

## GOVERNMENT AFFAIRS COMMITTEE MEETING

Tuesday, January 20  
11 am  
teleconference

## NJPA BOARD OF DIRECTORS MEETING

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

## NJ PRESS FOUNDATION TRUSTEES MEETING

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

## PRESS NIGHT

**Editorial & Photography Awards Banquet**  
Thursday, April 2  
5 pm  
Trenton Marriott

## SPRING BANQUET

**Advertising & Circulation Awards Dinner**  
Friday, April 17  
6 pm  
Princeton Marriott



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



**JOY IN GIVING:** NJPA's employees show off their holiday spirit, holding gifts for a local family in need. Staff contributions were used to purchase the clothing and toys. Joining staffers at a festive gift wrapping party at NJPA are Diane Trent's children, Christina and James. Also attending are NJPA's former Communications Manager Missy Flynn and her partner Brian Wong, below with Jane Hartsough, NJPA's accounting coordinator. This was Missy's first time back in the office since being stricken by a brain aneurism three years ago. She enjoyed seeing old friends and was surprised to receive gifts from them.



## 2009's First webinar

# Website liabilities: what to look for, do

What legal liabilities may be lurking in your website?

How can a website audit help prevent problems?

Find out through an important NJPA webinar scheduled Thursday, March 26 at 10 a.m. It will be presented by Fred D. Zemel and Thomas J. Cafferty, partners in the law firm Scarinci & Hollenbeck, of Lyndhurst, an associate member of NJPA.

What sort of legal liabilities does a website carry? Let's let one of our presenters explain. The following is paraphrased from an article by Mr. Zemel. His full text, with much more detail, is available at [www.njlegalink.com](http://www.njlegalink.com). Look for the News and Publications section, and click on Legal Update.

\* \* \*

Websites help businesses increase revenue by expanding visibility in the marketplace. To do so, owners devote much time, effort and expense to their sites' look, feel and functionality. But they often forget that their websites are a source of potential liability, and many firms fail to review them with this in mind.

A website audit is an expert review that targets potential legal problems and suggests remedies.

Consider that your website is accessible to countless individuals via the World Wide Web. You have no control over who views it, whether they will be damaged as a result of relying on its content, or as a result of viruses passed along, or whether they will sue you as a result. In an era when jury verdicts may carry lottery-like damages, understanding, evaluating and properly addressing the risks carried by your website are critical. And since such an audit is relatively inexpensive, the cost/benefit analysis leans strongly in favor of having one performed.

Some of the issues reviewed and analyzed in the typical audit of a website:

- Website Terms of Use
- Privacy Policy
- Infringement of Third Party Rights
- Protection of Site Owner's Intellectual Property Rights
- Review of Contracts for Site Design and Operation

Deficiencies in any of these areas could be a source of significant liability to website owners. A careful audit can identify where owners are at risk of liability to end-users and determine what remedial action they may

— Continues on Page 14

## Invest in the future: Kids who write for paper, read it

By Shirley J. Sasor

I find that with every paycheck, it gets more difficult to continue contributing a percentage of my salary to a 401(k) plan. I need the money now. In addition to monthly bills, we have medical expenses, a basement that floods whenever it rains, an aging car and a daughter in medical school. It didn't help to open my year-end financial summary and learn that despite my faithful investing, the value of the plan is 38% less than it was a year ago. That hurts!

But the truth is, investing for the future is not an option. It must be done.

NIE programs fall into the same category.

The temptation is to abandon them when money is needed elsewhere, but that's not a wise choice. Although there's not going to be an immediate bottom-line profit, investing in tomorrow's readers is critical.

Here's another way to look at it. Driving in to work this morning, I listened as political analysts discussed the challenges Barack Obama will face as president. There's the immediate problem of stimulating the economy and the challenge of developing new sources of energy for the future. One will have immediate benefits, the other is critical to the future. They're equally important.

Similarly, we should value our NIE pro-

grams. They're critical to our industry's future. NIE programs develop readers who value the information newspapers provide.

Not all NIE programs need to look alike or follow a model that may no longer work in today's economy. There are many ways to attract young readers.

