

## BUDGET REPORTING 101 SEMINAR

Thursday, November 13  
9 am – 4 pm  
Rutgers University's Busch  
Campus Center, Piscataway

## ETHICS SEMINAR

Thursday, November 13  
9 am – 4 pm  
The Record  
150 River Street, Hackensack

## NJPA EXECUTIVE COMMITTEE MEETING

Thursday, January 8  
10 am  
teleconference

## NIE & YOUTH READERSHIP COMMITTEE MEETING

Thursday, January 8  
10:30 am – 1 pm  
NJPA Conference Room

## NJPA BOARD OF DIRECTORS MEETING

Thursday, January 22  
10 am – 12 noon  
NJPA Conference Room

## NJ PRESS FOUNDATION TRUSTEES MEETING

Thursday, January 22  
12 noon – 2 pm  
NJPA Conference Room



**"OBIE" GIVES THANKS:**  
See Page 5 for details and  
another photo.

**NJPA's 2008  
Better Newspaper  
CONTEST RULES**  
are on our website:  
[www.njpa.org](http://www.njpa.org)



**CASTING THEIR BALLOTS:** Students at Olson Middle School in Tabernacle vote in the New Jersey Student/Parent Mock Election. Antonette Bomentre-Walter, educational services manager for the *Burlington County Times*, encouraged the school to participate.

## Mock Election huge success

It was perfectly natural for readers to ask who won the 2008 Student/Parent Mock Election.

Newspapers throughout the state carried the results, but they went far beyond reporting that Barack Obama beat John McCain in 68% to 30% during statewide voting Oct. 20-30 at hundreds of New Jersey schools.

The Mock Election, which was administered here by the New Jersey Press Foundation, became one of the best local news stories during the days leading up to the

General Election.

All of the online and printed articles following the Mock Election included reports from local schools. Many newspapers sent photographers to schools to capture images of students putting their votes into homemade ballot boxes. Reporters interviewed students and teachers as they prepared for the Mock Election, participated in debates on the issues and explained why voting is so important.

— Continues on Page 6

## Bilotti to retire from Times

Richard Bilotti, president and publisher of *The Times* of Trenton for nearly a quarter century, announced on Oct. 23 that he will retire in November.

Editor Brian Malone will succeed as publisher while continuing to serve as editor.

During Bilotti's tenure, *The Times* became the leading newspaper in a crowded media market. Under his leadership, it won numerous state and national awards for journalism and advertising.

He is one of only four New Jersey newspaper publishers to have served twice as president of



**Bilotti**

the 150-year-old New Jersey Press Association.

"Richard was the first publisher to visit me after I became Executive Director of NJPA," said John O'Brien. "And he's been a loyal supporter ever since. Among other things,

he has served on our important Government Affairs Committee for nearly 20 years.

"You always knew where you stood with Richard. He wasn't bashful to tell you that your creative new idea stunk or that the bold new move you were contemplating was dumb! At times,

— Continues on Page 5

## Papert wows at annual meeting

Sammy Papert collects Hawaiian shirts.

But that's not what the crowd at NJPA's Annual Meeting came to learn from their main speaker, the chairman of Belden Associates, the nation's top research and consulting firm for newspapers.

Those attending the Oct. 30 luncheon got to chew on "10 Points That Belden Believes."

Belden Associates has provided research and consulting services to newspapers large and small, private and public, for 65 years. This puts it in a unique position to view the many changes taking place at newspapers throughout America and to recommend ways publishers can position their organizations to take advantage of opportunities associated with those changes.

Papert explained each of his points with a smattering of humor and a profound understanding of the complexities of the newspaper industry. Here, in brief, are the 10 points in his credo:

- News "papers" remain vital to their "communities" and if they are smart, that vitality can increase and grow.

- Newspaper websites — and all the other niche efforts which they must pursue — can be valuable, money making, life-saving brand extensions and eventual great businesses.

- Newspapers are back in the breaking news business. This also means events, concerts, connections, ratings, referrals, crime and traffic reports, last minute sales and as many things interactive and user-generated as possible. News "papers" can be the metaphorical glue holding together our communities.

- The Web will be ubiquitous and will allow us to capture the 30% to 40% of our households



**Papert**

we have never contemplated as customers.

- The pace at which we operate must accelerate considerably, especially when viewed against the context of our competitors.

- About 50% of the sales leadership and reps of any given newspaper need to be replaced.

- Newspapers MUST go to market with new services, not just products that aggregate or target eyeballs for advertisers.

- In an increasingly digital age, the human touch and human assets we have are a big strategic advantage that we must harness and leverage MUCH more meaningfully.

- Short term, R&D failure is acceptable. Big bets and risk must become a part of our DNA, knowing full well that though

— Continues on Page 5

## NJPA board approves belt tightening

Feeling the effects of a sagging economy, just like its newspaper members, NJPA is "learning to do more with less" said Executive Director John O'Brien.

He told the board of directors at its meeting on Oct. 30 that the association downsized by 3 fulltime positions in early September and that he and Business Manager Denise Sawicki are scrutinizing every expense item in the budget.

"With advertising off by nearly 15% and uncontrollable expenses continuing to rise, the association must follow the lead of many of its members and cut discretionary expenses," he said.

— Continues on Page 5

# INPRINT

a monthly publication of

## New Jersey Press Association

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As I see it...

## What about TV news, Brian?

Almost daily I read yet another story about the impending demise of America's newspaper industry. So, I decided to use this month's column in *InPrint* to pass on a compilation of positive newspaper industry findings that recently came across my desk.

Then I read the following piece written by David Zeeck, publisher of *The News Tribune*, Tacoma, Wash. I immediately called David and asked him for permission to reprint it. I share it with all of you because he makes some important points we all should hear.

\* \* \*

On Tuesday night I was watching the NBC Nightly News with Brian Williams when he talked about the 100-year-old *Christian Science Monitor* getting out of the daily newspaper business and converting to a Web-only product. He said: "In plain English, the Internet and changing reader habits are killing the old newspaper business. Circulation is declining almost 1% every passing month."

Aaarrrrggghhh!!!!

I think Brian Williams is a terrific newsman: smart, precise, personable, fair. But in this case he was relying on conventional wisdom that, while broadly shared, is bunk. He also got at least one fact wrong. Newspapers are struggling in this recession. Isn't every American business? And we do have the challenge of the Internet, though



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

we're profiting from it more than we're hurt by it. But the newspaper business isn't being killed. And it's not dying. And circulation isn't declining at 1% a month (or 12% a year). Let's compare newspapers to a competitor to see who's doing well and who's not, relatively speaking. Let's pick, oh, television for instance.

