

NJPA EXECUTIVE COMMITTEE MEETING

January 14 • 10 am
Daily Record, Parsippany

DEADLINE: NJPA'S BETTER NEWSPAPER CONTEST

January 14 • 4 pm

Webinar:

OPENINGS, CLOSINGS & OVERCOMING OBJECTIONS

January 20 • 2–3 pm

GOVERNMENT AFFAIRS COMMITTEE MEETING

January 25 • 11 am
teleconference

NJPA BOARD OF DIRECTORS MEETING

January 28 • 10 am
NJPA Conference Room

Webinar:

DIGITAL NEWS CONTENT: Immunity, Defamation & Identity of Anonymous Posters

January 28 • 2–3 pm

PRESS NIGHT AWARDS BANQUET

April 7 • 5 pm
Crowne Plaza Hotel, Jamesburg

SPRING ADVERTISING AWARDS BANQUET

April 28 • 5 pm
Trenton Marriott Downtown

Your next issue of *InPrint* will arrive in early February. The advertising and editorial deadline is January 24.

For more information about these webinars and events:
www.njpa.org



BIG CHECK: Joseph L. Cavone, left, publisher of the *Daily Record*, and Tom Donovan, publisher of the *Asbury Park Press*, present a check for \$62,000 from Gannett's New Jersey Press Media to the Susan G. Komen for the Cure Central and South Jersey Executive Director Nancy Healey and Director of Development Monica Smith, at right. Last fall, the company printed front pages of its NJ dailies pink and dedicated a portion of sales to fight breast cancer. See article on Page 4.

NJPA webinars:

Sales skills, legal defense

Fundamental to newspapers' success—in print and online—are advertising sales. And these days, those who sell advertising need to be more skilled than ever, able to sell multiple media formats.

The good news is that the basics of ad sales can be learned. Even successful salespeople know that regular training sharpens their skills.

NJPA's first webinar of 2011 will help your sales staffs improve their skills.

"Openings, Closings and Overcoming Objections"—by Pat Taylor, a veteran newspaperman, trainer, writer and university professor—will be presented on Thursday, Jan. 20, from 2-3 p.m.

What information do you need to know to help prospective advertisers be more successful? How do you ease their uncertainties about your proposals? Taylor will discuss various approaches to meeting new clients and handling all sorts of client relationships.

Registration is \$35. Register by Monday, Jan. 17 to avoid a \$10 late fee. Late

registration is accepted until Jan. 19 at 4 p.m.

Digital legal defense

Newspapers that operate digital news platforms are facing new and different forms of legal scrutiny. They need to develop effective means to protect themselves.

NJPA's webinar "Digital News Content: Immunity, Defamation, and Identity of Anonymous Posters" will explore the new rules and realities for newspapers' digital news operations on Friday, Jan. 28, from 2-3 p.m.

Media attorneys of national stature, John Bussian and Charles Marshall will help newspaper publishers, editors and managers understand this new environment.

Bussian and Marshall say that the way content is exploding across digital news sites—from instant reporting to instant feedback, including audio, video and photographic source material—means more possible plaintiffs and more cre-

— *Continues on Page 4*

Press Foundation's Project 9/11 gets FirstEnergy grant

New Jersey Press Foundation will receive a \$2,500 grant from the FirstEnergy Foundation.

The announcement was made last week by Ron Morano, of FirstEnergy/JCP&L, Morristown, who is a trustee of the NJPF.

The grant request sought financial support from the FirstEnergy Foundation to help underwrite NJPF's Project 9/11 Student Journalism program.

The initiative launches this spring semester and is detailed on Page 12 of this issue.

It was conceived by NJPF in early 2010 in partnership with Rutgers University's Department of Journalism, and the Garden State Scholastic Press Association. Thirty young journalists, including 20 Rutgers students and 10 top high school journalists selected from across the state, will be participating.

"FirstEnergy/JCP&L's New Jersey service area involves numerous towns who suffered heartbreaking loss of life as a result of the 9/11 attack," said Morano. "As an N.J. Press Foundation trustee, and an associate director on the New Jersey Press Association's board, I am especially gratified that NJPF and our state university's journalism department launched a partnership on something so innovative and substantial.

"I see great potential for other initiatives like this, and I wanted FirstEnergy/JCP&L to be counted as a

— *Continues on Page 9*

Amicus brief update

As reported in the last issue of *InPrint*, NJPA has filed an amicus brief encouraging the state Supreme Court to take a libel/defamation case involving a charge of child molestation. NJPA's interest in the case arose from a Sept. 27 Appellate Division decision which, among multiple troubling issues, included the court's ruling that the case did not involve a matter of public concern because it involves private parties.

According to NJPA Counsel Tom Cafferty, NJPA's brief was filed Nov. 22 in order to enhance the likelihood that the Supreme Court will take the case, and

— *Continues on Page 2*

Have you jumped in yet?

NJPA's Contest deadline is here!

Enter the 2010 Better Newspaper Contest at www.BetterNewspaperContest.com
For rules and information, go to www.njpa.org

Deadline: Friday, January 14, 2011 at 4 p.m.



INPRINT

PUBLISHER George H. White EDITOR Catherine Langley

A PUBLICATION OF

New Jersey Press Association

840 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

EXECUTIVE DIRECTOR George H. White
NJNN DIRECTOR Amy C. Lear
NJPF DIRECTOR John J. O'Brien
COMMUNICATIONS MGR Catherine Langley
BUSINESS MANAGER Denise Sawicki
MEMBER SERVICES MGR Peggy Stephan
IT MANAGER John Viemeister
ACCTG COORDINATOR Jane Hartsough
MAJOR ACCT SPECIALIST Jennine Remington
PRINT MEDIA SPECIALIST Erin Rozansky
SCAN/2x2 NETWORKS MGR Diane Trent

BOARD OF DIRECTORS • 2011

CHAIRMAN
Raymond Worrall
Worrall Community Newspapers, Union-

PRESIDENT
Jennifer Borg
The Record (Bergen County), Hackensack

VICE PRESIDENT • WEEKLIES
Jennifer Cone Chciuk
The West Essex Tribune, Livingston

VICE PRESIDENT • DAILIES
Joseph L. Cavone
Daily Record, Parsippany

TREASURER
Richard Veza
The Star-Ledger / New Jersey Advance
Newark

SECRETARY
George H. White
NJPA, West Trenton

DIRECTORS
Ben Cannizzaro
Greater Media Newspapers, Freehold
Keith Dawn
The Press of Atlantic City, Pleasantville

Timothy Dowd
Courier-Post, Cherry Hill

Stanley Ellis
Burlington County Times, Willingboro

Joseph Gioioso
NJN Publishing, Flemington

Kathleen M. Hivish
Community Newspapers of North Jersey
Media Group, West Paterson

William T. Murray
The Trentonian, Trenton

Stephen W. Parker
Recorder Community Newspapers, Stirling

ASSOCIATE DIRECTORS
Ronald Morano
FirstEnergy Corp./JCP&L, Morristown

John V. Pavlik
Rutgers University, New Brunswick

GENERAL COUNSEL
Thomas J. Cafferty
Nomi Loyal
Lauren James
Gibbons P.C., Newark

Join NJPA on Facebook

Find newspaper news and resources quickly on NJPA's Facebook page.

NJPA matters —

Planning for success

The good news from the recent holidays is that people went shopping. Retailers had their best sales results in several years.

But whether that means an improved economy in this new year is anybody's guess.

The Executive Committee's draft of NJPA's 2011 budget and operational plan will be finalized Jan. 14, at the *Daily Record* in Parsippany. It then moves to the full board for review and possible adoption on Jan. 28, at its meeting here in West Trenton.

