

webinar
THE ONLINE INSERT
Wednesday, August 12
2–3 pm

webinar
**VIDEO ONLINE:
IMPLEMENTING
AND SELLING**
Wednesday, August 26
2–3 pm

**NIE & YOUTH
READERSHIP
COMMITTEE MEETING**

Thursday, September 17
10:30 am
NJPA conference room

**GOVERNMENT AFFAIRS
COMMITTEE MEETING**

Tuesday, September 15
11 am
teleconference

webinar
**THE CONSULTATIVE SALE:
INCREASE
ONLINE REVENUE**

Wednesday, August 26
2–3 pm

**NJPA EXECUTIVE
COMMITTEE MEETING**

Thursday, October 15
10 am
teleconference

**NJPA BOARD OF
DIRECTORS
MEETING**

Thursday, October 29
10:30 am
East Brunswick Hilton

**NJPA
ANNUAL MEETING**

Thursday, October 29
12 noon
East Brunswick Hilton
Speaker: Dave Morgan
“The Last Newspaper Speech”

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



GRANDPA HELPS: As busy as ever, Mac Borg gets his grandsons — Alexander, age 10, Austin, 8, Charlie, 5, and William, 2 — ready for the big party on June 5 celebrating *The Record's* 114th anniversary and Mac's 50 years of service. The boys are Stephen Borg's sons. For the story, see Page 6.

Big corruption sting shows NJ journalism at its best

A rabbi, two mayors, an organ donor, and a developer walked into a diner...

It sounds like the start of a bad joke but it was all part of another dark day for a state notorious for political corruption. It was also a day that gave the best in the Garden State a chance to show off their journalistic chops.

The *Asbury Park Press* did it with long-form traditional columns while the *Star-Ledger's* breaking news blog showed that an old media dog can learn new tricks. As the story broke — a sprawling case of political corruption implicating three Jersey mayors, a deputy mayor, two assemblymen, a council president, and a bunch of candidates, political functionar-

— *Continues on Page 6*

New rules coming Sept. 1 on access to court records

New Jersey's Supreme Court announced on July 22 its adoption of a new rule on public access to court records. It will become effective on Sept. 1.

The rule and recommendations about court access were submitted in a report by the Court's Special Committee on Public Access to Court Records. NJPA's Legal Counsel Tom Cafferty served on the committee. The Court also released its administrative determinations on the committee's recommendations.

The committee, commonly referred to as the "Albin Committee" for its chair, Associate Justice Barry T. Albin, was formed in February 2006 to conduct a review of Rule 1:38, "Confidentiality of Court Records." Its aim was to recommend possible changes that would facilitate public access to court records but still safeguard legitimate privacy interests.

"The report of the Albin Committee represents the most comprehensive ex-

amination of and update on public access to court records in more than 30 years," said Chief Justice Stuart Rabner.

"Under Justice Albin's leadership, the committee presented a revised rule that brings us into the age of electronic access while it addresses privacy concerns. This rule maintains the traditional presumption of access to court records and meets our obligation to sustain transparent court processes. On behalf of the entire Judiciary, I thank Justice Albin and the committee for their extraordinary effort," Rabner said.

The revised Rule 1:38, now called "Public Access to Court Records and Administrative Records," includes:

- An expanded definition of court records
- A definition of administrative records and a statement on their availability to the public
- A comprehensive listing of records ex-

— *Continues on Page 14*

Dave Morgan to speak his mind

Don't miss "The Last Newspaper Speech." Mark your calendars to be in on some NJ newspaper history in the making!

The New Jersey Press Association has set its annual luncheon meeting for Thursday, Oct. 29 at the East Brunswick Hilton.

Guest speaker Dave Morgan has an amazing resume, according to NJPA Executive Director John O'Brien.

"I first met Dave when he was an attorney for the Pennsylvania Newspaper Association," said O'Brien. "We fought several battles together and I always admired his tenacity and forward thinking approach to solving problems."

Upon leaving PNA, Morgan entered the brave new world of the Internet

and, among other things, founded the online ad firm RealMedia, which he eventually sold to British advertising giant WPP Group for \$649 million. He then founded Tacoda, another online ad firm, which he eventually sold to AOL for \$275 million.

"Keep in mind, this is a guy who once borrowed \$5 from me to cover a bar bill at America East!" said O'Brien.

Morgan's newest venture is called Simulmedia, an advertising consultancy that hopes to improve television ratings by optimizing advertising.

"But," O'Brien said, "I've asked Dave to speak to us — not about his latest or previous ventures — but to give what we're calling 'The Last Newspaper

— *Continues on Page 4*

Get the web research advertisers want

"This will be the first true statewide measurement of digital newspaper sites," said Ed Efczak. "NJPA is a true pioneer."

A senior consultant at Belden Interactive, he was talking about the website research his company will conduct for NJPA in September. The survey will study the audiences of newspaper web-

sites in New Jersey — the people, their demographics and their buying habits.

"Belden will measure website reach and how websites relate to the print product — questions that ad agencies and advertisers are asking all of us. The study will examine consumer purchasing plans and how people interact with

— *Continues on Page 5*

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As I see it...

What are we doing for you?

A traditionally supportive NJPA publisher recently made a comment that sent a chill up my spine. He said, "I don't hear from NJPA very much anymore so I'm not sure what you're doing for me!"

After I regained my composure I realized he wasn't complaining as much as reinforcing the fact that, like most New Jersey publishers, he is pre-occupied with trying to keep his business afloat during this tough economy and doesn't have the extra time to explore happenings at his association like he once did.

Still, his statement bothered me because we at NJPA take a huge amount of pride in our ability to communicate regularly and often with our members. One of our main jobs is to be a purveyor of important and useful information about our industry.

To that end, each week we produce NJPA Notes, a digital digest of information about New Jersey's newspaper industry with an added dash of regional and national info. Ten times per year, our *InPrint* tabloid hits your desk with up to 16 pages of pertinent information about our members and their papers. Several times each week we send out email blasts with important, targeted info our members need and want. Our website, njpa.org, is an important resource for those who check it regularly.

So, I was naturally taken aback when this publisher said we had been quiet. Fortunately, I learned a long time ago that it's best to tackle perceptions such



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

as his head-on, right then and there, without hesitation. So I said graciously, "#\$%& (name withheld)...ARE YOU NUTS!"

Now that I had his attention, I reminded him of the above avenues of communication and reviewed with him just what we had done for him lately! I reminded him that...