### Publish kids

At the *Hunterdon County Democrat*, our NIE program includes publishing kids — giving them a page of their own in the newspaper. We don't purchase or distribute curriculum guides; that's not our expertise. We publish kids! We don't rewrite the news

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# INPRINT

a monthly publication of

## New Jersey Press Association

840 Bear Tavern Road, Suite 305  
West Trenton, NJ 08628-1019

PHONE.....609-406-0600  
FAX.....609-406-0300  
EMAIL.....njpress@njpa.org  
NJNN FAX.....609-406-0399  
NJNN EMAIL.....njnn@njpa.org

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As I see it...

## Getting your money's worth?

This is the time of the year when our member publishers receive their annual dues statements from NJPA. I am proud to say this is the 14th consecutive year that our members will enjoy no increase in their annual dues. Actually, since the board discontinued a 15% surcharge that traditionally was added to their dues for lobbying expenses, our newspaper members are now paying less than they did in 1995.

When I arrived at NJPA in 1991, dues revenue was 78% of our entire revenue budget. Today, dues revenue accounts for less than 10% of our budget. I am very proud of this achievement, especially in these rocky economic times.

These amazing accomplishments are possible because of our successful advertising programs — the New Jersey Newspaper Network (NJNN), our Statewide Classified Ad Network (SCAN) and the 2x2 display ad program. They have generated sufficient revenue to your association that we've been able to freeze dues for the last 14 years.

As part of your membership, NJPA provides many valuable services. I am using this month's column to provide you with a reminder of the broad range of services that are available by simply calling or e-mailing us.

### Information Center

NJPA staff members answer questions daily for member newspapers and associates, ranging from public notice advertising rates to state laws that govern publications. We maintain current information on press issues and will research unusual queries. Our NJPA website — [www.njpa.org](http://www.njpa.org) — is fast becoming the most used tool in our arsenal. It receives thousands of visits from members and the public alike.

### Legislative Monitor

One of the most important functions of NJPA and its Government Affairs Committee is to monitor the activities of the New Jersey Legislature. Staff and committee members meet with lawmakers, testify on proposed measures, issue position papers and seek sponsors to introduce bills that will benefit the newspaper industry.

### Publications

*InPrint*, NJPA's monthly newspaper, features industry news and personali-



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

ties, current issues and NJPA activities, and help wanted ads.

NJPA also publishes a weekly e-mail bulletin, "NJPA Notes," that goes beyond just what is happening in New Jersey newspapers. It includes national, even international, news and research about other media.

### Reference Manuals & Guides

We currently offer two reference manuals to members. The *Publication Laws of New Jersey* and *The Reporter's Handbook on Press Law and the Courts* are both popular and updated regularly. We also publish a long list of brochures and guides outlining various services available from NJPA.

### Seminars & Webinars

NJPA conducts more than 20 full- and half-day seminars and webinars during the course of the year, covering virtually all areas of newspapering including photography, editorial, advertising, circulation and management. In the fall, our Annual Meeting features speakers on timely topics of interest to all departments.

### Speakers Bureau

NJPA staff members regularly speak to civic groups and associations throughout the state about the New Jersey newspaper industry. NJPA also serves as a resource for our members when they need speakers for organizational meetings or staff training.

### Better Newspaper Contest

NJPA sponsors the annual Better Newspaper Contest. Member newspapers compete for awards in news, advertising, photography, circulation promotion and now online website categories. The contest is judged by

out-of-state newspaper professionals and awards are presented at banquets in the spring.

### Internship/Scholarship Program

The New Jersey Press Foundation administers a fund that provides thousands of dollars each year for journalism training. NJPF sponsors a broad range of programs and awards aimed at students interested in newspaper careers. One of these, the Internship/Scholarship program, provides paid summer internships to New Jersey journalism students at NJPA-member newspapers. Upon successful completion of their internships, the students receive grants toward their next academic year.

### Job Bank Coordinator

NJPA maintains a file of résumés from applicants who are seeking newspaper employment. The staff regularly provides members with potential candidates through our monthly and weekly publications or by specific request. We do not screen applications.