Last month I detailed the scope of the financial challenge the committee is dutifully addressing. Ad network revenues fell sharply in 2010. Attorney fees increased sharply. Despite NJPA staff reductions and cost containments, a sizable deficit resulted—leaving no room for a similar outcome in 2011.

The financial realities are daunting. To be successful, the costs of NJPA member services must balance with our substantially lower and more realistic revenue picture. The Executive Committee has taken its responsibility seriously, showing equal measures of creativity and financial prudence.

Remember that NJPA's successful ad networks produced enough revenue that our board was able to freeze member dues, keeping them unchanged since they were last raised



George H. White
Executive Director
NJPA

in 1995. The board's Dues Committee recommended in 2010 that the association move from a circulation-based dues structure to a new advertising rate-based dues structure for 2011. This action was tabled in October for further consideration and expected action later in 2011.

On the member services front, state press associations throughout the U.S. conventionally offer their member a broad range of similar services, but to wide ranging degrees. Primary categories include:

- Legislative monitoring
- Contests for staff and newspaper recognition
- Communications & industry info
- Advertising sales & placement
- Conferences & training
- Committees & professional networking

Some like NJPA also provide other programs such as a free legal hotline, state press credentials, a statewide aggregated public notice website, and group libel insurance.

As with any association, it's healthy for members to review and consider what constitutes a successful NJPA member experience. In 2011 I plan to meet personally with every NJPA publisher to hear firsthand what matters most to you as a loyal, supporting member of this 153-year-old organization.

Remember, collectively we are stronger, have more clout, and are able to accomplish more things than any of us could do alone.

Your Executive Committee and Board of Directors get this. They know "association" is a time tested principle. They also know that for our members, the success of NJPA matters now more than ever.

Amicus brief update

Continues from Page 1

to help the justices focus on the broader implications of the Appellate decision, both generally and for the news media specifically.

Contributions by 12 NJPA member newspapers, a libel insurance company, and an anonymous donor covered the costs of preparing and filing the brief, according to NJPA Executive Director George White.

The Supreme Court's decision on whether to grant the petition and hear the case is expected later this month. Should it do so, the court will then schedule the matter for oral argument.

INPrint

(ISSN 1067-5132)

Published 10 times annually for \$15 per year by New Jersey Press Association, 840 Bear Tavern Road, Suite 305, West Trenton, NJ 08628-1019. Periodicals postage paid at Trenton, NJ, and additional mailing offices.

POSTMASTER: Please send address changes to: InPrint, New Jersey Press Association, 840 Bear Tavern Road, Suite 305, West Trenton, NJ 08628-1019.



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 Christy Kanaby



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

131 Morristown Road
PO Box 622
Basking Ridge, NJ 07920
www.njsi.com



NEW JERSEY HOSPITAL ASSOCIATION

KERRY McKEAN KELLY
Vice President, Communications
and Member Services

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



WithSmith+Brown
A Professional Corporation
Certified Public Accountants and Consultants

One Spring Street
New Brunswick, NJ 08901
Tel: 732.828.1614
www.withum.com

William R. Hagaman, Jr., CPA
James J. Decker, CPA
Partners

NJPA Hotline questions answered

Here are some questions NJPA members recently asked our Legal Hotline:

Q I have a question regarding affidavits that need to be sent to all of the municipalities that advertise with us. I understand that we need to send a notarized copy of an affidavit that states our net paid circulation for a specific period and the current rate that we charge. Can we just publish this affidavit in our paper rather than send each municipality a notarized copy?

A We do not know of any prohibition against a newspaper drafting/signing a single affidavit and forwarding a copy thereof to each public entity. If an entity requires an original, then the newspaper can always draft another original to satisfy that specific entity's request.

Q If a document is at a public meeting, are we allowed to have copies? One committee is working with a draft of a report at public meetings and members of the press have not been given copies of the document yet. The secretary did initially give us copies, but then the committee took them back. Is this right?

A In a reported decision, *The Home News v. Board of Education of the Borough of Spotswood*, 286 N.J. Super. 380 (App. Div. 1996), the Appellate Division decided a case where one of the issues was the right of the

— Continues on Page 4

People & Papers

Calchi, Alt fill top roles as Nutt retires



Nutt



Calchi



Alt

Charles W. Nutt, 62, has taken early retirement as president, publisher and editor of *The Daily Journal* in Vineland. Two key managers have been promoted to handle his responsibilities.

Ad Director Joseph Calchi, 48, will continue in that position and take on the added role of general manager, in charge of the overall *Daily Journal* operation.

Jason Alt, the local desk editor, becomes managing editor and will be responsible for news and opinion for the daily newspaper, the website and three weekly publications — *Cumberland Journal*, *Bridgeton Journal* and *Nuestra Comunidad*. He will report to Calchi.

Mark Leiser, editor and general manager of *The Daily Journal's* five publications in the Atlantic County Weekly Newspaper Group, based in Hammonton, also will report to Calchi.

Calchi's promotion to general manager follows a long career at *The Daily Journal*. He joined the staff as an ad account executive in 1985. As ad director since 1996, he has been responsible for all advertising in the daily newspaper, the website and eight weekly publications.

Calchi, 48, is a graduate of Cumber-

land County College. He lives in Millville with wife Joan and their daughter Jenna.

Alt, 35, has held various editor posts at *The Daily Journal* since 2003, and he has worked for Gannett newspapers since 1997. He is a graduate of Penn State University, is married, and lives in Vineland.

Alt started as a reporter for the *Courier News* in Bridgewater — as did Nutt — and was a copy editor and assistant metro editor there. He was an assistant editor on the metro desk at the *Courier-Post* in Cherry Hill before transferring to *The Daily Journal*. He was metro editor and then news editor before his most recent assignment as local desk editor.

Nutt has worked for Gannett, the parent organization of *The Daily Journal*, for 36 of his 38 years in the news business. He has no plan to leave Vineland, where he and his wife have lived for 12 years.

"I expect to do a lot more writing," Nutt said. Last year he published his first book, "Life Happens. How Catholic Baby Boomers Coped with a Changing World." He also hopes to teach and consult.

— *The Daily Journal*

A.C. Press readers want more in-depth news

There are a lot of things in Atlantic County that need to be uncovered, and the local newspaper should do more investigative reporting, a dozen people told *The Press of Atlantic City's* editors recently at a community forum.

And they shared plenty of ideas that would keep reporters busy for months.

"You've got some really top-notch writers," said Joel Fogel, of Somers Point. He wants more "in-depth" reporting, rather than having to see documentaries such as "Waiting for Superman" for serious coverage of an issue.

Janis Hetrick, of Egg Harbor Township, agreed.

"There's so much that could be investigated," she said. She wants the paper to name politicians who exploit the system by working part time at a low-paid elective office for many years, and then finish up with a few years in a high-paying appointed position to build a good pension for retirement.

The session was the second in a series that *Press* editors are holding to get input about the paper from residents. The first was held in September in Atlantic City. The next session will be held in Wildwood in February.

Several results came out of the first meeting, said Executive Editor and Content Director Neill Borowski. More positive news was put on page one, and the arrest listings for minor crimes no longer mention names, so that one indiscretion does not become someone's permanent history on the Internet.

Feedback

People at the meeting had both compliments and complaints about *The Press*.

Janis Hetrick loves the business section and its new emphasis on small enterprise. But she misses the "25 words or less"

— Continues on Page 9

The Inquirer names editor

Stan Wischnowski, a veteran journalist who has presided over *The Philadelphia Inquirer's* front page for a decade, has been named the newspaper's editor. The action by Publisher Gregory J. Osberg came to staff applause at a holiday party in the newsroom on Dec. 21.

Wischnowski, 48, has served as acting editor since Oct. 8, when *The Inquirer*, the *Philadelphia Daily News*, and Philly.com emerged from bankruptcy under the new ownership of Philadelphia Media Network.