- NJPA just secured a decision from the NJ Dept. of Labor that reaffirms the use of the Independent Contractor Guidelines, so important to our dailies.
- NJPA recently met with the NJ Government Records Council and gained valuable interpretations of several of their rules affecting access to information.
- NJPA worked tirelessly with the Supreme Court's "Albin Committee" to gain increased public access to court records at all levels.

- NJPA continues to work with NNA on the troubling decision by the U.S. Postal Service to limit access to local post office loading docks.
 - NJPA has won amendments to several important pieces of legislation that make these prospective state laws much more palatable to our industry.
 - Our Government Affairs Committee continues to monitor over 500 bills that impact our industry.
 - NJPA's service (NJNN) placed \$6.6 million in advertising in member newspapers in the first six months of 2009. That's impressive in an economic downturn.
 - NJPA has contracted with Belden Interactive for the first-ever statewide survey of newspaper website users. It will include visitor profiles, internet and media habits, content preferences and future purchasing plans. Results are due this fall.
 - NJPA has partnered with Borrell Associates to present 20 webinars on a full range of cutting-edge newspaper and online topics.
 - The board approved a bylaws change to let "Digital News Organizations" join NJPA as regular members.
 - The NJPA staff is a dependable resource, fielding important—even emergency—calls from our members every week.
- After my brief explosion and this litany of services, I think he got the message. I am printing it here so others will get it too!
- And now my blood pressure can go back to safer, summer levels.

Go back to school this fall with NJPA webinars

Gearing up for challenging times ahead? Then do what the smart folks are doing this year—save time and money with NJPA webinars. These efficient training sessions keep your staff focused in the office while their ideas and skills grow at the speed of the Internet.

Six new webinars are planned from now into November, two on new products and services, and four about online sales—all designed to help grow your newspaper's online revenue.

For these webinars, NJPA has partnered with other press asso-

ciations and Borrell Associates.

Each session is approximately one hour in length. An unlimited number of your employees may view the webinar, using one phone connection and one computer with Internet connection at your site.

Newspapers can sign up for each webinar at \$75, or the fall series of four webinars for \$250. To register, go to www.njpa.org and click on the "PressForward" link. Or contact Peggy Stephan at (609) 406-0600 ext. 14 or pastephan@njpa.org.

Here are the topics of NJPA's

upcoming webinars:

The Online Insert Weds., August 12 • 2 p.m.

Flyers and circulars online? Newspapers need to be aware that the wagons are circling on this lucrative category. Specialty consumer sites are cropping up that will take the Sunday paper to the electronic level. This is an area newspapers can own, if they get to work now.

You'll leave this webinar armed with:

- The latest ad and promotional spending forecasts
- Methods of monetizing

online flyers and circulars

- Information on a variety of applications

Video Online: Implementing and Selling Weds., August 26 • 2 p.m.

You'll learn just how crucial online video is to your bottom line, and how important it will be down the road. You'll discover which methods of monetizing online video work well—it might be pre-roll, sponsorships, post roll, video-on-demand commercials or something new. You'll hear not only how to use

— Continues on Page 14

Blogger can't invoke shield law, says judge

By Mary Pat Gallagher

A blogger sued for her online criticism of a software company on a porn industry message board cannot invoke New Jersey's press shield law, a Monmouth County judge says.

Superior Court Judge Louis Locascio's June 30 ruling allows the company, Too Much Media, to ask blogger Shellee Hale her sources for comments she posted on Oprano, a website that proclaims itself the "Wall Street Journal of porn."

Locascio made a second novel ruling in the case, *Too Much Media LLC v. Hale*, MON-L-2736-08, holding that the company can pursue damages even without showing pecuniary loss, based on postings that accuse it of criminal conduct and business incompetence.

In denying Hale protection as a journalist, Locascio said courts "are now being faced with the task of evaluating a virtually limitless number of people who claim to be 'reporting' on issues, but who are, many times, doing little more than shouting from a digital soap box."

Hale, of Washington state, has a private investigator's license and a degree in respiratory therapy but not one in journalism. She operates two websites, camandago.com and coachshellee.com, on which she offers her services as a "life coach," fitness adviser and freelance investigative journalist. She also keeps a blog, shelleehale.net/blog.

The comments that led to the suit concerned a Too Much Media software product known as NATS, which helps businesses that link to each other keep track of click-generated commissions. Some software users are apparently porn sites, and Hale came across NATS while looking into criminal activity in the adult entertainment industry.

In early 2008, media reports noted a security breach that allowed hackers to break into the NATS database and access lists of subscribers to adult websites. Hale blogged on the subject, accusing Too Much Media of several illegal and unethical ac-

— Continues on Page 14



PRESSMEN'S HOLIDAY: Guests tour A.F.L. Web Printing's new Se-caucus production facility. Above, Diana Holt, an A.F.L. customer service representative, second from left, talks with visitors prior to the tour and gives them samples of recent printing jobs. Below, Keith Whitmoyer, press room manager, second from right, explains A.F.L.'s state-of-the-art printing operation.



ABC plans new audit service for community newspapers

The Audit Bureau of Circulations plans to launch a new auditing service for community newspaper publishers.

The ABC board gave the initiative initial approval during its July meeting in Chicago. The service, ABC Community Newspaper Audit, could be available to U.S. and Canadian newspapers with paid circulation under 25,000 by Jan. 1.

The idea is to offer smaller newspaper operators a lower cost and simplified auditing with annual flat fees that begin at \$2,000.

"This new service addresses the challenges many community newspapers face today," said Kirk Davis, president and COO of GateHouse Media. "Many

publishers in this category will likely see savings of 25% to 50%, with the quality and brand draw of an ABC audit to help them attract...advertisers. I think it will have widespread appeal."

Many marketers, including those placing national ads, are turning to community newspapers. Merle Davidson, director of media services at J.C. Penney and chair of the ABC board, said advertisers are looking to community newspapers to "improve reach and coverage in local markets no longer being served by metropolitan newspapers."

The ABC board also agreed to freeze audit fees for 2010, the third consecutive year. It extended its one-year test of an optional consolidated report that lets newspapers display a variety of print, online and other audience data. U.S. and Canadian newspapers with an average weekday circulation of less than 50,000 may break out "power days" if they elect not to report averages for each day of the week.

**NJPA memorabilia
WANTED
for our archives**

Contact Catherine Langley
(609) 406-0600 ext. 17
clangley@njpa.org

NJPA joins Courier-Post case as an amicus curiae

The NJ Superior Court Appellate Division will allow the NJPA to appear as amicus curiae in the case of *Courier-Post v. County of Camden*. In addition, the organization will be allowed to participate in oral arguments.

