are long overdue, but we are monitoring these bills carefully. We must ensure that our lawmakers don't confuse using the web's efficiency and, for many, its accessibility, with the critical function of providing required notice to the public in a timely, secure, permanent verifiable, and archive-able printed format; one that is truly accessible to all citizens — even if it's just handed across a neighbor's fence or taped to their door.

Federal libel ruling could spell trouble for reporters

Truth has always been considered an important and absolute defense against a lawsuit for defamation in state and federal courts across the land.

Until mid February that is, when a federal appeals court in Boston tossed the truth defense into a tizzy with a novel — and scary — ruling in a non-media libel case.

The First U.S. Circuit Court of Appeals held that even when statements about misconduct are true they could form the basis for libel against a private individual if actual malice can be proven.

It based the finding on a 107-year-old Massachusetts law and court case defining actual malice as the use of truth for "malicious intention."

The appellate ruling overturned a federal district court's dismissal of the libel suit by a former sales director of Staples against the office supply company for circulating an email to 1,500 employees announcing he had been fired for padding his expense account and ignoring the firm's code of ethics.

The sales director, Alan S. Noonan, contended that even though an internal investigation determined he had violated the company's travel and expense policy, the e-mail went beyond the need to notify others in Staples and that it was meant to hurt his reputation by implying he had engaged in grave misconduct.

The appeals court said there's no question the statements in the e-mail were true but that Noonan was entitled to a trial on the question of whether Staples engaged in actual malice and deliberately wanted to cause him ill will.

The introduction of the actual malice standard into a private-party libel case took some legal experts by surprise.

Previously, it had been largely restricted to public-figure libel action, and had been defined by the U.S. Supreme Court in the

landmark 1964 New York Times vs. Sullivan case as knowing a statement about a person was false and publishing it anyway, or recklessly disregarding the truth.

The stark difference in the Staples case is that the statement about the reason for Noonan's firing wasn't false. It was true.

Furthermore, by definition, defamation cases are based on false statements against a person, not truthful statements.

That's why the truth has long been considered an absolute defense to an action for defamation.

Yet the appeals court said the Staples e-mail could be considered libelous if Noonan could prove Staples intended to cause grave harm to his reputation by truthfully telling so many other employees about why he was dismissed.

Staples contended that the intent of the e-mail was not to harm Noonan's reputation but rather to make a point to other employees about the need to comply with the company's travel and expense policy.

In the context of traditional libel law, the appeals court decision raises alarm bells. If the truth is no longer an absolute defense against defamation claims, the news media as well as others could face an increase in litigation.

More importantly, it could chill aggressive reporting of tough stories for fear that a private individual might end up suing the media even when the published facts are true.

After all, the media is in the business of uncovering the truth. And the truth can sometimes hurt. Certainly there are people in the news who are embarrassed by the truth and who would like to fight back if they had a legal way to do so.

For the sake of serving the truth, let's hope this appeals court decision doesn't end up quashing it.

— Editor & Publisher

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NJNN welcomes two new staffers

Joe Odas has rejoined the team of NJNN advertising professionals as Media Specialist to fill a vacancy resulting from the departure of Senior Media Specialist, Carolyn Winters.

Odas is a 2005 graduate of Rowan University, with a B.A. in communication. While in college, he worked full time as a hospital security officer and completed an internship in the creative department at a Princeton ad agency.

He first joined the NJNN staff as an ad assistant in 2006 and was promoted to Print Media Specialist last March, shortly be-



Odas

fore the association was forced to cut staff in September.

Odas will work closely with other state press associations on planning and placement for regional accounts. He also will work with existing ad agency customers and answer requests for new business proposals.

Adam Wilson, of Hamilton, has joined the NJNN staff as Ad Assistant. Wilson is a 2005 graduate of The College of New Jersey, with a B.S. in criminal justice. A freelance writer, most recently he worked as editor of Twofold Comics in Hamilton, where he also worked with the ad department to develop online and print campaigns.

Wilson will focus on streamlining NJNN databases related to material delivery and rate updates, while also assisting with insertion orders and facilitating planning needs for assigned accounts.

Press Forward

Bold Internet Strategies for Newspapers

Webinars presented by



Are you thinking like Google, Craigslist, Weblistic, ReachLocal and Facebook? If not, your newspaper could be left in electron dust as these competitors take more market share and increase their pressure on local newspaper sites.

New Jersey Press Association has partnered with Borrell Associates and other press associations to present a series of webinars designed to help participants learn about online revenue opportunities for newspapers.

Each is approximately one hour in length.

Newspapers can register for each webinar for just \$75. An unlimited number of employees may view the webinar using one phone connection and one computer connected to the Internet.

For more details

and to download the registration form, go to NJPA's website — www.njpa.org — and click on "PressForward"

THE CLASSIFIED SERIES

Perfect for top management, ad managers, online managers & classified account executives.

Wednesday, March 11 • 2 pm

Automotive Online: What's Next?