Osberg, a former *Newsweek* executive, praised Wischnowski's "collaborative style" and said he had exhibited the leadership and news judgment to manage the dominant news-gathering organization in the nation's fourth-largest media market. He said the enthusiasm and commitment of the company's employees were making the paper's new corporate owner "the most successful regional media company" in the country.

Wischnowski has been at *The Inquirer* since 2000, and had been deputy managing editor/operations and vice president for shared services before his appointment.

"This is the opportunity of a lifetime," said Wischnowski, adding that he always considered *The Inquirer* "one of the greatest newspapers in the country."

The 26-year newspaper veteran worked at several metropolitan papers as a high-ranking editor, including deputy managing editor/news and acting managing editor at the *Rochester Democrat and Chronicle*, and Sunday copy desk chief at the *Detroit News*.

Wischnowski is the fifth editor of *The Inquirer* in the last 10 years. He is a native of Kankakee, Ill., and received a bachelor of arts degree in journalism from Western Illinois University. He and his wife Shawn live in West Chester. They have three children in college.

— *The Philadelphia Inquirer*



609/570-4131
Cell 609/306-2523
Fax 609/570-4075
tnoble@aaamidatlantic.com

700 Horizon Drive
Hamilton, NJ 08691

Tracy E. Noble
Manager, Public &
Government Affairs

CCNJ

For information about New Jersey's largest manufacturing industry, call the:

Chemistry Council of New Jersey

www.chemistrycouncilnj.org

150 West State Street
Trenton, NJ 08608

(609) 392-4214
fax (609) 392-4816



Fleet of 24-ft. Trucks & Cargo Vans

Joseph Paci, Owner

Warehouse & Offices:

435 East Main Street, Suite 101, Denville, NJ 07834

Phone: 973-625-4227 • Fax: 973-625-6931

Email: jpaci@icapdelivery.com

Website: www.ICAPDelivery.com

Member
NJPA



NJNN Update

Amy Lear
Director
New Jersey Newspaper Network

Time for a fresh start

It's no surprise that NJNN is busy helping newspaper advertisers formulate their ad-buying budgets for the coming year. December and January consist of steady scrambling to update circulation numbers, online capabilities, rates and contract levels for steady clients, while preparing to prospect for new ones.

How can you assist with this effort? Please take a moment to send us updated ad rates and sales data. NJNN customers expect fast and accurate service and we take pride in meeting those expectations on behalf of NJPA-member newspapers.

Tip: if you haven't changed rates, it's helpful to add a 2011 date to your marketing materials anyhow, to let agencies know that the information they reference is current. We have rate cards on file that are dated 2005 and are still valid! Some might view this as a good thing (no increase in more than 5 years); however, it frequently requires an extra phone call to verify that those costs can be quoted for a future campaign. And it creates a chain reaction of extra steps. NJNN checks with you and alerts the agency, but the 2005 card can get passed along to someone else and that person has to confirm its validity all over again.

How about something new in 2011?

We're working on enhancing our network offerings for advertisers seeking statewide reach. For example, the successful "2x2" display ad network could grow to include daily newspapers this year. Or, a turn-key remnant advertising program might be offered to new advertisers. These ideas are "under construction" to roll out in the first quarter. Plus, the former NJLinkLocal website network will be expanded to include more sites to meet the growing needs of sophisticated online marketers.

Do you have success stories to share or an idea we can discuss to help grow your business? I welcome your updates and suggestions! Reach me at (609) 406-0600, ext. 15 or email aclear@njpa.org.

Onward to revenue growth and a prosperous year ahead!

Members: rate cards due

NJPA needs 2011 rate cards from all members. Please send your 2011 published rate cards—for retail, national, preprints and all other categories—as soon as they become available. If you do not have a planned rate increase for 2011, please send the rate cards that are in effect as of Jan. 1, 2011, along with a note confirming that 2010 rates are still valid.

All rate cards should be sent in PDF format and emailed to Amy Lear: aclear@njpa.org.

'Pink paper' sales help Gannett NJ raise \$62,000 to fight breast cancer

The numbers are staggering. On an average day 16 New Jersey residents are diagnosed with breast cancer and another four die. It will happen today. And again tomorrow. And during the next 25 years, five million Americans will develop breast cancer.

These grim statistics were cited by Joseph Cavone, president and publisher of the *Daily Record of Morris County*, at a Dec. 2 news conference.

"That is why Gannett's New Jersey Press Media decided it was time to become part of the story... to help make a difference in people's lives, and to give people hope," Cavone said, explaining how the company's "Press for the Cure" project was born. The drive became a companywide initiative involving 1,000 employees at six separate sites.

It raised \$62,000, much of it through the sales of Sunday, Oct. 3 newspapers—the *Daily Record*, *Asbury Park Press*, *Courier News*, *Courier-Post*, *Home News Tri-*

bune and *Daily Journal*—which all were turned pink for the day. Five cents for each pink paper sold was donated to the Central and South Jersey Affiliate of Susan G. Komen for the Cure, which supports breast cancer screening, services and research and is part of the national effort to eradicate breast cancer.

In addition, more than 75 Gannett employees participated in the Oct. 3 Susan B. Komen Race for the Cure fundraiser at Six Flags Great Adventure theme park. Another \$25,000 was donated to the affiliate by the Jules L. Plangere Jr. Family Foundation, said Dee Pellegrino, marketing director for Press Communications LLC, where Plangere is a senior partner.

NJ Press Media Publisher Thomas M. Donovan said this effort was just the opening act. "It is something that we plan to do even bigger and better next year," he said

Nancy Healey, executive di-

rector of the Komen affiliate, said the coverage, exposure and feedback the nonprofit received were "fabulous." "People loved it—from the people reading the stories in the newspapers and online to the people who were featured in the stories. Our survivors were thrilled and honored to tell their stories," said Healey, herself a two-time survivor of breast cancer.

"Last year, we raised a total of \$2.7 million and of that, about \$700,000 was sent to the national foundation in Texas to be used for breast cancer research, and \$1.4 million stayed here," she said. That money helped to provide education about breast cancer and breast health to more than 55,000 women and provided mammograms to 10,000 uninsured or underinsured women.

Sales skills, legal defense webinars

Continues from Page 1

ative claims against newspapers.

Understanding and protecting your newspaper against this onslaught is the goal of this webinar.

Register by Monday, Jan. 24 to avoid a \$10 late fee. Late registration is accepted until Jan. 27 at 4 p.m.

For each webinar, all that's needed is one Internet connec-

tion and one telephone. Have as many people participate as you wish—at no added cost!

If you cannot participate in the live webinars, archive versions will be available a day or two later. The cost is the same as registration.

For details and registration information, email pastephan@njpa.org, or go to www.njpa.org and click on Events.

Obituary

William Smith, ad manager

William H. Smith, 84, of Hawthorne, formerly of North Haledon, passed away Dec. 12, 2010 after a long illness.

He had a long career as an advertising salesman and manager for various New Jersey newspapers, including *The Hudson Dispatch*, the *Union Leader* and Suburban Publishing Corp., and the *Shopper News* of Fair Lawn and North Jersey Newspapers Co.

Born in New Milford, he was a Navy Seabee in the Pacific theater during WWII and was a tugboat operator at the U.S. Submarine Base in New London, CT, during the Korean conflict.

Bill resided in North Haledon for 35 years where he served as a Cub Scout leader and Little League coach for many years. He was active in St. Paul's Church as a choir member, CCD teacher and as vice president of the Senior Club.

Bill is survived by his wife of 55 years, Joyce (nee Temby), six children and 15 grandchildren. He is also survived by his sister Virginia Spreen.

Memorial donations may be sent to The Alzheimer's Association National Chapter, 225 N. Michigan Ave, Suite 1700, Chicago, IL. 60601.

