

**Webinar:**  
**AD SALES 201**  
May 6  
2–3 pm  
Register by May 3

**LEGISLATIVE  
CORRESPONDENTS  
CLUB SHOW**  
May 12  
6 pm – Cocktail Reception  
7:30 pm – Show  
The Palace at Somerset Park

**Webinar:**  
**PRODUCING VIDEO  
FOR THE WEB AND  
MONETIZING IT**  
May 14  
2–3 pm  
Register by May 10

**Webinar:**  
**USING TWITTER  
TO RULE IN  
BREAKING NEWS**  
May 20  
2–3 pm  
Register by May 17

**Webinar:**  
**LIVING, LEARNING  
AND LEADING IN  
TURBULENT TIMES**  
June 4 • 2–3 pm  
Register by June 1

**Webinar:**  
**AD SALES 301**  
July 9  
2–3 pm  
Register by July 5

Your June/July issue of *InPrint* will arrive in early July. The advertising and editorial deadline is Tuesday, June 22

For more information about these events: [www.njpa.org](http://www.njpa.org)



**WINNING SCHOLAR:** Adam Offitzer, center, received the Bernard Kilgore Memorial Scholarship at Press Night. Joining him to celebrate are, from left, Hope Brand, one of Adam's school newspaper advisors; his parents Barry and Lori Offitzer; his grandmother Muriel Eagle; and Cathy Hoffman, another school paper advisor. See more scholarship and internship news on Page 4.

## Kilgore scholarship awarded

Adam Offitzer of Scotch Plains, a senior at Scotch Plains-Fanwood High School, has won the 2010 Bernard Kilgore Memorial Scholarship from New Jersey Press Foundation. He also has been named the New Jersey High School Journalist of the Year for 2010.

He was awarded the \$5,000 Kilgore scholarship for his freshman year at the University of Maryland's Philip Merrill School of Journalism.

The Garden State Scholastic Press Association, which co-

sponsors the award with NJPF, entered Offitzer in the Journalism Education Association's competition for the 2010 National High School Journalist of the Year. He was honored by NJPF at Press Night, NJPA's editorial awards banquet, on April 8 in Trenton.

The family of Bernard Kilgore, former chairman of the board of Dow Jones and Company, Inc., and *The Princeton Packet*, created this memorial scholarship fund with NJPF in 2000 when Kilgore was named Business Journalist of the 20th Century.

## Legislative Correspondents Show supports internships

The Legislative Correspondents Club Show is a great opportunity to hobnob with New Jersey politicians from all levels of government, leaders of major corporations and heads of non-profits and universities.

The show, which pokes fun at state politicians and recent events, is great fun. But it's more than that.

This event benefits aspiring young journalists through New Jersey Press Foundation's scholarship/internship program.

Join us on May 12 at The Palace at Somerset Park. The cocktails start at 6 p.m. Dessert and the show follow at 7:30 p.m.

For reservations, contact Peggy Stephan at (609) 406-0600, ext. 14, or [pastephan@njpa.org](mailto:pastephan@njpa.org).

## Philly papers will push digital content delivery

The presumed new owners of *The Philadelphia Inquirer*, *the Philadelphia Daily News* and Philly.com don't have a name yet for their company, but they have a management team.

The group of creditors who last week won the bankruptcy auction for the company have hired Internet and mobile-phone journalism pioneer Greg Osberg as their publisher and CEO. In choosing Osberg, 52, former president and publisher of *Newsweek*, the new owners picked someone with Philadelphia roots who grew up in Paoli and graduated from Conestoga High School.

His hiring is a signal that they aim to steer the company toward a heavy emphasis on digital content to be delivered on devices like cell phones or Apple's new iPad. Osberg, who most recently

ran a start-up firm that delivered news and other content to mobile phones, said that one of his three main goals for the Philadelphia newsrooms is "to encourage and reward innovation ... with an emphasis on digital innovation."

The announcement of Osberg's hiring came little more than 24 hours after the papers' former lenders successfully bid about \$135 million for control of the operation in a dramatic bankruptcy auction. They out-bid the ownership group led by Brian Tierney, which had been operating the properties.

Osberg said he planned to meet with Tierney and current management as soon as possible and then introduce himself to staffers. He is working closely with Robert J. Hall, the former

— *Continues on Page 14*



**Osberg**

## John O'Brien to retire

At the NJPA Board of Directors meeting on April 23, President Ray Worrall read a letter from John O'Brien, announcing his plan to retire as NJPA's executive director.

Worrall appointed a committee to handle the transition. The committee members are himself, as current NJPA president, and the four past presidents who are serving on the board — Keith Dawn of *The Press of Atlantic City*, Stan Ellis of the *Burlington County Times*, Bruce Tomlinson of the *New Jersey Herald*, and Rich Vezza of *The Star-Ledger* and NJN Publishing. Worrall is with Worrall Community Newspapers.

Here is O'Brien's letter:

Dear Ray,

All good things must come to an end!

I am planning to retire as executive director of NJPA on September 30, 2010.

Several years ago we had the

opportunity to re-hire George White, our former ad director who was then executive director of the Maryland-DC-Delaware Press Association. The board and I felt strongly that someday George would be a natural to follow me as executive director, having an intimate working knowledge of NJPA operations and association management experience at MDDC. George was hired as foundation director/public affairs manager with the idea that when I was ready to relinquish the executive director's chair, he could easily step in and fill the void seamlessly.

