

NIE & YOUTH READERSHIP COMMITTEE

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

MOCK ELECTION SUPPORTING ORGANIZATIONS

Friday, September 5
12 noon
NJPA Conference Room

GOVERNMENT AFFAIRS COMMITTEE

Tuesday, September 9
11 am, teleconference

ADVERTISING SALES CAMP

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

PHOTOGRAPHY 101

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

NIE & YOUTH READERSHIP COMMITTEE

Thursday, October 2
10:30 am – 1 pm
NJPA Conference Room

BIG IDEAS FOR BIGGER SALES

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

EXECUTIVE COMMITTEE

Thursday, October 9
10 am, teleconference

VIDEO 101 FOR NEWSPAPER WEBSITES

with **Loren Fisher**
Thursday, October 23
8:30 am – 1 pm
NJPA Conference Room

Thursday, October 30 NJPA BOARD: 10 am ANNUAL MEETING:

12 noon luncheon
Speaker: Sammy Papert, CEO, Belden Associates.

FOUNDATION BOARD:
2 pm
Location to be announced.



The Right Prescription

NJNN'S "MARKETING DOCTORS," dressed in scrubs for the occasion, prepare to make a "house call" at the New Jersey Hospital Association on August 20, where they presented "treatment options" for continuing a healthy advertising schedule in newspapers — in print and online. The "attending doctors" are, from left, Todd Moreland, Business Development Manager; Joe Odas, Print Media Specialist; Brian Critchley, Marketing/Research Manager and Amy Lear, NJNN Director.

Mock Election seeks help from NJPA newspapers

The 2008 Student/Parent Mock Election is one of the most important projects the New Jersey Press Foundation has ever coordinated.

The reach is statewide and it penetrates to the heart of the foundation's mission — educating New Jersey youth about democracy and the importance of a free press.

Students who go to the special website created by NJPF for the Mock Election will find links to the websites of New Jersey newspapers, as well as other sites that will help them examine the issues and the candidates in this year's national and state elections. The web address is: www.njmockelection.org.

NJPF needs YOUR help with the first step to make the New Jersey Mock Election a success.

Please download the school enrollment form from this website: www.njmockelection.org/EnrollmentForm.pdf. Or cut out the form on Page 9. Copy it for others at your company. Ask them to give the form to their children to bring to their teachers in September.

Teachers who return the enrollment form to NJPF will be registered to have their classes vote in the Mock Election, which will be held in schools between

October 20 and 30. There is no charge to participate.

The teachers will be sent ballots and election-reporting instructions. Google will tabulate and report the election results on October 30.

NJPF wants to make it possible for every New Jersey student, from kindergarten through 12th grade, to vote in this year's Mock Election.

Please help us spread the word to schools in your community.

Newspaper "Serious"

The baseball "World Serious" is rapidly approaching. Do the Yankees have a chance of making it to the American League playoffs? Statistically, yes. Realistically? Well...

Meanwhile, the Phillies and Mets are running a tight race to see which team will win their division's National League playoff spot.

Similarly, newspapers are in a tough fight for survival. Trying to stay solvent and meaningful, they are seeking the right mix of content and media that will appeal to their readers and attract advertisers.

— Continues on Page 4

BETTER NEWSPAPER CONTEST:

Plans for 2008 contest announced

While most of us were enjoying the last days of summer, Peggy Stephan and members of the NJPA Better Newspaper Contest committee were laboring on next winter's competition.

Stephan, who is NJPA's member services manager, said there will be a few changes in the rules and procedures for this year's contest.

The biggest change is in the circulation categories for weekly newspapers in the editorial contest. This year they will be 'Under 6,500' and 'Over 6,500.' Previously the break was at 4,500 circulation. The change is being made to even out the number of papers eligible to enter the categories.

In addition, the committee announced that the three core weeks for weeklies in the editorial contest are Sunday, March 9 through Saturday, March 29, 2008.

"Newspapers entering the Packaging the News Product categories must submit one issue published

— Continues on Page 2



GOING FOR THE GOLD: 'Obie'—the trophy awarded annually at the Advertising Spring Banquet in the creative centerpiece contest—is celebrating the Olympics. The winners of this year's contest, the staff of *The West Essex Tribune*, continue to demonstrate their winning creativity by dressing Obie for every holiday.