NJPA Hotline

Continues from Page 3

press and public to access worksheets the Board of Education was discussing and utilizing to assist it in the formulation of a school budget. In denying access to those worksheets the Appellate Division stated, "... it was no more subject to disclosure than any other papers reflecting work in progress toward the goal of producing a document that will eventually become a public record," *The Home News*, supra at 388,389. Thus, based on this decision, we are of the opinion that the committee could deny access to the draft report.

NJPA's "Legal Hotline" is a free service to member newspapers. If you have a newspaper-related legal question, contact NJPA's Legal Counsel at Gibbons, P.C.: phone (973) 596-4863 fax (973) 639-6267

Tom Cafferty
tcafferty@gibbonslaw.com

Nomi Lowey
nlowey@gibbonslaw.com

Lauren James
lames@gibbonslaw.com

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

Got a Plan? we do...

Stage 1: Planning

- Customized service plan
- Needs, wants and delights
- Marketing support and guidance
- ROP and insert sales expertise
- Circulation development
- Increased ROP, insert, subscription revenue
- Customer-oriented staff
- Pre-production specialist
- Meet any publishing goal
- Dreams come true

Stage 3: Logistics

- Polybagging
- Minimize postage
- In-house mail processors
- Maximize deliverability
- Customized insert schemes
- Unlimited Finishing options
- Complete subscription management
- On-site postal verification
- Local, regional, national trucking
- Worldwide distribution

- Multiple facilities
- File preparation training
- 24-hour customer service
- 100% redundancy in all manufacturing and services
- Well defined processes based on Six Sigma
- Unlimited color availability
- Vast number of product size options
- Greater selection of paper stocks
- State of the art technology
- Faster throughput

Stage 2: Production

- More colorful publications
- More attractive products
- Timely delivery
- Engaged readers
- Increased advertising opportunities
- Long-term partnerships
- Sustained profitability
- Improved bottom line
- Enhanced staff morale
- Goals exceeded

Stage 4: Results

A.F.L. WEB

REGIONAL PRINT CENTER

VOORHEES: 2 Executive Drive / Voorhees, NJ 08043

SECAUCUS: 70 Seaview Drive / Secaucus, NJ 07094

Phone: 856.566.1270 • Fax: 856.566.0110

E-mail: sales@aflwebprinting.com • Web-site: www.aflwebprinting.com

Grow your business with A.F.L. Web Printing

- State-of-the-Art Presses / Computerized Ink and Registration Controls / All 4-Color all the time
 - 100% Process and Service Redundancy between 2 State-of-the-art Facilities
 - Customized Service Plan / Around-the-Clock Customer Service
- Digital Prepress / Computer to Plate / Quality Control in all Phases of Production
- Multiple High Speed Bindery, Labeling, Inserting and Poly Bag Lines / Fast Turn Around Time
- Commitment to Circulation and Revenue Growth / R.O.P. Advertising & Digital Workflow Support
 - Circulation and Mailing Services Coupled with in-house U.S. Postal Service Verification
- Special Handling, UPS, Federal Express, USPS, Local and National Trucking / On-time Delivery

The Winning Hand



Don't gamble with

Choose to work with A.F.L. Web Printing. With over more than 35 years, reaching over 100,000 customers.

A.F.L. Web Printing's Value Proposition

It is our goal to be the publisher's resource of choice. We are passionate about creating long-term partnerships which contribute to sustained profitability for both organizations. In order to achieve this we look beyond our clients' current needs while at the same time focusing on our most valuable asset: Our Employees. We recognize each employee as an individual and offer the potential for growth through structured development and career opportunities. The ultimate result must be the highest level of quality and customer satisfaction. This approach creates security, stability, and growth for our clients, employees and A.F.L. - today and in the future.

A.F.L. WEB
REGIONAL PRINT CENTER



Darrin Forchic / darrinf@aflwebprinting.com
Bryan Locasale / blocasale@aflwebprinting.com
Mike Mattiacci / mmattiacci@aflwebprinting.com

Makes a Difference



in your publication!

A.F.L. Web Printing, the "sure thing" for over 400 publishers nation wide.

VOORHEES
2 Executive Drive
Voorhees, NJ 08043

SECAUCUS
70 Seaview Drive
Secaucus, NJ 07094

Phone: 856.566.1270 • Fax: 856.566.0110
Web-site: www.aflwebprinting.com

Michele Nesbihal / mnesbihal@aflwebprinting.com
Art Salayda / asalayda@aflwebprinting.com
Bob Walters / bwalters@aflwebprinting.com

Grow your business with A.F.L. Web Printing

- State-of-the-Art Presses / Computerized Ink and Registration Controls / All 4-Color all the time
 - 100% Process and Service Redundancy between 2 State-of-the-art Facilities
 - Customized Service Plan / Around-the-Clock Customer Service
- Digital Prepress / Computer to Plate / Quality Control in all Phases of Production / CIP4 Compliant Workflow
 - Multiple High Speed Bindery, Labeling, Inserting and Poly Bag Lines / Fast Turn Around Time
- Commitment to Circulation and Revenue Growth / R.O.P. Advertising & Digital Workflow Support
 - Circulation and Mailing Services Coupled with in-house U.S. Postal Service Verification
- Special Handling, UPS, Federal Express, USPS, Local and National Trucking / On-time Delivery

**Ahead of the competition.
A stable ally in an unstable market.
Always prepared for the unexpected.**



A.F.L. WEB
REGIONAL PRINT CENTER

*Are you maximizing your return?
Call A.F.L. Web Printing for a full service manufacturing audit.*

A.F.L. WEB
REGIONAL PRINT CENTER



2 Executive Drive / Voorhees, NJ 08043 • 70 Seaview Drive / Secaucus, NJ 07094
Phone: 856.566.1270 • Fax: 856.566.0110 • Web-site: www.aflwebprinting.com



Darrin Forchic / darrinf@aflwebprinting.com **Michele Nesbihal** / mnesbihal@aflwebprinting.com
Bryan Locasale / blocasale@aflwebprinting.com **Art Salayda** / asalayda@aflwebprinting.com
Mike Mattiacci / mmattiacci@aflwebprinting.com **Bob Walters** / bwalters@aflwebprinting.com

Grow your business with A.F.L. Web Printing

- State-of-the-Art Presses / Computerized Ink and Registration Controls / All 4-Color all the time • 100% Process and Service Redundancy between 2 State-of-the-art Facilities
- Customized Service Plan / Around-the-Clock Customer Service • Digital Prepress / Computer to Plate / Quality Control in all Phases of Production / CIP4 Compliant Workflow
- Multiple High Speed Bindery, Labeling, Inserting and Poly Bag Lines / Fast Turn Around Time • Commitment to Circulation and Revenue Growth / R.O.P. Advertising & Digital Workflow Support
- Circulation and Mailing Services Coupled with in-house U.S. Postal Service Verification • Special Handling, UPS, Federal Express, USPS, Local and National Trucking / On-time Delivery



NJPF Update

John J. O'Brien
Director
New Jersey Press Foundation

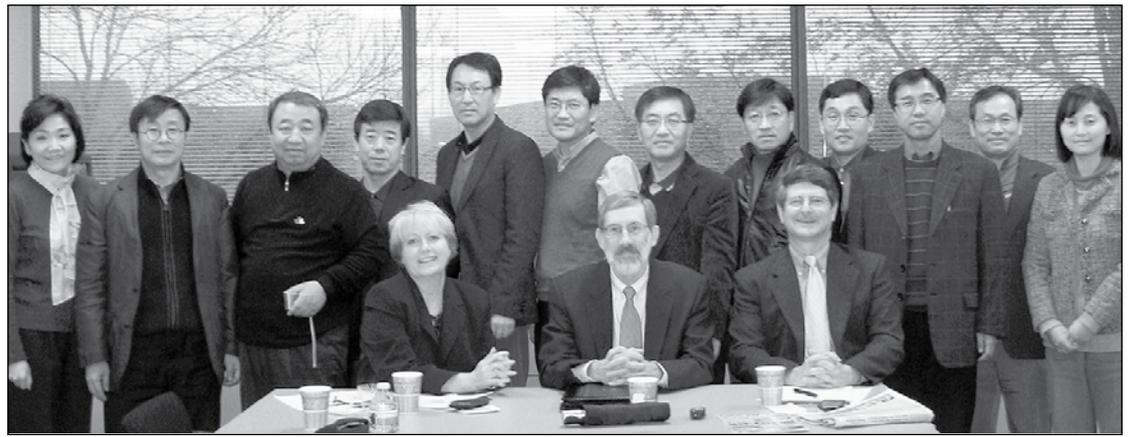
A collection of quips to start 2011 happily

It's a new year so I guess my first column should be one chock full of great prognostications and hope for your New Jersey Press Foundation in the coming 12 months. But who am I kidding? If I could predict the future, I wouldn't have sold my Apple stock 5 years ago!