For years, the *Courier-Post* has served as the legal newspaper of Camden County, publishing all public notices, including sheriff's sales. However, this year the County of Camden, the county sheriff's department and the Camden County Municipal Utilities Authority named *The Philadelphia Inquirer* instead as their legal newspaper.

The Cherry Hill-based *Courier-Post* argued in court that the *Inquirer* is neither printed in nor published in Camden County, as required by New Jersey law. This point was presented twice in separate motions for summary judgment. Both times the court denied the motions, finding that

the *Inquirer* is published in New Jersey.

The *Courier-Post* also argued that *The Philadelphia Inquirer* violates New Jersey Statutes by charging less than the rate mandated by state law for legal advertisements.

Following the *Courier-Post's* appeal of the lower court's decision, NJPA's board of directors voted to join the case. On July 22 the Appellate Division granted NJPA's motion to appear as amicus curiae. In addition NJPA may participate in oral arguments, which are expected to start this fall.

NJPA's Legal Counsel Tom Cafferty is handling the case for the association.

For a copy of the amicus brief, contact George White, NJPA's Government Affairs coordinator: gwhite@njpa.org. His telephone number is (609) 406-0600 ext. 30.

NJPA adds digital news membership category

NJPA's board of directors has approved a new membership category called "Digital News Organizations."

Members will vote on the decision at the annual meeting on Oct. 29.

The new category defines a Digital News Organization as "one that gathers, reports, edits and provides news and information of a general nature in a digital format."

NJPA Executive Director John J. O'Brien said, "As the newspaper industry transforms and evolves right before our eyes, it is imperative that NJPA adapt to these changes. Our new membership category is an example of how we, as an association, will evolve and position ourselves to serve the needs of this fast-changing industry. I am extremely pleased the board has taken this action."

To qualify for membership as a Digital News Organization, an applicant:

- Must have a presence and be available to the general public on the World Wide Web for a minimum of one (1) year.
- Must publish news regularly and be updated at least twice a week.

- Must be devoted principally to the dissemination of original content consisting of local or general news specific to New Jersey which constitutes a significant percentage of the overall content.

- Must have and publish a fixed title, phone number and address.

- Must follow recognized standards of professional journalism.

- May not serve as a platform to promote the interest and/or opinions of a special interest group, individual or cause.

Dues will be the same as the for-profit Associate Member category. Digital News Organizations owned by a regular newspaper member are exempt from any extra dues.

DO YOU GET NJPA NOTES

Our weekly email newsletter "NJPA Notes" contains news and topics of interest to NJ newspaper people. **Don't miss out!** To request your copy, email clangley@njpa.org. Include "NJPA Notes" in the subject line.



New Jersey Press Foundation

George White
Foundation Director

Summer news

Editors, wouldn't you like to have a top-notch collegiate journalist in your newsroom next summer for a net cost of just \$800? Filling in for vacationing writers. Revitalizing your staff with their wide-eyed enthusiasm.

We can offer you that opportunity! All you need to do is express your interest now. Here are some details:

Each summer intern commits to working for eight weeks at a participating New Jersey newspaper, at a salary of \$325 per week, or \$2,600 total.

NJPF recently increased to \$1,800 the amount it contributes toward that salary, thus reducing the amount the newspaper pays from \$1,200 to \$800.

At the completion of the internship, the student also receives a scholarship.

Four students were placed in 2009. We hope to increase the number in 2010.

If you are interested in being considered for an intern next summer, please e-mail me at gwhite@njpa.org.

Scholastic Press Association

NJPF continues its long-time active support of the Garden State Scholastic Press Association, the statewide organization of high school newspaper advisors. One of the aims in our foundation mission statement is to help develop the next generation of journalists. The synergies are obvious! I will be meeting with the GSSPA executive committee on Aug. 13 to consider new program and partnership opportunities we may be able to pursue together.

Mock Election recognition

The only traveling original copy of the Declaration of Independence came to Trenton on June 24, made possible because of the foundation's successful coordination of the 2008 New Jersey Student/Parent Mock Election.

Tom Engleman joined me to receive recognition at a special ceremony held at the New Jersey State Museum, attended by hundreds of students, interested citizens, and Governor Jon Corzine and Secretary of State Nina Wells, among other dignitaries.

New Jersey was recognized for having the highest Mock Election school participation levels and student-voter turnout of any state in the U.S., thanks to Tom's efforts and to our NIE/Youth Readership Committee and other statewide organizations. More than 289,000 New Jersey students cast ballots from almost 500 schools statewide. A framed plaque recognizing NJPF's achievement now hangs in the reception area of NJPA's office.

Kudos for Mock Election effort

Outstanding participation in the 2008 National Student/Parent Mock Election won for New Jersey a visit by one of the few remaining original copies of the Declaration of Independence.

At a June 24 ceremony at the State Museum in Trenton, the New Jersey Press Foundation, which served as the Mock Election coordinator, was honored for its efforts, along with other non-profit organizations and state departments that helped.

National essay contest winner Sohun Pawar, a seventh-grader from Morris County, read his essay on "What Participating in the National Student/Parent Mock Election Meant to Me."

More than 800 New Jersey schools and 286,249 students participated in the 2008 Mock Election. Some schools had 100% participation, said Kathy Hurley, vice president of strategic partnerships for the Pearson Foundation, which sponsored the national tour of the Declaration of Independence. One of only 25 known original copies, the rare document was on display June 24-25 to help observe the 345th anniversary of New Jersey's founding as a British proprietary colony.

"We were so grateful for the way numerous statewide organizations actively cooperated to



CELEBRATING SUCCESS: New Jersey's Student/Parent Mock Election was tops in the nation for participation last fall. At a ceremony honoring those who contributed to its success, Tom Engleman, NJPF's former program director who coordinated the statewide effort, stands with his wife Tozia and three NIE coordinators from NJPA member newspapers: Sandy Reed of *The Press of Atlantic City*, Patrick Tuohey of *The Record and Herald News*, and Antonette Bomentre-Walter of the *Burlington County Times*.

promote student voter turnout," said Art Hall, president of the N.J. Press Foundation's board of trustees and publisher of the *Cape May County Herald Times*.

"Thanks to the state's enthusiastic principals and teachers," he said, "several hundred thousand students grabbed the opportunity to experience first-hand a grown-up's most vital civic duty.

That New Jersey has received national recognition for this effort, including a visit by such an awe-inspiring artifact, is very special."

To see a YouTube video of the June 24 event, read Sohun's essay, or learn more about the NJ Mock Election, go to www.njpa.org, and click on the link "New Jersey Wins."