My plan was, and still is, upon retirement from NJPA, to take over the reins of the New Jersey Press Foundation, in a part time capacity, for a few years while acting as a resource for George and the board during the transition. Several board members commented at that time it would

— *Continues on Page 14*

# INPRINT

a publication of

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*As I see it...*

## Need a speaker? NJPA can help.

As you have already read elsewhere in this edition of *InPrint*, September 30 will be my last day as executive director of NJPA as I retire after an almost 20-year run. I'll write a little bit more about me and my future in upcoming issues, but this month I want to speak, one more time, about one of the many services NJPA provides its members. It is one that most of you don't know exists and which causes some of you to raise your eyebrows when it is mentioned. The service is our NJPA Speaker's Bureau.

If you have ever been in the position of having to secure a speaker for a staff meeting or outside organization, you know how frustrating it can be.

Peg Stephan, our member services manager here at NJPA, keeps a current list of speakers who specialize in a variety of topics involving all aspects of newspapering. Most of these presenters come with recommendations from other state press associations where they have done a commendable job, so it takes some of the guesswork out of finding competent talent. Our database is sorted by subject to make the



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

search easier. Some of the categories we segregate are editorial, advertising, photography, design/layout, circulation, general management training and a broad range of online topics.

### NJPA staff speakers

Members of the NJPA staff will also be happy to address your staff or outside groups on a variety of topics.

Amy Lear, director of our New Jersey Newspaper Network, can tackle a host of advertising related sub-

jects. George White, director of the New Jersey Press Foundation, can address various media topics including avenues students can follow for internships, scholarships and career paths to newspaper employment. Tom Cafferty, NJPA's general counsel, is the top First Amendment lawyer in the state. He and members of his firm can address numerous law/newspaper-related topics.

George White, Catherine Langley, NJPA's communications manager, and I are available to visit service clubs and associations and talk about access to the press. One of our talks is entitled, "How To Get Your Name In The Paper Without Committing A Crime." It's a primer for those who need guidance in dealing with the press. I also present a self-analysis speech called, "Nine Things That Tick Me Off About The Media." It's a look at the shortcomings of America's media from someone on the inside.

If your staff or an organization you belong to is interested in a speaker, don't hesitate to contact us. We are here to assist you in a variety of ways!

## Save time, money: Save the dates for these webinars

"We keep adding to our line-up of webinars," said John O'Brien, executive director of NJPA, in announcing the upcoming sessions. "These new sessions will help our member newspapers train their staffs and stay ahead of the competition."

"All of these webinars are real bargains, both for our members and for our association. They're helpful and they're cost-effective. They increase staff expertise without all the cost, logistics and travel time that was built into our old seminars."

Registration is just \$35. All that's needed at the member's site is one Internet connection and one telephone. Have as many people participate as you wish — at no extra cost!

For details and registration information, email [pastephan@njpa.org](mailto:pastephan@njpa.org) or go to [www.njpa.org](http://www.njpa.org) and click on Events.

Here is the latest schedule of spring and summer webinars:

**Producing Video for the Web and Monetizing It** – with Thomas Richie, news editor of the *Sioux City Journal*, on Friday, May 14, 2-3 p.m.

Richie says that producing good video storytelling isn't easy, and that making money is at least as difficult. But he will help newspapers get started by focusing on video story forms and what's most popular right now.

He'll also give participants ideas for generating advertising.

Register by Monday, May 10 to avoid the \$10 late fee.

**Using Twitter to Rule in Breaking News** – with Steve Buttry of Allbritton Communications, on Thursday, May 20, 2-3 p.m.

Steve Buttry is the director of community engagement for Allbritton's new online operation, covering community news in the Washington metro area. He says, "Twitter is an essential tool for covering breaking news. Journalist need to learn to use it."

This webinar will show participants how Twitter helps connect immediately with eyewitnesses and other key news sources on breaking news stories. Editors and reporters will come away with helpful tips for using Twitter on routine daily news stories too.

Register by Monday, May 17 to avoid the \$10 late fee.

**Living, Learning and Leading in Turbulent Times** – with Todd MacDonald of ATW Training & Consulting, on Friday, June 4, 2-3 p.m.

MacDonald says, "In rapidly changing times, it is critical for individuals and organizations to live in the moment. Unfortunately, the current moment is packed with turbulence, ambiguity and lack of security.

The question becomes, how do we live, learn and lead in these turbulent times."

Participants will learn how to figure out what is causing turbulence in their roles, and to identify the issues that can be managed while setting aside the uncontrollable one.

Register by Tuesday, June to avoid the \$10 late fee.

**Ad Sales 301** – session three, with Steve Fisher, Woodward Communications, on Friday, July 9, 2-3 p.m.

A continuation of Fisher's popular sales training sessions. NJPA will have more details in June about the topics he will cover.

Register by Monday, July 5 to avoid the \$10 late fee.

Details about the fall schedule of webinars will be forthcoming this summer.

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## Star-Ledger music critic named editor

By Jay Lustig

I've heard it countless times: "You have my dream job."

I smile and nod, and try not to gloat. What I always think, but never have said—until now—is, "Yes, it's my dream job, too."

I can go to pretty much any concert I want and interview virtually any musician. My daily mail is, mostly, a steady stream of promotional CDs. I rarely have to wonder if I want to buy a certain CD; it just appears on my desk.

Not only that, but I've also written about music—for more than two decades at *The Star-Ledger*, and for close to 25 years overall—in one of the best places in the world to do that. New Jersey's music heroes—Frank Sinatra, Bruce Springsteen, Frankie Valli, the Fugees, Whitney Houston, the Smithereens, My Chemical Romance, the Gaslight Anthem and so many others—are second to none. There's always something cool going on.