Nationwide, daily newspaper circulation was down 4.6% for the six-month period ending in September, compared with the same period a year ago, according to the Audit Bureau of Circulations. That's less than half the rate at which Brian said it was shrinking. *The News Tribune* was typical of the trend. Our circulation dropped 4.7% during that six-month period.

More important, however, readership of the printed paper actually increased, from 232,069 on average a year ago to 236,535 today.

And total audience also increased. Online readership (people who said they read the paper online in the previous seven days) was up 44.8%. Combined readership in print and online was 380,656 over the seven days before the survey and 390,561 over the 30 days before the survey, according to the audit bureau data. This means *The News Tribune* reached 65% of its potential market over seven days and 66.7% of its potential market over 30 days.

How does TV compare in audience share? I tried to get Nielsen data on local television news, but no one got back to me by the end of the week. So I looked at the national figures. In 2007 the three network newscasts combined had a 30 share; meaning 30% of the TV sets in use were tuned to them. They're all clustered together, so assume that each got around a 10 share. Combined they get 30%; by ourselves we get 65% of our market.

Between 2006 and 2007, when daily newspaper circulation dropped about 2.5% nationwide, ratings for the national TV network news dropped 6% (though share remained steady). But let's not take a snapshot or two. Let's

— Continues on Page 4

## A Gift for your classified customers

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# People & Papers

## NJ Law Journal has bought NJ Lawyer and will close it

Two weekly legal newspapers that for 16 years have waged a spirited competition for scoops, readers and advertisers will see their battle end next week. The parent company of the *New Jersey Law Journal*, Incisive Media, is acquiring and is expected to shut its rival, *New Jersey Lawyer*, making New Jersey a one-legal-newspaper state.

*New Jersey Lawyer's* 17 employees, based in South Plainfield, were informed of the sale by the paper's owner, the New Jersey State Bar Association. The newspaper's last issue was due to be Nov. 10. Its employees were due to be laid off Nov. 13.

Employees of *New Jersey Lawyer* said they could not comment for fear of risking severance pay. A person with knowledge of the transaction confirmed the sale, and said *New Jersey Law Journal* expects to gain its rival's circulation and advertiser data.

The 16-year-old *New Jersey Lawyer* has a paid circulation of about 6,500; the 130-year-old *New Jersey Law Journal*,

based in Newark, has about 7,800.

Angela Scheck, executive director of the State Bar Association, previously declined to comment and was not available at this writing. Robert Pladek, publisher of the *New Jersey Law Journal*, declined to comment.

Philip Geron, chief executive officer of Guaranteed Subpoena, a large advertiser for both newspapers, said he was told of the sale by an official at one of the newspapers. He said that closing the *Lawyer* will likely lead to higher advertising rates at the *Law Journal*. "There will only be one vehicle to advertise to lawyers," he said. "I am losing part of my negotiating abilities."

He said he tried to buy the *New Jersey Lawyer*, but a deal fell through when the bar association balked at his request to call the paper the "the voice" of the State Bar Association. The association, an advocate for lawyers, founded *New Jersey Lawyer* in 1992, and let an affiliate manage it like an independent newspaper.

— from NJBIZ

## Record-Press closes after 23 years

The following was edited from an article printed in the Sept. 26 edition of *The Record-Press*, a weekly newspaper owned by NJN Publishing:

You are holding the final edition of the *Record-Press* serving Westfield, Scotch Plains and Fanwood. It is always a difficult decision to close a newspaper, and this is especially true for a paper such as the *Record-Press* which for 23 years has served three very special communities — recording the full spectrum of our readers' lives and interests including births and deaths, public events and private moments, youth sports, senior citizen activities and so much more. However, the economic reality of shrinking revenues and expanding expenses make this decision unavoidable.

The closure will let us use our resources to better serve read-

ers not just in Westfield, Scotch Plains, Fanwood, but throughout the communities we serve with the Suburban News and Cranford Chronicle.

*The Suburban News* will continue to be delivered to virtually every home in Westfield, Scotch Plains and Fanwood. *The Cranford Chronicle*, with the advertiser and subscriber support that comes with its rich tradition and 120 years of publication, will continue to serve the readers of Cranford and surrounding communities.

This decision will allow us to invest more staff time in our electronic publishing efforts, where readers can get more of our newspaper content on-line; get it faster, and get it wherever they choose to log-on.

Please send InPrint your news  
Email to: [clangley@njpa.org](mailto:clangley@njpa.org).

## Verona-Cedar Grove Times celebrates 60 years in print

Sixty years ago, the first issue of the *Verona-Cedar Grove Times* arrived at residents' homes.

It boasted 44 pages at birth, including a 20-page fashion supplement, wrote *The American Press* in February 1949. "In format, the *Times* is eight columns wide with an overall page size of 16.5 by 22.5 inches."

The paper began when *Montclair Times* publisher Garvin Taylor saw suburban growth on the other side of First Mountain.

It ran free for 14 weeks. Then the fledgling paper went to \$1 a copy. Subscriptions rose to 3,000 six weeks into its first circulation drive.

At its helm was Ed Fox, a Drew University alumnus and six-year employee of *The Montclair Times*. He wrote a column, "High on a Hilltop," collected many awards and was editor for 26 years.

He was succeeded by society editor Rosemary Greenbank in 1974. She remembers long nights of typesetting in Montclair and the switch to computers. "I also remember going home with a folder of copy to edit because there was too much news for a 9 to 5," she said.

Joseph "Ward" Miele, who joined the paper in 1971 as a reporter, served as its editor from 1989 to 1999.

"I'm grateful to Ward Miele," said former editor Paul Milo. "He always had constructive comments. Everyone said he was the nicest guy in the world. I was dubious because that's my nature, but as a point of fact, he always was and still is."

Briefly, from mid-1999 until February 2000, Robert Tortorella was editor. He was a former adjunct professor, Leonia councilman, police commissioner and acting mayor. He died in 2000.