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As I see it...

What politicians really mean

As we enter the fall political season, I thought I'd re-visit a particular pet peeve of mine that is a favorite tool our friendly political types.

"Spinning" is something the politicians here in Trenton, like their counterparts in most state capitols and in Washington, DC, have elevated to an art form. Phrases like Spin, Spin Doctors and even Spin-City (a once popular TV show) have evolved from the practice of "spinning the truth" to fit a need or create a perception.

This practice has become a way of life for some of these people, who increasingly use it for their own political gain or to position the candidates they represent. I thought you might find the following tongue-in-cheek guide helpful in interpreting what you hear when dealing with these folks.

Spin: "The only poll that counts is the one on Election Day."

Translation: We're a bunch of losers headed for a trouncing on Election Day.

Spin: "We're not going to dignify that with a comment."

Translation: We really got slammed and can't think of a response.

Spin: "We're not going to comment."

Translation: Don't waste our time with your stupid questions. We hate reporters.

Spin: "We're making progress on the budgets. We're meeting. Staffs are meeting."

Translation: The budget is late again and we are totally clueless.



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

Spin: "Children are our most precious resource."

Translation: Forget the rotten children. Just vote for us because we sound so compassionate.

Spin: "Our budget is fiscally responsible and meets the needs of the people."

Translation: Our budget is an abomination and meets the needs of our campaign contributors.

Spin: "It's important to preserve and enhance access to justice."

Translation: We've come up with a great way to allow the trial lawyers to file more lawsuits, win big settlements, and give us more campaign contributions.

Spin: "We must break the cycle of welfare dependency."

Translation: Welfare cheats are ripping off the system. Get real mad.

Spin: "It's smoke and mirrors."

Translation: We don't support our opponent's proposal and we can't explain why.

Spin: "We're proposing significant new investments in education and health care."

Translation: We're going to take more of your tax dollars and spend them in ways that will make it look like we care.

Spin: "The hardworking taxpayers deserve a break."

Translation: Screw the hardworking taxpayers. We're giving four cents back and spending the rest on pork barrel projects and wasteful government programs.

Spin: "The press conference is scheduled for 10:00 a.m."

Translation: The media pandering opportunity employing cooked-up statistics, meaningless visuals and rehearsed speeches is scheduled for 10:00 a.m.

Spin: "It's a dog and pony show."

Translation: It's my opponent's press conference.

Spin: "We support targeted tax cuts to help working families."

Translation: We recognize that we need to sound like tax-cutters, but we know we can get away with opposing real tax cuts that would put big dollars back in your pockets.

Spin: "Clearly..."

Translation: Term used to alert reporters that spinning like a top will commence.

Newspaper contest changes announced

Continues from Page 1
during these core weeks, and a second issue published any time during 2008," Stephan said.

The contest deadlines are Friday, Jan. 9 for weekly newspapers, and Friday, Jan. 16 for dailies.

NJPA Executive Director John O'Brien said that over the next couple of years, NJPA plans to move toward online submission of contest entries, "similar to the way we already handle the photography contest.

"Press associations across the country are doing this to facilitate judging and reduce expenses," he said. "Entries are sent electronically, directly to the judges in the state

that is judging our contest. The judges have several days to review the entries and make decisions.

Moving in that direction, this year's contest rules will be available online first. They will be posted on NJPA's website later this month. Publishers will receive copies by mail in October.

"We are encouraging newspapers to complete the entry forms online this year," said Stephan. "Also, the labels that must accompany each entry will be available as editable PDFs."

If you have any questions about the contest, call her at (609) 406-0600 ext. 14 or send an email to: pastephan@njpa.org.

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People & Papers

The Record to launch weekly 'North Jersey Homes' section

The Record, Bergen County, is building on the success of its monthly home-design section, *Homescape*, with a comprehensive weekly section appearing on Saturdays.

The new section, called *North Jersey Homes*, will add real estate and home construction to design and decorating content, aiming to become the definitive publication for readers and advertisers in the area's highly home-focused market.

With an average household income that ranks in the top 2% in the nation, the Bergen/Passaic County market spends more than \$28,000 per household each year on home-related products.