From now on, though, I will no longer be a full-time music writer. I am becoming an editor, in charge of the paper's weekend entertainment section "Ticket" and its music coverage in general. I also will write a weekly music column, on Tuesdays, and occasional other articles.

### Changing times

The job has changed a lot since the '80s. I remember scouring record stores, looking for certain albums or going to a public library to get some basic background information in preparation for an interview. Now the Internet makes almost everything available, instantaneously, and I've learned how to blog and tweet.

When I started writing about music, it was all vinyl and cassettes. Now it's CDs and MP3s. But the essence of the job is the same, and I still feel I can do it. So why am I becoming an editor?

Well, everyone has to grow up sometimes. I'll turn 49 this summer, and I'm not sure that, in the years to come, I'll be able to do the job the way it should be done.

A 40-year-old rock critic? Sure. 50? I don't know. 60? That doesn't feel right to me, though

— Continues on Page 14



**RELAXING AFTER WORK:** Jim Flachsenhaar of the *Daily Record*, NJPA President Ray Worrall of Worrall Community Newspapers, Ron Morano of FirstEnergy/JCP&L and Joe Cavone of the *Daily Record* enjoy catching up with each other over cocktails at NJPA's Press Night awards banquet on April 8 at the Trenton Marriott.

## Gannett names two managers for its Central Jersey papers

**Paul C. Grzella** has been named general manager of the *Courier News*, *Home News Tribune* and *MyCentralJersey.com*.

**Loren Fisher** has been named managing editor/digital editor.

Grzella, previously managing editor for the newspapers

and website, replaces former Publisher William "Skip" Hidlay, who in March became publisher of the *Wichita Eagle* in Kansas.

Grzella, a Somerset County native, has been with the *Courier News* since 1983, and has been managing editor of the papers for more than two years.

"Paul brings a great deal of personal experience and knowledge to his new role," said Thomas M. Donovan, president and publisher of the *Asbury Park Press*, who is also vice president/East Group for Gannett. "He knows the markets and understands what our readers want, and has shown that in his editorial leadership."

Grzella will continue as top editor for the newspapers and website, working with the editorial and digital teams to produce the daily newspapers and the 24/7 website.

He will represent the company in the community, participating in organizations and outreach events as his schedule permits.

He will be involved with the day-to-day management of the newspapers, which have offices at 92 E. Main St. in Somerville,

and 35 Kennedy Blvd. in East Brunswick.

"I am confident that our readers will have someone they can talk to and relate with," Donovan said.

Grzella has been a reporter, copy editor, special sections editor,

features editor, associate editor and assistant managing editor. He began as a beat reporter for Bridgewater, Raritan Borough and Somerville. He grew up in Warren and has bachelor's and master's degrees in journalism from Northwestern University.

Fisher had been digital editor since the 2008 launch of *MyCentralJersey*, the combined website of the *Home News Tribune* and *Courier News*. He will continue to work with the digital team and be second-in-command for the news operation. Fisher joined the *Courier News* in 1987 as photo editor, left in 1995 and returned in 2003.



Grzella



Fisher

## People & Papers

### Four members of NJPA receive Pulitzer honors

When *The Bristol Herald Courier*, Virginia, won the Pulitzer Prize for Public Service last month, it beat out the *Asbury Park Press* for journalism's top prize.

The *Herold Courier* won for its 8-day series of articles exposing a system that allowed energy corporations to drain natural gas belonging to thousands of landowners without compensating them.

The *Asbury Park Press* was named a Pulitzer finalist for its "exhaustive examination of how an archaic property tax system harms New Jersey's economy and ordinary families, using stories and interactive databases to spark pledges of statewide reform."

*The Star-Ledger* was named a finalist for Breaking News Reporting, for its coverage of 44 arrests in a widespread corruption scandal that snared local officials, several religious leaders and others.

*The New York Times*, an affiliated daily member of NJPA, won two Pulitzers, for National Reporting and Explanatory Reporting, and was a finalist in five categories: Investigative Reporting, Explanatory Reporting, International Reporting, Commentary, and Criticism.

*The Philadelphia Inquirer*, also an affiliated daily member of NJPA, was a finalist in Editorial Cartooning.

— from *Pulitzer.com*,  
Editor & Publisher, *TriCities.com*

### Star-Ledger and NJ.com earn three Emmy awards

The host of *LedgerLive* and videographers for *The Star-Ledger's* website, *NJ.com*, won in three categories at the 53rd annual New York Emmy Awards.

**Nyier Abdou** won the Public/Current/Community Affairs award for "In High School at 90 Years Old," her video on Estelle Manorek of New Jersey.

**Andre Malok** won the Sports Online Emmy for "Mountain Bike Practice at Diablo Freeride Park."

**Brian Donohue**, host of *LedgerLive*, won in the Writer/Producer category.

The prizes, awarded by the New York Chapter of the National Academy of Television

Arts and Sciences, recognize outstanding achievement in television in the New York area. Nominations were for broadcast television, cable and online entries.

Other *NJ.com* nominees were: **John O'Boyle**, Public/Current/Community Affairs finalist, for "Rocky Lockridge"

**Nyier Abdou**, Feature News, "High Lead Levels in Raritan Bay"

**John O'Boyle**, **Amy Nutt**, **Bumper DeJesus** and **Seth Siditsky**, Documentary, "Chain of Life"

**Bumper DeJesus**, graphics portfolio

### Philly.com bets on fantasy sports

And the latest plan to save newspapers is ... online gambling? Apparently *The Philadelphia Inquirer* thinks so.