### New Jersey Newspaper Network

Inaugurated in 1991, NJNN's customer service and marketing initiative is an important resource for ad agencies and/or accounts wishing to place advertisements in any combination of NJPA-member newspapers — with the convenience of one order, one bill and one check. Each year, NJNN places millions of dollars of advertising in member papers. In 2008, NJNN added a web ad placement component.

### Statewide Market & Readership Research

NJPA regularly commissions statewide surveys of the buying and reading habits of New Jersey residents. The published results have been invaluable aids to the ad sales efforts of newspaper members and to NJNN.

### Statewide Classified Advertising Network

SCAN enables advertisers to reach more than 1.5 million readers in over 120 daily and weekly member newspapers, all for one low price. NJPA processes the ads and sends them to participating newspapers, which share in year-end rebates through dues reductions.

### 2x2 Network

Like the successful SCAN program,

— Continues on Page 6

# People & Papers

## NJN Publishing lays off 25 employees

The current slump in classified advertising revenue — automotive and real estate ads especially — has caused the *Hunterdon County Democrat* newspaper and its parent company to cut costs and staff.

Among those let go on Dec. 5 were Jay Langley, the *Democrat's* long-time executive editor, and Peg Gerke, the controller for NJN Publishing, the *Democrat's* parent company.

They were among 25 layoffs of full- and part-time employees at

## Express-Times offers voluntary buyouts to staff

"This economy is in the tank. There is no smiley face on this economy," said Express-Times president and publisher Martin K. Till on Jan. 5.

He made these comments as part of his announcement that the company will offer voluntary buyouts to full-time employees.

Employees have until Feb. 19 to apply for the offer, which amounts to a minimum of six months' salary and a maximum of one year, based on service. Health insurance is covered during that span.

The newspaper will continue to honor a no-layoff policy, meaning workers can't be terminated because of changes in the economy or technology.

the company's four weekly papers. Remaining are 117 employees, including all the *Democrat's* other editors, reporters, photographers, etc.

The announcements were made on Jan. 5 by NJN Publisher Joe Gioioso. He expressed sadness in announcing these and other economies.

"Nobody likes the situation, but this company must live within its means," he said. "To do that, we must take steps like these."

Other advertising categories are doing pretty well, he said, but the national problems with real estate, automotive and help-wanted ads are being reflected locally.

Rick Epstein, the *Democrat's* managing editor since 1995 and a former editor of the *Delaware Valley News*, will oversee the *Democrat's* news operations.

## AP names Fraser its interim bureau chief for New Jersey

The Associated Press has named Andrew Fraser as its New Jersey interim bureau chief.

He comes to New Jersey from Philadelphia, where he worked as an AP assistant bureau chief since April 2006. Prior to that, he was an AP news editor in Miami, Fla.

Before rejoining the AP in Miami, he was deputy national editor and deputy money and investing editor for The Wall Street Journal Online.

Ms. Gerke has been with the company for two decades, having been recruited by former editor Ed Mack during his stint as general manager of the *Democrat*. A former resident of Lambertville, she lives in Pennington.

The company is combining many of its bookkeeping and financial reporting functions with other publications in the Advance chain, including the *Express-Times* of Easton, whose staff will oversee those duties.

Mr. Langley, of Raritan Township, was recruited by Mr. Mack in 1970. Over the years he quit once and was "let go" once, as he rose through various roles and responsibilities in the editorial department.

"Better make that 'let go' twice," he said. "We want to be accurate."

He joined the AP for the first time in 1986 as an intern in New York. He then worked for the *Times Herald-Record* in Middletown, NY, and for the AP as a newsman in Hartford, Conn., and as a reporter and editor for the AP's business news department in New York.

His duties in Trenton began in November, when former Bureau Chief Ric Brack left AP to work for another company. Additional information was not available.



**DÉJÀ VU:** From its earliest days, the *Elmer Times*, like many newspapers, used job printing to supplement its revenue. But unlike many papers, the company continues this tradition, today offering digital, offset and letterpress printing — albeit in a more modern facility than the one in this old picture.

## Newest member of NJPA has deep community roots

NJPA's newest member is the *Elmer Times*, a Salem County weekly newspaper serving Elmer Borough, Pittsgrove Township and Upper Pittsgrove Township.