Milo followed him and oversaw the paper's shift to color. "The first picture we ran was a glass Christmas ornament," he said. "It seems like a newspaper geek thing to notice, but the photo captured the full range of colors. That one picture encap-

— Continues on Page 14



**TEACHING ABOUT NIE:** NIE coordinators from NJPA members helped staff the NJ Press Foundation booth at the New Jersey Education Association convention in Atlantic City on Nov. 6 and 7. Pictured here are Sandy Reed of *The Press of Atlantic City*, Chris Yatchyshyn of the *Buck County Courier Times*, Patrick Tuohy of *The Record*, Bergen County, Antonette Bomentre-Walter of the *Burlington County Times*, and Jackie Mickelburgh of *The Star-Ledger*.

## NJMG classified section redesign is full of color

The print classifieds of *The Record*, the *Herald News*, and all 46 Community Newspapers of North Jersey Media Group have been redesigned to increase reader ease-of-use and reap greater results for advertisers. The changes debuted early in October.

"We're taking advantage of our printing capability to put color on every page to bring a fresh, clean look to the classified pages," said Tom Morgan, VP/Advertising.

"Columns are wider, category headings are simplified and the ads are color coded. The changes make pages easier to navigate and give readers a much faster way to find what they are looking for."

The redesign introduces modular classified display ad sizing, which will reach all NJMG pub-

lications on Jan. 1. The greater visual appeal of modular layouts increases the impact of individual ads while streamlining the purchase process for ad buyers.

For the first time, liner and classified display ads throughout NJMG's family of newspapers will be visually identical, maximizing the effect of repeat impressions across the product line.

All classified advertorial sections in *The Record* and *Herald News* were revamped, including *North Jersey Cars*, *North Jersey Jobs* and *North Jersey Homes*. The most dramatic change is in *North Jersey Homes*, which combines retail and real estate classified content with high-quality, locally focused advertorial features for one comprehensive, home-focused section unique to North Jersey residents.

## The Item announces promotions

At *The Item of Millburn and Short Hills* you may be greeted by a new face.

**Jessica Maxwell**, a graduate of Loyola Marymount University, was hired in September as the editorial assistant. Her experience includes a stint with KNBC television as a health and medical news intern, researching, checking facts, assisting the producer on shoots and supporting reporters in the field.

At Loyola, Maxwell earned a bachelor's degree in English and a pre-journalism certificate.

In addition to helping with production of the newspaper, she is responsible for wedding announcements, engagements, religious news, services and obituaries. She will also contribute enterprise and feature stories.

**Andrea Hughes** has been promoted from part-time editorial assistant to fulltime reporter. A summa cum laude graduate of Drew University, she is an experienced teacher, writer, editor and proofreader from her work with schools and libraries, and as

— Continues on Page 5



## New Jersey Press Foundation

**George White**  
Foundation Director

# Your support matters

Yes, business is challenging for newspapers right now. But some things are so important to the future of our industry that they deserve ongoing financial support, especially in tough times.

The New Jersey Press Foundation is essential to bolster youth readership and journalism education throughout the Garden State.

Our main 2008 initiative — the Student/Parent Mock Election — was a phenomenal statewide success. More than 285,000 New Jersey students from 802 schools cast their ballots. Foundation Program Director Tom Engleman details the activities and outcomes of this extremely successful effort in his column on Page 11.

Another exciting initiative this year was studying the future of the NJ Collegiate Press Association. In recent years, the main programs pursued by this loose affiliation of the state's collegiate newspapers have been NJPF's annual Collegiate Better Newspaper Contest and a collegiate website administered by NJPF where internship opportunities and other helpful resources are posted.

But the potential for this group to do substantially more for itself, and for NJPF to play a significant role in advancing its effectiveness, is truly enormous. NJPF now has collegiate newspaper advisors and student editors engaged in shaping the future of their organization. In September, they formed task forces to address three areas for immediate focus:

- NJ Collegiate Better Newspaper Contest. This includes expanding contest categories, considering the annual contest time period (calendar vs. academic year), and establishing guidelines for submitting entries digitally.

- NJCPA annual conference and awards banquet. A new, expanded event is expected to launch next September in conjunction with the start of the academic year.

- NJCPA website. To better serve the state's collegiate press, the website will be assessed and upgraded, adding information and technological tools.

The second phase of development for NJCPA will include the review and enhancement of its governance structure to ensure its effectiveness.

### Looking ahead

NJPF's vision, connections and organization make it ideal for supporting and facilitating programs like the state's student Mock Election, the NJ Collegiate Press Association, N.I.E., the Journalism Diversity Workshop, and our numerous summer internships and scholarships.

These programs serve both core missions of the foundation, namely advancing youth readership and journalism education in the state of New Jersey.

We are helping to develop your future newspaper readers and your future employees. To do so effectively, steady funding is needed — especially from NJPA members, friends and all those who support a free press.

So please make a donation this year to support the New Jersey Press Foundation's efforts to ensure the future of journalism and readership in our state.

We offer multiple levels of giving, including the "Beacon of Light" level at \$35-\$99. While you may not think \$35 will matter all that much, col-

lectively these gifts do matter — greatly. All donors will be recognized personally and on a plaque in the NJPA Conference Room.

Making a donation is as easy as donating securely online at [www.njpressfoundation.org/giving](http://www.njpressfoundation.org/giving). Or use the form below and mail it to us.

You may reach me at (609) 406-0600, ext. 30, or at [gwhite@njpa.org](mailto:gwhite@njpa.org), with any questions you may have about the foundation's programs and the various ways to support its mission.

O'Brien:

## TV: Watch your back

*Continues from Page 2*

look at the longer term. Over a 10-year period, from 1997 to 2007, ratings for network news dropped 34% and share 33%, November to November, according to Nielsen data. In the same period daily newspaper readership declined a relatively modest 16.9%, according to Simmons Market Research Bureau and Scarborough Research.

So, here's a news tip: If anybody's getting killed in the 21st-century media market, it's TV news, not newspapers. And while audience for TV news is only a fraction of that of newspapers, and shrinking twice as fast, the value of advertising on TV is shrinking even faster. While I watched Brian on Tuesday, it was on TiVo, where I never have to see a TV ad. I'm not alone. Research suggests digital video recorders will be in 50% of homes by 2010, and will be "near ubiquitous" in a few years. That means nobody will have to see TV ads in the near future.

So, Brian, don't cry for newspapers. Watch your own back.

## Working Together for a Brighter New Jersey

When you make a contribution to New Jersey Press Foundation, you support programs that impact New Jersey's youth and aspiring journalists—those upon whom our free-society will soon depend.

With your vision and generosity, together we will increase the reach of NJPF programs:

- Journalism scholarships & internships
- Youth readership & news-writing, in print and online
- Initiatives to advance our citizens' understanding of the role of the free press in our democracy.