So let's break tradition and start the New Year off on a humorous note. Journalists and politicians make strange bedfellows, but one thing I've learned is that both groups are very quotable. Here are a few quotes I've collected over the years:

- 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*
- 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*
- 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*
- I always read the obituaries before I read the sports pages. I want to see who lost before I see who won. — *Judiah Ewing...my grandfather*
- 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*
- Vegetarian is an old Indian word that means "lousy hunter." — *Andy Rooney*
- Reporters are not required to read you 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*

Happy New Year!



FOREIGN EXCHANGE: Newspaper men and women from South Korea visit NJPA on Dec. 1 to learn first-hand about the challenges facing American newspapers and how they are adapting to the new media landscape. Seated, from left, Sheila Gallagher-Montone of *The Times*, Trenton, Charlie Nutt, on his first day of retirement from *The Daily Journal*, Vineland, and Preston Gibson, *Cape May County Herald*, enjoy sharing perspectives and ideas with their Korean counterparts.

Korean press visitors

EDUCATIONAL ENCOUNTER: Teachers from South Korea visit the U.S. as guests of the Korea Press Foundation to learn about newspaper education programs for students. NJPA NIE Committee members, seated from left, Antonette Bomentre-Walters of the *Burlington County Times*, Cynthia Forster of *The Record and Herald News*, and Shirley Sator of the *Hunterdon County Democrat*, give them many ideas.



Press of AC readers want more in-depth news

Continues from Page 3
reader write-in feature that used to appear on Sundays.

"It's well-known that this is a left-leaning paper," Hetrick said. She suggested the next staff opening on the editorial page go to someone of a more conservative bent. "Like it or not, you are in a right-leaning part of the state. Sometimes your editorials are so far out, you might as well be in California," she said.

But Egg Harbor Township resident Jim Fraser disagreed. "Since you're left-leaning, it seems to me you've been awfully good to

the Republicans in Egg Harbor Township," he said. "There's a lot that goes on in this town that should be revealed."

Facebook nixed

Making readers log onto Facebook in order to make comments about a story on *The Press'* website has killed online discussion, Hetrick said.

But Stephen Warren, deputy director of content for digital, said the move was necessary to prevent abusive comments.

"I could no longer sleep at night, knowing that some of the most disgusting and offensive

things were put online by people without the courage to put their name on it," Warren said. "The quality of the conversation has improved immensely" since the Facebook link was added.

Other suggestions by readers included improving the search engine on the website, giving more advance notice and more details about community events, stories about the needs of veterans, not editing letters to the editor so much that the writer's point is lost and offering discounts to loyal subscribers as well as new ones.

— *The Press of Atlantic City*



NEW JERSEY PRESS FOUNDATION BOARD OF TRUSTEES • 2011

PRESIDENT

Raymond Worrall
Worrall Community
Newspapers, Union

VICE PRESIDENT

Jennifer Borg
The Star-Ledger/
Woodland Park

TREASURER

Richard Veza
The Star-Ledger/
New Jersey Advance
Newark

SECRETARY

George H. White
NJPA Executive Director

TRUSTEES

Richard Bilotti
Retired, The Times
Trenton

Jennifer Cone Chciuk
The West Essex Tribune
Livingston

Joseph L. Cavone
Daily Record
Parsippany

Ron Czajkowski
Communications Consultant

James Kilgore
Packet Publications
Princeton

Ronald Morano
FirstEnergy Corp./JCP&L
Morristown

Elizabeth Parker
Recorder Community
Newspapers, Stirling

STAFF

John O'Brien
NJPF Director

ADVISORS

Thomas J. Cafferty
Gibbons P.C.

Richard Snyder
Kreischer Miller

Tricia Volk
Princeton Area
Community Foundation

FirstEnergy gives \$2,500 to NJPF

Continues from Page 1
major supporter."

According to an appreciative John O'Brien, NJPF's new director, the check from the FirstEnergy Foundation will be presented on Jan. 28 at NJPA's Board of Directors meeting at the office in West Trenton.

To help support the project, call O'Brien at (609) 406-0600, ext. 13, or email him at jjobrien@njpa.org.

NJPA Associate Members

A.F.L. Web Printing
2 Executive Drive
Voorhees, NJ 08043
(856) 566-1270
Fax (856) 566-0110
www.aflwebprinting.com
Darrin Forchic
darrinf@aflwebprinting.com

AAA Mid Atlantic
700 Horizon Drive
Hamilton, NJ 08691
(609) 570-4130
(609) 587-7345
www.aaa.com
David Weinstein
dweinstein@aaamidatlantic.com

AAA New Jersey
Automobile Club
1 Hanover Road, PO Box 698
Florham Park, NJ 07932
(973) 245-4864
Fax (973) 377-5849
www.aaa.com
Karen H. McVeigh
kmcveigh@njac.aaa.com

Advocate Publishing Corp.
The Catholic Advocate, NJ
Catholic
171 Clifton Avenue, PO Box
9500
Newark, NJ 07104
(973) 497-4201
Fax (973) 497-4192
www.rcan.org/advocate
Marge Pearson-McCue
pearsoma@rcan.org

Amandla
PO Box 7030 WOB
West Orange, NJ 07052
(866) 262-6352
Ernest Kwabena Opong
amandlanews@yahoo.com

Ansorge Unlimited
20 Broad Street, Suite R
Red Bank, NJ 07701
(732) 933-4767
Fax (732) 936-0415
www.ansorgeunlimited.com
Claudia Ansorge
claudia@ansorgeunlimited.com

The Associated Press
50 West State Street, Suite 1114
Trenton, NJ 08608
(609) 392-3622
Fax (609) 392-3531
www.ap.org/nj
Andrew Fraser
afraser@ap.org
Sally Hale
shale@ap.org

Bartash Printing, Inc.
5400 Grays Avenue
Philadelphia, PA 19143
(215) 724-1700
Fax (215) 724-3313
www.bartash.com
Michael Karff
mkarff@bartash.com
Eric Roberts
eroberts@bartash.com

The Beacon
597 Valley Road
Clifton, NJ 07013
(973) 279-8845
Fax (973) 279-2265
www.patersondiocese.org
Richard Sokerka
catholicbeacon@
patersondiocese.org

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

Camden County Woman
PO Box 2800
Cinnaminson, NJ 08077
(877) 403-4334
Fax (877) 777-9239
www.camdencountywoman.com
Ingrid Edelman
camcowoman@aol.com

Cape Publishing, Inc.
513 Washington Street
Cape May, NJ 08204
(609) 898-4500
Fax (609) 898-3585
www.capemay.com
Bernard Haas
bhaas@capemay.com

