

NIE & YOUTH READERSHIP COMMITTEE MEETING

Thursday, September 4
10:30 am – 1 pm
NJPA Conference Room

MOCK ELECTION SUPPORTERS MEETING

Friday, September 5
NJPA Conference Room

GOVERNMENT AFFAIRS COMMITTEE

Tuesday, September 9
11 am
teleconference

ADVERTISING SALES CAMP WORKSHOP

with Tony Roselli
Thursday, September 18
8:30 am – 4 pm
Crowne Plaza Hotel
Jamesburg

PHOTOGRAPHY 101 SEMINAR

with Loren Fisher
Thursday, September 25
8:30 am – 1 pm
NJPA Conference Room

DESIGNING AN AD CAMPAIGN SEMINAR

with Lynne Meena
Thursday, October 9
9 am – 4 pm
NJPA Conference Room

For more information about these events and seminars, please visit our website:
www.njpa.org



NATIONAL AWARD: The Society of Professional Journalists awards Jerry Aumente, right, with its Sigma Delta Chi award for journalism research published last year. The book about New Jersey newspapers was commissioned by NJPA in honor of its 150th anniversary last year. For the story, see Page 14.

Newspapers not dead!

NJPA launched into the 'blogosphere' last week with its first weblog.

The blog — called 'Newspapers Aren't Dead!' — was created by Brian Critchley, research and marketing manager for NJNN, the press association's newspaper advertising placement network.

Blogmaster Critchley said, "I only have a couple of posts up there at the moment, but over the coming weeks I intend to add more, positive information about the future of newspapers. By

— Continues on Page 5

"The Mosaic" is inside

We hope you will enjoy the insert in this month's *InPrint*.

The Mosaic is the newspaper that was written, edited and designed by 16 high school students who participated in the Hugh N. Boyd Journalism Diversity Workshop July 13–25.

The workshop, which was free for the students, received funding from the New Jersey Press Foundation, the Dow Jones Newspaper Fund, the FirstEnergy Foundation and several NJPA member newspapers.

Additional information about the workshop appears in Tom Engleman's column on Page 11.

Federal shield law supported by most attorneys general; not NJ's

Forty-one state attorneys general have urged U.S. Senate leaders to support the Free Flow of Information Act (S. 2035), commonly called the Federal Shield law bill, by signing a letter sponsored by the National Association of Attorneys General (NAAG).

Despite NJPA's repeated requests to New Jersey Attorney General Anne Milgram's office, she has not signed the letter or given any other indication of support.

The act, sponsored by Indiana Senator Richard Lugar and Representative Mike Pence, defines and recognizes a qualified reporter's privilege and brings federal law in line with the laws of 49 states and the District of Columbia. It has already passed the House and a Senate committee, and is awaiting full Senate action.

President Bush has indicated he will veto the legislation if it passes in its present form. While garnering widespread, non-partisan support in Congress, the bill is opposed by the Justice Department.

Indiana Attorney General Steve Carter declined to sign the NAAG letter, but did support the legislation by sending a letter to the Indiana Congressional delegation, excluding the bill's authors, Lugar and Pence.

"Justice Louis Brandeis famously referred to the important function the states perform in our federal system as laboratories for democracy, testing policy innovations," the Attorneys General wrote in their letter to

Senate leaders. "Reporter shield laws, which have been adopted — through either legislation or judicial decision — in every state but one, must now be viewed as a policy experiment that has been thoroughly validated through successful implementation at the state level."

The measure has broad bipartisan support. The Senate Judiciary Committee passed S. 2035 on Oct. 4, 2007 by a vote of 15-4 and the House of Representatives passed a similar measure by a vote of 398-21.

Largely modeled after U.S. Department of Justice guidelines, S. 2035 creates a qualified privilege, not an absolute one, establishing specific criteria for a federal court to evaluate when determining whether a reporter should be compelled to disclose confidential information. The Department of Justice's long-standing guidelines similarly require federal prosecutors to make "all reasonable attempts" to obtain the information from alternative sources and to show that the information sought is "essential" before requiring disclosure of a journalist's confidential sources.

"The Attorneys General letter and Steve Carter's letter illustrate that the ability to administer justice and the ability to protect news sources are not mutually exclusive concepts — both goals can be accomplished to the benefit of democracy," said Steve Key,

— Continues on Page 4



CAPITAL OPPORTUNITY: Journalism Diversity Workshop participants Dave Arnao and Tate Hewitt, center and right, get real life experience interviewing attorney Ron Collins on the rooftop terrace of the Freedom Forum center in Washington, D.C. For more about the workshop, see Tom Engleman's column on Page 11 and the student newspaper in this issue.

INPRINT

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As I see it...

Political Advertising Refresher

With election season just around the corner, I asked NJPA's General Counsel, Tom Cafferty, to update this memo outlining how the state's election laws affect New Jersey newspapers. We will be distributing it to advertising management soon but I thought it important enough to publish as my column in this issue of InPrint.

Here is Tom's memo:

* * *

First, a reminder that New Jersey and federal election laws require that all newspaper political advertisements contain appropriate disclaimers, better known as the "ordered and paid for" line. The required content and design of these disclaimers varies depending on whether the ad in question pertains to an election on the federal level (President/U.S. Senate/U.S. House) or the state/local level (all other offices and public questions).

I. Advertising for State and Local Elections

The New Jersey Election Law Enforcement Commission (ELEC) enforces the disclaimer requirements for state and local elections in New Jersey. ELEC regulations require that political identification statements be included on "any advertising directed towards the electorate that aids or promotes the nomination, election or defeat of a state or local candidate." Bona fide news items or editorials are excluded.

Most newspaper political ads will be directly paid for or authorized by registered political candidates or political committees; by individual and joint candidate committees; or by the various Democratic and Republican state, local and county political organizations; and other entities registered with ELEC as a result of their political activity, such as "continuing political committees" (a.k.a. "PACs"). These entities are required to include the following information in their disclaimer:

- (1) the name registered with ELEC of the entity, organization or person paying for the advertisement;
- (2) language indicating that the advertisement was ordered and paid for by that entity, organization or person;
- (3) the business or residence address of that entity, organization or person as it appears on a registered entity's ELEC filings.

EXAMPLE:

**Ordered and Paid For by:
Joe Glutz for Governor
1 Rosebud Way
Trenton, NJ 08628**

No other identification information is expressly required by law, but oftentimes political entities may, and are permitted to, include in their ads information such as the name of the entity's treasurer, a



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

phone number or an Internet address.

If a newspaper political advertisement is paid for by a person or group that is not required to register with ELEC, that is considered to be an "independent expenditure." Such an ad might be taken out by a concerned citizen, for example. For an "independent expenditure" ad, the following information is required in the disclaimer:

- (1) the name of the person paying for the advertisement;
- (2) language indicating that the advertisement was ordered and paid for by that entity, organization or person;
- (3) the business or residence address of that entity, organization or person as it appears in public records or a telephone directory.

EXAMPLE:

**Ordered and Paid For by:
Cindy Concerned
15 Elm Street
Trenton, NJ 08628**

- (4) language indicating that the expenditure was not made with the cooperation or prior consent of, or in consultation with or at the request or suggestion of any candidate, or any person or committee acting on behalf of any candidate.

EXAMPLE:

**This advertisement is paid for
by a private citizen, and was not
authorized or approved by any
political candidate or committee.**

II. Advertising for Federal Elections

The Federal Election Commission (FEC) enforces the disclaimer requirement for all federal elections in the United States. FEC regulations require that political identification statements be included on "any public communications that expressly advocate the election or defeat of a clearly identified candidate or are paid for by a political committee." These statements must be "clear and conspicuous," in

at least 12-point type, have sufficient contrast with the advertisement's background and be located within a printed box set apart from the other contents of the advertisement. The disclaimer must clearly state who paid for the advertisement, but addresses are only necessary in certain circumstances.