But the *Times* is no newcomer to the industry. Since its first issue, published in 1885, four generations of the Foster family have owned the paper.

The *Times* even predates the borough, which was not incorporated until 1893. At that time, the paper's owner and editor, Samuel P. Foster, was a driving force promoting incorporation.

Serving a farming community, the town grew up straddling the boundary between Pittsgrove and Upper Pittsgrove townships. Voters on either side of the rail-

road which ran through Elmer voted in different municipalities.

Today, bucking the trend toward narrower web widths, the *Times* is a real broadsheet — eight columns measuring 15 inches wide.

Published on Thursdays, the *Times* carries very local news and advertising, and is the legal newspaper for Elmer and Upper Pittsgrove.

About 1,320 copies are sold each week through mailed subscriptions and newsstand sales.

Its slogan, printed on the front page, states "Everybody in the Family Reads the Elmer Times."

Mark Foster is publisher and Preston Foster III is editor.

## Obituary

### Jelenic, former JR chair, CEO

Robert M. Jelenic, the former chairman and chief executive officer of Journal Register Co., died on December 3. He was 58.

Jelenic died after a three-year bout with cancer, Bill Higginson, a senior vice president at the company, told The Associated Press.

He spent more than three decades in the newspaper business and was considered the driving force at the Yardley, Pa.-based

company for 20 years before resigning in November 2007.

"My 32 years in the newspaper industry have been extremely gratifying and rewarding," Jelenic said at the time of his resignation.

He grew up in Sudbury, Ontario, and graduated from Laurentian University in Ontario.

Jelenic is survived by his wife Joy, son Lee and daughter Laine.

**Check your newspaper's 2009 directory listing!**  
It's on our website — [www.njpa.org](http://www.njpa.org) — under NJPA Members  
Send changes to Catherine Langley: (609) 406-0600 x17 • [clangle@njpa.org](mailto:clangle@njpa.org).

## NJMG launches redesigned website

North Jersey Media Group launched its newly redesigned user-focused website in December. NorthJersey.com has undergone a significant makeover, including an improved user interface, enhanced video and photo display and more content from *The Record*, *Herald News* and various community newspapers.

Previously *The Record* and *Herald News* operated independent websites. This redesign has consolidated the content from both these daily papers on NorthJersey.com.

In early 2009, content from the company's community newspapers will also be available on the site, further expanding

the depth of NorthJersey.com's local coverage. NorthJersey.com has become the region's largest news-gathering operation.

Mike Ciullo, Vice President of Interactive Media, explained that NJMG had conducted an in-depth analysis of how NorthJersey.com's existing audience was utilizing the site and then developed better methods for navigation and information display.

"NorthJersey.com will display more content and make it easier for users to find what they want," Ciullo said. "Regrouping navigation and streamlining media on the home page provides a stronger visual presentation and ease of use."

### INPrint

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## New Jersey Press Foundation

**George White**  
Foundation Director

### Good start in 2009

Notwithstanding the current economy and its uncertain outlook, the foundation is moving ahead with determination as 2009 begins.

On the program front, Tom Engleman outlines our plan for 2009 in his column on Page 11. Two of our major program priorities are building upon the recent success of NJPF's statewide coordination of the 2008 Student/Parent Mock Election program, and leading the active development and operation of the NJ Collegiate Press Association. This is in addition to continuing of our long-time scholarship, internship, and NIE efforts.

#### Major gift received

The foundation received a major gift in December from Margaret Velden. She made this gift in loving memory of her father, Lloyd P. Burns, NJPA's distinguished executive director from 1950-1976.

This gift is designated to NJPF's annual four-week paid newsroom internship awarded to a scholastic newspaper advisor, who is selected through a competitive process. This internship now will be called the Lloyd P. Burns Teachers at Newspapers Program.

The award includes a \$500 per week stipend for the four-week internship. Ms. Velden herself is a retired New Jersey school teacher.

She will be attending the NJPF Board of Trustees meeting on January 22 at NJPA's office for a formal presentation and to meet the trustees.

#### Donor thanks

Thanks to all who contributed to the foundation in 2008. A complete list of donors will be published in the February edition of *InPrint*. It also will be posted on our website and in the NJPA Conference Room during 2009.