Dave Morgan speaks out

Continues from Page 1

Speech!" Morgan has been very public in saying that he is walking away from his roots, primarily because he thinks the newspaper industry has lost most of the advantages it once owned in the competitive and evolving media world.

"For old times sake, I begged Dave to please let the industry hear his views of what's wrong and whether it can be fixed," said

O'Brien. "I think it's because he still owes me five bucks that he agreed to tell us what he's thinking, about his world and ours.

"I encourage everyone to put Oct. 29 on your calendar. The meeting starts at noon. 'The Last Newspaper Speech' should be an event to remember...and who knows...I might even get my money back!"

Registration information will be mailed to NJPA members in September.

What's ahead for NJPF

Sept. 10 – Applications mailed to colleges for 2010 Summer Internship/Scholarship Program.

Sept. 17 – NIE/Youth Readership Committee meets at 10:30 a.m. in the NJPA conference room.

Nov. 5-6 – NJ Education Association Annual Convention at the Atlantic City Convention Center.

Nov. 15 – Application deadline for Summer Internship/Scholarship Program.

Details about all of NJPF's programs are at www.njpressfoundation.org.

75% of young adults who read newspaper content for teens when they were 13 to 17 years old currently read their local paper at least once a week.

Of young adults who did *not* read the teen section, only 44% now read a local paper.

—NAA Foundation, 2007

NJNN congratulates two staffers on promotions

NJNN Director Amy Lear announced that NJNN Advertising Assistants Erin Rozansky and Adam Wilson were promoted to Media Specialists, effective July 27.

Rozansky joined NJNN in 2002 as a temporary tearsheet



Rozansky

coordinator. Since then she has held various positions at the association, from full-time tearsheet coordinator to administrative assistant and even “friendly greeter/guest registrar” at NJPA conferences. Prior to joining NJNN, she attended Mercer County Community College where she wrote for the *College Voice* and served as a public relations coordinator and student volunteer.

Wilson joined the NJNN staff in February. Previously, he worked as editor and developer



Wilson

of online advertising campaigns for Twofold Comics in New Jersey. A 2005 graduate of The College of New Jersey, he holds a B.S. degree in criminal justice.

“After nearly six months as advertising assistants, Erin and Adam have quickly gained the trust and confidence of their clients and they continue to demonstrate a sincere dedication to NJNN’s mission,” Lear said.

As Media Specialists, Rozansky and Wilson will develop new business and help existing NJNN clients plan and implement their advertising schedules.

Website audience survey

Continues from Page 1

our websites. Again, our media buying customers have a growing need for this information,” said Amy Lear, director of NJPA’s advertising service, NJNN.

“The survey goes live on or about Sept. 1. Papers that want to participate should sign up now.”

She can be reached at (609) 406-0600 ext. 15 or aclear@njpa.org.

The study will be conducted via online “intercept surveys” at NJPA members’ websites. The survey’s 30 to 35 questions will explore site engagement, readership of the printed paper, buying intentions and activities, and general Internet and media behavior. As an incentive to complete the 15-minute survey, people will be offered the chance to enter a sweepstakes with a \$1,000 grand prize.

Belden Interactive will produce two reports for the press association. One will present survey results to the NJPA board and members later this fall. The other will be a PowerPoint presentation to address advertisers’ interests. It will include comparisons, where appropriate, with Belden’s trend database.

NJPA members that participate in the research will get the composite statewide report.

There is no cost, but there are a few requirements. Participating newspapers must:

- Place specific codes on their websites to capture the survey measurements
- Supply their most recent site traffic numbers, and
- Provide descriptions of their local markets by county or ZIP codes, to distinguish “local” from “non-local” site visitors.

Newspapers can opt for more information — an enhanced study. Each newspaper participating at this level will get, in addition to the comprehensive report, specific, proprietary reports about its own audience statistics and visitors to its websites. This costs \$500 per site.

For even more information, papers can add proprietary questions that probe specifics of their own audiences and markets. According to Efchak, that cost depends on the extent of the paper’s questions.

Efchak has spent more than three decades in newspaper research, marketing and strategic development. Before joining Belden, he was vice president of marketing at North Jersey Media Group and is past president of the International Newsmedia Marketing Association.



NJNN Update

Amy Lear

Director
New Jersey Newspaper Network

Excitement’s growing

You’ve heard and read a lot recently about NJPA’s initiative to conduct a state-wide digital audience measurement study. Belden Interactive is moving forward to set up the survey on participating websites. The survey should be up and running soon and results are expected to be released in September.

As with past research studies, NJPA will work with Belden to package the collected information into a powerful sales tool that will bolster NJNN’s business development efforts and those of NJPA member newspapers. Ad agencies and advertisers, many of whom were consulted about what to ask on the survey, will be invited to hear the results at a breakfast meeting this fall.

In addition, an informational meeting for newspaper executives will be scheduled. NJPA members who participate at one of the paid levels of commitment can look forward to additional material, including a PowerPoint presentation tailored to local markets.

Members of NJPA’s recently-formed Online Advisory Committee (OAC) deserves many thanks for their contributions to the development of this groundbreaking digital study by a press association. Initially the committee organized the “Be Web Now” seminar presented in April, where agencies and advertisers first learned of our plan to conduct the audience study and were invited to provide input. Then the OAC scrutinized the list of questions developed by Belden Interactive consultants Ed Efchak and Kathy Beitler, and made recommenda-

tions to validate their relevance.

Next up for the OAC? Focusing on ways to transition NJPA into the digital world. The committee will explore a suggestion to conduct a workshop to share best practices in hyperlocal journalism and tips for developing hyperlocal websites. Watch for details and a date this fall.

NJPA Online Advisory Committee

Madhavi Saifee, Chair
Director of Online Services
The Princeton Packet, Inc.

Barbara Chodos
General Manager
NJ.com/SILive.com

Tim Gerstmyer
Corporate Sales Manager
The Record/Herald News
North Jersey Media Group

Preston Gibson
Vice President, Solution Delivery
Digital Press Consortium
Herald Newspapers

Ted Mann
Digital Development Director
Gannett New Jersey
Courier Post

Alisha Owens
Online General Manager
The Press of Atlantic City

And from NJPA:

John O’Brien
Executive Director

Amy Lear
NJNN Director

Brian Critchley
Marketing/Research Manager

Free ads promote newspapers

New, free ads for print and websites highlight the best of what newspapers have to offer.

The theme of the campaign is: From comics and crosswords, to the people, the politics and the truth — People Depend on Newspapers.

It is produced by The Newspaper Project, a grassroots organization that was launched in February to support an exchange of information and ideas about the future of newspapers.