EXAMPLE:

**Paid For by
Smith For U.S. Senate**

If the ad is authorized by a candidate for federal office, but paid for by another person, the disclaimer must explicitly say so:

EXAMPLE:

**Paid For by John Doe
Authorized by
Smith For U.S. Senate**

Expenditures not authorized by a candidate for Federal office must include a disclaimer with the full name along with a street address or phone number or web address of the person paying for the communication, as well as a statement that the communication is not authorized by any candidate or candidate's committee.

EXAMPLE:

**Paid For by
Cindy Concerned
15 Elm Street
Trenton, NJ 08628
This advertisement is not
authorized by any Federal
candidate or committee.**

III. Vendor Records – the "Political File"

Another important provision of the law requires that anyone accepting compensation from a political entity "shall maintain a record of the transaction." These records are commonly known in the communications industry as the "political file."

The records that must be kept include:

- (1) an exact copy of the communication;
- (2) a record of which issue(s) of the paper it appeared in and the date(s);
- (3) the name and address of the committee, group or individual paying for the communication and of the candidate or committee, if any, on whose behalf the individual was acting.

* * *

As always, call us at NJPA if you have any questions.

Political advertising FAQs

Q If a newspaper runs an advertisement without the required disclaimer, will it be held responsible?

A Generally speaking, it is the legal responsibility of the person or entity placing the ad to provide the appropriate disclaimer, not the newspaper. Of course, it is still good practice to ensure that all ads contain the proper disclosure language.

Q Can a newspaper offer discounts for political advertising?

A The Federal Election Commission (FEC) regulations require that a newspaper selling advertising space to a federal candidate may not charge an amount for the space which exceeds the comparable rate for the space for non-campaign purposes, including discounts normally available to ordinary advertisers.

While this regulation does not apply to state and local elections, a newspaper may still offer such discounts.

However, a newspaper should not sell ad space to a political entity at a discount not regularly available to similarly situated customers. Otherwise, that discount could be deemed an "in-kind" political contribution, which would have to be reported to the appropriate regulatory entity, and if large enough, might violate campaign contribution limits.

Q Can a newspaper reject a political advertisement if it does not contain the required disclosure language, or for some other reason?

A Newspapers have the First Amendment right to publish or reject advertisements at they see fit. Thus, if you have any concerns with

respect to the failure to include proper disclosure language, you have the right to insist that the error be corrected, or to require a suitable disclosure statement even if not expressly required by law or regulation.

Q What about Internet advertising?

A Both ELEC (New Jersey Election Law Enforcement Commission) and the FEC have advised that appropriate disclaimers must appear on any political ad that appears on an Internet website.

Q Can political candidates sign contracts?

A Yes. Courts have ruled that political candidates can and should be offered the same cost reduction opportunities as other advertisers. However, your newspaper may have a separate, "political rate" that is offered to those running for office.

Q Can we make them pay in advance?

A Yes. But you should have a consistent advertising policy (not just for certain individuals or parties).

Q Is there a law that prohibits candidates from leveling "new charges" or introducing "new issues" in advertisements just before the election?

A There is no law prohibiting such action, however, many of our member newspapers have policies that disallow such activities. Most require the timing to allow the opposition to respond. In the case of weeklies, that might mean two weeks prior to the election, in the case of dailies, certainly a few days. Check with your ad manager.

People & Papers

Margulies wins award for editorial cartoons



Jimmy Margulies, editorial cartoonist for *The Record* and King Features, won the 2008 Clarion Award for Editorial Cartoons from the Association for Women in Communications, for a portfolio of five cartoons published in 2007. His New Jersey editorial cartoons are published in papers throughout the state. The award will be presented on Sept. 27 in Washington, D.C., during the organization's annual conference.

Margulies also won the 2007 Clarion Award for Editorial Cartoons.

The Record is moving to West Patterson

The Record of Bergen County, is vacating its main headquarters and moving staff to the site of its sister daily, the *Herald News* of West Paterson. In a staff memo sent in late June, Publisher Stephen A. Borg declared, "We must re-invent ourselves."

The memo stated that the move could save about \$2.4 million per year. Borg said that most of the news staff would actually become mobile journalists, working from the field, while

others would relocate to one of the paper's eight weekly newspaper sites.

Reporters go mobile

"The number one objective is more mobile journalism," Borg, who said the paper has about 30 such "mojos," who report from laptops and cell phones, told E&P. "And to take advantage of our other offices."

Borg said the move has not been scheduled, but added, "I wouldn't want it to occur any

later than January '09. Advertising has already moved."

The memo refers to *The Record* relocating to Garret Mountain Plaza, an office building in West Paterson that houses several operations for parent company North Jersey Media Group, including the *Herald News*. Borg said *The Record* would occupy some of that leased space. "We are working on the logistics," he said. "But reporters I want out in

— Continues on Page 13

Torricelli, Record "hatefest" inspires cartoon

The hatefest between former U.S. Sen. Robert Torricelli and *The Record*, Bergen County, inspired a recent cartoon by Rob Tornoe for Politicker.com. (PolitickerNJ.com is an associate member of NJPA.)

On July 1, Torricelli wrote a Politicker.com column criticizing *The Record*, which had just announced it would be closing its main office.

Torricelli wrote, "The Internet will eventually destroy most newspapers but the looming death of *The Record* is still ahead of its time.

"Why?... Somewhere *The Record* stopped becoming a mirror of the happy suburban life and it became mean. Parents no longer came home to the evening paper and read about community life but were exposed to an endless barrage of columns, editorials, and news articles that exposed everyone as greedy, corrupt, or inept."

The Record's Editorial Page Editor Alfred Doblin responded with a July 4 column about Torricelli.

"Being lectured on meanness by the likes of Bob Torricelli is akin to Amy Winehouse leading a rehab retreat for substance abusers," wrote Doblin.

He added: "*The Record* will stop reporting on political cor-

ruption when there are no corrupt politicians in New Jersey."

Doblin said "reports of *The Record's* imminent demise are not just exaggerated; they are false."

Tornoe's cartoon shows a street box selling *The Record*, a fire hydrant labeled "Torch" (Torricelli's nickname), and a dog preparing to urinate on the hydrant.

— from Editor & Publisher



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New Jersey Press Foundation

George White
Foundation Director

Our investments

The NJPF Board of Trustees decided this spring to move the foundation's investment funds from Wachovia Trust to the Princeton Area Community Foundation (PACF). The transfer took place in June.

Joining me on the investments management task force, formed to investigate and recommend a possible change, were Richard Bilotti, NJPA chairman/NJPF president; Jim Kilgore, NJPA past-president/NJPF trustee; John O'Brien NJPA executive director/NJPF secretary; and Denise Sawicki, NJPA business manager.

At the end of the process, which included interviews of four firms, the task force unanimously recommended moving NJPF's account to PACF. Its pool of managed funds includes hundreds of various families and organizations as well as 20 "agency funds" — from the NJ Horticultural Society, to the Friends of the NJ State Museum, to the United Way of Mercer County, etc. The pool of PACF's investments collectively exceeds \$55 million.

Of interest to the task force was that currently and historically the chairman of PACF's investment committee is the president of Princeton University Investment Company (PRINCO), the firm responsible for managing Princeton's \$14 billion endowment.

The guiding philosophy of the foundation's management is to promote the prudent stewardship of funds entrusted to the PACF for the benefit of the community of donors and charitable organizations it serves.