Please make a generous contribution. All donations are fully tax deductible and will be recognized.

### NJPF Annual Giving

Here is my tax-deductible gift:

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*Thank you for your support!*

# NJPF

youth readership  
scholarships  
first amendment  
education



**BOO! SAYS OBIE:** The staff of *The West Essex Tribune* dressed "Obie" as a witch for Halloween. This trophy is presented each year at NJPA's advertising awards banquet to the table that creates the best centerpiece, using the materials provided. During its year at the *Tribune*, Obie has been decked out appropriately for every holiday.

## Item announces promotions

*Continues from Page 3*  
a private tutor.

Veteran reporter **Harry Trumbore** has been named managing editor. An award-winning journalist, he also has won awards for his newspaper cartoons and won a first-place NJPA award this year for a spot news photo.

After years as an illustrator, Trumbore worked freelance for the *Item* until then-Editor Carter Bennett hired him full-time in 1999 to cover the Ahold hearings, the board of education, police and fire beats. He has covered school board and township elections, the debate over school construction and the devastation from Tropical Storm Floyd.

— *The Item of Millburn and Short Hills*

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## NJPA board decisions

*Continues from Page 1*

### Membership directory online

In 2009, O'Brien said, NJPA will not print its annual membership directory. Instead, that information will be available on the NJPA website, njpa.org.

"Having a digital version of the directory on our website allows us to update the listings instantly and make the current information readily available for easy downloading and even printing," he said.

In recent years the cost to print and distribute the directory was about even with its ad revenue. "We expect the softening in the market will affect directory ad sales and we expect costs to print and mail the directory will escalate. The board felt that moving it to the web was a positive move. NJPA will still offer advertising for the electronic version.

### Webinars introduced

Another change for next year is switching to online seminars ("webinars") for many of the NJPA's training sessions. O'Brien said, "By using the Internet, we can provide increased value to publishers and their employees. Webinars eliminate travel time, a huge benefit for publishers," Training seminars now can be held at a reporter's desk or in a newspaper's conference room. "We can partner with other press associations, upping attendance and attracting very high-level presenters. Everybody wins," he said. NJPA has established a staff committee to explore and implement this initiative.

### Bylaws committee

A sub-committee of the board will review NJPA's bylaws and recommend changes. "This is an exercise we go through every 6 or 7 years," O'Brien said. "With changes in the newspaper industry taking place at an accelerated pace, it seems like a good time to look them over again." Possible new membership categories, board makeup and dues restructuring are all things the sub-committee may address. Board members who volunteered to serve on the sub-committee are: Ray Worrall (chair), Bruce Tomlinson, Steve Parker, Joe Cavone, NJPA attorney Tom Cafferty and staffers George White and John O'Brien. The group hopes to have a preliminary report for the Jan. 22 board meeting.

### 2009 board approved

Following the board meeting, the NJPA annual meeting was

held. The main business was voting to accept the slate of board members and officers for 2009.

2009 NJPA

Executive Committee

Chairman: Arthur Hall,  
*Cape May County Herald Times*;  
President: Bruce Tomlinson,  
*New Jersey Herald*;  
Vice President, Weeklies:  
Ray Worrall, Worrall  
Community Newspapers;  
Vice President, dailies:  
Jennifer Borg,  
*The Record*, Bergen County;  
Treasurer: Frank Gargano,  
*Gloucester County Times*;  
Executive Director:  
John J. O'Brien, NJPA

2009 Board Members:

Joseph Cavone, *Daily Record*;  
Jennifer Cone Chciuk,  
*The West Essex Tribune*;  
Keith Dawn,  
*The Press of Atlantic City*;  
Stanley Ellis,  
*Burlington County Times*;  
Kathleen Hivish,  
Community Newspapers of  
North Jersey Media Group;  
Walt Lafferty, *Courier-Post*;  
Stephen Parker, Recorder  
Community Newspapers;  
Richard Veza,  
Penn Jersey Advance.

## Papert offers 10 key points

*Continues from Page 1*

we might occasionally fail big, we might also win big.

- And, lastly, that sometimes the best ideas are generated externally. Belden can and does make a difference. If there's more audience fragmentation tomorrow, then we'd better start understanding all our audiences today and we must help the industry do so!

## Richard Bilotti to retire from Trenton Times

*Continues from Page 1*

he seemed forward and contentious. In retrospect, however, he was right more often than wrong. I will miss his input, guidance and tutoring. But most of all, his friendship."

A native of Harrison, Bilotti spent his entire career in newspapers, beginning as a copyboy at the *Newark Star-Ledger* at age 14. He was named president and publisher of *The Times* in February, 1984, after serving five years as president, publisher and

editor of *The Gloucester County Times* in Woodbury.

Before that he was editor of the *Sunday Plain Dealer Magazine* in Cleveland, Ohio; he was a reporter in the Cleveland Bureau of the Associated Press; editor of the *Yukon Sentinel* while serving in the U.S. Army in Alaska, and a reporter for the *Evening News* in Newark.

"The staff of *The Times* is terrific and is putting out a great newspaper in a great community," Bilotti said. "Everything

## NJNN Update

**Amy Lear**

Director  
New Jersey Newspaper Network



## Thankful

Recently I attended a program at Overlook Hospital in Summit where Deborah Norville spoke about her book *Thank You Power*. With stories of real life experiences, she reminded the audience that "being grateful" can energize and sustain a happy outlook. As is often said, never underestimate the power of positive thinking! (Phillies fans and Obama supporters would agree.)

So, as we prepare for 2009, let me share some positive trends and highlights in the world of newspaper network advertising:

Gross NJNN billings continue to surpass 2007 totals.

More financial advertisers are placing heavy newspaper advertising schedules with our help. The category is strong, with 15 active banks in the month of November alone.

New Jersey healthcare advertisers and colleges continue to invest confidently in newspapers.

The NJNN web advertising network continues to expand and now includes 13 member publishers who will share a revenue pool of more than \$7,500 to date.

Ad agencies and NJPA-member ad executives can anticipate a spring training seminar focusing on online advertising products and strategies.

A new statewide media usage study is being considered for 2009.

New Jersey has one of the best customer-service focused, professional press association staffs in the country!

I am grateful for the support of our member newspapers, a pretty positive bunch as well, and for the opportunity to share the vision of a positive future for newspapers.