Automotive has been the No. 2 advertising category in the country. Will it remain so? The online segment ended the year 2008 at nearly \$4.7 billion, but will it go up in the coming years? Where are manufacturers focusing their ad spending? What types of online ads are car companies going to support? Right now, the most disruption is at the local level, especially in used-car marketing. New-car dealers spend 5.6% of their ad budgets to online media, but used-car dealers devote 19.6%. This webinar features in-depth analysis of local trends for new-car, used-car and private-party ad spending, and forecasts through 2013.

Wednesday, March 25 • 2 pm

Recruitment Online: What's Next?

Newspapers felt the recruitment ad squeeze as 2008 ended on a gloomy unemployment note. With forecasts for more massive job cuts in 2009, how bad will it be? And when will recruitment spending return? Online recruitment is predicted to increase from \$6.2 billion in 2009 to \$10.9 billion by 2013. Many newspaper websites can begin positioning for this explosion in the ad spend. Now is the time for papers to capitalize on this trend by differentiating their online offerings and converting recruiters from the large job boards. In this webinar, learn what recruiters are looking for in the local market when it comes to online solutions.

Wednesday, April 8 • 2 pm

Real Estate Online: What's Next?

Amid the ongoing collapse in the housing market, the online ad spend per home listing has maintained growth. And it will continue to climb over the next few years. But it won't last forever. The paradox of real estate advertising is that in rough times, more homes are on the market. Can a local newspaper websites capture and keep the attention of homebuyers and sellers? In this webinar, we'll examine what agents, builders and private party advertisers are looking for when they spend their ad dollars online.



NJNN Update

Amy Lear

Director
New Jersey Newspaper Network

Changes

Like the seasons, the NJNN ad team is in transition mode as we continue to work hard for our newspaper members and advertising placement clients.

Joining — actually, in one case rejoining — the ad services team recently were two talented young men whose biographies appear in the article at the left of this page.

Please join us in welcoming back **Joe Odas** after his brief absence and in helping **Adam Wilson** to hit the ground running. We look forward to the energy and insights they will contribute, helping your NJNN staff to grow revenue and maintain superior customer service.

On the flip side of the coin, during February we had the following staff departures and changes:

At about the time you'll be reading this, Media Services Manager **Christina Baker** will be leaving NJNN to become Fitness Director at Princeton University Hospital's Center for Health and Wellness, where she has been working part time as a group fitness and Pilates instructor. An inspiring leader, Christina's diligent attention to detail and dedication to top-notch service have impressed her advertising clients and NJPA co-workers alike. We wish her much success in her challenging new endeavor.

In mid-February, Senior Print Media Specialist **Carolyn Winters** relocated to northeastern Pennsylvania, going back to the area where she grew up. We wish Carolyn the very best in her new/old direction.

Major Account Specialist **Jennine Remington** was hospitalized briefly and is now undergoing physical therapy. We wish her a successful recovery and look forward to her return later this month.

Looking ahead, don't miss this highlight. Coming in April — an important online advertising seminar for ad agencies will be hosted by NJNN on Friday, April 24. We will deliver fresh information to help agencies implement online campaigns and understand newspapers' online programs. Watch for details as we firm up our plans and agenda. You'll want to alert your agency contacts about this one. It will be time well spent with some of the state's top newspaper website experts.

Please update your NJNN contact information, as listed below:

Amy C. Lear

Director
609-406-0600, ext. 15
aclear@njpa.org

Brian Critchley

Marketing/Research Manager
609-406-0600, ext. 18
bcritchley@njpa.org

Jennine Remington

Major Account Specialist
609-406-0600, ext. 25
jremington@njpa.org

Joe Odas

Media Specialist
609-406-0600, ext. 31
jodas@njpa.org

Erin Rozansky

Advertising Assistant
609-406-0600, ext. 20
erozansky@njpa.org

Adam Wilson

Advertising Assistant
609-406-0600, ext. 21
awilson@njpa.org

Diane Trent

SCAN/2x2 Networks Manager
609-406-0600, ext. 24
dtrent@njpa.org

Jane Hartsough

Accounting Coordinator
609-406-0600, ext. 27
jhartsough@njpa.org

People & Papers

JR closes papers, files Chapter 11

The Journal Register Company, publisher of *The New Haven Register* in Connecticut and other newspapers, including NJPA member InterCounty Newspaper Group, has filed for Chapter 11 bankruptcy protection.

"We intend to emerge from the Chapter 11 process stronger, leaner and more financially viable," said James W. Hall, the company's chief executive. "Our business will continue its normal operations."

In its court filing, the publisher

proposed canceling its stock and becoming a concern controlled by its lenders.

After technically defaulting on its debt and being de-listed from the New York Stock Exchange last year, the Journal Register Co. put scores of small-town weekly newspapers up for sale. When it got no buyers, it began closing papers. Details are sketchy, but here is a partial list, from various industry sources:

In New Jersey, Journal Register has closed five weeklies in its InterCounty Newspaper Group: *The Haddon Herald*, *New Egypt Press*, *News Weekly* of Moorestown, *News Report* of Blackwood and *Plain Dealer* of Glass-

boro. Its remaining weeklies are *The Central Record* of Medford, *The Community News* of Pemberton, *Maple Shade Progress*, the *Pennington Post* and the *Record-Breeze* of Blackwood.