The paper has launched a site where people can bet on fantasy sports games. It is partnering with the U.K. company *FanDuel* for the initiative, which marks the first time a U.S. newspaper has ventured into online gambling, reports *Editor & Publisher*.

Users will be able to place bets for \$5 and can win up to \$90 per game.

As business plans go, it's probably better than charging for online content—which so far has proven a bust for many daily newspapers.

At the same time, it's reasonable to ask whether online gambling is really the best way to subsidize original reporting.

Still, whatever one can say about the wisdom of the *Inquirer's* new program, the venture appears legal—or at least not explicitly outlawed.

— from *The Daily Online Examiner*

#### Join NJPA on Facebook

Find newspaper news and resources quickly on NJPA's Facebook page. Just go to [www.facebook.com](http://www.facebook.com) and search for New Jersey Press Association.



## New Jersey Press Foundation

**George White**  
Foundation Director

# 9/11 anniversary project approved

At their April 23 meeting in Trenton, the New Jersey Press Foundation trustees approved an innovative, high-profile, and experiential student-journalism program for New Jersey scholastic and collegiate journalists.

Centered on the public's high interest in commemorating the 10th anniversary of the Sept. 11 terrorist attack on the World Trade Center, in 2011, the program seeks to engage New Jersey's student journalists in sensitive peer-to-peer reporting on the maturing children of 9/11 victims — now 10 years later — including coverage of the attack's enduring impact on the region.

Some exciting elements of the program launched in partnership with the Journalism Resources Institute at Rutgers:

- A special full three-credit college 9/11 journalism course for Rutgers journalism students; offered spring semester, 2011
- A collaborative experience involving:
  - Selected Rutgers student journalists
  - Selected high school journalists
  - Rutgers faculty for journalism and new media
  - NJPA member editors for mentoring-student teams
  - Garden State Scholastic Press Association newspaper advisors to monitor the work of high school journalists
- Creation of commemorative multi-media for public launch during the weeks leading up to 9/11/2011 including full-color newspaper pages for publication statewide by NJPA member newspapers. The printed work will showcase the students' reporting, photography, and storytelling about this sensitive subject matter. Another centerpiece of the students' work will be a multi-media website to display the print content, their digital journalism, and as a way to add digital contributions in the future.

Rutgers/JRI, led by Ron Miskoff, is developing the 3-credit course. They'll work closely with high school newspaper advisors in the Garden State Scholastic Press Association (GSSPA) to integrate their students and to coordinate related activities of teams producing sidebars, etc. They will oversee assignments, instruction, editing,

layout, photography, website construction, and file preparation as well as production of the final printed and digital media.

NJPA member editors will help guide the assigned teams.

NJPF will recruit NJPA editors and oversee related fundraising and sponsorship programs to fund this major project.

GSSPA will select the 15-20 scholastic journalists, obtain approvals from schools, and actively monitor student progress.

All will be working collaboratively to provide a rich experience for aspiring journalists covering a topic of high interest to the general public

The program will be funded in part by the NJPF and supplemented through the generosity of donors and sponsors.

Considering the solemn subject matter, all in-print and online recognition of sponsors and donors shall be limited to reflection of their support-levels and/or ads of a tribute or memorial nature.

The curriculum outline for the special spring 2011 course offering at Rutgers will be completed over the summer for approvals this fall.

It's the belief of NJPF trustees that this project has special potential to affect the lives of 40 or so aspiring student-journalists as well as to provide high-quality, high-interest journalism to over two million New Jersey residents. The students involved will experience covering an actual news story first hand. The program will bring the selected students into the orb of New Jersey journalism and may inspire increased interest in careers in news-gathering and reporting.

The program will help NJPA members show their support for journalism education and affirm that our young people are capable not only of understanding the news, but of reporting it accurately and completely. It will highlight that the news business in New Jersey, on whatever platform, has a bright future for young people who understand that quality journalism is vital to the public's comprehension of news.

For more information on this exciting initiative, please contact me at 609-406-0600, ext. 30, or [gwhite@njpa.org](mailto:gwhite@njpa.org).

## Summer internships awarded

Four college students from New Jersey have been selected to receive paid internships in the newsrooms of NJPA member newspapers this summer. All four have been working for their college papers and all will be juniors in the fall.



**Brendan Benedict** of Clarksburg is a political science major at Boston College. His experience for *The Heights* includes assistant marketplace editor and opinions columnist. He will be working this summer at the *Asbury Park Press*.



**Kathryn Brenzel** of Wantage is an English/journalism major at The College of New Jersey, Ewing, where her experience at *The Signal* has included nation & world editor, and A&E editor. Her internship will be at the *New Jersey Herald*, Newton.

**David Karas** of Brick is a dual major in journalism and criminology at The College of New Jersey. He has been an active staff writer for *The Signal* and a freelance correspondent for *The Monitor*, the newspaper

of the Roman Catholic Diocese of Trenton, covering four counties. He will work this summer at *The Times*, Trenton.



**Zakiyah Wiley** of Jersey City is a dual major in English and sociology with a minor in Spanish at Drew University. Her work there for *The Acorn* includes managing editor and news editor. She is also an alumna of the Hugh N. Boyd Journalism Diversity Workshop.

In addition to a paid salary of \$325 per week for eight weeks, each student is eligible for a press foundation scholarship of \$1,000 upon successful completion of his or her summer experience.