In addition, the housing bubble deflated slower and with less

impact in that market. With little new-home construction, overbuilding and resulting excess inventory — major causes of the current housing market woes — are not major problems there, according to *The Record's* announcement. Home prices in the market remain the fifth highest in the country and the highest east of the Rocky Mountains.

Beginning Oct. 4, *North Jersey Homes* will be published as a stand-alone section in *The Record* and its *Herald News* edition. Its publication on Saturdays is intended to benefit both readers and advertisers. Bergen County maintains "blue laws," prohibiting Sunday shopping for virtually all home-related product and service categories.

Star-Ledger starts daily webcasts

The Star-Ledger has launched a live weekday webcast.

The video news show is hosted and produced by veteran reporter Brian Donohue from his desk in the newsroom, according to John Hassell, deputy managing editor.

The webcasts, which started on July 28, are focused on New Jersey stories. They stream live at noon and are available for viewing any time at www.nj.com, Hassell said.

Each show also is offered in an embeddable player, which allows bloggers to post it at their own websites, he said.

The webcasts average five minutes in length and feature video stories done by reporters, photographers, graphic artists and editors, Hassell said.

"We've trained 20 people across all departments in the newsroom," he said. Each is to produce one video story a week as part of their regular duties, he said.

"We will continue to train people in video journalism. We believe that journalists need to have the ability to tell a story the way it ought to be told, whether it's video, text or pictures," Hassell said.

NJ.com's new home page adds features

NJ.com launched its new home page on Aug. 22. The makeover was designed to make it easier for users to find the wealth of information available there.

"We wanted users to be able to quickly dive deep into the content," said Barbara Chodos, general manager of NJ.com, which is based in Jersey City's Journal Square. "We achieved this by offering more search options right on the home page."

The new home page is intended to serve as an illustrated site index to the content, which is provided by the following newspapers: *The Star-Ledger*, *The Times of Trenton*, *The Jersey Journal*, *Gloucester County Times*, *Bridgeton News*, *Hunterdon County Democrat*, *Independent Press*, *Record-Press*, *The Reporter of Somerset County*, *Suburban News* and *The Warren Reporter*.

For timely news about New Jersey newspapers & news people, subscribe to

NJPA Notes

a free, weekly compilation of recent articles about media.

To sign up, email Catherine Langley: clangley@njpa.org.



NJNN Update

Amy Lear

Director
New Jersey Newspaper Network

Delving into digital

NJPA's website advertising package, NJLinkLocal, is gaining attention from both advertisers and other state press associations. Since its introduction in April, nearly \$17,500 in gross billings has been booked for NJLinkLocal's network of participating non-daily newspaper websites.

In early August, press association executives from New England and Oregon visited with the Digital Press Consortium in Cape May to discuss the ad serving system that supports New Jersey's program. As more states consider forming online advertising networks, these website advertising packages surely will gain strength among advertisers nationwide, just as the 2x2 and statewide classified networks gained momentum from each state's success.

Advertising packages

In addition to NJLinkLocal, NJNN offers the following special ad packages to expand value options for advertisers who are increasingly budget-conscious:

Value Advertising Packages	Net Cost	Number of Newspapers	Combined Circulation
NJ Statewide Display Ad Network	\$1,195	126	1.5 million
NJ North Region Display Ad Network	\$1,020	99	1.3 million
NJ South Region Display Ad Network	\$350	29	215,000
NJ Statewide Classified Ad Network	\$445	135	2.1 million
NJ Display/Classified Combo		\$1,444	
NJ Display/Online Combo	\$1,870	128	1.5 million
NJ Classified/Online Combo	\$1,120	135	2.1 million
NJ/NY/PA Regional Display Ad Network	\$2,999	474	4.6 million
NJ/NY/PA Regional Classified Ad Network	\$1,076	551	7.6 million

NJPA-member newspapers can earn a commission by selling any of these statewide and regional packages. Please call us for details or check our website — www.njads.org — for more information.

Custom services

NJNN continues to provide *custom* planning and placement services, funded by NJPA-member newspapers, at no charge to ad agencies and advertisers. In fact, now that NJNN services encompass daily and weekly newspaper websites, four online advertisers have booked custom campaigns for a total of \$45,000 in gross billings, thanks to the ease of NJNN's media buying expertise and our one-order, one-bill convenience. We look forward to continued growth and appreciate your support.