Late in February, the company said it is closing eight weeklies in upstate New York.

In Connecticut, it closed one weekly and is said to be closing five others. Two dailies, *The Herald* of New Britain and the *Bristol Press*, were sold to Mike Schroeder, a former *Newsday* executive, who also bought three weeklies.

Journal Register closed a number of Philadelphia-area weeklies and the *Hershey Chronicle*.

NJMG ends 401(k) matches

North Jersey Media Group, which owns *The Record* of Bergen County and the *Herald News* of West Paterson, is dropping its 401(k) matching benefit, according to a memo from Board Chairman Malcolm Borg.

The memo said the move will save \$1.3 million annually and is being done instead of cutting the work week or instituting furloughs. It will affect about 750 employees.

"This action will prevent some additional job losses at NJMG,"

read the memo, "and will do so without affecting RSP participants' paychecks."

"We do not want to touch your weekly compensation. We are trying to keep all of you as whole as we can, subject to more degradation in the over-all economy."

Borg wrote that the money saved "is roughly equivalent to 25 jobs — jobs we hope to preserve."

The company hopes to reinstate the program when the economy improves.

Five dailies to share content

Five newspapers in New York and New Jersey have made a content-sharing agreement that already has some of them trading sports and news stories.

The deal includes: *The Star-Ledger* of Newark; *The Record* of Bergen County; the *Times Union* of Albany; *The Buffalo News*; and the *Daily News* of New York, according to sources and a report by *Editor & Publisher*.

E&P quoted a press release: "Five major newspapers in the northeast today announced an agreement to share editorial content." It said the consortium will be in full sharing mode by May.

"As the Northeast Consortium,

our publications will assist each other in gathering news, sports and features materials, giving our readers access to more and expanded content from the top newspapers in each of the respective markets," said Marc Kramer, CEO of the *New York Daily News*, in the release.

The plan is to set up a central content repository with each paper having access electronically to stories and photos. Editors would submit their budgets each day and then provide content they wish to share to the central location. Under the deal, exclusive content such as columns, investigative projects and other special content can be withheld.

Star-Ledger reporters go to 'other side' after buyouts

At least 16 ex-reporters and newsroom staffers from *The Star-Ledger* most of whom left in recent buyouts, are now working for public officials or state agencies the paper covers.

In several cases, writers who covered a specific beat are now working for individuals or agencies they once covered.

Jeff Whelan, a former reporter, is now a research staffer with Gov. Jon Corzine's re-election campaign.

Deborah Howlett, a former statehouse reporter, is Corzine's communications director.

Matt Reilly, a former deputy statehouse bureau chief, is communications director for the state Senate Democrats.

Kathy Barrett Carter, a former statehouse reporter and editorial writer, is a communications staffer in the governor's office.

Joe Donohue, a former reporter, is working in the state treasurer's office.

David Wald, a former political columnist, is a communications director for the state Attorney General.

Donna Leusner, a former reporter, is a spokesperson for the State Health Department.

Tom Feeney, a former reporter, became a spokesman at the N.J. Turnpike Authority.

Paul Wyckoff, a former reporter and editorial writer, is now a N.J. Transit spokesman.

Ron Marsico, a former reporter, is a spokesman for the Port Authority of New York and New Jersey.

Wayne Woolley, a former military affairs reporter, is a spokesman for the state Department of Military and Veterans Affairs.

Diane Walsh, a former reporter, is press secretary for state Republican Assemblyman Jon Bramnick.

Jim O'Neill, a former reporter, is a spokesman for the Middlesex County Prosecutor's Office.

John Holl, a former reporter, is a spokesman for the Union County Prosecutor's Office.

Bill Swayze, a former reporter, is a media agent for the Morris County Prosecutor's Office.

Gabriel Gluck, a former reporter, is Union County director of public policy and community outreach.

Public benefit

Several of those who switched jobs said they understand why some would look at their change in position as unusual, but said they bring the same accuracy and honesty to their new jobs, many as public information officers, that they did to reporting.

Jim O'Neill, who spent 31 years at the *Star-Ledger*, said he can bring a sense of news to his new post with the county prosecutor, which he contends is a plus for residents.

"The Ledger's loss is a gain for the people in the public sector who are able to hire talented reporters," he said. "The public is well-served because I want to make the office look good, and to do that I want to be cooperative and as helpful as I can."

— from *Editor & Publisher*

Your Legal Hotline

NJPA's "Legal Hotline" is a FREE service to member newspapers

If you have an industry-related legal question, contact:

Tom Cafferty or Nomi Lowy at Scarinci & Hollenbeck

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fax: (201) 896-8660
email: tccafferty@njlegalink.com
nlowy@njlegalink.com

This service does not include pre-publication review of articles. Services after the first call may be billed.