**Scholarship funds**  
All NJPF scholarships are made possible through memorial scholarship funds created to develop the next generation of New Jersey journalists.

For information on making a contribution to an existing fund or creating a new one, please contact George White at (609-406-0600, ext. 30, or [gwhite@njpa.org](mailto:gwhite@njpa.org)).

## NIE programs face challenges

The New Jersey NIE/Youth Readership Committee tried a new teleconference format for its last meeting held March 25.

Participants included Antonette Walter of *The Burlington County Times*; Chris Cy-atchyshyn, Calkins Newspapers, Bucks Co., Pa.; Cynthia Forester, *The Record*, Bergen Co.; Mary Lyons, *The Star-Ledger* & *The Times*, Trenton; Sandy Reed, *The Press of Atlantic City*; and George White, N.J. Press Foundation.

Sandy Reed moderated the discussion which focused on the current state of NIE, including tactics for keeping the programs vibrant, conveying the value of NIE within their newspaper companies, and ensuring the growth of local journalism through youth education.

Among the ideas shared:

- E-editions are keeping teacher interest high. Helping teachers use the online paper should be a priority.

- Webinars are an effective alternative to live workshops to reach teachers to explain NIE educational opportunities.

NIE executives find their responsibilities and program roles are changing rapidly. Now they need to create ideas for bringing value to other programs at the newspaper, and to champion internally the importance of the "education market" to the news industry's future success.

The next NIE/Youth Readership committee meeting will be announced in early May. For more information, contact Committee Chair Antonette Walter at (609) 871-8111 or [awalter@phillyburbs.com](mailto:awalter@phillyburbs.com).

## 'I love me' ads are futile

By John Foust

At a regional marketing conference, I had a brief conversation with an unhappy advertiser. "I used to advertise in my local paper, but it didn't work," he said. "A couple of years ago, I ran a special ad for several months. It didn't generate a single call that resulted in new business, so I dropped out of the paper and decided to put my marketing money somewhere else."

When I asked about the content of the ad, he said, "It was about how much our business has grown. There were pictures of our top producers, with captions that described their backgrounds and credentials. It was a shame that nobody responded."

It may have been a shame that no one responded, but it is no surprise. The ad was about the advertiser, not about what the advertiser could do for consumers.

That advertiser's complaint reminded me of the story about a business owner who had no success in getting press releases published in the local media. In an act of desperation, he delivered his latest press release in person. The business editor opened the envelope, read the release, and unceremoniously dropped it into the trash can.

The business owner was shocked. "Why did you do that?" he asked.

The editor said, "Because I figure there are only two people who are interested, and both of them have already read it."

People pay attention to—and take action on—things that have relevance. The disgruntled advertiser's ad didn't work because it lacked what I call RTB — a Reason To Buy.

People don't care about the XYZ Company nearly as much as they care about themselves. If the XYZ Company wants to attract buyers, they should stop talking about themselves and start talking about what they can do for potential customers.

RTB doesn't necessarily mean that a purchase is the only desired response to an ad. It is merely shorthand for "buying in" to an advertiser's message—leading to an appropriate step in a buying decision. RTB could even be a request for more information.

### Create effective ads

There are two steps in creating RTB advertising:

Step 1: Start by asking, "What do you want readers to do, as a result of reading this ad?" Do you want them to call for details, place an order, or attend an open house? Do you want them to take advantage of a special sale, take a test drive, or clip a coupon?

Advertisers should welcome this time-tested concept. After all, if there is no clearly defined action, how in the world can response be measured with any degree of accuracy?

Step 2: Think backwards. Now that you know the objective, compose the ad with the end in mind—to lead readers to the specific action you want. The more compelling your reasons, the better. How will readers benefit from taking action? What will they lose by not taking action?

Ad response has everything to do with the right RTB. And nothing to do with "I love me" boasting.

Copyright 2010 by John Foust. For information about training videos for ad departments, email him at [jfoust@mindspring.com](mailto:jfoust@mindspring.com)



## New Jersey Newspaper Network

Amy Lear  
NJNN Director

## We keep plugging!

### Revenue Update

The challenge to cultivate new advertising revenue continues. With first quarter results tallied, revenue for all NJPA advertising services is hovering around 10% under goal. Our statewide 2x2 program remains strong and is far ahead of plan, making up some of the losses in the classified segment. Display ad business has yet to produce a steady growth pattern.

Remember, we're all in this together. What can we do?

### 2010 priorities

- Promote the results of our STATEWIDE DIGITAL AUDIENCE SURVEY

Ed Efhak of Belden Interactive presented highlights of the study to over 100 people at two separate meetings, one for newspaper executives and one for ad agencies and advertisers. Both audiences greeted the Belden findings with enthusiasm! A PDF of the presentation was distributed to those who requested one.

On May 13 we will deliver a custom presentation to members of the NJ Hospital Association. Talk up that idea with your accounts—we're willing to discuss customized presentations for any other industry groups who show interest. Plus, we'll feature a new fact weekly on our NJPA website and Facebook page.

- Re-package and enhance our PRINT/WEB PRODUCTS AND SERVICES

Discussions with the NJPA Digital Advisory Committee at a March 4 meeting centered on revamping the NJ LinkLocal digital ad network and adding a web el-

ement to SCAN, the statewide classified network.

We're taking the following steps toward reaching these goals:

1. Opening the NJLinkLocal network to all interested members
2. Lowering the cpm price point for the NJLinkLocal package
3. Considering a tiered structure of web advertising holdbacks for custom placements, based on committee recommendations
4. Polling SCAN participants to determine how many newspapers currently place SCAN ads on their websites
5. Surveying advertisers about their needs and current online ad spending.