And, as our industry transitions amidst format changes, shrinking traditional ad revenue and staff cuts, I commend the dedication of those who value the importance of content and what our products contribute to a democratic society.

Onward with optimism!

you'd ever want to cover as a journalist is here: Nobel Prize winners, great local politics, development, crime, health care and floods."

He said the selection of Malone as his successor underscores the vital role played by *The Times*.

"Brian knows news and he knows the community," Bilotti said. "His experience as editor for 20 years will help him to carry out our commitment to bringing our readers the best local coverage in print and online."



**TAKING THIS ELECTION SERIOUSLY:** Students at Lopatcong Township Middle School in Phillipsburg cast their ballots in the NJ Student/Parent Mock Election in October. Behind the students at the ballot box are “voting booths” for students who are preparing their ballots.

## Mock Election teaches valuable lessons

Continues from Page 1

“We recently discussed elections in class and we encouraged students to go home and talk about it with their parents,” said Joanne Jocas, in an Oct. 31 Associated Press article.

Jocas, a teacher at Thomas P. Hughes Elementary School in Berkeley Heights, said the students “came back eager to vote, so it was fun to see them get into it.”

“Students need the opportunity to evaluate and discuss the issues and candidates before being set to the task of casting their vote,” said Megan Lehman, a social studies teacher at Governor Livingston High School in Berkeley Heights, in an interview by Bruce Shipkowski of the AP.

Reporters for the *Gloucester County Times* caught up with a student from Neshaminy Middle School, who said he thinks the Mock Election is a good idea “because it shows the students what the voting process is like.”

Josh Bomse, a seventh- and eighth-grade social studies teacher at Neshaminy said the national election has become a hot topic of conversation, “especially since the eighth grade covers a whole unit on American civics.”

A set of curriculum guides and teaching materials was sent to hundreds of teachers who



**LESSON IN CIVICS:** After learning about election candidates and issues in class, students at Olson Middle School in Tabernacle continue their lesson by voting in the NJ Student/Parent Mock Election.

participate in Newspaper in Education programs. NJPF distributed the materials to newspapers throughout the state.

“Teachers used the materials to give students specific information about the candidates,” said Antonette Bomentre-Walter, manager of educational services for the *Burlington County Times*. “They found the activities especially helpful in understanding the issues as they appeared in the paper every day.”

Not only did New Jersey students accurately predict who would win the presidential election, they also were on the mark in selecting incumbent Democratic Senator Frank Lautenberg as the victor over Republican Dick Zimmer.

And they came close to a per-

fect record by accurately selecting 12 of the 13 winners of the state’s Congressional races. The only one they missed was in the 7th District, where Republican Leonard Lance beat Democrat Linda Stender.

John Mooney’s report in *The Star-Ledger* included a graphic describing how students answered the question: “Which issue would government spending help the most?” The economy received the most votes as the top issue. Healthcare and the environment were a distant second and third on the list.

Eve Glasengreen, a student at Round Valley School in Clinton, said she didn’t follow the lead of her parents in her voting decisions. She said they probably agreed with her, not the other

way around. “I don’t want to be brainwashed or anything; I want to have my own reasons,” she told Mooney.

That quote captured the purpose of the Mock Election, said Tom Engleman, program director of NJPF.

“The idea behind the foundation’s sponsorship of the Mock Election was to show students how to use newspapers as a primary source of in-depth information about issues facing the nation,” he said.

“We wanted to show students how to look beyond the soundbytes and the TV commercials and make up their own minds about the issues, based on newspaper reading and classroom discussions.”



**GREAT PRESS:** Newspapers throughout the state, like the *New Jersey Herald*, above, gave front page coverage to the Mock Election.



**PREPARING FOR MOCK ELECTION DAY:** Working to create a successful and educational event, left to right, are Andre Daniels of the New Jersey PTA, Antonette Bomentre-Walter of the *Burlington County Times*, Tom Engleman of the NJ Press Foundation, Donna Vaupel of the NJ Association for Gifted Children and Kathy Coulbaly of the NJ Education Association. Their hard work paid off as a record number of students participated in this year’s election.

For complete results in the NJ Mock Election, go to: [www.njmockelection.org](http://www.njmockelection.org)

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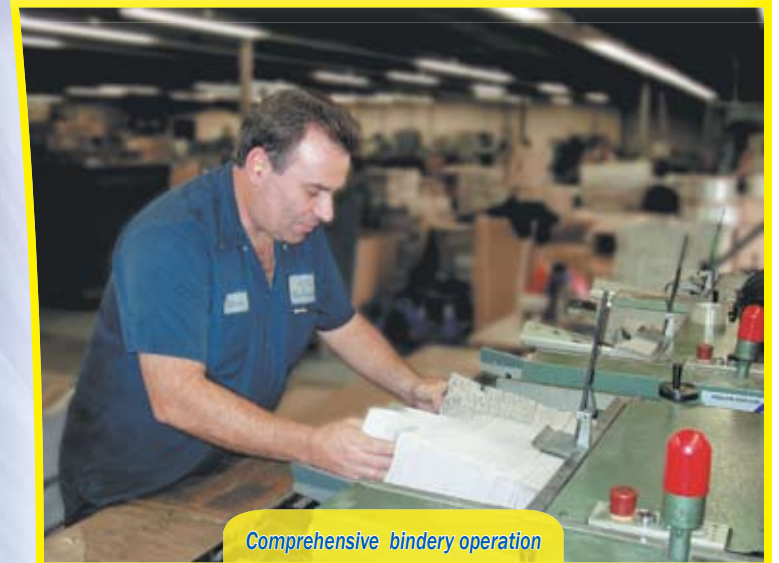


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## Here's what people are saying about A.F.L. Web Printing...

The transition from printing our 13 Greater Media Inc. newspapers in-house to printing at A.F.L. Web Printing went much smoother than anticipated. I credit this both to the support we received from A.F.L. Web Printing through the planning process as well as to the dedication of the staff at their new Secaucus facility.

Our reproduction quality has improved and the increased color capability A.F.L. Web Printing has provided has already translated into more revenue. The staff at A.F.L. Web Printing continues to be very responsive and committed to providing Greater Media Inc. with the necessary tools to help us grow our business.

- Ben Cannizzaro, General Manager and Publisher - *Greater Media, Inc.*

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A.F.L. Web Printing ensured a seamless transition for the *Long Island Press* to the Secaucus, New Jersey print facility. It wasn't just about the paper we were printed on. The support—both technical and customer service—enabled us to improve significantly the quality of our product and our workflow. In today's challenging environment A.F.L. Web Printing is a true partner to our business in presenting the *Long Island Press* with options to satisfy not only our own specifications but those of our clients. The improvement A.F.L. Web Printing has given our publication has greatly exceeded our expectations.