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Monday, March 30

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\$50 per site

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Limited to 25 participants.

The person registered will receive webinar log-in information and will be listed as your participant during the session.

To register and for more information, please visit NJPA's website – www.njpa.org – and click on "Events."

Rapidly evolving technology has changed the way newspapers deliver the news to their readers. Innovation and technology development, while creating many opportunities, also have created major threats to a newspaper's intellectual property rights.

In this webinar, you will learn how to protect your website's intellectual property assets in an environment where ideas are easy to copy, including protection of your website content and unique design aspects. You will be introduced to the potential legal liabilities of operating in cyberspace, including a discussion of your newspaper's responsibilities with regard to posted content, advertising and community boards. Privacy issues also will be discussed in a segment about end-user agreements.

Lastly, we will discuss best practices in the protection of intellectual property assets, including developing a plan that enables your paper to continue delivering the news, even in the face of an operational disaster.

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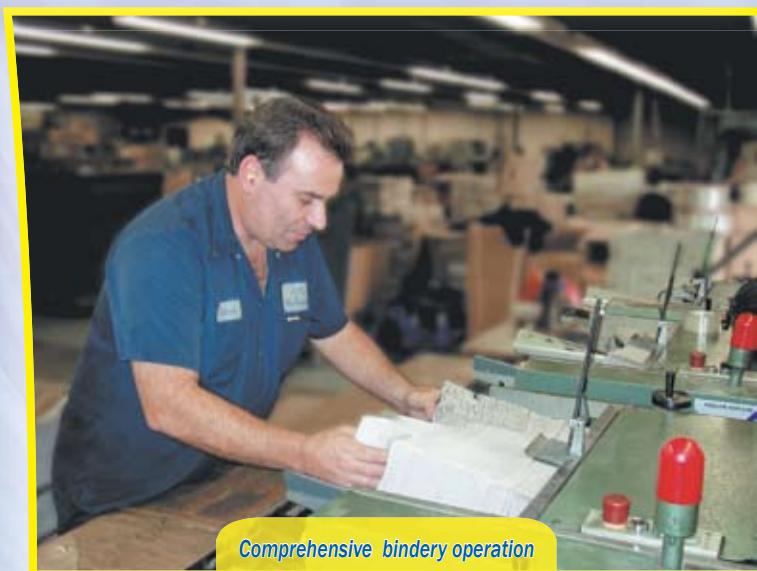
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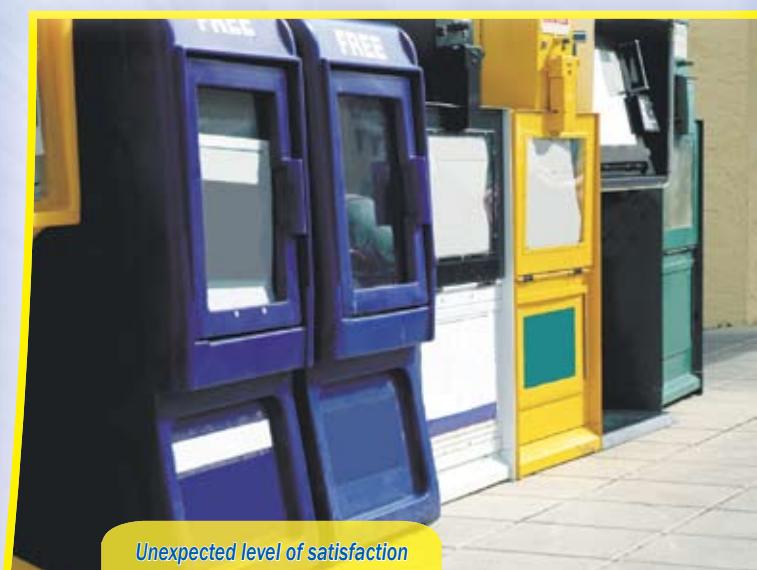
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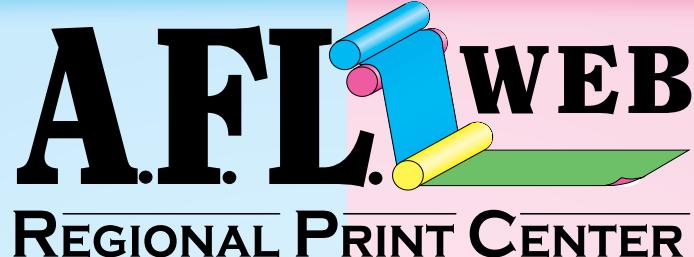
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P R E S S R E L E A S E

A.F.L. Web Printing installs a new SLS 2000 inserter and two Barstrom Labelers



A.F.L. Web Printing has once again introduced new state-of-the-art revenue growth opportunities for publishers. The award-winning publications printer has increased the inserting capacity of its new Secaucus Regional Print Center (RPC) by a factor of 250 percent with the installation of a Muller Martini SLS 2000 inserting system. The new machine is capable of inserting 20 pieces into the host product on a single pass at a rate of 36,000 copies per hour. Previously the single-pass limit on the RPC's other inserting equipment was eight inserts.