NJPA-member ad directors and publishers—watch for an email outlining these changes early in May.

### Economy improving

Headlines in the business pages have been turning positive in recent weeks and I've heard testimonials from member newspapers about steady growth and increased advertiser interest. Let's keep the ball rolling!

We invite your feedback and suggestions. Our advertising clients rely heavily on the NJNN planning and placement services you are funding. What's on *your* wish list? How can NJNN better serve *you*, our members? You can call me at (609) 406-0600, ext. 15, or send an email: [aclear@njpa.org](mailto:aclear@njpa.org). I look forward to hearing from you!

## AP style goes to 'website'

When the AP Stylebook announced via Twitter that it was changing the style for "Web site" to "website," some users let out shouts of praise: "Finally!" "Yes!!!" "Yeeha!"

The reactions aren't surprising, given how many people have asked the AP to change the style from two words to one word, arguing that "Web site" is an antiquated way of writing it.

The change, which was formally announced at the American Copy Editors Society conference in April, will appear in the 2010 Stylebook.

"We decided to make the change because 'website' is increasingly common," said Sally Jacobsen, deputy managing editor for projects at the AP and one of three Stylebook editors.

In many ways, changes like this are a journalistic sign of the times and a reminder of the evolving nature of language.

"The trend in tech terminology is *always* toward lowercase and no spaces or hyphens. 'E-mail' is rapidly giving way to 'email,'" said *New York Times* technology columnist David Pogue.

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**COCKTAILS WITH COLLEAGUES:** The retail advertising staffers from *The Times*, Trenton, are celebrating their successes at NJPA's Spring Awards Banquet. They are, from left, Rachel Vallianos, Ruth O'Neill, Sheila Gallagher-Montone, Brenda Johnston and Madhuri Pundlik.



**"OBIE" SUCCESS:** Bridget Fields, Dave Caywood, Catherine Galioto and Larry Fusaro of *The Press of Atlantic City* proudly take possession of the "Obie" trophy for the second year in a row. Obie was kidnapped from the *Press* office earlier this year, but he was recovered in time for the Spring Banquet.

## Spring Banquet honors best advertising



**CELEBRATING SUCCESSES:** Stephen Parker, Doug McBride and Kathy McDonough of Recorder Community Newspapers enjoy chatting with Garry DeYoung of Community Newspapers of North Jersey Media Group during the reception at NJPA's Spring Awards Banquet.

A lively crowd celebrated the results of the 2009 New Jersey Press Association Better Newspaper Contest at the annual Spring Awards Banquet. About 65 people attended the event on April 23, 2010, at the Trenton Marriott at Lafayette Yard.

More than 240 awards were presented by NJPA President Ray Worrall, editor of Worrall Community Newspapers. The awards honor the winners in the retail, classified and online advertising contests.

This year, the "Obie" trophy was awarded to the newspaper that received the most first place awards. The retail advertising department of *The Press of Atlantic City* won the honor of displaying Obie in their office until next spring. They promised to share holiday photos of Obie with *InPrint* readers. This "tradition" was started two years by the staff of *The West Essex Tribune*.

Lists of winners and the slide presentations shown at the banquet are available on NJPA's website: [www.njpa.org](http://www.njpa.org).

*Congratulations  
to all of the  
winners!*



**GENERAL EXCELLENCE – Classified, Daily:** *The Press of Atlantic City*. Dave Caywood, Catherine Galioto, Bridget Fields, Larry Fusaro and Keith Dawn accept the top classified award from NJPA President Ray Worrall.



**GENERAL EXCELLENCE – Classified, Weekly:** Adrian Antonio, Rose Perry and Cindy Linkous of *The SandPaper*, Surf City, accept the award from NJPA President Ray Worrall.



**GENERAL EXCELLENCE – Retail, Weekly:** Cindy Linkous, Rose Perry and Adrian Antonio of *The SandPaper*, Surf City, accept the top retail advertising award from NJPA President Ray Worrall.



**GENERAL EXCELLENCE – Retail, Daily under 60,000:** Marsha Lange, Rebecca Bogonovich-Fiorini and Jason Merrick of the *Daily Record* accept the award from NJPA President Ray Worrall.



**GENERAL EXCELLENCE – Retail, Daily over 60,000:** Bridget Fields, Catherine Galioto, Dave Caywood and Larry Fusaro accept the top retail advertising award for *The Press of Atlantic City* from NJPA President Ray Worrall.

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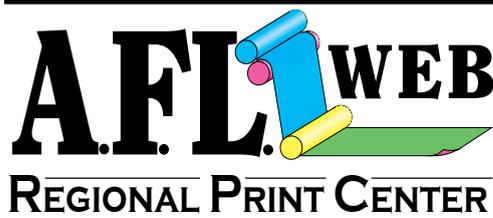
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**TOASTING THE WINNERS:** Debbie Hochberg of Worrall Community Newspapers and her friend Mark Rieger check out some of the winning editorial entries during the reception at NJPA's Press Night.



**WINNING SMILES:** Kristen Riley, Mary Rudloff, David and Mahara Nahan of the *Cape May Star & Wave* celebrate their editorial and photography awards during the reception at NJPA's Press Night.



**ENJOYING A NIGHT OUT:** Lindsey Kelleher, Brian Smith, Adam Anik, his friend Donna Indahl, and Dan Prochilo of *The Montclair Times* are having a great time at the Press Night cocktail reception.