PACF's investment performance has consistently outpaced various benchmarks

over the past year, and three and five years annualized.

We see several advantages to this move, among them:

- The increased care and focus given to a "\$55 million account."
- Strategic diversification of NJPF funds across many more asset classes than is possible investing \$2 million on our own.
- Management of various types of gifts — including gifts of securities, real estate, insurance, tangible personal property, bequests, etc.
- Planned giving and endowment fund-raising support.

We are excited about this new partnership and look forward to continuing success in the management of NJPF's investment funds.

If you are interested in learning more, including confirmation of PACF's past performance over various periods, including the past six months, please contact me at 609-406-0600 ext. 30, or gwhite@njpa.org.

Journalism, readership & free press

NJPF's 2nd Annual Giving Campaign launches Sept. 15 and ends Dec. 31. Please respond to the call for support needed to strengthen our foundation's programs and to solidify our future as an outwardly focused organization.

We are committed to advancing youth readership and journalism education, and to promoting the value of a free press; all in New Jersey. The collective support of individuals and organizations that care about what NJPF cares about makes an enormous difference.

Justices set guidelines for open records suits

The New Jersey Supreme Court set a 45-day window for lawsuits to be filed after a government denies a public records request, setting the legal limit for the first time.

The July 22 opinion released by the high court also narrowed the circumstances for awarding attorney's fees in cases involving disputes over government records.

The decision resolves litigation stemming from a series of requests Hoboken Councilwoman Elizabeth Mason made using the New Jersey Open Public Records Act in 2003 and 2004.

Mason was seeking records ranging from city ledgers and budgets to construction documents as well as requests for public records made by other individuals. She later filed two lawsuits against the city.

At issue before the Supreme Court was whether there should be a statute of limitations for suing when a request has been denied or ignored, something unclear in the law as drafted by the state Legislature. Also before the court was the question of attorney's fees in such cases.

Lawyers for Hoboken argued successfully in appellate court that a 45-day window for appealing government actions should apply to record requests. The city also claimed that Mason wasn't entitled to attorney's fees from Hoboken, which eventually provided the records she sought.

Mason appealed to the state Supreme Court. Several interested parties sided with Mason, including the American Civil

Liberties Union and the New Jersey Press Association who filed an amicus. The state Attorney General's Office and the Municipal Clerks Association of New Jersey supported Hoboken's position.

45-day limitation

In the unanimous decision issued by six justices, the court upheld a 45-day statute of limitations.

"Just as (the public records law) calls for the rapid response of an agency to any record request, a requestor should also be required to make a prompt decision whether to file suit," the justices said.

The law allows governments to take up to seven days to either release documents or deny a request for them. It gives 45 days for people to sue after their requests are denied. Yesterday's decision said 45 days is enough time for people to launch legal challenges, and provides certainty for governments.

The reaction of NJPA was one of tempered disappointment, according to George White. He said that although NJPA supported the argument that the period of time for filing a lawsuit should be greater than 45 days, "we don't see this as an insurmountable hurdle for newspapers."

Attorney fees

The justices also partially agreed with Hoboken's view on awarding attorney's fees, but ruled that fees could be awarded for some suits that lead to records being released without the issuance of a formal judgment.

— Continues on Page 5

The New Jersey ONLINE Experts

Leverage the power of New Jersey's newspaper websites! To find out how you can reach NJ's 2.1 million+ newspaper website users, visit us online:

http://www.njpa.org/njnn/online_advertising.html

New Jersey Newspaper Network 
Amy Lear, Director
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Federal shield law support

Continues from Page 1

general counsel for the Hoosier State Press Association.

Attorneys general from the following jurisdictions signed the letter: Arizona, Arkansas, California, Colorado, Connecticut, Delaware, Florida, Georgia, Guam, Hawaii, Idaho, Illinois, Iowa, Kansas, Kentucky, Louisiana, Maine, Maryland, Michigan, Minnesota, Mississippi,

Missouri, Montana, Nebraska, Nevada, New Hampshire, New Mexico, New York, North Carolina, North Dakota, Ohio, Oklahoma, Oregon, Pennsylvania, South Carolina, South Dakota, Tennessee, Utah, Vermont, Washington and West Virginia.

Attorneys General Douglas Gansler from Maryland and Rob McKenna from Washington led the effort.

Thank you!

to the sponsors of the
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Packet Publications, Princeton
The Press of Atlantic City
The Star-Ledger, Newark
The Times, Trenton

OPR lawsuit guidelines

Continues from Page 4

"The catalyst theory provides a more sound approach," the justices wrote. "It empowers courts to award fees when the requestor can establish a 'causal nexus' between the litigation and the production of requested records."

Mason's litigation, however, did not pass the test for the "catalyst theory," the justices said.

The ruling says governments that completely ignore an OPRA request must pay unless they are able to prove the lawsuit was not the reason for releasing them.

White said NJPA's reaction to this aspect of the ruling was mixed. "While we believe an OPRA lawsuit should be presumed to have caused the production of the requested materials following the filing of the suit," he said, "we are gratified the court did shift the burden of proof in situations where an agency ignores an OPRA request and fails to respond at all within the 7 day period."

Reaction from others

According to reports in *The Star-Ledger*, civil libertarians and municipal officials said the court was balanced in its ruling.

"The result of today's decision is a clear set of rules to govern future cases. Not everyone will like today's decision, but it does seem that the court was trying to achieve a balanced result," said Peter Verniero, a former justice. "The court appears to be trying to foster open government while being fair to all sides in litigation."

Added Deborah Jacobs, executive director of the American Civil Liberties Union of New Jersey: "This is a victory for New Jersey citizens' rights to access to government information ... The ruling will help ensure that mu-

nicipalities respond in a timely fashion to citizens' requests for information, and makes it more likely that municipalities will be held financially liable for their improper actions or inactions."

Hoboken corporate counsel Steven Kleinman called it a "very, very good thing for the efficient operation of municipal government" without restricting public access.

Richard Gutman, who represented the Libertarian Party of Central New Jersey Open Government Task Force, worried that the 45-day limit would keep some people from pursuing claims against towns. "It is a difficult burden because sometimes it takes a while for the requester to find an attorney," he said.

— Reports from *The Star-Ledger* and *The Record* contributed to this account.

Good news blog about newspapers

Continues from Page 1

aggregating the latest news about newspapers from the research community and adding stories that demonstrate newspapers' impact and importance, I hope to create an online 'safe place' for media professionals that demonstrates how our industry is alive and kicking!

"We intend to use it as a tool to reach prospective advertisers and to give NJNN — and newspapers in general — a voice out there in the blogging community.

"And we look forward to hearing from our readers."

Check out NJPA's blog: <http://newspapersarentdead.blogspot.com/>

"Make sure to bookmark it and visit often," Critchley said. "And don't forget to tell your friends and colleagues!"



NJNN Update

Amy Lear

Director
New Jersey Newspaper Network

Meeting the challenges

Let's face it. These ARE challenging times for newspapers; positive trends are seldom making headlines. But the fact remains that advertisers remain loyal to newspapers because they get results! Think about the long-term contracts many of you continue to negotiate with major retailers, grocers, hospitals, schools, banks and more. These advertisers know that newspaper readers are valuable consumers who sustain and build their businesses.

Recent studies reinforce this positive story. Mediamark Research and Intelligence (MRI) says that overall readership is up 2.1% from spring of 2007 through spring of 2008. The MRI study, conducted for the Newspaper National Network, measured both print and Web in the top 100 media markets. Factoring unduplicated readers, total audience grew to 80.6 million in this one-year time period.