- Jed Morey, Publisher & Michael Castonguay, CFO - *Long Island Press*

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As a global publication, The Financial Times works with printers throughout the world and our customers demand world-class products and services. Our choice of selecting A.F.L. Web Printing as our northeast printer was a direct result of their commitment towards state of the art equipment, outstanding quality, faster throughput and greater color availability. The move to A.F.L. has provided the FT with these benefits—and much more. A.F.L. worked closely with us to ensure our needs were addressed and achieved. We were assisted by a large team of computer, printing, finishing and distribution professionals.

We look forward to a long and productive relationship and highly recommend A.F.L. Web Printing as a solution for your printing needs.

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

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# Your publication should be here too!





## NJPF Program Report

**Tom Engleman**  
Program Director  
New Jersey Press Foundation

# Success! Now what?

The mock election wasn't what we expected when the New Jersey Press Foundation signed up to coordinate the 2008 National Student/Parent Mock Election in our state.

It exceeded our widest imagination and it has opened a door to the future for an industry that is working overtime to re-invent itself.

I had anticipated that about 500 schools, with 200,000 students, would enroll to vote in the NJ Mock Election.

With the help of several Newspaper in Education coordinators, a score of the state's educational organizations, and newspapers that printed house ads promoting the mock election, we enrolled about 1,000 schools with 500,000 potential student voters. Of those, 802 schools actually participated.

By the time mock election voting ended, New Jersey contributed more than 285,000 of the nearly 4 million votes cast nationwide, from kindergarten through 12th grade.

Compare this with 2005 when only about 73,000 students voted in the mock election for governor of New Jersey and 2002 when 112,000 students from 419 schools voted for U.S. Senator.

This year's voting was scheduled to run Oct. 20-30 but because of the enormous partici-

pation, it was extended to Nov. 4 by the national mock election organization.

### Students Energized

More important than the numbers, students throughout New Jersey were energized and excited by the mock election. It gave them a realistic and lasting picture of what it means to participate in one of the most patriotic American endeavors — voting.

We called it "Democracy 101."

Most of the schools held debates, classroom discussions of the campaign issues and other election-related activities.

Students studied the candidates and what they stood for, digging much deeper than the sound-bytes and commercials that dominated the airwaves months before Election Day with charges, counter-charges, scare-tactics and truth-stretching.

I would venture to say that New Jersey's youth became better informed about the candidates, the issues and the entire political process than many voting-age citizens.

Based on their intense study, they made up their own minds which candidates to vote for ... which candidates come closest to the way they believe their nation, state and communities should be led.

That was what the New Jersey Press Foundation had hoped would happen.

Schools held assemblies where local public officials came to stress the importance of voting. Some counties even sent official voting booths into schools for students to cast their mock election votes.

Art classes designed and built ballot boxes and voting stations for their schools.

Student leaders made banners and posters to decorate their hallways during the days leading up to the mock election.

Newspapers and television stations, even one national news network, covered the election by going to New Jersey schools to interview students about their experiences.

### Bottom Line for Newspapers

What does all of this mean to newspapers?

The New Jersey Press Foundation has laid the groundwork for newspapers to be perceived by the next generation of readers as an important and active champion of democracy and patriotism.

We built a database of schools that our Newspaper in Education programs can use to increase youth readership.

In a broader way, we helped create an atmosphere of curiosity for facts and the truth that newspapers can build on.

IF newspapers will use the mock election as a foot in the door to hundreds of New Jersey schools, our industry will have the opportunity to demonstrate to young people the value of staying informed about their towns, schools, entertainment, fashion, sports and, yes, even politics.

It is extremely important to do this first with the online editions of newspapers. That is the medium our future readers will use — and already are using — well before they will pick up a printed newspaper.

Here is where our journalists and our resident educators — the NIE coordinators — should begin working together to place an emphasis on education rather than marketing when it comes to reaching young readers.

### Reaching youth readers

To succeed in reaching our state's young people, newspapers must invent and then deliver special youth-oriented online editions that are attractive, colorful, graphic, entertaining, short and to the point.

The product has to be different. It must not be boring and difficult to navigate. That would be deadly.

It must be a product that can be digested quickly — not the in-depth product our business has been successful producing for more than a century. The depth can come with links to content of our own as well as information produced by others.

— Continues on Page 13

## JEA honors 2 NJ educators for lifetime achievements

The Journalism Education Association (JEA) will honor two New Jersey educators with its Lifetime Achievement Award during its national convention on Nov. 15, in St. Louis.

Susan V. Everett of Jersey City and Ron Bonadonna of Nutley are among 10 retired educators from across the U.S. to be honored this year. The award is for lifetime dedication to scholastic journalism education.

A Master Journalism Educator, Everett retired in June from William L. Dickinson High School after 28 years teaching journalism and advising its award-winning newspaper, *The Dickinsonian*.

"One teacher who cares is often all it takes," wrote 1993 *Dickinson* graduate Jessica Gaitan. "For me, that teacher was Sue Everett. ... for hundreds of students ... many of whom came from disadvantaged backgrounds, it was Sue Everett." Gaitan now works for *The Frederick (Md.) News-Post*.

"In her class, I learned that I could write stories, just as I had always wanted, but they could be true stories, stories that I would uncover," Gaitan wrote. "In her class, I learned that I could be a journalist."

"When I entered Trenton State College as a journalism major on a full scholarship, it was entirely due to Sue Everett's encouragement, her enthusiasm, her teaching skills, her kindness and attention."

Everett also made a difference across New Jersey with her leadership in the Garden State Scholastic Press Association (GSSPA). She has held every position in the group — president, vice president, secretary, treasurer — and continues to serve as conference chair.

Her contributions to scholastic journalism extend beyond GSSPA, as she has been JEA's State Director for New Jersey since 1994. She was New Jersey's first Master Journalism Educator.

A Certified Journalism Educator, Bonadonna retired in June from Nutley High School after 25 years teaching journalism and advising its award-winning

newspaper, *The Maroon and Gray*.

"Ron has always been a strong advocate of student press rights," wrote John Tagliareni, a GSSPA past president, in supporting Bonadonna's nomination. "He has defended students' First Amendment rights and has fought administrators and faculty who attempted to deny those rights and make student newspapers less effective."