NJNN staff news

Samantha Atzeni, who joined NJNN as a print media specialist in March 2007, has left to help with the care of a family member. Her work ethic and friendly demeanor will certainly be missed! Among the accounts Samantha assisted are Commerce Bank and Wachovia. Please contact NJNN Media Services Manager Christina Baker with questions. Christina can be reached at (609) 406-0600 ext. 23 or via email at cbaker@njpa.org.

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NJPA's training camps refresh skills **People & Papers** *continues from Page 3*

Continues from Page 1

"It ain't over 'til it's over," said the great Yogi Berra.

So what are you waiting for? Get your team in gear with NJPA's upcoming seminars.

Advertising Sales Camp

Leading off is Tony Roselli and his hard-hitting "Advertising Sales Camp," which will be held on Thursday, Sept. 18, 8:30 a.m. to 4 p.m. at the Crowne Plaza Hotel in Jamesburg.

This is a dynamic, challenging one-day course to improve the selling skills of newspaper advertising salespeople.

Learn — or re-learn — the essentials for successful selling:

- Cold calling techniques
- Qualifying prospects
- Overcoming objections
- Selling benefits, not features
- Selling frequency advertising
- Effective closing techniques

The cost is \$99 per person, which includes continental breakfast and lunch.

Photography 101

Next up is Loren Fisher's nonsense "Photography 101," designed to teach reporters basic photography skills.

This seminar will be held at NJPA on Thursday, Sept. 25 from

8:30 a.m. to 1 p.m.

Students should bring their cameras and samples of their work. They will learn about settings on their cameras that can improve the quality of their pictures. Photos will be critiqued, and Fisher will discuss the basic ways each reporter can improve his or her eye for detail and sense of timing. The goal is learning to capture the essence of a story in one image.

The cost of \$49 per person includes a light continental breakfast and lunch.

Big Ad Ideas for Bigger Sales

Dynamic Lynne Meena is on-deck to teach advertising managers, sales reps and ad designers how to create series of ads that will keep the revenue flowing.

This is not a sit-back and listen session! Attendees are expected to bring samples of ads from three accounts that run in their paper. Or add prospective clients to the mix. In each case, attendees should know what the client's needs are and who their competition is.

By the end of the day, every attendee will have at least one ad campaign or series that can be put to work immediately.

Sign up your staff now and get ready for bigger sales.

The workshop will be Thursday, Oct. 9 at NJPA from 8:30 a.m. to 4 p.m. The \$99 cost per person includes a light continental breakfast and lunch.

Video for Newspapers

New to NJPA's line-up of seminars is "Video 101 for Newspaper Websites" for managers and staffers of editorial, photo and new media departments.

Learn what equipment and software you need to add video to your newspaper's website — quickly, easily and on the cheap.

Taught by Loren Fisher, this session also covers how to capture audio well, good techniques for interesting interviews, and basic editing techniques to improve videos.

It will be held on Thursday, Oct. 23 at NJPA from 8:30 a.m. to 1 p.m. The cost is \$49 per person, including a light continental breakfast and lunch.

For more information and to register for these great seminars, go to www.njpa.org and click on "Events." Or contact Peggy Stephan, NJPA's member services manager, at (609) 406-0600 ext. 14 or pastephan@nnjpa.org.

Star-Ledger and Advance cutting back to reduce costs

The *Star-Ledger* announced in July that it is pursuing a large-scale buyout to all non-union workers with the goal of reducing the staff by at least 200 employees.

Publisher George E. Arwady said if 200 employees don't agree to the buyout and if the paper cannot reach agreements with unions representing drivers and mailers meant to reduce costs, the paper will be sold. He said the deadline for reaching both of those targets is Oct. 1.

In a related move, Advance, which owns *The Star-Ledger*, announced that Newhouse News Service will close on Nov. 7, after the election.

"The decision to close followed the direction of our clients, the editors of our papers," said Linda Fibich, editor and Washington bureau chief.

"They felt they could not afford to pay for a central Washington bureau at a time when they were steering all available resources to

local coverage back at home."

The news service, founded in 1961, has 24 employees. Of those, 11 are reporters who write for specific newspapers and "are being offered opportunities to join the staffs of those newspapers."