In addition, a newly released study by Scarborough lists the Sunday newspaper as the top source for acquiring coupons. Among the people who use coupons, 53% get them from newspapers, a percentage far surpassing other sources such as direct mail (ranked second at 35%), in-store circulars and customer/loyalty cards.

Still, meeting revenue goals is extremely challenging for all of us. Just a glance at any media newsletter or daily report reveals dramatic news of record-breaking losses, stocks plummeting and staff cuts.

NJNN revenue is 89% of goal through the first six months of 2008. Advertisers such as the NJ Office of Clean Energy, NJ Transit, Hudson City Savings Bank and numerous

other financial institutions remain solid investors in print advertising, despite reduced budgets for some.

Other state businesses including the NJ Department of Health and Senior Services, NJ Office of Food Stamps, NJ Election Law Enforcement Commission and the NJ Department of Transportation have curbed ad spending compared to 2007.

Looking for a fourth quarter boost, we hope that the November election will generate some "plus" business from issue-advocacy groups.

Statewide Classifieds (SCAN) revenue is underperforming by 15% through June, like most newspapers across the country, and the NJPA 2x2 display ad network is at nearly 90% of goal for the same period.

These network programs offer a great opportunity for small-budget advertisers with a statewide or regional message to invest in cost-effective programs.

Remember, NJPA-member sales staffs can sell the SCAN and 2x2 networks and earn a commission while also adding to the total year-end rebate pool. Call Diane Trent at 609-406-0600 ext. 24 for more information or check details on our website at www.njpa.org/njnn.

NJNN continues to develop new advertising programs and to strategize with its Steering Committee about effective approaches for acquiring new business. Think of us as a resource to expand your network of products and grow your revenue. We're here to help you!

Note: It's even easier to reach the ad service now. Learn more at www.njads.org.

The New Jersey RESEARCH Experts

Customized research — including Demographics, Reach & Frequency, Mapping Projects & more is available upon request.

New Jersey Newspaper Network



Amy Lear, Director
(609) 406-0600, ext. 15
aclear@njpa.org • www.njpa.org



Easy Money

Publishers who participate in NJPA's 2x2 and Statewide Classified networks know that these two programs create revenue for their papers, as well as for NJPA. Last year the networks generated roughly \$970,000 — and participating papers enjoyed a significant share of the revenue.

Earn additional revenue by selling ads into the networks!

FOR EXAMPLE: You can earn up to \$599 on each 2x2 ad sold into New Jersey newspapers; earn even more if multiple states are added to the buy. That can amount to real money in this challenging economy.

Think of the possibilities! Do you have an advertiser looking to branch out from your market without breaking its local ad

budget? Think about statewide classifieds, too. Do any of your advertisers with Jersey Shore rental properties need tenants?

Be a hero. Use these valuable, low-cost marketing tools!

Call SCAN/2x2 Networks Manager Diane Trent at (609) 406-0600 ext. 24 for more information. Or, call NJNN Director Amy Lear at ext. 15 to schedule a motivating presentation for your staff.

People & Papers

Stanley Gauss named vp of Digital Press Consortium

Stanley Gauss was named vice president of sales and marketing for the Digital Press Consortium's (DPC) Marketplace platform. Previously, he was vice president of market development at Planet Discover.

Gauss will focus on helping the DPC's current and future partners realize the potential revenue from local online advertising — projected by Borrell Associates to be \$13.1 billion in 2008.

Marketplace is a turn-key, local search directory of businesses, which significantly extends newspapers online advertising solutions.

Gauss said, "I am excited to be a part of the DPC, a team that I've watched grow over the past three years, and I look forward to the opportunity to help our partners grow their audience and revenue."

"DPC's hearts are in the right place. They want to see their partners succeed and they work hard to make sure that happens," he said.

"The DPC will become a collaboration point for our partners, to help us ensure we combine the wisdom and knowledge they have from being on the front lines with the product knowledge we hold at the DPC."

At Planet Discover, Gauss had overall responsibility for audience and revenue development initiatives for newspaper and broadcast partners.

Prior to that, he was online general manager for *The Press of Atlantic City*, helping it relaunch its core site and developing new revenue streams through partnerships and local advertising.

Earlier, he worked at Calkins Media as director of interactive media for Phillyburbs.com and was advertising director for the *Burlington County Times*.

Gauss graduated from Rutgers University, with a degree in marketing.

He lives in Stafford Township with his wife Gina and their three children.

NJN Publishing names Joe Gioioso publisher

Joe Gioioso has been promoted from general manager to publisher and president of North Jersey Newspapers Publishing Co.

The announcement was made July 18 by Rich Vezza, president of Penn Jersey Advance, the parent company. For about a year, Vezza, 59, had been serving as publisher of the newspapers in addition to his other corporate duties.

Gioioso, 66, lives in Morristown. He became NJN's acting general manager in 2007 and was named to that job permanently in January. His office still will be at NJN headquarters outside Flemington.

The company publishes ten weekly newspapers: the *Hunterdon County Democrat*, *Hunterdon Observer*, *Independent Press*, *Suburban News* of Clark, *The Somerset Reporter/Messenger Gazette*, *The Warren Reporter*, *Delaware Valley News*, *Cranford*



Gioioso

Chronicle, *The Star-Gazette* and *Record-Press*.

It also publishes *Hunterdon Life*, which is a monthly magazine, and *Horse News*, a monthly specialty newspaper.

Gioioso will lead the company on a day-to-day basis.

"In these challenging times, Joe has demonstrated the leadership and critical thinking necessary to help us succeed," Vezza said in making the announcement.

"I will continue in my role as president of Penn Jersey Advance and, as usual, will meet with Joe and his management team to review operations and performance of the company."

Penn-Jersey Advance bought NJN Publishing in 2000 from Media General. It bought the *Hunterdon County Democrat* newspapers in 2001 from the family of Seely and Anne Thomas of Flemington.

Sandra Long named vp at Inquirer

Sandra Long, a veteran editor at *The Philadelphia Inquirer*, is taking on a new job for both the *Inquirer* and the *Philadelphia Daily News*. She will be in charge of consolidating operations of the papers' photographers, copy editors, editorial assistants and photo toners.

Daily News publisher Mark J. Frisby, an executive vice president of Philadelphia Media Holdings, announced Long's promotion to vice president of newsroom operations, effective immediately.

The Record launched its "extensive" redesign in June

The Record of Bergen County launched what it describes as an "extensive redesign of the newspaper, with new content features designed to accommodate the needs of time-pressed consumers." The new design was introduced in the Sunday, June 29 edition.

Record Editor Frank Scandale said, "This redesign provides the best of both worlds — an author-

She reports directly to Frisby.

Long joined the *Inquirer* in 1984 and has held a series of management positions, most recently as a managing editor.

"Sandra is a proven newsroom leader who is enormously talented," Frisby said. "She has been the main liaison between the newsroom and business departments for over 10 years, and she has developed excellent working relationships with all divisions throughout Philadelphia Newspapers."

itive and comprehensive look at the news of the day, regional trends and all our region has to offer — in a very reader-friendly format. These changes are not merely in keeping with the times but, rather, have further established us as a leader in the delivery of printed news."

Among the new features:

- On Page One, a new "At a Glance" summary of important

Obituaries

Rick Murray, reporter/columnist

Rick Murray, a newspaper reporter and columnist for 39 years who covered everything from politics to UFOs, is dead at age 58.

He died at Cooper University Hospital in Camden on June 20 after suffering a heart attack, according to *The Trentonian*, where Murray was a reporter since October.