A past president of GSSPA, Bonadonna brought yearbooks into the organization, created new scholarships, developed a Web page, doubled membership and established regional conferences. Following his presidency, he continued to chair the write-off contest drawing 1,000 students and 100 advisers.

On a national level, Bonadonna was on JEA's board, was its New Jersey State Director and its Regional Director for the Northeast Region. He is a member of its Awards Committee, Scholarship Committee, Junior High/Middle School Commission and he chairs the Membership Retention Committee.

"It was Ron's voice that called me, like so many others, to join GSSPA as he expanded our ranks," wrote Stephen J. Chiger, GSSPA president, in nominating Bonadonna. "For me, the appreciation for what Ron has done is personal. He welcomed me into GSSPA with open arms when I was a new adviser and encouraged me to be active in the group and take on leadership roles. He encouraged me to run for office and nominated me for awards. His dedication to my growth was complete and selfless."

Bonadonna received GSSPA's Golden Quill Award for Distinguished Service. His students won GSSPA's top award twice and placed second in National Scholastic Press Association's Best of Show national convention contest in Atlanta in 2004.

JEA is a national organization of secondary school scholastic journalism advisers and is headquartered at Kansas State University in Manhattan, Kan.



Everett



Bonadonna



**YOUNG VOTER:** This fifth-grade girl leaves the voting booth after casting her ballot in the NJ Mock Election at Fredon School in Vernon.

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# Success! Now what?

*Continues from Page 11*  
Such a product could be called part — I think a vital part — of the task of re-inventing ourselves as an industry.

The NIE coordinator's role could be to develop curriculum and other teaching aids that can be used in the classroom to show students how to use the online newspaper. Something has to give, though. I think that "something" should be the marketing side of the NIE coordinator's job description.

In other words, let the educators educate and let the sales and marketing

people handle the business side.

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PS Form 3526, September 2007 (Page 2 of 3)			

## Obituaries

### Carol Horner, former Inquirer reporter

Former *Philadelphia Inquirer* reporter Carol Horner, 63, a popular newsroom spark plug and respected journalist, was found dead in her Washington home on October 24. A cause of death had not been determined.

Ms. Horner, the director of the Knight Center for Specialized Journalism at the University of Maryland since 2000, had been battling debilitating migraines for months. Friends and coworkers said she was suffering from another headache Thursday.

"Carol was one of the most remarkable people I have ever known," said Thomas Kunkel, former dean of the Philip Merrill College of Journalism at Maryland. "She was an amazing journalist but also just a great spirit."

As head of the center, she brought journalists to College Park for weeklong programs led

by experts on specialized topics, such as nuclear energy and the business of sports.

A native of Richmond, Va., and a 1967 graduate of the College of William and Mary, Ms. Horner started out teaching English in North Carolina and Virginia.

After earning a master's degree in journalism at American University, she landed a reporting job at *The Record* of Bergen County in 1973. She wrote editorials at the former *Philadelphia Bulletin* and joined *The Inquirer's* reporting staff in early 1979.

"She was a good writer, and her enthusiasm for reporting came through in everything she did," Roberts said.

"Carol to me really represented the best in the spirit of *The Inquirer* of the 1980s and early 1990s," said William K. Marimow, executive editor of *The*

*Inquirer*, who had known Ms. Horner for many years.

Former colleagues recalled Ms. Horner's writing flair, tenacity and evenhanded reporting.

"She was always fair to people about whom she wrote, and she had a sense of empathy that radiated to people and encouraged them to open up to her," recalled James M. Naughton, a former *Inquirer* executive editor and retired president of the Poynter Institute in Florida.

Ms. Horner left *The Inquirer* in 1994 to become an editor at the *Wall Street Journal's* Washington office.

She is survived by her father Overton Horner and stepmother Kathryn; a sister Vivian "Vee" Davis; stepbrothers Bryan and Gary Jones; a nephew and a niece.

—*The Philadelphia Inquirer*

### Susan Cross, 38, NJN Publishing sales rep

Susan Cross, 38, of Bernardsville died on October 27 at Care One in Morristown. The funeral was November 1, at Liberty Corner Presbyterian Church

Born in Rahway, Mrs. Cross grew up in New Providence and moved to Bernardsville in 2000. She was a graduate of New Providence High School and received her degree in business from Clemson University in 1992.

Prior to her career as an ad-

vertising sales representative for NJN Publishing and the *Independent Press* for 15 years, she spent a year volunteering for Habitat for Humanity in Americus, Ga.

Mrs. Cross was an active member of Liberty Corner Presbyterian Church, where she and her husband were youth advisors.

Surviving are her husband Scott Cross; her parents Herbert and Joan Kenderes Springle; her in-laws Thomas and Lynne; her

brother William and his wife Kerry of St. Leonard, Md.; her sister Donna Graziano and her husband Guy of Cranford; her grandmother Anna Kenderes; her sister-in-law Jennifer Stackhouse and her husband Robert; 3 nephews and 3 nieces.

Contributions may be made to the Memorial Sloan-Kettering Cancer Center, P.O. Box 27106, New York NY 10087-7106.

—*Independent Press*

### Seeking guidelines for reporting on disabled

The N.J. Council on Developmental Disabilities is launching a community outreach program, funded by a federal grant, to educate the media about the most appropriate ways to cover people with developmental disabilities.

The council said some news coverage tends to glorify people with developmental disabilities who are simply undertaking normal, day-to-day activities (i.e., working, voting, attending school, living independently). And there are inconsistencies in how people with developmental disabilities are described (i.e., stricken with cerebral palsy, suffering from the disease of autism).

To help ensure consistent and accurate media coverage, the council has hired Jaffe Communications, Inc., to develop an

addendum for the AP Stylebook with up-to-date recommendations for covering people with developmental disabilities.

If your newspaper already has a guide that addresses people with developmental disabilities, Jaffe Communications would appreciate having a copy of it — to merge ideas and suggestions in the new addendum, which

will be distributed nationally. Newspapers will receive credit for providing information. The *Star-Ledger* already is participating.

Email your content to Jonathan Jaffe at jonathan@jaffe.com by December 15. If you have any questions, contact him by email or by phone, 908-789-0700.

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## Celebrating 60 years in print

Continues from Page 3

sulated what we could offer at the time."