CBA Industries Inc.
669 River Road
Elmwood Park, NJ 07407
(201) 414-5200
Barry Schiro
baschiro@cbaol.com

The College of New Jersey
PO Box 7718
Trenton, NJ 08628
(609) 771-2793
Fax (609) 637-5112
www.tcnj.edu
Donna Shaw
shaw@tcnj.edu

Community News Service LLC
Hamilton Post, Ewing Observer,
Trenton Downtowner, Lawrence
Gazette, Robbinsville Advance,
Hopewell Express
2 Princess Road, Suite 1G
Lawrenceville, NJ 08648
(609) 396-1511
Fax (609) 396-1132
www.communitynewsnj.com
James Griswold
jamie@communitynewsnj.com
Tom Valeri
tom@communitynewsnj.com

The County Seat
77 Hudson Street, 2nd Floor
Hackensack, NJ 07601
(201) 488-5795
Fax (201) 343-8720
Gail Zisa
gail@cntyseat.com

The Criterion News Advertiser
87 Forrest Street, PO Box 4278
Metuchen, NJ 08840-4278
(732) 548-8300
Fax (732) 548-8338
Christopher Crane
info.criterion@verizon.net

**Direct Printing and Mailing
Services**
45 Dutch Lane
Ringoes, NJ 08551
(908) 806-3700
Fax (908) 806-7670
Jack O'Rourke
directprint@aol.com

Dow Jones Newspaper Fund
PO Box 300
Princeton, NJ 08543-0300
(609) 452-2820
Fax (609) 520-5804
www.newspaperfund.org
Richard Holden
djnf@dowjones.com

Evergreen Printing Company
101 Haag Avenue, PO Box 786
Bellmawr, NJ 08031
(856) 933-0222
Fax (856) 933-2972
www.egpp.com
John Dreisbach
jdreisbach@egpp.com

The Gazette Newspaper
343 Boulevard
Hasbrouck Heights, NJ 07604
(201) 288-8656
(877) 403-4334
Fax (201) 288-7215
Fritz Rethage
fritz@hasbrouck-heights.com

Gibbons P.C.
One Gateway Center
Newark, NJ 07102-5310
Lyndhurst, NJ 07071
(973) 596-4863
Fax (973) 639-6267
Thomas Cafferty
tcafferty@gibbonslaw.com
Nomi Lowy
nlowy@gibbonslaw.com
Lauren James
lames@gibbonslaw.com

HarrisonRand
6823 Bergenline Avenue
Guttenberg, NJ 07093
(201) 869-7555
Fax (201) 861-5609
www.harrisonrand.com
Daryl Rand
drand@verizon.net

ICAP Delivery, Inc.
435 East Main Street, Suite 101
Denville, NJ 07834-2533
(973) 625-4227
Fax (973) 625-6931
www.ICAPDelivery.com
Joseph Paci
jpaci@icapdelivery.com

**Insurance Council
of New Jersey**
820 Bear Tavern Road, Suite 303
Ewing, NJ 08628-1021
(609) 882-4400
Fax (609) 538-1849
www.icnj.org
Magdalena Padilla
mpadilla@icnj.org

**Insurance Specialties
Services, Inc.**
2370 York Road, Suite D-4
Jamison, PA 18929
(215) 918-0505
Fax (215) 918-0507
Toll free: (800) 533-4579
Ken Smith
administrator@ISSISVS.com

**Jersey Central Power & Light /
FirstEnergy Corporation**
300 Madison Avenue, PO Box
1911
Morristown, NJ 07962-1911
(973) 401-8097
Fax (330) 315-8941
www.firstenergycorp.com
Ronald Morano
rmorano@firstenergycorp.com

Journal Register Company
790 Township Line Road, Suite
300
Yardley, PA 19067
(215) 504-4200
Fax (215) 867-2172
www.journalregister.com
Scott A. Wright
swright@journalregister.com

Kean University
1000 Morris Avenue
Hutchinson Hall, 2nd Floor
Union, NJ 07083-0411
(908) 737-3410
Fax (908) 737-4636
www.kean.edu
Audrey Kelly
aukelly@kean.edu

Kreischer Miller
100 Witmer Road
Horsham, PA 19044
(215) 441-4600
Fax (215) 672-8224
www.kmco.com
Edward Hege
cehege@kmco.com

Kruger Pulp & Paper Sales, Inc.
107 Country Club Drive
Rochester, NY 14618
(585) 385-0027
Fax (585) 385-0028
www.kruger.com
Rick Rumble
rick.rumble@kruger.com

Latinos Unidos de Nueva Jersey
190 Hickory Road, Box 1082
Jackson, NJ 08527
(732) 534-5959
Fax (732) 942-6633
www.lunj.net
Jorge A. Rod
lunj@optonline.net

Metro Creative Graphics, Inc.
519 Eighth Avenue
New York, NY 10018
(800) 223-1600
Fax (212) 967-4602
www.metrocreativegraphics.com
Gwen Tomaselli
gtomaselli@metro-email.com

**Monmouth University
Department of Communication**
400 Cedar Avenue
West Long Branch, NJ 07764
732-571-3635
www.monmouth.edu
Don R. Swanson
dswanson@monmouth.edu

Montclair State University
One Normal Avenue
Montclair, NJ 07043
(973) 655-4334
Fax (973) 655-7382
www.montclair.edu
Paula Maliandi
maliandip@mail.montclair.edu

**New Jersey Association of
School Administrators**
920 West State Street
Trenton, NJ 08618
(609) 599-2900
Fax (609) 599-9359
www.njasa.net
Anne Gallagher
agallagher@njasa.net

**New Jersey Broadcasters
Association**
348 Applegarth Road
Monroe Twp, NJ 08831-3738
(609) 860-0111
Fax (609) 860-0110
www.njba.com
Paul S. Rotella
protella@njba.com

New Jersey City University
Office of Public Information
2039 John F. Kennedy Boulevard
Jersey City, NJ 07305-1597
(201) 200-3426
Fax (201) 200-2168
www.njcu.edu
Ellen Wayman-Gordon
ewaymangordo@njcu.edu

**New Jersey Council of County
Colleges**
330 West State Street
Trenton, NJ 08618
(609) 392-3434
Fax (609) 392-8158
www.njccc.org
Jacob C. Farbman
jfarbman@njccc.org

New Jersey Dental Association
1 Dental Plaza
North Brunswick, NJ 08902
(732) 821-9400
www.njda.org
Eric R. Elmore
eelmore@njda.org

**New Jersey Education
Association**
180 West State Street, PO Box
1211
Trenton, NJ 08607-1211
(609) 599-4561
Fax (609) 392-6321
www.njea.org
Steve Wollmer
swollmer@njea.org

New Jersey Hometown
36 Voorhis Place
Ringwood, NJ 07456
(201) 602-9168
Fax (973) 556-1114
www.njhometown.com
Philip White
Hugh Weiss, Webmaster

**New Jersey Hospital
Association**
760 Alexander Road, PO Box 1
Princeton, NJ 08543
(609) 275-4069
Fax (609) 275-4273
www.njha.com
Kerry McKean Kelly
kmcckean@njha.com

**New Jersey School Boards
Association**
413 West State Street
PO Box 909
Trenton, NJ 08605-0909
(609) 278-5202
Fax (609) 695-0413
www.njsba.org
Frank Belluscio
fbelluscio@njsba.org

NJ.com
30 Journal Square
Jersey City, NJ 07306
(201) 459-2822
Fax (201) 418-7686
Barbara Chodos
bchodos@nj.com

PolitickerNJ.com
Poligravity Media, LLC
321 West 44th Street, 6th Floor
New York, NY 10036
(212) 407-9326
Fax (212) 753-2751
www.politickernj.com
Zach Silber
zach.silber@politickernj.com