The addition of the SLS inserting machine to the equipment roster comes in response to A.F.L.'s growing number of daily newspaper customers that recognize the Secaucus facility as the ideal outsourcing location, said Mark Henderson, Executive Vice President of A.F.L. Web Printing. The new inserting system will increase A.F.L.'s service offerings to weekly and monthly newspapers as well.

The new SLS inserter is equipped with a highly advanced computer control system that offers customers important advantages over and above faster throughput—more complex zoning and higher levels of quality assurance. At the start of a job, operators can specify the insert quantities and zone configuration for the entire run. This eliminates the need for stops between zone changes. The programmable controls also

reduce shortages and misdirected inserts. Other features of the inserter monitor and correct for duplicates and misses.

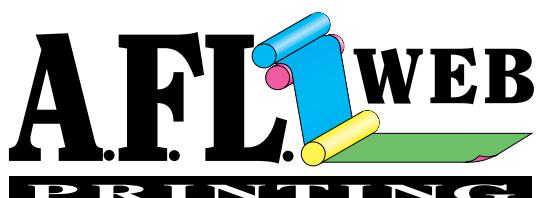
The installation of the new SLS machine is part of an overall plan to expand the post-press capabilities of the Secaucus Regional Print Center. Another example of this effort is the installation of two Barstrom Labelers. These machines are designed primarily to affix "sticky notes" to the front page of newspapers. The machines offer great flexibility in terms of the size and thickness of the "notes" applied, thus providing publishers with a variety of programs to offer their advertisers. The Barstrom Labelers match the speeds of the inserting and inkjet equipment with which they are paired. Thus publishers can provide advertisers with a "Sticky Note" program without affecting their production or distribution schedules.

For more information on A.F.L. Web Printing and its expanded post-press services, contact:

Jonathan (Sandy) Theophilakos, Sales Manager
stheo@aflwebprinting.com

Eric Knowles, Sales Manager
eknowles@aflwebprinting.com

Darrin Forchic, Client Relations Manager
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NJPF Program Report

Tom Engleman

Program Director
New Jersey Press Foundation

The college press

As you may have read elsewhere, the student newspaper at Rutgers University is in a battle to preserve a large slice of its annual revenue ... its share of the student activity fee.

A similar dilemma faced the Montclair State University student paper last year and it was resolved happily with the help of the college president.

In both cases, critics proposed eliminating or reducing the portion of student fees that supported the newspaper.

As student groups and administrations seek ways to trim the cost of college, student newspapers are popular targets. *The Targum* and *The Montclarion* won't be the last New Jersey campus papers to face proposed cuts, I'll bet.

The critics' beef is that all students must pay, as part of their activity fee, even if they never pick up the paper. The same thing could be said about fees to support the arts, sports or other student activities. But those activities and organizations aren't out front, occasionally ruffling the feathers of student government leaders and college officials.

In addition to fighting the funding battles, student newspapers may need to invent other ways to pay for their papers, beyond student fees and advertising.

Campus Paper Websites

One source of revenue is the website, which is now an integral part of the printed college newspaper on more than 20 New Jersey campuses. You can find a directory of these online campus papers at www.njcollegepress.org.

Many of the state's online college papers are available through the College Media Network, which provides some advertising revenue to them. Other papers operate their own websites.

Some of the papers are interactive online editions, while other websites simply offer PDF versions of the printed paper. A few offer a combination of retrievable news stories and pho-

tos with PDFs of current and past issues.

Regardless of how the websites look or whether their content is static or interactive, students are very comfortable retrieving or being "pushed" campus news via their laptops, cell phones, Blackberries and iPhones.

The task ahead for campus papers is finding ways to charge for that online news.

I wonder how practical it would be for the student newspaper to partner with a few entrepreneurial student software developers on ways to charge a minuscule fee for every PDF, news story or photo a student retrieves from the online campus paper.

Perhaps such a venture would create an "app" for the iPhone. Or maybe it would be a seamless portal to the online paper that identifies an e-mail account and then charges the viewer a modest fee. How much revenue would result from a penny a page or PDF download? What would it be at half a cent, or even a 10th of a cent per page?

Keep in mind that colleges issue e-mail addresses to all incoming students. Perhaps that's a way to track usage of the online paper.

Conference Plans

Funding for the college paper may be one of the topics to be discussed on April 18 at the annual N.J. College Newspaper Conference and Awards Luncheon. The theme this year is "College Newspaper Websites as a Destination for Students and the Campus Community."

NJPF is assembling the conference program now, which will include two morning sessions and a luncheon speaker.

Frank LaMonte, executive director of the Student Press Law Center, will be the keynote speaker at the luncheon. The morning programs will be a panel discussion with professional and student editors, followed by roundtables.

Here's a list of potential topics:

- Content of the home page.
- Cost and funding for the on-

line edition.