To date, more than 400 news-



papers have run print and online ads, cartoons and other materi-

als provided by The Newspaper Project. The print ads are available for broadsheet and tabloid newspapers, in process color or black and white. Three sizes are available for websites: medium rectangle, leaderboard and wide skyscraper.

All of the Newspaper Project ads may be used free of charge by any newspaper or newspaper website and can be downloaded at: news.newspaperproject.org

Employees and retirees join celebration:

Borg honored for 50 years at Record

Retirees of North Jersey Media Group traveled from as far away as Cape Cod and North Carolina while employees came from NJMG's many facilities to congratulate Malcolm A. Borg on his 50th service anniversary.

More than 300 people gathered on the fourth floor of the Woodland Park building on June 5, *The Record's* 114th anniversary, to honor Mac's half-century on the job. Although it was primarily a social gathering — a chance to besiege the chairman with hugs and handshakes — a lot of company history was on display and brief ceremonies were observed.

Mac's daughter Jennifer Borg, NJMG's VP/General Counsel, paid tribute to "50 Mac-nificent Years," which brought cheers and applause from the crowd. She presented Mac with a framed front page of *The Record's* edition of June 17, 1959 — his official hire date.

Artist Charlie McGill drew one of his iconic caricatures for the occasion, sketching portraits of Mac in 1959 and today. It included visual elements representing career highlights, beginning with the shoes that Mac had to fill — those of John and Donald Borg, his grandfather and father, who preceded him at the company helm.

VP/Manufacturing Bob Konig presented Mac with a large, framed photo taken in Rockaway several weeks earlier. Bob had arranged for staffers from all departments to gather on tiers of the WIFAG press, holding cards that spelled out, "Thanks, Mac!"

Mac said it was good to see so many retirees in the crowd. He urged active employees to maintain their faith and trust in the company. He noted history repeating itself with an advertiser canceling business with *The Record* when coverage could not be bent to its liking. In the '70s it was a large auto dealership, now it's Hackensack University Medical Center.

Man of his word

"Even in these hard times, one thing that won't change is our integrity," Mac said. "Our integrity is never for sale. And you know me; I'm a man of my word. If I had to take things away from employees in bad times, I gave them back as soon as I could. And it will be the same with Stephen."

Stephen Borg has been both president and publisher since December 2007, presiding as chief operating officer during one of the rockiest economic periods in newspaper history. Mac was elected chief executive officer of the company the day before his 33rd birthday in 1971, and he became chairman when his father retired in April 1975. He has been chief executive officer for 38 of his 50 years of service.

Those years of leadership were evident and nostalgia was in the air as party guests took turns watching a DVD of photos



The Inimitable Mac Borg

chronicling Mac's career.

Employees and retirees wrote anecdotes for a special 4-page section produced for the evening. It looked back on 50 years and tried to capture moments illustrating Mac's unique personality.

Mac stories

For the special section, Frank Scandale, VP/Editor of *The Record*, wrote about his first meeting with Mac:

We ripped through decades of North Jersey history and generations of those who mattered in these parts. We zigzagged across the counties, down to Trenton and back and around the key towns.

After a couple of hours, I had paper sticking out of every pocket, sweat was pouring off my head...

"That's probably enough for now," Mac told me, his lips shifting into that wry smile that said, "Just remember. I'm the best damn reporter you have around here."

* * *

Doug Clancy, executive editor of the *Herald News*, wrote about one new reporter who was just settling into her desk in the newsroom:

Mac happened to be passing through the newsroom when he noticed the new reporter was having difficulty adjusting her chair. He went over to her and offered to help, and she gladly accepted. Mac then got down on his knees on the vinyl-tiled floor and lowered the chair to the proper height, until the reporter was satisfied.

The reporter then struck up a conversation with Mac. "Who are you?" she asked.

"I'm Mac Borg," he responded.

"And what do you do here?" she asked, as the heads of nearby reporters quickly bobbed up to listen in on the exchange.

"I run this place," he said.

"Oh, are you one of the editors?" she inquired. ...

"I don't edit. I run this place," Mac said.

By now, their banter had become a newsroom spectacle. No one could believe their ears — a newbie reporter not knowing that Mac Borg was the owner.

It only got better when the reporter said, "Oh, go on. Stop teasing me. I'm a new reporter and it's my first day. You're not the owner. Now tell me what you really do."

Mac repeated, "I'm the owner," and then he walked away quietly.

The reporter asked a nearby colleague, "Who was that kind man...?"

The staffer said, "That was Mac Borg. He owns the newspaper."

Everyone was smiling and laughing except the new reporter, who whined sheepishly, "Oh, my God."

* * *

Clancy also wrote about a meeting he had with Mac one evening early in his career:

When I came to work the next day, the news editor took me aside. ...

"Did you push back on something Mac said about editors?" ...

Oh *!@#, I thought, I'm in big trouble.

"Yes," I replied meekly.

"Well, he liked that!" the news editor said. "He likes people who speak up and don't roll over and who defend their perspectives."

It was a lesson I never forgot in dealing with Mac.

* * *

Record columnist John Cichowski wrote:

Where can you find a publisher who walks into the office of his editor and gives him the details of his arrest for drunken driving? Who else but Mac Borg would speak frankly to anyone who cares to listen about his rehabilitation? And who else would insist that, when a book is written about the 100-year history of *The Record*, this highly personal family weakness should be highlighted so that others may learn from it?

* * *

Cichowski also wrote:

And when it came time to loosen the reins a bit, and turn day-to-day duties over to the next generation, almost everybody who knew Mac thought he couldn't do it. ... But, of course, we were wrong. We should have known.

* * *

Summing up his special evening, Mac said, "I had fun seeing the old-timers, and I felt very honored."

The best in NJ journalism

Continues from Page 1

ies and local rabbis — the state and local media were all over it.

Joe Ryan at the *The Star-Ledger* blog broke the news that morning at 7:43 a.m. as the FBI began rounding up the 44 people involved in a wide-reaching money laundering case that had been in the works for two years. *The Ledger's* Robert Scrianno had the first images and video of Hoboken mayor Peter Cammarano and Secaucus mayor Dennis Elwell being taken in handcuffs into the FBI headquarters in Newark, NJ.

The *Jersey City Independent* has been doing a good job covering the corruption as well. They broke the story that Jersey City's mayor was named in the criminal complaints. It was subsequently picked up by Politicker and Fox 5 News in New York.

Ted Sherman at *The Star-Ledger* revealed how Solomon Dwek, a real estate developer, turned federal witness after trying to defraud a bank of \$50 million dollars. Jean Mikle of the *Asbury Park Press* did a full exposé on Dwek, going into great detail about his fall and how that led him to help Feds bring down the top officials in two of the biggest cities in New Jersey.