Owen Proctor became managing editor in 2002 and has been editor since 2005. He counts a redesign as a big change for the paper, and land developments as the biggest issues of recent years. He said the *Times* balances its traditional print format with the emerging online market. "Before [the Internet] everyone had to wait until Thursday," he said. "If it was a big enough story, we'd be writing it solely for the record. Now we keep pace with even our daily competitors."

"The Verona-Cedar Grove *Times* is proud to have played a part in covering the vibrant communities of Verona and Cedar Grove the past 60 years," said publisher Kathleen Hivish. "We and our predecessors are honored to have reported the news and ultimate history of these towns as it's played out."

— *Verona-Cedar Grove Times*

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Newspaper employees working along federal highways soon will be required to wear a specific type of high-visibility safety vest.

The new US Department of Transportation regulation, which goes into effect on Nov. 24, requires media representatives who work within the rights-of-way of federal-aid highways to wear a specific type of high-visibility vest. This applies to all newspaper employees — not just reporters and photographers.

The required garment is an ANSI Class II-2004-107 safety vest. NJPA is offering them for sale at cost. For sizes Medium, Large and XLarge, the price is \$15 plus sales tax and shipping. For size XXLarge, the price is \$17 plus sales tax and shipping. Larger sizes are available by special order.



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All Account Executive positions require a valid driver's license.

Pre-employment physical with drug and alcohol screen required.

For immediate consideration, forward your resume and daytime phone number to:

Charles McKane at  
[cmckane@njtimes.com](mailto:cmckane@njtimes.com)  
 or fax 609-396-5644

No phone calls please.

The Times is an Equal Opportunity Employer.

### Advertising Account Executive

Discover an exciting and fulfilling career with The Princeton Packet, Inc., New Jersey's most established weekly newspaper with ties dating back to 1786 which today serves portions of Mercer, Somerset and Middlesex counties.

We are looking for self-motivated, career-oriented people interested in personal development and professional growth. If this interests you, we have an exciting opportunity as an Account Executive.

This position is accountable for meeting and exceeding revenue objectives by providing consultative services to existing clients through the development of strategic marketing plans. In addition, you will lead the acquisition effort to gain new business by demonstrating The Princeton Packet's abilities to meet their advertising needs through effective print and web based advertising.

We reward our sales force with a competitive compensation plan that includes salary, uncapped incentive plan and a well-rounded benefits plan.

Excellent presentation and communication skills are required. Car and valid driver's license required. Good computer skills required.

Position is full time, although part time applicants will also be considered. EOE.

Send resume, including salary requirements to:

The Princeton Packet, Inc.  
 Attn: Advertising Director  
 PO Box 350  
 Princeton, NJ 08542  
 Fax: (609) 921-2714  
 Email: [addirector@pacpub.com](mailto:addirector@pacpub.com)

For more information on The Princeton Packet, Inc. visit [www.packetonline.com](http://www.packetonline.com)

### Junior Account Executive/Sales Assistant

Packet Publications is seeking a Junior Account Executive/Sales Assistant. If you are customer-focused and interested in gaining the knowledge necessary to begin your career in advertising sales, this is the job for you.

Based in our Princeton office, this full time position (M-F, 8:30 am - 5:00 pm) requires a motivated self-starter to handle incoming phone calls from existing and potential advertisers. Other responsibilities include assisting sales representatives with ad processing, directing customers and resolving issues.

Must be organized, detail- and deadline-oriented. Will travel to our offices in Dayton, Hillsborough,

Allentown and Hopewell. Office experience, including telephones and basic knowledge of MS Word and Excel, required. Must have a valid driver's license and car. EOE.

Send resume, including salary requirements to:

The Princeton Packet, Inc.  
 Attn: Advertising Director  
 PO Box 350  
 Princeton, NJ 08542  
 Fax: (609) 921-2714  
 Email: [addirector@pacpub.com](mailto:addirector@pacpub.com)

### Ad Sales Rep/Manager

Digital Multi-Media Services, [www.digitalsigns.biz](http://www.digitalsigns.biz), a leader in the digital signage business, seeks an experienced advertising sales rep/manager to develop and lead our advertising division. Digital signage knowledge a plus but print/electronic media experience will transfer well. Ad agency contacts, familiarity with central/southern NJ and knowledge of Fitness/Health/Medical industries an added plus. Submit resume including compensation requirements to Jon Laevey, VP Sales, DMS, at [jon@digitalsigns.biz](mailto:jon@digitalsigns.biz)

### Advertising Sales

City Kidz World, [www.citykidzworld.com](http://www.citykidzworld.com) – a new quarterly family magazine zoned throughout New Jersey (Middlesex, Mercer, Union, and Somerset) with a national and international web presence – is building an independent advertising sales team. The salary is based on commission – weekly bonuses available when you meet or exceed sales goals.

If you are looking for a flexible, independent position that involves selling to family oriented businesses – locally, regionally, and nationally – you will find that this is an exciting and rewarding position. Get on board with a growing company!

Please send your resume and cover letter to [info@citykidzworld.com](mailto:info@citykidzworld.com). For more information please call 732-422-0829. Position starts immediately.

## Production

### Lead Operators

A.F.L. Web Printing is unrivaled as one of the largest cold-web facilities with the most process color capacity in the Northeast and Mid-Atlantic Region. Our state-of-the-art equipment and international reputation make us the printer of choice for almost 700 well-known publications. You will not find a printing company that can offer as much to its customers under one roof, nor one that is more committed and dedicated to its employees.

Due to continuous growth, we are hiring Lead Operators for our regional printing facilities in Secaucus and Voorhees, NJ. We want you on our team if you are a quality-oriented, experienced

press operator with the ability to run multiple process color web leads while leading a crew. Minimum 3-years in a cold web shop required. Goss or Harris web experience preferred.

To learn more about us, please visit [www.aflwebprinting.com](http://www.aflwebprinting.com). If you are looking to join a growing, innovative, and dynamic company, this is your opportunity!

If interested, please send your resume, salary requirement, and location preference, via email to [jobs@afwebprinting.com](mailto:jobs@afwebprinting.com). EOE

## Work Wanted

### Editor/Reporter

Longtime editor looking for a reporter or editor's position in general, business or medical publication in north Jersey, central Jersey or New York City. Have more than a decade's experience in copy editing, reporting, managing, and pagination that includes background in QuarkXPress and Photoshop. Contact Ed Kensik at [edkensik@yahoo.com](mailto:edkensik@yahoo.com).

## Have skills. Want work?

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- increased ad revenue by being able to produce and sell more print and Web ads
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