- How to start an online newspaper from scratch.
- What comes first, print or online?
- Including video and audio in the web paper.
- Handling photos and illustrations.

The 2008-2009 College Newspaper Contest awards will be presented at the luncheon. The contest is sponsored by NJPF.

Details about the conference will be posted later this month on the New Jersey college newspaper website: www.njcollegepress.org.

Contest Judges

I'm delighted to report that 20 professional journalists have volunteered to evaluate contest entries. That's up from 12 judges in 2007 and 2006.

Thanks to the state's college newspaper advisers for nominating their adjunct instructor/journalists as judges. These are professionals who will critique the work of about 250 student reporters, photographers and artists.

This adds up to a statewide journalism-education project ... an effort to raise the level of journalistic skills among students who may some day become editors and executives at our professional newspapers.

The Mock Election and Me

Continues from Page 1

Being a part of the Mock Election had a big impact on me. It displayed the immense power that kids have in the modern world, even though we can't vote.

I was astounded by how my classmates and friends, usually indifferent to the political world, rose to the occasion, debating in the halls about foreign policy and the economy, and arguing over lunch about Iraq and North Korea.

The Mock Election left me with a special kind of hope, which made me feel like I could do anything and be anyone I wanted. It has shown me that among the many people who tote the motif of "change," there are some who really mean what they say.

You know, they say that, "In America, any kid can grow up to become President."

Well, that was always and still is, one of my dreams. But there was always one big roadblock. Though I'm proud to have been an American from birth, I am the son of two parents who emigrated from India.

This used to make me feel that I could never become that proverbial kid.

President Obama's candidacy and election changed that belief. That is what participating in this year's Mock Election really meant to me: An end to all of the unfair glass ceilings in life.

And remember, Vote for Sohum Pawar as President in 2035!

Last fall's national Mock Election for students and parents was administered in New Jersey by NJPA. New Jersey newspapers have permission to reprint this essay. For a copy of the photo, email Catherine Langley at clangley@njpa.org.

Targum, student government to settle controversy on fee

Rutgers University President Richard McCormick has asked its student-run newspaper, *The Daily Targum*, to work with the Student Assembly on a bill to settle a controversial Rutgers Senate proposal that would let students opt out of paying \$9.75 a semester to receive the campus daily.

Dan Bracaglia, editor-in-chief of *Targum*, told *InPrint* he is working with Student Assembly President Chris Keating on a bill to present to the Assembly this spring.

Bracaglia said his fear with the Senate proposal is that students or parents, especially those new to Rutgers, would simply check a box on their semester bill to save \$9.75, regardless of whether they read the *Targum*. There is no system to stop students from picking up a paper, whether they pay or not.

Opt-out system

The newspaper wants a system whereby students can click a link on their term bill that would take them to the *Targum's* website, as opposed to easily checking a box to easily opt out of payment.

He has proposed that the *Targum* website offer students the option of requesting a refund or making a donation. By directing students to the website, he said, "they can at least see what the newspaper is and the coverage we provide."

The Student Assembly is comprised of representatives from all the New Brunswick and Piscataway campuses where the *Targum* is distributed. The University Senate is comprised of students, administrators and professors from all Rutgers campuses, including Newark and Camden.

In addition to the 17,000-circulation newspaper, the staff also produces the Online Daily *Targum* (www.dailytargum.com).

What's ahead for NJPF

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

April 2 – Quarterly meeting of the NIE & Youth Readership Committee, 10:30 am.

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

April 30 – Deadline for the Isaac Roth Newspaper Carrier Scholarship Program. Details at www.njpressfoundation.org/roth.html.

J-Student Center: For websites that offer information about journalism schools, careers and scholarships:

www.njpressfoundation.org

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mpadilla@icnj.org

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New Jersey Education Association

180 West State Street
P.O. Box 1211
Trenton, NJ 08607-1211

Tel.: (609) 599-4561
Fax: (609) 392-6321

Media Relations:

Steve Wollmer Kathy Coulibaly Steve Baker Dawn Hiltner



John K. Tiene

Vice President, Strategic Business
Initiatives & Corporate Relations

tel: 908.696.5715
cell: 609.923.5280
fax: 888.652.8684
john.tiene@njsi.com

KERRY McKEAN KELLY
Vice President, Communications
and Member Services



NEW JERSEY HOSPITAL ASSOCIATION

kmckean@njha.com
(609) 275-4069 ■ Fax: (609) 275-4273
760 Alexander Road ■ CN-1 ■ Princeton, NJ 08543-0001
www.njha.com

NJPA Associate Members

A.F.L. Web Printing

2 Executive Drive
Voorhees, NJ 08043
(856) 566-1270
Fax (856) 566-0110
www.aflwebprinting.com
Mark Henderson
mhenderson@aflwebprinting.com
Sandy Theo
stheo@aflwebprinting.com
Darrin Forchic
darrin@aflwebprinting.com

AAA Mid Atlantic

700 Horizon Drive
Hamilton, NJ 08911
(609) 570-4130
(609) 587-7345
www.aaa.com
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dweinstein@aaamidatlantic.com

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41 Apple Orchard Lane
Trumbull, CT 06611
(203) 966-5183
Fax (203) 966-6872
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Andrew Mickool
mickoolaw@bowater.com

Advocate Publishing Corp.