On the day he died, Murray had a column in the newspaper about Congo, a German shepherd spared after attacking a Honduran landscaper, only to be euthanized a year later after another attack. *Trentonian* city editor Paul Mickle had placed a copy of the article in Murray's office mailbox, writing, "GREAT JOB," on it.

"It really hurt that I put it in his mailbox and he never got to see it," Mickle said in a remembrance in *The Trentonian*.

Born and raised in Camden, Murray's first newspaper job was in 1969 at the *Record-Breeze* in Lindenwold.

Over the years, he worked at *The Press of Atlantic City* and many other newspapers across New Jersey and in the Philadelphia metro area.

Murray was always proud of the columns he wrote about UFOs — which had a following among area UFO enthusiasts.

His chief beat at *The Trentonian* was politics in Hamilton Township, a suburb of Trenton.

"He wrote stories like no one else I ever knew. The way he expressed the written word was unique," said Scott Frost, the features editor at *The Trentonian*.

Murray is survived by two sons Thomas and Richard III, and granddaughter Lily.

— *The Associated Press*

Robert Cooper, artist & cartoonist

Robert "Bob" Cooper passed away on July 17. He worked for many years as an artist at *The Times* of Trenton and earlier at the *Philadelphia Bulletin*.

He produced political cartoons about New Jersey under the name "Coop", many of which were published in *The Times*.

Cooper also was a commercial illustrator who produced work for Bailey, Banks and Biddle, among other clients.

As a young man, he served in the U.S. Army.

Cooper enjoyed music, watching the Philadelphia Flyers and traveling with his wife and family. He will be remembered as a loving man who had a joke for every occasion.

Cooper was born in Glasgow, Scotland. His brothers Jack and Jim predeceased him.

He is survived by his wife Judith, his son Andrew and daughter-in-law Erin, his daughter Beth, his sisters-in-law Dot Cooper and Kathy Tallichet.

A life celebration tribute was held on July 21.

In lieu of flowers, donations may be made to "The Flyers Wives Fight for Lives" via Comcast Spectacor Foundation, Wachovia Center, 3601 South Broad St., Philadelphia, PA 19148 or www.comcastspectacorfoundation.org/5000/donationinfo.asp.

— *The Times, Trenton*

Ledger redesigns editorial section

The Star-Ledger eliminated its Sunday "Perspective" section on July 6 "due to mounting costs."

From now on, the Sunday editorial page will appear in the paper's "New Jersey" section (as it does during the week).

Also, the Sunday Op-Ed page has been changed to include the kind of articles that formerly ran on the first "Perspective" page. (Regular Sunday columns will still appear.)

— *Editor & Publisher*

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

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Doug Morrow, Global Production & Distribution Director - *The Financial Times*

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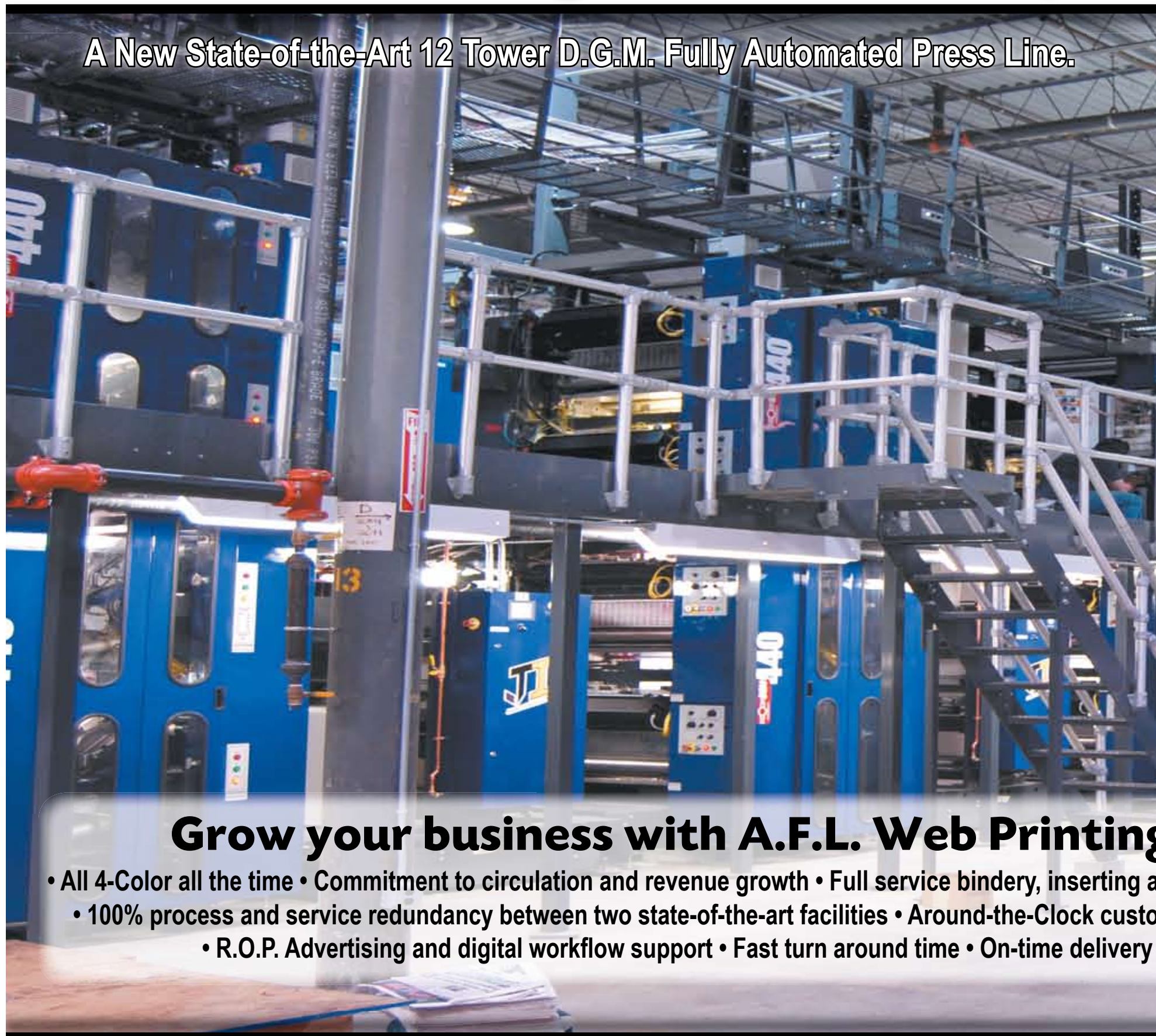
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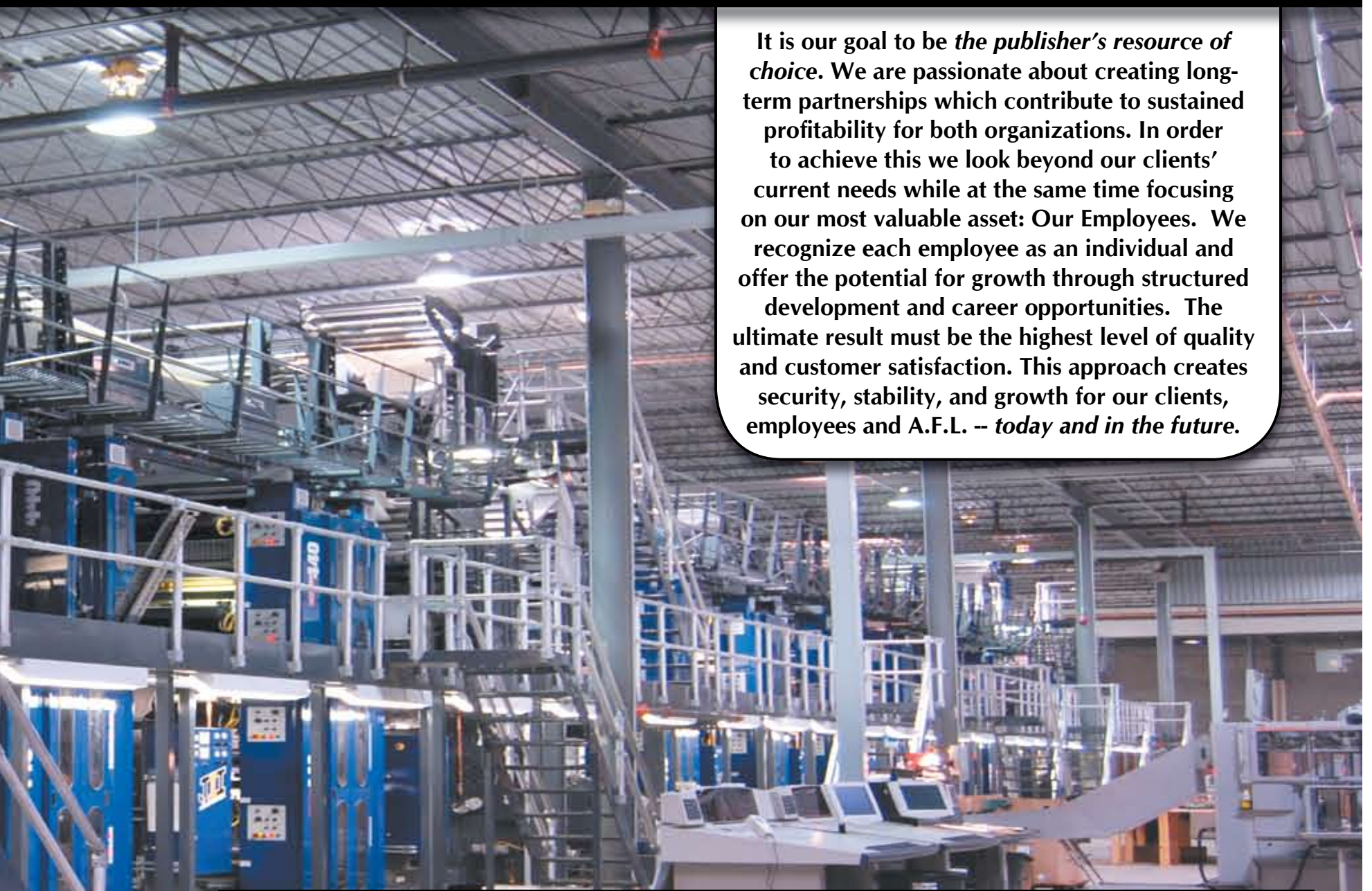
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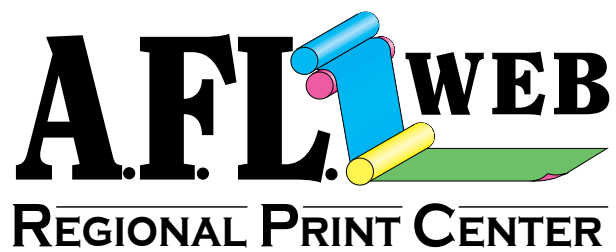