## Kids writings astute, funny, sell papers

*Continues from Page 1*

in simplified terms or reproduce syndicated cartoons or word puzzles on these pages; we publish local kids' opinions on everything from preserving farmland to surviving divorce to selecting a family pet. We've been doing this with success for 15 years. Our earliest contributors are now college graduates.

#### What kids write

Our philosophy is simple. We believe that if you give children a voice, they will be honest, insightful and amazingly responsible with that voice. Children of all ages have valid opinions, and we have learned how to listen to them and share their opinions with the community. Sometimes their reflections are soul-searching and personal, other times analytical or critical, and frequently, they're fun and entertaining.

One time we printed their responses to the question: Why can't adults can't be kids again?

Adults can't be kids because ...

- They don't keep their money in piggy banks.
- They use an umbrella when it rains.
- They watch CNN instead of the Cartoon Network.
- They'd rather go to sleep at night than stay up late.
- Adults count calories.
- They don't ask to pick from the treasure chest when they go to the doctor.
- You can read their handwriting.
- They don't challenge friends to burping contests.
- They don't like to color with crayons.
- They'd never survive the school day without padded seats and a coffee break.
- They don't like peanut butter and jelly sandwiches anymore.
- They wear corny sneakers.

Kids are very astute observers of their world. Their thoughts are refreshing and unpretentious, which makes for enjoyable reading for audiences of all ages.

Any parent can attest to the accuracy of these responses, when kids told us they knew exactly how to annoy their parents over Christmas break:

- Chase your younger brother with your new remote-controlled car.
- Sing "Jingle bells, Santa smells ..." over and over again.

- Remind your mom about her diet when she's about to take a bite of Aunt Sophie's fudge.
  - Crack your knuckles.
  - Pour a glass of milk and leave the milk carton out on the counter.
  - Complain that Santa didn't bring you what you wanted.
  - Tell your mom you accidentally put a hole in the new sweater Grandma knit.
  - Talk like the characters from your favorite cartoon show.
  - Repeat, "I'm bored!" and ask to go to the mall every ten minutes.
  - Complain that you're starving.
  - Tell your mom you have to go to the bathroom after she spent the last twenty minutes bundling you up to go outside.
  - Flush the toilet while Dad's in the shower.
- And you don't think your kids have your number? Think again!

When we publish students, we always include their first and last name, school, and grade. This is critical to the success of our pages for many reasons.

The opportunity to publish one's work for others to see has a special appeal and provides kids with an incentive to write, even those who don't consider themselves to be writers. Teachers find this helpful and motivating.

- Students take pride in seeing their name in print and enjoy a sense of accomplishment.
- Kids will write with purpose and passion when they know that others, including peers, will read what they have to say. Publishing gives worth to their words and a forum for their voices.
- Publishing makes the reading-writing connection real. It engages students in the writing process and the communication of meaning to a wider audience. They begin to understand that their ideas are valued and the ideas of others are worth considering, too.
- Young authors respond enthusiastically to other young authors. Sharing and responding to newspaper articles by peers helps students develop a reader perspective on their writing. They learn to recognize good qualities in a piece and how to ask meaningful questions about content and source.

#### Sells newspapers

Oh, and did I mention that it sells newspapers? Kids, parents and teachers race to the Kids Pages each week to see who got published. I've been told by local frame shops that I contribute substantially to their business; every week parents and grandparents bring in Kids Page articles for framing.

I encourage all publishers, editors and NIE coordinators to be creative with their NIE programs.

At the *Democrat*, we've found that what works for us is true to our journalistic roots: Kids read our newspaper because we publish what they have to say on issues and subjects that matter to them. Our pages encourage children to read their own work as well as that of peers and to write for a "real audience" who will agree or disagree with their thoughts, applaud their efforts, and learn from their ideas.

Never underestimate what children are capable of.

— Shirley J. Sasor has been the NIE and Kids Page Coordinator at the Hunterdon County Democrat since 1993.



## Make Money

Publishers who participate in NJPA's 2x2 and Statewide Classified networks know that these two programs create revenue for their papers, as well as for NJPA.