## Press Night honors best reporting, photos of 2009

Nearly 300 awards were presented at Press Night, the New Jersey Press Association's awards banquet for winners of its 2009 editorial, photography and online contests.

Press Night was held on April 8 at the

Trenton Marriott at Lafayette Yard.

During the cocktail reception that preceded dinner, attendees enjoyed looking at the winning photographs, editorials, articles and newspaper page layouts.

This year about 150 people attended,

including family members who came to congratulate their winners.

For a complete list of winners and to view the slide presentations shown on Press Night, go to NJPA's website: [www.njpa.org](http://www.njpa.org)

*Congratulations to all of the winners!*



**GENERAL EXCELLENCE – Daily over 60,000:** Frank Scandale of *The Record*, Bergen County, accepts the award from NJPA President Ray Worrall.



**GENERAL EXCELLENCE – Weekly over 6,500:** Nearly the entire editorial staff of *The Montclair Times* is on hand to accept their paper's award from NJPA President Ray Worrall.



**THIS BUMPER STICKER**, photographed after Press Night in the Marriott parking deck, proclaims that NorthJersey.com is "#1 for a reason." It must be true because the judges of NJPA's 2009 Online Contest named it the year's Best Overall Website.



**GENERAL EXCELLENCE – Daily under 60,000:** Jim Flachsenhaar of the *Daily Record* accepts the paper's award from NJPA President Ray Worrall.



**GENERAL EXCELLENCE – Weekly under 6,500:** Mollie Gray and Anthony Attrino of the *Verona-Cedar Grove Times* receive its award from NJPA President Ray Worrall.



**PHOTOGRAPHY – Best of Show:** This picture by Aristide Economopoulos of *The Star-Ledger*, titled "Tent City Squatter," received the top photo contest award.



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## NJMG refurbishes press, adds clients

To increase print capacity at North Jersey Media Group, Goss International last month finished refurbishing an inactive Mitsubishi press at its Rockaway Township, N.J., plant. The investment supports NJMG's contract to print two New York state regional dailies for Gannett: *The Journal News*, for Westchester County, and the *Poughkeepsie Journal*.

Goss International reduced the web width to 44 inches, installed digital inking and added an ink presetting system.

"We worked with Goss to specify upgrades that would help us keep waste levels low and provide first-class print quality," said NJMG's manufacturing Vice President Bob Konig.

He said Goss held to an aggressive schedule that let NJMG meet "an immovable launch date without issue." For the project, begun late last November, "the timeline for replacing the inkers and fountains, along with folder adjustments related to the web-width change, was tight," said Goss Senior Product Manager Tom Bernth.

Besides NJMG's own dailies, *The Record* and *Herald News*, the Rock-

away facility prints regional editions of Gannett's *USA Today* and more than 45 community newspapers. It just added 10 community papers for Greater Media Newspapers, which makes the NJMG printing facility one of the largest newspaper plants in the nation.

Said NJMG President Stephen A. Borg: "While there are many commercial printers in the area, we are unique in that we are a fellow publisher. We treat all publications as if they were our own. Another important factor is our people. Printers tend to boast about their equipment. I am more focused on highlighting the superb dedication and expertise of our personnel."

Greater Media's family of 10 community newspapers cover Middlesex, Monmouth and Ocean counties, printing about 250,000 copies per week. They are: *Atlanticville Examiner*, *East Brunswick Sentinel*, *Edison/Metuchen Sentinel*, *The Hub*, *Independent News Transcript*, *North/South Brunswick Sentinel*, *Suburban* and *Tri-Town News*.

— from NJMG and  
Editor & Publisher

## Evergreen now prints Carolina Parenting

Carolina Parenting Inc. of Charlotte, N.C., has chosen Evergreen Printing, an NJPA associate member, to print their three monthly parenting publications as well as their various annual guides, beginning with their April 2010 issues.

The main goal for Carolina Parenting was to find a printer who would improve the print quality of their publications.

A major advertiser with *Charlotte Parent* has already made mention

of the exceptional print quality in the *2010 Baby Guide*.

Carolina Parenting publishes *Carolina Parent*, *Charlotte Parent*, and *Piedmont Parent*, each providing significant distribution within select markets in North Carolina. Each publication also produces a number of annual guides for their particular market.

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**LEARNING FROM THE BEST:** Claude Deltieure of North Jersey Media group talks with a group of reporters at NJPA's recent seminar about how to nuzzle out stories that are buried in local school budgets.

## School reporting: "Write to change minds!"

"Do schools have too many administrators?" Claude Deltieure asks the reporters gathered around tables in NJPA's conference room.

The seminar is helping them to understand the ins and outs of school budgets and finances.

"It takes a crew to run a ship.

"I don't see too many greedy administrators and teachers," he says, commenting on his years of reporting on schools, budgets, taxes and public finance.

"The greedy ones are the moms and dads."

He says, "The great untold story is how the educational as-

pirations of parents in individual towns have been leading the growth in education costs."

He suggests that, regarding education, what Gov. Chris Christie is doing now is what journalism should have been doing all along.

"People have many loud voices coming at them. They tend to listen to the loudest ones. In their communities, journalists should be the loudest voices, especially on important issues like taxes."

He then proceeds to explain the basics of public finance in "elegantly simple" terms, just like he hopes the reporters will use in

their future articles. "We need to write more than just school news and budget stories. We need to write articles that can change readers' minds!"

## O'B to retire in September

*Continues from Page 1*

be comforting to know I was still around, albeit in a part-time capacity, available in case any problems developed during the transitional period.