PrimeTimes in New Jersey
PO Box 2507
Warren Point Station
Fair Lawn, NJ 07410
(201) 803-7160
Fax (201) 791-3394
Jerry Jastrab
primetimesnj@aol.com

**Publishers Circulation
Fulfillment Inc.**
303 Smith Street, Unit 1
Farmingdale, NY 11735
(914) 953-9732
Fax (201) 564-3995
www.pfcorp.com
Tom Dressler
tom.dressler@pfcorp.com

Publishing Group of America
American Profile, Relish, Spry
341 Cool Springs Boulevard
Suite 400
Franklin, TN 37067
(615) 468-6000
Fax (615) 468-6100
www.americanprofile.com
www.relishmag.com
www.spryliving.com
Steve Smith
ssmith@pubgroup.com

Rider University
2083 Lawrenceville Road
Lawrenceville, NJ 08648-3099
(609) 896-5192
Fax (609) 895-5440
www.rider.edu
Dan Higgins
dhiggins@rider.edu

Rowan University
Department of Journalism
Bozorth Hall, 201 Mullica Hill
Road
Glassboro, NJ 08028
(856) 256-4132
www.rowan.edu
Kathryn Quigley
quigleyk@rowan.edu

**Rutgers, The State University
of New Jersey,
School of Communication and
Information (SC&I)**
4 Huntington Street
New Brunswick, NJ 08901
(732) 932-7500, ext. 8013
Fax (732) 932-6916
www.comminfo.rutgers.edu
Jorge Reina Shement
comminfo.dean@rutgers.edu

**Seven Mile Times and
Creative LLC**
Seven Mile Times, Sea Isle Times
3289 Ocean Drive, PO Box 134
Avalon, NJ 08202
(609) 967-7707
Fax (609) 967-7710
www.sevenmiletimes.com
www.seaisletimes.com
Monica Coskey
mcoskey@7miletimes.com

Strategic Content Imaging
374 Starke Road
Carlstadt, NJ 07072
(201) 935-3500
Fax (201) 935-4431
www.sciimage.com
Keith Puzio
kpuzio@sciimage.com

W.B. Grimes & Company
276 Springbrook Trail
Sparta, NJ 07871
(973) 729-2973
Fax (973) 729-2973
Kent Roeder
rkroeder@earthlink.net

**West Windsor-Plainsboro
News**
12 Roszel Road, Suite C-205
Princeton, NJ 08540
(609) 243-9119
Fax (609) 243-9020
Richard Rein
rein@wwpinfo.com

White Birch Paper Company
23-05 Watkins Avenue
Fair Lawn, NJ 07410
(201) 921-0339
Fax (201) 791-4223
Dick Tabbachino
dicktabbachino@
whitebirchpaper.com, and
80 Field Point Road
PO Box 3443
Greenwich, CT 06830
(203) 661-3344,
Fax (203) 661-3349
Leighton Jordan
leightonjordan@
whitebirchpaper.com

Withum, Smith & Brown, CPA
One Spring Street
New Brunswick, NJ 08901
(732) 828-1614
Fax (732) 828-5156
www.withum.com
Bill Hagaman
bhagaman@withum.com

Wrubel Communications
12-32 River Road, PO Box 1311
Fair Lawn, NJ 07410
(201) 796-3331
Fax (201) 796-5083
Charlie Wrubel
chasnews@aol.com

Classified Ads!

Advertising

Advertising Online Sales Specialist

Are you ready to inspire an energetic sales team to its next level of success? **The Jersey Journal** newspaper group, Hudson County's leading daily newspaper along with a network of community newspapers, seeks an Online Sales Specialist to lead our company's Internet advertising sales. Through the Garden State's largest website for local news and information, NJ.com, the Jersey Journal and the community weekly newspapers reach more than 7,000,000 unique browsers every month. The Online Sales Specialist oversees the efforts of our newspaper sales force to drive additional revenue and attract nontraditional business by selling Internet advertising, search, and directory solutions.

The successful candidate will have a strong history of managing the sales process from prospecting through the close, with particular emphasis on growing the results of front-line account executives. As the sales team's "go-to" person for the Internet, the Online Sales Specialist will help newspaper representatives identify marketing needs of their clients that can be addressed with Internet solutions. He/she will join representatives for four-legged calls to important prospects, providing the extra measure of expertise that completes the sale. He/she will regularly communicate the team's results to top management, offer feedback on sales techniques to representatives and their managers, and recommend strategies to improve team and individual performance.

KEY RESPONSIBILITIES:

- Achieve online sales goals by working with and developing the newspaper sales force
- Be the sales team's point person for Internet products
- Identify opportunities, qualify prospects, and secure new online business

- Utilize newspaper resources to develop creative presentations
- Coach and practice consultative sales techniques
- Assist account executives in preparing proposals, securing signed agreements, and managing customer service after the sale
- Assist account executives in monitoring campaigns for effectiveness, communicating results to clients, and renewing business

- REQUIRED SKILLS & ABILITIES:
- Proven sales and management experience, including online media sales
- Consistently meet or exceed sales objectives, demonstrating focused sales efforts and understanding of the Internet advertising environment
- Solid leadership skills, including a proven ability to lead by example
- Self-motivation and ability to self-supervise
- Outstanding interpersonal, written, and verbal communication skills
- Outstanding computer skills and knowledge of Internet tools and tactics

- Earn a competitive incentive plan that includes a base salary and uncapped commission.
- Compensation package

includes a 401(k) program and comprehensive health care, including major medical, vision, dental, and prescription plan. Car and valid driver's license required. Opportunity is full-time. Send resume and cover letter to ARoselli@pennjerseyadvance.com. E-033010

Advertising Online Sales Specialist

Are you ready to inspire an energetic sales team to its next level of success? **NJ Publishing**, one of New Jersey's biggest networks of community newspapers, seeks an Online Sales Specialist to lead our company's Internet advertising sales. Through the Garden State's largest web site for local news and information, NJ.com, our eight weekly newspapers reach more than 7,000,000 unique browsers every month. The Online Sales Specialist oversees the efforts of our newspaper sales force to drive additional revenue and attract nontraditional business by selling Internet advertising, search, and directory solutions.

The successful candidate will have a strong history of managing the sales process from prospecting through the close, with particular emphasis on growing the results of front-line account executives. As the sales team's "go-to" person for the Internet, the Online Sales Specialist will help newspaper representatives identify marketing needs of their clients that can be addressed with Internet solutions. He/she will join representatives for four-legged calls to important prospects, providing the extra measure of expertise that completes the sale. He/she will regularly communicate the team's results to top management, offer feedback on sales techniques to representatives and their managers, and recommend strategies to improve team and individual performance.

KEY RESPONSIBILITIES:

- Achieve online sales goals by working with and developing the newspaper sales force
- Be the sales team's point person for Internet products
- Identify opportunities, qualify prospects, and secure new online business
- Utilize newspaper resources to develop creative presentations
- Coach and practice consultative sales techniques
- Assist account executives in preparing proposals, securing signed agreements, and managing customer service after the sale
- Assist account executives in monitoring campaigns for effectiveness, communicating results to clients, and renewing business

- REQUIRED SKILLS & ABILITIES:
- Proven sales and management experience, including online media sales
- Consistently meet or exceed sales objectives, demonstrating focused sales efforts and understanding of the Internet advertising environment
- Solid leadership skills, including a proven ability to lead by example
- Self-motivation and ability to self-supervise
- Outstanding interpersonal, written, and verbal communication skills
- Outstanding computer skills and

- Earn a competitive incentive plan that includes a base salary and uncapped commission.
- Compensation package

knowledge of Internet tools and tactics

Earn a competitive incentive plan that includes a base salary and uncapped commission. Compensation package includes a 401(k) program and comprehensive health care, including major medical, vision, dental, and prescription plan. Car and valid driver's license required. Opportunity is full-time. Send resume and cover letter to ARoselli@pennjerseyadvance.com. E-033010

Management

Publisher

The Vineyard Gazette

The Vineyard Gazette, Martha's Vineyard, Mass., is seeking a full-time resident publisher, with experience in both print and digital media, to manage both editorial and business functions of its award-winning weekly newspaper, the Vineyard Gazette, and its other media properties, Martha's Vineyard Magazine (published seven times a year, with other special editions) and The Best Read Guide to Martha's Vineyard (a free summer handout).