The investigation dug up an international money laundering network involving Syrian Jewish communities in Deal and across the Hudson into Brooklyn. The rabbis helped launder the money gathered from bribes taken by politicians and kept a cut for themselves. As if the details of the case were not outrageous enough already, one of the Brooklyn rabbis was accused of trying to broker a \$160,000 deal for a kidney.

Fast, accurate, comprehensive

Who knows what else will be uncovered? In the meantime, it was the New Jersey papers that connected the dots between the rabbis, the mayors, the launderers, and the black market organ dealers. They deserve a lot of praise for being fast, accurate, and comprehensive.

We are in an age where Twitter, blogs and social networks are the gateway by which breaking news gets distributed, but in this case, traditional news outlets won the day — not just for accurate reporting in real time of a complicated and quickly-moving story, but having the resources and institutional knowledge to put it all in context and connect those all-important dots. The New Jersey press lived up to the highest standards of journalism: they were reliable, and they were credible. In this age of insta-media, let's not forget how much that matters.

— from *Mediaite.com*

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Highlights from A.F.L. Web Printing's Phase II

Print Center



To signal the launch of the Phase II Capital Expansion at its new Secaucus, N.J., Regional Print Center, A.F.L. Web Printing hosted a reception and tour for members of the New Jersey Press Association and the New York Press Association on June 18.

A.F.L.'s Secaucus facility opened in the spring of 2008. Area publishers reacted positively because of the plant's extensive color capabilities and its convenient location near the New Jersey-New York border. The workload quickly reached capacity. A.F.L. then installed 32 additional Manugraph DGM press units that are now oper-

ational. This brings the total number of units to 80. They are configured into 20 towers. A.F.L. also is bolstering the post-press support for the new printing units by adding a second Martini Mueller SLS 2000 inserting system. In addition to the two SLS 2000 lines the plant has a SLS 3000 inserting line.

Billed as a "future of printing" demonstration, the June 18 event attracted approximately 75 participants. In his opening remarks to the group, John O'Brien, executive director of the New Jersey Press Association, commended A.F.L. for "a courageous vote of confidence in the continu-

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Capital Expansion Launch Event

Tour and Reception

ing viability of the newspaper publishing industry.” As a prelude to the tour, Brent Woodman, A.F.L.’s vice president of manufacturing, presented an overview of the center’s equipment and functionality. Then, A.F.L. staffers serving as tour guides led participants through the manufacturing area in groups of five or six.

Following the tour, Sandy Theo, A.F.L.’s sales manager, outlined the way the plant has been designed to create revenue opportunities for publishers—unlimited color placements, inserts, polybagging, sticky notes. Mark Henderson, executive vice president, discussed A.F.L.’s continuous

improvement processes that are built upon a strong commitment to quality control. Dennis Forchic, president, concluded the program by explaining the company’s value proposition that calls for A.F.L. to serve as “the publisher’s resource of choice.” He outlined the variety of services available to publishers including advertising sales assistance, circulation development, a full range of bindery options and distribution. Forchic emphasized, however, that the core of every A.F.L. service plan is the production of the most attractive newspaper possible.



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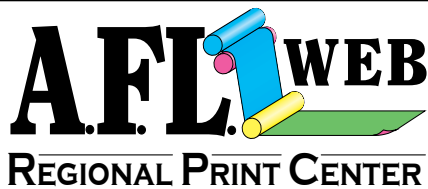
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Obituary

Dennis Hall

As many in NJPA already know, Dennis R. Hall, 36, the oldest son of Art and Pat Hall of the *Cape May County Herald Times*, died from gunshot wounds on June 21 at the family's farm near Converse, Louisiana. A police investigation continues, and the case is being treated as a homicide.

A memorial service for Dennis was held in Cape May Court House, N.J., on July 12.

Letters of condolence may be sent to: Mr. and Mrs. Arthur R. Hall, 6610 Atlantic Avenue, Wildwood Crest, NJ 08260.

The following column by Art appeared in the *Herald* last month. Both it and news reports updating the police investigation are on the paper's website: www.caremaycountyherald.com.

* * *

Farewell Dennis

Our firstborn son, Dennis, was suddenly ripped away from us on Sunday, June 21. My wife Patricia and I received the call near midnight while in North Carolina, on a visit to our daughter Meredith and her family. We immediately drove to the family farm in Louisiana where the shooting took place.

On the drive down, even though in shock, we realized that when the dust settled, our lives would be fundamentally changed. Not only would our son no longer light up the family, but his three children – twins Collin and Isabella, age 10, and daughter Anya, age 4 – would be fatherless.

We also knew that our daughter-in-law Celeste would need a great deal of support in order to give the children a firm foundation for their lives, and to handle the myriad responsibilities of a young family. In the year in which Dennis' family has lived on the farm, Dennis and Celeste have virtually transformed the farm house with their

own hands, redoing the exterior including gardens, replacing the bathrooms, kitchen and family room as well as updating the bedrooms.

Seeing our son in the casket was difficult, but seeing the grandchildren crying for their father strengthened my resolve to only look forward, and avoid the slippery slope of anger. If you asked me, I'd tell you that that is impossible, but to go forward in anger and be the calm, steady support needed by our grandchildren would be equally impossible. The Lord has been providing that strength.

Now that I am back home and friends and coworkers are asking what they can do to help, I am finding that hugs are the most comforting. I am also asking for prayers for wisdom and ongoing strength. I told the grandchildren that the Lord gives children fathers and grandfathers, and when the father is no longer there, the grandfather takes his place. I am determined to do that job well, as three young lives hang in the balance and they are not going to be lost on my watch.

Remembering that it is better to have loved and lost than never to have loved at all, we wish to thank the Lord for Dennis' 36 years. I used to think that parents raise their children, and certainly they do. But I have also come to realize that the Lord gives parents children to raise us parents, to stretch our selfish selves well beyond where we thought we were capable of going. Dennis bore the brunt of much of my stretching, and for that I thank him.

The family wishes to thank you all for your tremendous outpouring of support in this dark hour. As Isabella reminded us, "There is no time in heaven. He will only miss us for a second or two before we are there with him."

LehighValleyLive celebrates

Happy Birthday to lehighvalleylive.com and its contributing staff at *The Express-Times*, of Easton, Pa. The project was launched last July.

In its first year it more than doubled the number of daily visitors to the website covering the Lehigh Valley in Pennsylvania and northwestern New Jersey.