New name for NJ Law Journal's parent company

ALM, which owns the *New Jersey Law Journal* — an NJPA weekly newspaper member — and other legal publications and websites, has been rebranded as Incisive Media.


In his announcement, Robert Steinbaum, publisher of the *Law Journal*, said, "For advertisers who use our brands to reach their target audiences, Incisive Media can help them to reach an even broader global BtoB legal audience through our vast portfolio of products and services."

Thank you!

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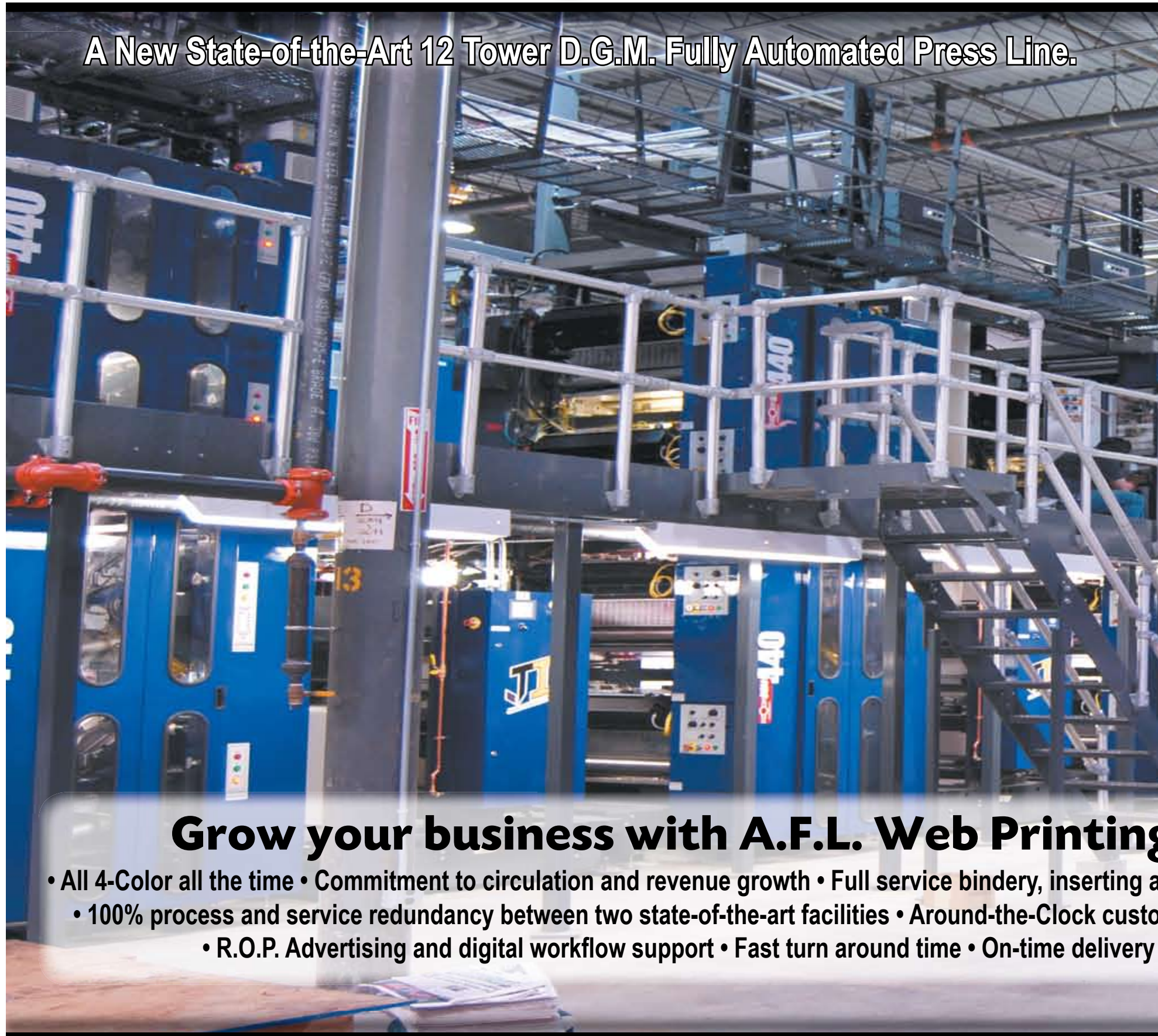
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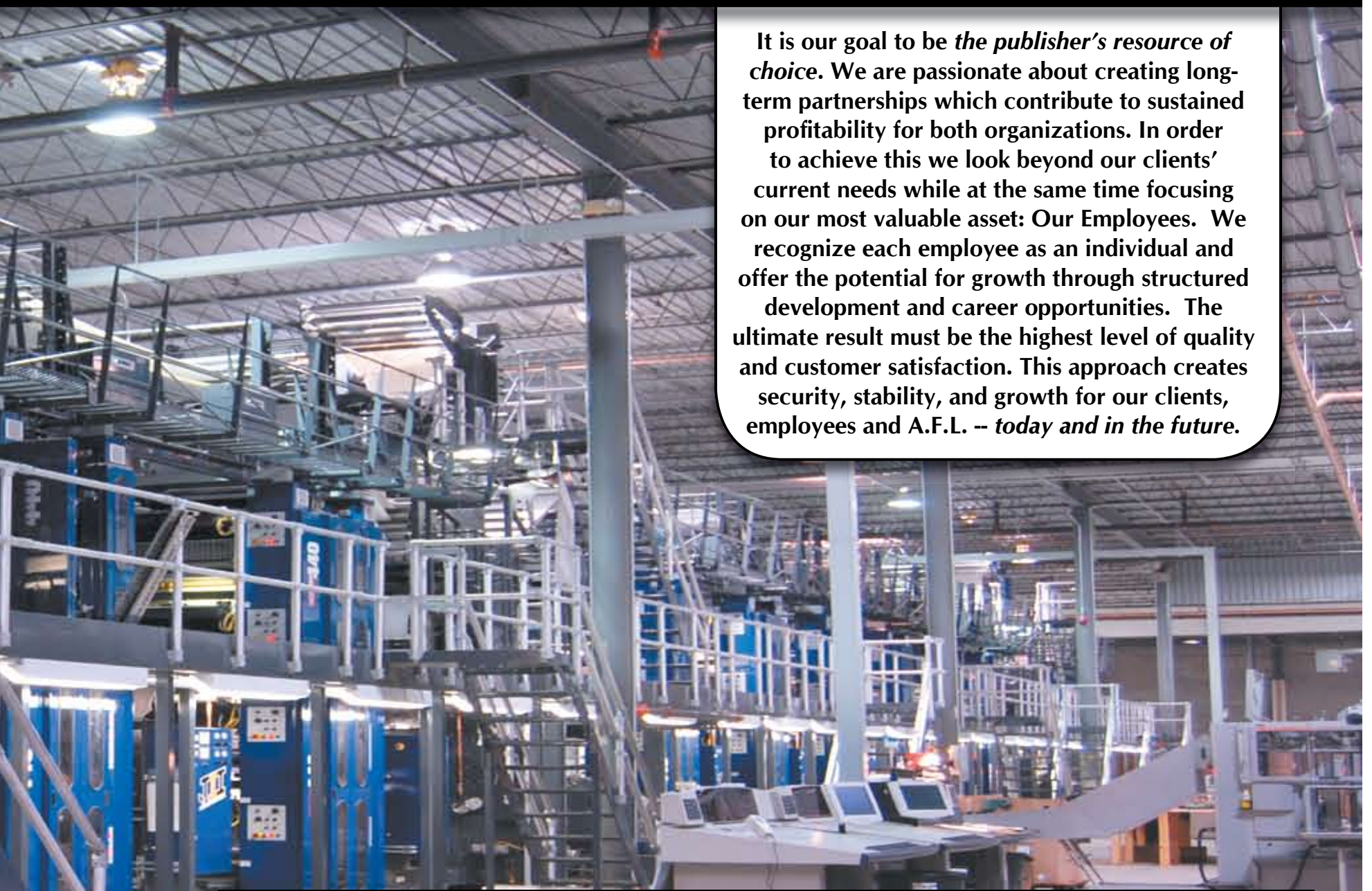
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customer service



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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.*

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*

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*

Your publication should be here too!