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Our new state-of-the art, 147,000 sq. ft. manufacturing facility in Secaucus, NJ is only minutes from Manhattan.



• PRESS RELEASE •



Pictured above is the Voorhees plant operated by A.F.L. Web Printing. The company recently opened a second facility in Secaucus, NJ.

Not Just a Printer

Service doesn't stop when the ink dries at A.F.L. Web Printing. The company is a full service partner to its clients in the publishing industry, offering a range of tools that free up executives at newspapers, magazines, catalogs and other periodicals to concentrate on their core business: creating compelling content and selling effective advertising.

"Everything else other than those two functions is really a major expense for a publication and one they are increasingly loath to bear," says Mark Henderson, Executive Vice President of A.F.L. Web.

Publishers these days are seeking out partners, such as A.F.L. Web, that can take over their printing and related needs.

"We become a cost effective way to help clients grow their business. They are tapping our resources rather than having to make expensive investments on their own," Henderson says. "They are renting time versus having to maintain their own plant and personnel."

A.F.L. Web's facility in Voorhees is among the premier air dried printing facilities in the Northeast, offering sophisticated color reproduction and state-of-the-art technology. The company's clients hail from all 50 states, as well as five countries.

In addition to printing, A.F.L. Web handles back-room services from design and digital to labeling, mailing, binding, inserting, circulation development, mail list maintenance and distribution, with rigorous

attention to service and detail at every step.

The company's Web printing specialists deliver service in a focused and seamless manner, offering clients superior quality and competitive prices. A.F.L. Web also fields a cadre of talented consultants able to team up with clients to enhance their bottom line, Henderson says. "We serve as an in depth talent pool from which our customers can draw to boost profits for the long term."

Clients don't sacrifice quality by giving up direct control of the printing process. In fact, A.F.L. Web has been honored two years running with first place awards from the Web Offset Association, which judged the company's output based on color registration, folding, paper tint and overall craftsmanship.

A.F.L. Web is poised to take its service even further with a new facility in Secaucus, a short five miles from Manhattan. The new plant, at 147,000 square feet, will employ about 150 people and host the most modern printing technology when it opens in the first quarter of 2008.

"Clients will enjoy unlimited color and extremely fast turnaround times, coupled with all of the auxiliary services that we currently offer at our Voorhees location," Henderson says.

For the future, A.F.L. Web plans to expand in markets around the country and find publishers eager to take advantage of the synergies available through an outsourced printer offering a variety of related services. ■

A.F.L. Web Printing

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70 Seaview Drive • Secaucus, NJ 07094

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Fax: (856) 566-0110

Website: www.aflwebprinting.com

No. of Employees: 220

Top Executive: Dennis G. Forchic, President

Product/Service: Commercial printing

Founded: 1974





NJPF Program Report

Tom Engleman
Program Director
New Jersey Press Foundation

NJPF adds to support for 2009 summer interns

In order to encourage greater participation among New Jersey's daily and weekly newspapers, NJPF has increased the amount it will contribute toward the salary of each summer internship recipient in 2009 — reducing the required contribution from each participating paper by \$400.

In doing so, NJPF hopes more newspapers will express interest in receiving a summer intern for their newsrooms, even during this tough economy.

For 2009, each newspaper receiving an NJPF intern will contribute \$800 of the intern's total salary of \$2,600. The newspaper contribution has been \$1,200 in recent years.

Editors, please be sure to include \$800 in your budgeting plans for next summer and let me know that you are interested in being on the list of newsrooms that want an '09 intern.

Please add your newsroom to the list as soon as possible by sending me an email at tengleman@njpa.org. The deadline is Oct. 1.

The interns will work a total of eight weeks, which means the newspaper's net expense will be only \$100 a week for this national caliber talent. Believe me, this is a terrific opportunity to capture an outstanding student intern for a very low investment.

NJPF will cover the remainder of the \$325 per week pre-tax salary with grants of \$1,800 to each newspaper that agrees now to hold open a position for one of our interns.

Here's what will happen next: NJPF will operate a national search this fall for the best journalism talent whose hometowns are in New Jersey and/or who attend New Jersey colleges.

We will seek student reporters, copy editors, photographers, graphic artists and students with experience producing news products for the Web.

NJPF will conduct a thorough screening process in December to assure newspapers that only the best young journalists are chosen for our 2009 Internship/Scholarship Program.