BACKGROUND

The Vineyard Gazette serves an island with a summer population of more than 105,000 and a winter population of 15,000, with two editions per week from June to September and one edition per week for the rest of the year. It has a paid summer circulation of 14,700 and a paid winter circulation of 9,700. It has consistently been in the black, with EBITDA as percent of revenues in double digits, including 2008 and 2009.

The Gazette was founded in the 19th century. It has won numerous journalism awards, including being named weekly newspaper of the year by the New England Newspaper Association many times since 1990, including 2010.

REPORTING RELATIONSHIPS

The publisher will have full management control over both the editorial and business functions of the Gazette and the other media properties, reporting to the owner. We are looking for a strong leader who will develop a future vision for the media properties and who will have substantial strategic and managerial discretion.

The editor of the Gazette and the business manager will report to the publisher, who will be responsible for evaluating the Gazette's overall needs and making appropriate personnel decisions.

We expect the publisher to live year round on the Vineyard and to be an active member of the community.

SOME KEY ISSUES

Preserve unique tone and aesthetic of newspaper, while seeking the highest level of fact-based, balanced and in-depth journalism on the island's many social, political, economic and cultural issues.

Become a "must read" for all the island's different geographical and socio-economic communities.

Evaluate and revamp the newspapers web site and electronic journalism.

Assess journalistic needs and staff the Gazette, and other media properties, appropriately. Consider possible establishment of relationship with schools of journalism and greater utilization of the remarkable writing talents of Vineyard residents.

Evaluate current business conditions and develop business plan so that newspaper is self-sustaining, without any subsidy.

Increase circulation and develop new sources of revenue.

In sum: make this weekly newspaper a model for a new era of print and electronic journalism.

SELECTION PROCESS

We are looking for a person with prior experience as a publisher and broad journalistic background and management skills who has the balance to respect important traditions and, at the same time, to seek an innovative, sustainable path for a renowned community newspaper. We hope to make a selection early in 2011.

For more information about the company and additional details about the selection process, please go to NJPA's website - www.njpa.org - and click on Employment/ Classified Ads.

CONTACT

Inquiries and resumes should be sent to:
 Publisher Search
 nwmccabe@TMVG.net
 or Post Office Box 871
 Edgartown, MA 02539

E-033010

CLASSIFIED ADVERTISING

- Help Wanted
- Work Wanted
- For Sale

In-column ads are only \$40 for 3 issues of *InPrint* and 3 months on our website - www.njpa.org. In-column employment ads are limited to one position per ad.

Display classified ads are just \$5 per column inch, per month; minimum 2 column inches.

DEADLINE

20th of the month prior to publication

METRO 2010

100 Years of Moneymaking Creative Content & Innovation

1910 - 2010

CELEBRATING



YEARS OF MONEYMAKING CREATIVE CONTENT & INNOVATION

Mention this ad and you will get **\$100 off** any new subscription to one of the following Metro services:

- METRO NEWSPAPER SERVICE
- CLASSIFIED DYNAMICS
- SALES SPECTACULARS
- METRO INTERACTIVE AD DESIGNER
- ONLINE SPECIAL SECTIONS MICROSITES

WANTED NJPA memorabilia

Copies of *InPrint* from 1991-1998; Membership directories prior to 1980; NJPA event invitations and programs. Call Catherine Langley at NJPA, (609) 406-0600, ext17.

MAKE MONEY WITH METRO'S FAMILY OF CREATIVE SERVICES & RESOURCES
 METROCREATIVECONNECTION.COM 800.223.1600 SERVICE@METRO-EMAIL.COM

Project 9-11

Student Journalism

How are they now—the children of Sept. 11?

And what are their perspectives, 10 years on?

Such questions are at the heart of a program being launched by NJPA and Rutgers University in which student journalists will ask children of those who perished in the 9-11 attacks how they're doing, where they are, and what they're doing now. What trials and triumphs have the decade brought?

The program will involve both college and high school journalists, working under the supervision of Rutgers professors and some of New Jersey's top newspaper editors.

The results will be available in NJPA member newspapers and on the web next September, when media across the nation and around the world are observing the 10-year anniversary of the Sept. 11, 2001 terror attacks.

"The 9-11 Student-Journalism Project" will start officially next spring, although the necessary groundwork has been underway for months. The aim of the project is to be informative for the public, as well as being educational for the student journalists and meaningful for their sources.

Because of New Jersey's location, the emphasis will be on interviewing those who lost parents and other family at the World Trade Center.

"It's a multi-phased enterprise," said Ron Miskoff, a lecturer in journalism at Rutgers and the person who will be running the project at the university. "High school and college journalists will be interviewing, essentially, their peers—other young people who were affected deeply and personally by one of the most powerful and formative events of our time."

In addition to articles for NJPA member newspapers, the project will result in a new multi-media website, which will display the articles and photographs that the students produce, along with ancillary materials, public comments and reactions.

The program is being funded by a New Jersey Press Foundation grant and by generous support from the North Jersey Media Group Foundation. George White, NJPA's executive director, worked with Miskoff to create a program to inspire young journalists about a serious issue and, at the same time, show them the future viability of journalism in New Jersey—whether in print or online.



©2001 The Record (Bergen Co., N.J.) Photo by Thomas E. Franklin

"The planning is going well," said White. "We are coordinating the Rutgers efforts with those by the Garden State Scholastic Press Association (GSSPA), and by NJPA-member publishers, editors, and photographers who will provide hands-on coaching as the students generate their work."

Next spring, about 20 collegiate journalists will take an upper-class 3-credit course taught by Miskoff. They will be teamed with exceptional high school journalists selected by the GSSPA, the statewide organization of high-school newspaper advisers, and these teams will be encouraged to write articles about the project for their high school and college newspapers. The high school students will have access to all the material taught in the college course, to webinar-style sessions, and to online chats with the college students.

Experienced newspaper and web editors will be matched with student teams, preparing them to conduct sensitive interviews of victims' children who are now their peers. These interviews will chronicle their personal stories of loss and its aftermath; of how they have been coping and moving forward; of how their experience has influenced or shaped their current views; and of ways they are now remembering their parent.

The project is being administered at Rutgers by its Journalism Resources Institute and the Department of Journalism and Media Studies, all headed by Prof. John Pavlik—who also serves on the NJPA board of directors.

Rutgers and the GSSPA will work with NJPA member newspapers to assist the student journalists with concepts, storytelling, editing, photography and art, production and publishing. All participants will use a Rutgers computer system called Sakai to stay in touch with each other and the professional news staffers, but they will also meet in person three times during the semester.

"Technically, this is just a course in narrative journalism," said Pavlik, "but it will involve an unprecedented level of cooperation with NJPA members and staff, the GSSPA teachers, Rutgers professors support people. In the end, we hope to have a product that will teach the students good journalism, tell the stories of the victims' children in a compelling, respectful way, and serve the readers of New Jersey newspapers."

Funded by New Jersey Press Foundation and generous sponsors and donors like you.

For details on how you can support this exciting initiative,
contact NJ Press Foundation Director:

609-406-0600, ext. 13 • njpressfoundation@njpa.org

NJPA/NJPF



RUTGERS

GSSPA GARDEN STATE SCHOLASTIC PRESS ASSOCIATION

This space donated by North Jersey Media Group Foundation