171 Clifton Avenue, PO Box 9500
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Marge Pearson-McCue
pearsoma@rcan.org

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PO Box 7030 WOB
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amandlanews@yahoo.com

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Red Bank, NJ 07701
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The Associated Press

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Fax (609) 392-3531
www.ap.org/nj
Andrew Fraser
afraser@ap.org

Bartash Printing, Inc.

5400 Grays Avenue
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Fax (215) 724-3313
www.bartash.com
Michael Karff, Account Executive
mkarff@bartash.com
Eric Roberts, Director of Sales
eroberts@bartash.com

The Beacon

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(973) 279-8845
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www.patersondiocese.org
Richard Sokerka
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Brown & Connery LLP

360 Haddon Avenue
PO Box 539
Westmont, NJ 08108
(856) 854-8900
Fax (856) 858-4967
www.brownconnery.com
Stephen DeFeo
sdefeo@brownconnery.com

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PO Box 2800
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Daniel Garcia, Publisher
Virginia Iturralde, Editor
lavoznj@aol.com

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AFL Web adds new equipment, capabilities

AFL Web Printing, an NJPA Associate Member, has installed two new Muller Martini inserting systems. The increased capabilities of these high-speed inserters will let

AFL increase its work for newspapers and other commercial print clients.

"These machines enable us to serve the traditional seven-day dailies and still run the equipment on our general commercial work as well," said Dennis G. Forchic, president & CEO of AFL.

In addition to handling the demands of daily newspaper production, the new inserting technologies will produce 500-plus commercial press transactions per week. Forchic said the new machines are more than up to the task, and that AFL has had great success with several Muller machines it already owns.

AFL is a full-service commercial printer with 350 employees at two regional print centers in Voorhees and Secaucus. It serves more than 300 newspaper publishers.

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To request your copy, email clangley@njpa.org. Include "NJPA Notes" in the subject line.

PCF delivers NJ papers

Publishers Circulation Fulfillment (PCF), an NJPA Associate Member, is going to handle home delivery of the *Courier News* and the *Home News Tribune*. Gannett, which owns the papers, handed over home delivery to PCF in February.

People & Papers

Express-Times, competitor make distribution deal

Longtime competitors *The Express-Times* of Easton, Pa., (an NJPA Affiliated Daily Member) and *The Morning Call* of Allentown, Pa., have agreed to distribute the other's product in some areas.

The Morning Call's Bethlehem distribution center will distribute *The Express-Times'* daily and Sunday editions to parts of Bethlehem market. *The Express-Times* will distribute *The Morning*

Call in parts of its market, said *Express-Times* Publisher Martin K. Till.

"It just means that we're not duplicating efforts," Till said. "All it is is delivering. That just makes economic sense for us." He told employees that the deal "reflects the new way we need to look at our old business model."

Other circulation areas are being considered, he said. The agreement took effect Feb. 16.

3 Calkins Philly-area papers scrap Saturday print editions

Three Calkins Media newspapers in suburban Philadelphia have stopped publishing Saturday print editions.

The Burlington County Times, the *Bucks County Courier Times*, and *The Intelligencer* of Doylestown will continue to publish their Saturday editions online.

Publisher Michael Scobey said the move will help control costs and provide expanded local and

national news and sports coverage.

He said it is a return to the traditional publishing schedule. Saturday print editions were added five years ago.

He said the market no longer supports the extra day of print publication. The online Saturday edition will contain everything the print version had.

Miskoff elected president of Open Government foundation

The New Jersey Foundation for Open Government has a new president — Ron Miskoff, an instructor at Rutgers University, associate director of the Journalism Resources Institute and a veteran newsman. He replaces Beth Mason, president of NJ FOG since 2004. She will continue to serve as a member of the board.

Miskoff has been on NJ FOG's board since it began in 2001. He was there when Gov. DeFrancesco signed the Open Public Records Act into law. He has been involved in ethics and freedom-of-information issues for many years. He was president of the Society of Professional Journalists for five years. He was a reporter at the *Home News Tribune* and has been teaching at Rutgers for more than 20 years.

NJ FOG is "a crucial piece in the open-government puzzle in New Jersey," he said. "With its ability to develop coalitions and to encourage state government to improve citizen access to records and meetings, NJ FOG will continue to play a major role in the future."

Miskoff's first goal is to increase membership in NJ FOG and to encourage those who need help in accessing meetings and records. "The key to keeping NJ FOG in the forefront of the open-government effort is to make sure it has the resources to do its job," he said.

NJ FOG is the only organization in New Jersey with the sole mission of protecting and expanding public access to government records and meetings. To learn more visit: www.njfon.org.