The eight students who are selected will be offered to newspapers closest to their hometowns.

Oh, yes. I should mention that we will award each intern a \$1,000 scholarship at the end of the summer.

The application form for the 2009 Internship/Scholarship Program already is posted on the NJPF website: www.njpressfoundation.org. The application deadline is Nov. 15.

Pass the word to college freshmen, sophomores and juniors you know.

Diversity Workshop Paper

Please read and enjoy the enclosed newspaper that was produced from start to finish by 16

high school students who attended the Hugh N. Boyd Journalism Diversity Workshop July 12-25.

This year's workshop again was operated by the Chiger Williams Foundation and held on the campus of Monmouth University in West Long Branch.

I think you will agree that the students' writing talent is exceptional. To illustrate how their writing was critiqued and published, NJPF added to its website a link to the workshop's webpages. Check it out: www.journalismdiversity.org.

The workshop's webpages include behind-the-scenes notes between the students and their professional mentors as stories for the lab paper were being written, critiqued and re-written.

Many thanks to the newspaper reporters and editors who served as mentors to the students during the workshop.

The program was funded primarily by grants from NJPF, the FirstEnergy Foundation (JCP&L), the Dow Jones Newspaper Fund and several New Jersey newspapers. The workshop's endowment, now managed by NJPF, provided support, and we received gifts from Bill Boyd, former owner of the *New Brunswick Home News*, and from Glenwood Communications.

The newspapers that sent workshop grants to NJPF are: *The Press of Atlantic City*, *The Star-Ledger* and *The Times of Trenton*. Packet Publications printed the lab paper at no cost to the workshop. Other papers provided grants directly to the Chiger Williams Foundation.

Workshop participants have been encouraged to contact the editors of our state's youth and teen pages to develop their journalism talents further during the coming school year.

The Chiger Williams Foundation was created in 2006 by Steve Chiger, president of the Garden State Scholastic Press Association and adviser of a Jersey City high school paper, and Rob Williams, reporter for *The Star-Ledger* and former workshop participant.

Mock Election update

Dozens of schools have already registered to participate in the 2008 New Jersey Student/Parent Mock Election, which is being coordinated by the New Jersey Press Foundation.

NJPF expects as many as 500 schools and 200,000 students from kindergarten through 12th grade to vote in the Mock Election on October 30.

There is no charge for newspapers, schools or individuals to participate in the Mock Election.

The Mock Election website includes a directory of New Jersey newspapers that students can go to as they study the candidates and the issues prior to voting at their schools in October.

To assure that all schools know about the project and have the opportunity to participate, NJPF urges the readers of *InPrint* to pass the word to all newspaper employees and especially to their Newspaper in Education coordinators.

"We hope they will tell their children about the Mock Election," said Tom Engleman, NJPF program director. "There is a lot of information about the presi-

dential candidates and the importance of voting posted on our New Jersey Mock Election website: www.njmockelection.org."

One of the easiest and most efficient ways to get schools to participate is to get all of the state's NIE coordinators involved. To help, NJPF has prepared a toolkit of information to make it easy for NIE coordinators to promote the program to schools they work with. The toolkit is on the website.

"Our hope is that schoolchildren will learn from first-hand experience that newspapers are a primary source of information about candidates for political office," Engleman said.

"Learning the difference between facts printed in newspapers and the candidates' commercials on television and radio is an important educational lesson.

"That's a big reason why NJPF is involved with the Mock Election this year."

Coming next month: A tear-off Mock Election enrollment form for the children of newspaper employees to give to their teachers in September.

What's ahead for the NJPF

Sept. 4, Oct. 2 & Dec. 4 – Meetings of the NIE & Youth Readership Committee.

Sept. 12 – Application forms for the foundation's 2008 Internship/Scholarship Program will be mailed to colleges.

Sept. 27 – Conference of New Jersey college newspaper advisers and editors at The College of New Jersey.

Sept. 30 – Deadline for schools to enroll in the 2008 Student/Parent Mock Election, which is being coordinated by NJPF.

Oct. 30 – The 2008 Student/Parent Mock Election to be held in New Jersey schools.

Nov. 6-7 – The NIE & Youth Readership Committee will be at the New Jersey Education Association convention in Atlantic City, describing to teachers the benefits of using newspapers as instructional resources.

Nov. 15 – Application deadline for the Internship/Scholarship Program. See the foundation's website for details: www.njpa.org/foundation. We'll select our 2009 interns in December.



Democracy 101

Teachers, School Administrators:

Enroll your school in the 2008 NJ Student/Parent Mock Election

What is the Mock Election?

The goals of the Mock Election are:

- To educate students (kindergarten through 12th grade) on political issues and candidates
- To give students an opportunity to cast a ballot as if participating in an actual election
- To encourage student-parent discussions regarding the election and increase adult voter turnout

When is the Mock Election?

The Mock Election will be held on October 30 for the 2008 Presidential Election. In addition to voting for the president, students will vote on national issues and New Jersey candidates for Congress.

New Jersey Press Foundation will coordinate the NJ Student/Parent Mock Election. More information is available: www.njmockelection.org

To enroll your school, please mail this form before September 30 to:

NJPF
New Jersey Press Foundation
NJ Mock Election Coordinator
840 Bear Tavern Road, Suite 305
West Trenton, NJ 08628-1019

2008 New Jersey Mock Election Free Enrollment

School Name _____
Name of School Election Coordinator _____
Title of School Election Coordinator _____
Coordinator's E-Mail Address _____
Coordinator's Phone _____ Alternate Phone _____
School Mailing Address _____
School City _____ State _____ ZIP Code _____
New Jersey County _____
NJ Congressional District of School _____
Estimated # Students Who Will Vote in Your School _____

For more information about all of the programs
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www.njpressfoundation.org

NJPA Associate Members — Continues from previous page

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Eric L. Sjolund
ncwj@comcast.net

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Charlie Wrubel
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People & Papers

The Record to move office

Continues from Page 3
the field, the vast majority of them.”

The memo states: “We are in the midst of great change. Classified advertising revenues are falling fast. Some of it is due to the economy. But much of it is secular. Ads won't return to the print newspapers even when the economy gets better.”

Later, the memo says, “Vacating Hackensack will save the company \$2.4 million a year. This number is for electricity, cleaning crews, and other items that will go away upon vacancy. When we actually sell the land, additional money will be saved like, but not limited to, property taxes.”

“So, we will be vacating Hackensack as soon

as logistically possible. Some of *Record* editorial will be moving to Garret Mountain, but I really view this change as ‘moving out to the field.’ The move is not from one big office to another. The move is from one big office to the field. It is not that *The Record* has left Hackensack; we are now all over the market.”

Borg's memo goes on to describe the shift to mobile journalists, who can work full-time out of the office: “Mobile journalists will share desks as they are rarely in the office. The office/work concept is called ‘hotel-ing.’ Employees actually reserve desk time to cut down on the number of desks and square footage needed.”

Other changes at NJMG

North Jersey Media Group (NJMG), which owns *The Record*, Bergen County, and the *Herald News*, is implementing a new cap on severance pay that will limit departing staffers to 12 weeks' severance no matter how long they have worked for the company.

The company, which also owns 45 weeklies and prints *USA Today*, had provided one week of salary for each year of employment to those forced to leave the company. In the past, that could have equaled up to 52 weeks of salary for any employee, except those at the weeklies, according to Linda Iceland, corporate communications manager.

In a memo to staff last week, however, the company announced that the severance would now be capped at 12 weeks' pay for all employees.

“We have adopted that across the board,” Iceland said about the 12-week limit. “It is a necessity right now. We have had several job eliminations and severance payouts

are becoming an untenable drain on cash flow.”