And it was honored by the Pennsylvania Newspaper Association for its online coverage of a music festival and of postseason football. Assistant Managing Editor/Online Alyssa Young earned the top PNA award for online leadership and innovation.

The Express-Times is an NJPA affiliated daily member.

People & Papers

New editor at Press of Atlantic City

Neill Borowski has been named the new executive editor/content director for *The Press of Atlantic City*. He started on July 1.



Borowski

He comes from the Rochester, N.Y., *Democrat and Chronicle*, where he was managing editor.

Borowski succeeds Paul Merkoski, who is retiring after serving as executive editor for more than 20 years.

Keith Dawn, publisher of the *Press*, said the company was looking for "an editor with good business sense, strategy development, practical experience in editing and a strong vision for the future of the media industry." He said Borowski "transformed traditional print-centric newsrooms into information centers with an enormous focus on web-based initiatives.

"Neill brings all this and more," Dawn said. "He possesses a multimedia savvy that will help improve our local news products.

"The new title of executive editor/content director illustrates the importance we're putting on our digital and ancillary print products. Although we're a mass medium, the market can expect to see more targeted niche products in the future."

Earlier in his career, Borowski lived in Cherry Hill for 21 years, working in a variety of reporting, editing and business positions for *The Philadelphia Inquirer*. He was a Pulitzer finalist for a series of articles about nonprofit organizations.

Borowski eventually joined Gannett, first as assistant managing editor for *The Indianapolis Star*, and later in Rochester.

He is 55, is married and has three children. He has a master's degree in journalism from Columbia University.

Garfield weekly paper closes after 71 years

Last of an era, Messenger still used Linotype

By Alexander MacInnes

It took Jim and Nancy Huffman 58 words to close the door on 71-years of Garfield history. On July 9 they ran the last issue of their weekly newspaper, *The Messenger*, closing a local institution with a brief goodbye.

The Huffmans' farewell was short on sentimentality and gave loyal readers no stroll down memory lane. They said it was time for them and their paper to retire — and thanked readers and advertisers.

"What more can you say?" asked publisher Nancy Huffman. "How wordy can you be?"

The soot of history is thick inside the *Messenger's* printing room, on the old — but still operational — machines that helped set, print and fold 1,000 weekly copies of the newspaper.

With the paper's shuttering, the Huffmans have closed the door on the Linotype technology that brought media to the masses in the late 19th century. And the closing leaves Garfield with no local paper of its own.

"Oh heavens, my, it's a sad day for me," said Patricia Nunno, who read the paper each week for 51 years. "It's a sad day for Garfield."

In 1938 Nancy Huffman's father, Peter Yuppa, bought *Il Messagero*, an Italian-language weekly based in Paterson, and moved it to Garfield. That began

a rivalry with an existing weekly, *The Garfield Guardian*, that lasted until the *Guardian* closed in the 1970s. Among other tussles, the two papers fought over legal notices, with the Democratic-leaning *Messenger* getting the nod under that party's rule.

City Manager Tom Duch remembers the annual Christmas edition the family produced — a required media buy for any local politician or city official.

"Everyone wanted to advertise in the Christmas edition," he said. "It was the who's-who in Garfield politics."

Over the years, however, the *Messenger* cut back on original reporting and relied more on press releases and announcements to highlight social and civic affairs. Today, the Huffmans are seeking a good home for their nearly three tons of heavy machinery.

One reason for the paper's demise is the physical challenge of running the press that dominates a section of the shop. And there are very few sources of spare parts for the Linotype — the machine that casts lines of type from molten lead. In the end, the process became too laborious for Editor Jim Huffman.

"When it's time to quit," he said, "it's time to quit. That's all you can say."

— from *North Jersey.com*

Star-Ledger cuts some comics

The Star-Ledger, claiming it can save \$300,000 per year, has cut six of its daily comic strips and reduced its two-page comics spread down to one and a half.

In an unusual editor's note on the front page of its 'Today' feature section on July 27, the paper announced the move, stating: "We are venturing into these uncongenial waters for a reason: Cost." The note added, "that's a saving we can use to maintain the strength of our primary mission — coverage of New Jersey and its environs."

The comics removed included: *Rose is Rose*, *Pickles*, *Frazz*, *Nest Heads*, *Heart of the City*, and *Loose Parts*. They will be available online, at the paper's website.

In addition, while one page of comics will remain in its regular features section location, another half-page will be published, but in a different location each day. The July 28 paper had it in the classified section.

The editor's note said that the comics chosen to remain on the main comics page are among those most requested by readers. It included a phone number in the note where readers can call with complaints or concerns. "Be assured we will listen carefully to your comments," the note said.

— from *Editor & Publisher*

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Evergreen offers online editions

Evergreen Printing is offering to put online versions of its customers' publications on its website. It says the service enhances the value of a printed edition by allowing instant click-throughs to advertisers' websites and e-mail, as well as to the publisher's website.

Called GreenView Editions, the feature employs page-flip technology and the best features of other online editions, according to company officials. Readers can view a directory of advertisers and can jump instantly to their pages. Editorial content can be accessed from a similar directory, letting readers see articles in one window, even if they jump to another page. Other features include access to previous issues, search, print and share functions. To view an on-line edition, visit: <http://www.egpp.com/GreenViewOnlineEditions.html>

Evergreen, an associate member of NJPA, came under new leadership last September when it was purchased by Carmen Pinto.

"My success has always been driven by sales," he said. "Future growth here will be through sales-driven discussions with customers. A recession is an opportune time to grow our business."

In February, Evergreen began printing the North American edition of London's *The Guardian Weekly*. Expanded color capabilities were key to the deal, and the newspaper features four-color on every page. Evergreen also handles circulation fulfillment and subscriber list management for *The Guardian*.

It recently signed a multi-year contract with *The Catholic Standard and Times*, the paper of the Archdiocese of Philadelphia, to provide circulation fulfillment and database management. Evergreen will provide customer service, data entry and multiple report packages that manage the newspaper's subscription base and update its mailing list.

Bartash expands its circulation services

Bartash Printing, of Philadelphia, a leading manufacturer of magazines, newspapers, and niche publications, has added full circulation services to its growing list of post-press capabilities. Sidney Simon, owner and CEO of the company, made the announcement in June.

Tom Meyer, director of production, said, "We print more than 250 periodicals and mail more than 10 million pieces per month. Postage costs and circulation management are two of the biggest challenges that our clients face."

"Offering more post-press capabilities will give them greater flexibility to manage their businesses, attract advertisers, and expand their subscription bases," said John Grimaldi, post-press manager. "In addition, we've added polybagging and repositionable sticker application to our already formidable offerings."