I feel the time is right to announce this move and allow me to ease into the Foundation. An added benefit will be that this action will help our struggling budget woes for the foreseeable future.

I am excited about the challenges and possibilities the Foundation affords me and I can't wait to make my mark there.

Ray, I learned some time ago that the gold watch (or the pat on the back) they give you when you retire from a long career isn't for a job completed...or a job well done. It's for the continuance.

I wasn't the first executive director at NJPA ... and I won't be the last. But for a while, I was privileged to be given the opportunity to steer this ship. I can't express how much I've enjoyed my stint at the helm and only hope you and the board have enjoyed having me as much as I've enjoyed being here.

Very truly yours,  
John J. O'Brien

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## Philly to push digital content

*Continues from Page 1*

publisher of the *Daily News* and *Inquirer* for 13 years until he retired in 2003. Hall will be chief operating officer.

Osberg can't start officially as CEO until the auction results are approved by the bankruptcy judge and the sale is officially closed. He faces the challenge of developing a new direction for the media company while negotiating a new labor agreement with the papers' 14 unions.

Osberg said that discussions with the new owners, led by New York-based hedge fund Angelo, Gordon & Co., have focused on keeping the *Daily News* as a separate, viable entity — even as he also hinted there could be major changes in the ways that the papers and Philly.com deliver news. He said that employees should brace for technological change. Of journalists wedded to the old ways, Osberg said, "That type of person doesn't fit well into where our overall strategy will be."

In 2008, Osberg left his high-profile job at *Newsweek* to run Buzzwire, a Denver-based pioneer in providing news, data and streaming media over mobile phones that contracted with industry leaders such as Verizon Wireless, AT&T, and Alltel. The firm was sold last year, and Osberg left after difficulties in raising new venture capital during the recession.

He said the challenge that brought him back to the Philadelphia area — where his mother still lives and he has other family ties — is to build the first major metro news organization to thrive in the digital era. He hopes to grow revenue opportunities, as opposed to making large-scale cuts, but he'll certainly be working toward concessions from employees.

Tierney said the winning bid was about \$139 million — \$70 million in cash, \$40 million in debt, plus real estate — compared to the previous owners' best bid of \$129 million. There will be about \$10 million of liquidity to operate the business, said Lawrence G. McMichael, the lead attorney for Philadelphia Newspapers. He said the new owners would need new financing to continue operating the business. Both bidders had agreed about needing union concessions.

How much? COO Hall wouldn't specify, but he mentioned the \$20 million figure the

old owners had discussed earlier.

Dan Gross, president of the Newspaper Guild local that represents newsroom and advertising employees, when asked how employees should react to the new owners, said: "I don't believe this is something that they should fear. I am optimistic that they can prove Mr. Tierney wrong and show that they care about the newspapers and will treat the employees with the dignity and respect they deserve." Gross acknowledged, however, that the unions would have to reach contract agreements with the new owners, which would not necessarily be easy.

McMichael said he expected the sale to move smoothly to confirmation, with the company coming out of bankruptcy by the end of June.

Hall said the new owners will form a board of directors that will include local and national business people and media experts.

— from *The Philadelphia Inquirer* and *Philadelphia Daily News*.

## Music critic

*Continues from Page 3*

I recognize that there are fellow rock writers who are older than me and still great at it, like Jon Pareles at the *New York Times* and David Fricke at *Rolling Stone*.

An editor's job in *The Star-Ledger's* Features department was open, and I decided to go for it — it's as simple as that. Newspapers, like major record labels, are shrinking rather than expanding, and I knew it might be a long time before I had another opportunity like this.

Once, when I was interviewing Pete Seeger, he offered me some unsolicited advice.

"Your job, if you don't know it already," he said, "is to make your stories about good things so funny, and appealing, that the editor can't turn them down. Give 'em hope."

I look at these words every so often and think about them. I imagine his advice for me, as an editor, would be not to turn down stories about good things, just because they're not so funny or appealing. Or, better yet, to help writers make them funnier and more appealing.

If I ever speak to him again — and I hope I get the opportunity — I'll ask.

## NJ court decrees: Blogger must divulge her sources

An appellate court in New Jersey has ruled that a woman who slammed the software company Too Much Media on a message board isn't a "journalist" for purposes of the state's shield law. The controversial ruling means that the posts' author, life coach Shellee Hale of Washington state, can be ordered to divulge her sources for her online remarks about Too Much Media, which is suing Hale for defamation.

New Jersey's reporter shield law broadly allows journalists to protect the identity of their confidential sources. But the appellate court ruled that not all writers are entitled to claim the benefits of that law "lest anyone with a webpage or who posts materials on the Internet would qualify."

The lawsuit grew out of allegedly defamatory posts by Hale on Oprano, which describes itself as "the *Wall Street Journal* for the online adult entertainment industry." In one post, Hale hinted

that Too Much Media engaged in "fraudulent, unethical and illegal uses of technology," according to the court.

The judges listed why Hale didn't qualify as a journalist: "Defendant has produced no credentials or proof of affiliation with any recognized news entity, nor has she demonstrated adherence to any standard of professional responsibility regulating institutional journalism, such as editing, fact-checking or disclosure of conflicts of interest."

Hale's lawyer, Jeffrey Pollock, criticized the decision. He said that New Jersey doesn't require that journalists have credentials or work for established news outlets to qualify for the shield law. Instead, he said, the only criteria is whether they gather information for the purpose of publication.

"If she doesn't qualify, who the hell does?" he asks. "How do you decide who's in and who's out?"

— from *Online Media Daily*

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