In a related move, the company announced it would suspend a scholarship and matching grant program in order to save about \$65,000 annually, according to a memo by Malcolm Borg, chairman of the board.

He wrote, “I regret to announce that NJMG must suspend two corporate programs that have been very dear to me: the Donald G. and Flora A. Borg Merit Scholarship program for the children of eligible NJMG employees, and the Matching Gifts program under which the company matched employee and retiree donations to qualified educational institutions.”

“The Matching Gifts program typically costs us an average of \$25,000 annually. The scholarship program typically costs the company \$40,000 a year. As students complete their undergraduate studies, without adding new recipients, we will realize the savings.”

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New Jersey newspaper book earns national award

By Jerome Aumente

When I began researching and writing the book, *From Ink on Paper to the Internet: Past Challenges and Future Transformations for New Jersey's Newspapers*, I had no way of knowing the project commissioned by the New Jersey Press Association would end up being chosen by the Society of Professional Journalists for its prestigious national award for excellence in journalism research.

But sure enough, there was the book title flashed on an enormous wall screen of the Grand Ballroom at the National Press Club in Washington, D.C. at the SPJ banquet on July 11, honoring the winners of its Sigma Delta Chi Awards for print, electronic and online news media entries published or broadcast during the previous year.

An announcer intoned the voice-over as an excerpt from the book's introduction appeared in monumental letters, particularly appropriate for Washington memorials, and I (following carefully choreographed instructions) went quietly to the side of the stage prepared to mount the steps and accept the award.

In the citation, the announcer quoted the comments by the judges who selected the book as the winning entry in the national research category, and hinted

at the same skepticism I myself had felt initially: that a highly focused work on one particular state's newspapers could hold its own in a national competition — but it did. And their comment was a “blurb” every publisher dreams of snaring for the back cover: “At first blush, this well-researched book seems narrow in its approach. Upon reading Aumente's work, however, the larger and more complex issue of the relationship between media and the Internet is revealed. An obvious labor of love, its research is thorough and well-executed. A must-have for every journalist's reading wish-list!”

Bingo! Years of work suddenly were justified in a single paragraph. I share these honors, most happily and most deservedly, with John O'Brien, executive director of the New Jersey Press Association, who first proposed the idea of the book to me as a corner stone in the 150th anniversary of NJPA. Sincere thanks to the association's board of directors for commissioning the book and supporting the research, writing and publication. More appreciation to Mark Magyar, publisher of New Jersey Heritage Books, who shepherded the book through very tight deadlines for its unveiling in 2007, in time for the anniversary year.

“Jerome Aumente's book not only explores the history of New Jersey's daily and weekly newspapers but traces the evolution of the newspaper industry from family businesses to chain ownership,” the SPJ citation continued. “In the process, Aumente assesses the competitive challenges that the newspaper industry faces in an era of the Internet and instant news.”

Exceptional evening

The audience of fellow winners and their editors and producers included media heavyweights such as The Associated Press, *The New York Times*, *The Washington Post*, the *Los Angeles Times*, NBC, CBS and *BusinessWeek*. It also included local and regional newspapers, radio and television stations that were recognized for wonderfully important enterprise stories investigating the unnecessary deaths of local fire fighters, elder abuse, wildfires or hunger and the poor, to name a few topics.

Each winning entry had a short video clip and by evening's end we had feasted on a compelling journalistic bouillabaisse of international and national stories of assassination, famine or a university campus massacre, local and regional reporting, sports, opinion writing and cartoons. Reflecting the Internet age, there was an “online report-

ing” category. Everything from Florida storms, Mormonism or Superfund's toxic legacy to abuses by public officials (a constant) were fodder for the digital prize-winning entries.

As we mounted the stage to receive the handsomely framed SPJ Sigma Delta Chi award and bronze medallion (as large as a medium sized TV screen), we obediently followed instructions to accept the awards with a handshake and a wordless, rapid exit. For the audience, this meant a compelling, crisply presented audio-visual summary of solid reporting without the ham-handed, droning on of so many repetitive awards acceptance speeches that can anesthetize the crowd, in this case already melting from a generous open bar reception.

The Sigma Delta Chi Awards date back to 1932, when SPJ honored six individuals for contributions to journalism. In 1939 it awarded the first Distinguished Service Awards which later became the Sigma Delta Chi awards of today. SPJ President Clint Brewer said in announcing the current crop of awards: “Year after year, the winners represent the very best journalism has to offer. These awards and the journalism they recognize represent the incredibly positive contributions our profession

makes to the national dialogue and to our communities.”

Before the event, SPJ had asked me to comment on winning the award. Some of my responses were in the video clip at the banquet and in the June/July issue of “Quill,” the society's official magazine.

I said the Sigma Delta Chi award “is one that I will treasure the most because it is given by an organization whose members value everything important about journalism: integrity, quality, responsibility and flexibility in adapting to newer media without sacrificing the core content of journalism delivered with excellence and ethical responsibility.

“The book tells us that newspapers are a precious and unique part of our history, and their survival is so important to every tiny community, to the region, to the nation and to the world around us. We need not be afraid of change, and should welcome it,” I said.

I was glad to hear that John O'Brien has ordered a copy of the Sigma Delta Chi award to hang in the offices of NJPA. It is a shared award with John, his staff, the board and all of the many editors, publishers and staffs of New Jersey's newspapers who shared their stories with me and are part of both the history and the future of newspapers.

As the video also stated before I mounted the stage at the National Press Club in Washington, quoting from the book's introduction: “In a microcosm, the daily and community newspapers of the Garden State present a wonderful opportunity to examine in vivid detail the rich history, past challenges and the future transformations confronting the newspaper industry both in New Jersey and throughout the United States. This is particularly true as newspapers nationally seek to reinvent themselves in this 21st century age of the Internet and newer media.”

Jerome Aumente is distinguished professor emeritus at Rutgers University's School of Communication, Information and Library Studies. He is the founding chair of the university's Journalism and Media Studies department and a founding director of the Journalism Resources Institute, both of which have close ties to NJPA. He can be reached at aumente@scils.rutgers.edu or 540-635-6395.



Missy Flynn Challenge

Missy Flynn, NJPA's former communications manager, suffered a life-threatening brain aneurism in 2005. She was an avid runner and triathlete.

Now, she is working hard on her rehabilitation, but she continues to need our help. As with all major illnesses, the costs are staggering. And because the recovery for brain injuries is long, Missy faces significant medical expenses that are not covered by insurance.

We at NJPA want to do something to help Missy through these trying times. Again this year, a group of Missy's friends have organized a benefit to raise money

— a 3-day “Missy Flynn Challenge” on August 8, 9 and 10. The “Swim” will be held Friday, Aug. 8 at the Newtown Athletic Club, Pa., beginning at 8 p.m. The “Bike” event will be Aug. 9 at Tyler State Park in Newtown, 7-9 a.m. The 5K “Run” will be on Aug. 10 at 8 a.m. at the Newtown Athletic Club. The NJPA staff will be participating in this event.

In addition to personal donations from our staffers, we are seeking contributions from NJPA members.

Please pledge \$5 per kilometer — that's just \$25 — to sponsor our team for the 5K run on August 10. Or give more.

Download the “Missy Flynn Challenge NJPA Pledge Form” from our website — www.njpa.org — and return it to us

All proceeds will go to Missy!

Deadline is August 8.

For information about participating in this event, go to www.newtownathletic.com

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Send resume and salary requirements to: Michael D'Arienzo, Production Director
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fax: 856-848-9672
email: mdarienzo@sjnewsco.com. E093008

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