Bartash Printing is an associate member of NJPA. For more information visit: <http://www.bartash.com>

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Blogger can't invoke shield law, says judge

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tivities. She claims her comments were meant to inform the public about alleged misuse of technology, and about frauds and scams in the online porn industry and to facilitate debate on the issues.

The company sued Hale for defamation and was planning to ask about her sources at deposition, when she moved for a protective order based on the shield law, N.J.S.A. 2A:84A-21.

Though calling New Jersey's shield law one of the nation's broadest, Locascio denied Hale's motion because she failed to make a prima facie case that she was connected with the news media. The law protects persons "engaged on, engaged in, connected with, or employed by news media for the purpose of gathering, procuring, transmitting, compiling, editing or disseminating news for the general public."

Locascio found no evidence Hale ever worked for a newspaper, magazine or media entity. He discounted as a "sham affidavit, entitled to no credence" her certification saying she had published articles in one newspaper and several trade journals because she did not provide specifics. There was "little evidence (other than her own self-serving statement)" that she "actually intended to disseminate any-

thing newsworthy to the public." Also, Hale's failure to contact Too Much Media to get its side of the story "certainly does not suggest the kind of journalistic objectivity and credibility that courts have found to qualify for the protections of the Shield Law," wrote Locascio.

He analogized Hale's postings to the written public comments that often appear below articles published on websites of newspapers and magazines, noting such comments require no fact-checking or editorial review and there is "so little accountability" that it is nearly impossible to determine the identity of the poster.

"To extend the newsperson's privilege to such posters would mean anyone with an e-mail address, with no connection to any legitimate news publication, could post anything on the Internet and hide behind the Shield Law's protection," which was not what the Legislature intended when it passed the statute, the judge said.

Locascio also held that as a nonjournalist, Hale would not enjoy another protection afforded the media in defamation cases: the requirement that a plaintiff prove actual malice, rather than mere negligence, as a basis for liability.

New Jersey Press Association General Counsel Thomas Cafferty says evolving tech-

nology has made it more difficult to draw the line between who is and is not a journalist but he has "no great difficulty" with where Locascio drew that line. If the shield law applies to all bloggers, the criteria are so watered down that it applies to everyone, in his view.

Jonathan Hart, a lawyer for the Online News Association, says "The important thing to keep in mind about Judge Locascio's opinion is that it does not say that bloggers aren't entitled to the protections of New Jersey's shield law. It says only that this defendant on the peculiar facts before the court wasn't entitled to invoke the protections of the shield law." Hart is with Dow Lohnes in Washington, D.C.

— from *New Jersey Law Journal*

Fall webinars focus on web revenue

Continues from Page 2

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Online Sales series

Details about this fall's Online Sales sessions will be available later this month, by mail and on NJPA's website, njpa.org. Meanwhile, here are the topics and dates:

- The Consultative Sale: Increase Online Revenue — Sept. 30
- Tackling the Yellow Pages — Oct. 30
- Small Businesses: The Final Frontier for Online — Oct. 28
- E-mail: Growing Your Ad Revenue — Nov. 11

GRC holds annual OPRA seminar

The Government Records Council (GRC) will hold its annual seminar on the Open Public Records Act (OPRA) on Aug. 26 from 9:30 a.m. to 12:30 p.m. at the New Jersey State Museum Auditorium, 205 West State St., Trenton.

The seminar is open to all, free of charge and no pre-registration is required. There is limited free parking in the State House garage.

A two-hour presentation by GRC Executive Director Catherine Starghill, begins at 9:30 a.m., followed by a one-hour question and answer period.

According to the GRC's announcement: "This seminar will assist the public, local government employees, governing bodies, departments, boards and commissions to better understand the mandatory requirements of the Open Public Records Act, as well as recent rulings by the Government Records Council and NJ Superior Court that affect the disclosure of government records."

New rules on access to court records

Continues from Page 1

cluded from public access with the relevant statutory or court rule references

- A definition of confidential personal identifiers
- Certain prohibitions on submission of and access to personal identifiers
- A section on redaction of personal identifiers
- A section on sealing and unsealing court records
- A process to appeal a decision denying access to a court record.

"The committee included judges, court staff, privacy advocates, media representatives and attorneys from various practice disciplines. Together they provided a breadth of experience and differing viewpoints, which enriched our discussions on many difficult issues. It has been my great honor to work alongside this dedicated group of professionals," said Justice Albin. "We are confident that this new rule balances the public's right to an open court system with the recognition that litigants have a right to privacy in certain instances."

The committee made recommendations to the Supreme Court to explain in detail the reasons for some of the changes in the rule. For example, some of the recommended changes to the public access rule were made specifically to protect the privacy of children in families going through divorce, custody disputes or other family issues where the children could be hurt by the public release of certain family information.

The committee also recommended that the Judiciary:

- Make more court records available at public access computer terminals in courthouses statewide.
- Post on the Internet information about every civil case filed, as well as information about all criminal convictions.
- Create a permanent advisory committee on public access.
- Launch a public education effort on issues related to open court records.
- Address the availability of electronic records and other public access issues.
- Continue to address public access issues as circumstances change.

"Some of our recommendations are intended to ensure that the Judiciary provides free, readily available electronic access to court records wherever appropriate, while others take into account that in today's world of instant access to electronic information litigants need a certain measure of protection from unnecessary disclosure of their financial and other personal records," Justice Albin said.

"In summary, we believe we have achieved a balance that will keep the work of the courts in full view of the public, but offer responsible protections to individuals who come to us for resolution of their conflicts," he said. "With the Court's approval, the Judiciary can begin the process of incorporating the new Rule 1:38 into the day-to-day operations of every court in the state," said Albin.

For the press release about Albin Committee Report or to download a copy of the report — Administrative Determinations & Amended Rule 1-38 FINAL 072209 — go to njpa.org and click on Government Affairs.

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Send resume, including salary requirements to The Princeton Packet, Inc., Attn: Advertising Director, PO Box 350, Princeton, NJ 08542; fax to (609) 921-2714 or e-mail to adddirector@centraljersey.com. E-103009

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3-5 years of outside sales experience a must in order to be considered. 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.

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

For more information on The Princeton Packet, Inc. visit www.centraljersey.com.

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Major Accounts Manager

The Princeton Packet, Inc. has an opening for seasoned media sales professional to manage an established major accounts territory.

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Online Advertising Account Executive

We are seeking an Online Sales Executive to represent nj.com – the online home for the Jersey Journal newspaper group.

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If you would like to represent the Jersey Journal newspaper online, send your resume and cover-letter to:

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