Please send us YOUR news! Email your news about employees promotions, innovative products and other big changes to: clangley@njpa.org.

'Classifieds Online' webinar offers advice

Continues from Page 1
been declining. Now it is 35% or less.

"Competitors are targeting advertisers they could never get before," he said. These competitors include TV, radio, magazines, and "pure play" online sites like Realtor.com, AutoTrader.com and Monster.com. This increased competition is driving local online ad share lower.

Shift strategy

Responding to a question from one webinar participant, Cassino recommended that newspapers shift their strategies. They should start selling classifieds online first and use print as an add-on. Newspaper competitors, by offering online classified advertisers creative and useful add-on options, are using the "triumph of the upsell" to grow their market share, he said.

Webinar host Peter Conti, senior vice president of Borrell, said that local community newspapers are a good medium for classified advertising, because they are "highly targeted, but so is local online advertising."

"The verticals are moving online because it is cost effective," he said.

And, Conti said, online offers another benefit — tracking and demographic information. He recommended that newspapers make sure they "get the tracking and demographic info that advertisers have always been looking for."

Online, display advertising is decreasing, said the Borrell experts. Increasing are video, search and email marketing.

Conti said the "big opportunity is in video advertising, which will triple by 2013." Over the same time period, online display will drop from \$6.5 billion to \$2.7 billion, Borrell predicts.

Revolutionary trends

In the second half of the webinar, Chris Jennewein, senior vice president and publisher of Greenspun Interactive, talked about what he sees as the "5 revolutionary trends in classifieds."

- Basic listings are a commodity. Online there are multiple vendors and aggregation sites publish classified ads. In contrast, newspaper classifieds have less distribution and are high-cost.
- Price is trending free. Jennewein said, "Craigslist set the bar. Now the basic listing has little or no value."

Differentiation matters. "How do we add value to our classifieds?" he asked. His answer: "The more targeted the audience, the higher the value." Jennewein suggested that newspapers create areas of expertise and focus for their classified, i.e., specific careers that are unique or important in their communities, like nursing or the casino industry.

• Usability is crucial. "If everyone has the same content, then usability is critical. Craigslist is hard to use," Jennewein said. "We can do a better job." But to do that, he said newspapers need to "invest in programmers" and "listen to your audience."

• Audience is in control. "It's a buyers' market in real estate and automotive. And demographic change will do the same for jobs," according to Jennewein. "Simple listings won't work. Advertisers will value sites that build engaged audiences."

Recommendations

What to do? He offered these recommendations to the webinar participants:

- Focus on audience.
- Build quality and quantity of listings.
- Make most listings free.
- Create compelling content.
- Upsell listings. Upsells can include add-ons like banner ads, photos or videos. Or they can be as simple as additional characters over limit in the basic free listing, i.e. over 255 characters. Upsell links to the advertiser's website or email. Also, offer a check box for the ad to appear in print.
- Develop opportunities for advertisers to stand out from their competition.

Other ideas were illustrated by sites he recommended that webinar participants view. Among them are:

Ilist.com — Sellers complete ad forms online, from which software creates metatags based on the information entered. This makes the site search friendly.

Backpage.com — A group of alternative weeklies banded together to create a joint online classified that offers free ads and covers most major U.S. cities.

Jihoy.com — In addition to free ads, offers online networking including barter, chats, friends and groups.

Recorder's Kathy McDonough

said, "I will be researching the websites they gave us!"

Finally, Jennewein recommended each newspaper:

- Form a classifieds committee
- Develop free ads
- Offer social networking, upsells and self-serve
- Build unique
- Leverage local
- Use video, and
- Run fast!

"Run fast" with a double meaning: Newspaper classified websites need to be speedy and their staffs need to keep ahead of the competition by offering more, better.

Next webinars

The next webinars in this series will be Automotive Online on March 11, Recruitment Online on March 25, and Real Estate Online on April 8. The webinars run from 2 to 3 pm. The only equipment needed to participate is an Internet-connected computer and a telephone.

These webinars are ideal for groups too. There is no limit to the number of people who can view the webinar at one location. Just hook up a computer to the Internet, a speaker phone and a video projector.

The cost is \$75 per site — one Internet connection, one phone connection for an unlimited number of people.

For more information about the "Press Forward", the NJPA-Borrell Associates series of classified seminars, see the ad on Page 5. Or go to NJPA's website — www.njpa.org — and click on "Press Forward."

NJPA and Borrell will offer three additional webinar series this year, on new revenue, new products and services, and online sales.

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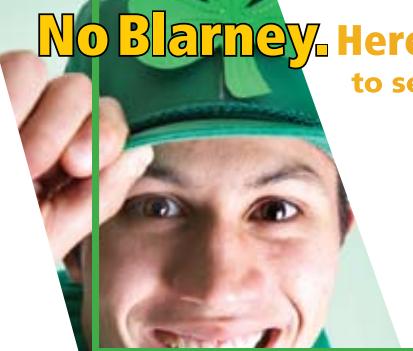
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