NJPF Program Report

Tom Engleman
Program Director
New Jersey Press Foundation

Think scholarships

By the time this issue of *In-Print* reaches you, all of the 2008 interns will have received a \$1,500 scholarship from NJPF. These newspapers hired the seven NJPF interns this summer:

Asbury Park Press, 2 interns
Burlington County Times Packet Publications, Princeton
The Record, Bergen County
The Jersey Journal, Jersey City
Worral Community Newspapers, Union

This month, the "Scholarship" aspect of NJPF's mission begins again with the announcement of the 2009 Internship/Scholarship Program.

College students who are New Jersey residents are invited to apply before November 15 for one of the foundation's eight scholarships and internships.

The application form and program information are located on the foundation's website: www.njpressfoundation.org.

Here's how the 2009 program will work:

Recruiting talent

NJPF hopes the state's newspaper editors who receive resumes from college students looking for summer jobs, will tell them to apply for one of the Newspaper Foundation's internships. Tell them that an application form for our 2009 Internship/

Scholarship Program is available now on this website: www.njpressfoundation.org/InternApplication2009.pdf.

Later this month, NJPF will mail every paper in the state an application form that it can copy and give to students who are looking for jobs next summer. Also, all New Jersey college newspapers and journalism programs, as well as journalism programs in other states, will receive application information.

Application process

The application deadline is November 15. The application form is at: www.njpressfoundation.org/InternApplication2009.pdf.

NJPF expects 60-80 students to apply. They will be New Jersey residents who are full-time students at any U.S. college, or non-resident students attending any New Jersey college.

Selection, job assignments

In December, a panel of New Jersey editors will select eight students for NJPF scholarships.

NJPF then will match the students to daily and weekly newspapers in the state, preferably near their hometowns. The papers that accept interns will receive a grant of \$1,800 to cover a large share of the \$2,600 total salary, \$325 per week for

8 weeks. Papers are welcome to extend the paid internships on their own.

In addition to the internships, NJPF will award the eight students \$1,000 college scholarships when they successfully complete their internships next August. This is down from \$1,500 in 2008, but the weekly salary the interns will receive in 2009 is up.

If your newspaper is interested in working with the exceptionally high caliber of talent NJPF can identify for you, email me at: programs@njpressfoundation.org.

What's ahead for NJPF

Here's NJPF's calendar for the remainder of 2008:

Sept. 14 – 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. 2 – NIE & Youth Readership Committee meeting.

Oct. 25 – Conference of New Jersey college newspaper editors and advisers, sponsored by NJPF at The College of New Jersey, Ewing.

Oct. 30 – New Jersey school-children will vote in the 2008 National Student/Parent Mock Election.

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. 2009 interns will be selected in December.

Dec. 4 – NIE & Youth Readership Committee meeting.

For more information about NJ Press Foundation projects, visit our website – www.njpressfoundation.org



Democracy 101

New Jersey Student/Parent Mock Election

School Enrollment Form

To participate in the 2008 Student/Parent Mock Election, print this form, type or print clearly all of the information requested and mail it to the New Jersey Mock Election coordinator at the address below.

There is no charge to enroll your school. Your school's only commitment is to receive the ballot, print and distribute it to your students and report the results from your school before 3 p.m., Thursday, October 30.

Your school's Mock Election coordinator will be sent via E-mail an ID and password to report your results online. Questions? See www.njmockelection.org

School Name _____

School Mock Election Coordinator _____

Title of Mock Election Coordinator _____

Coordinator's E-Mail Address _____

Coordinator Phone _____ Backup Phone _____

School Mailing Address _____

School City _____ State **N.J.** ZIP _____

New Jersey County Where School Is Located _____

N.J. Congressional District Where School Is Located _____

Estimated Number of Students Who Will Vote In Your School _____

Mail this form to:

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



Editors

New Jersey Press Foundation will provide your paper a national-caliber journalism student we recruit for our 2009 summer Internship/Scholarship Program, and we will include \$1,800 toward the intern's salary.

We will make every effort to assign a student who lives in your circulation area. The intern will work for eight weeks at a minimum salary of \$325. That means your cost will be as little as \$800.

If you are interested in having one or more of our interns next summer, send this coupon to NJPF:

840 Bear Tavern Road, Suite 305
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fax: 609-406-0300
email: programs@njpressfoundaton.org.

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For more information on The Princeton Packet, visit www.packetonline.com. EOE.

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