Last year, the networks generated roughly \$970,000 — and participating papers enjoyed a significant share of the revenue.

#### Earn additional revenue by selling ads into the networks.

FOR EXAMPLE: You can earn up to \$625 on each 2x2 ad sold into New Jersey newspapers. You earn even more if multiple states are added to the buy. This can amount to real money in this challenging economy.

Think of the possibilities!

Do you have an advertiser looking to branch out from your market without breaking its ad budget?

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

#### Be the hero!

**Use these valuable, low-cost marketing tools to benefit your advertisers.**

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

## People & Papers

### Reporte Hispano hosts monthly get-togethers

Reporte Hispano newspaper will host its monthly business card exchange on Jan. 20 at the Trenton Marriott at Lafayette Yard.

### New editor at Phila Weekly

Review Publishing appointed Adamma Ince as its new editor of *Philadelphia Weekly* in November.

Ms. Ince spent the last 12 years at *The Village Voice*, the nation's oldest alternative newsweekly. Most recently, she served as deputy managing editor where she helped to cultivate content strategies for the publication. Other roles while at *The Voice* include chief of research, associate editor, and reporter.

Ince who currently resides in Bedford Stuyvesant, Brooklyn will be moving to Philadelphia.

Review Publishing also owns the *Atlantic City Weekly* which is an NJPA member.

### SCORE offers free columns

"The backbone of the U.S. economy has always been the small business person. Getting started, operating efficiently and becoming profitable are not always easy," said Peter Fleischmann, NJ SCORE outreach coordinator.

SCORE is a non-profit association dedicated to educating entrepreneurs and helping the formation, growth and success of small businesses nationwide. SCORE, which calls itself "Counselors to America's Small Business," is a resource partner with the U.S. Small Business Administration.

Fleischmann said, "For the last 45 years, SCORE has been a source of free expert advice available to entrepreneurs, providing resources and expertise to maximize the success of existing and emerging small businesses."

Now SCORE has more than 75 articles on many business topics that are available to publishers of New Jersey newspapers for no charge.

The columns average less

This free networking event brings together Latino community leaders, business owners and others who are interested in the Hispanic market in Trenton and central New Jersey.

It is open to the public and members of NJPA are welcome to attend.

The event runs from 5 to 7:30 p.m. Light refreshments will be served and there will be a cash bar.

The next monthly get-together will be on Feb. 17, and thereafter on the third Tuesday of every month.

Reporte Hispano is an NJPA Associate Member. The company publishes a biweekly newspaper and website that serves central and northern New Jersey. The paper is distributed in Mercer, Middlesex, Monmouth, Somerset, Hunterdon, Union and Ocean counties.

For more information, contact Publisher Cara Marcano at 609-933-1400 or caramarcano@reportehispan.com.

than 500 words each and cover a broad range of business-related topics. Titles include: "Small Business Survivors Plan for Success," "Don't Delay Dealing With Delinquent Accounts," "Self-Financing Has Its Rewards...and Risks," and "Is Your Web Site a Plus or a Bust?"

To download the articles from NJPA's website go to [www.njpa.org](http://www.njpa.org). Click on the SCORE link.

Fleischmann said, "As publishers and editors you can assist local entrepreneurs by periodically publishing these helpful columns and directing individuals and businesses to the local SCORE office."

There are nine SCORE offices in New Jersey and 360 volunteer mentors who work every day to help individuals operating a business or thinking about starting a business: Pleasantville, North Branch, Dover, Pennsauken, East Brunswick, Newark, Toms River, Paramus and Lincroft.

For more information can reach Fleischmann at [bpfzech@aol.com](mailto:bpfzech@aol.com) or 908-668-1865.



### NJNN Update

**Amy Lear**  
Director  
New Jersey Newspaper Network

## It's about US!

Most of us are familiar with the phrase, "It's all about me." In a world of excessive greed and overindulgence, lots of "all about me" people grew accustomed to living in luxury. Even now, in this challenging economy, as industries suffer from massive budget deficits and beg for government bailouts, reports of "all about me" perks and allowances continue.

Not alone in the struggle, the newspaper industry scrambles to curtail the staggering loss of classified revenue while major retailers are closing their doors and national ad budgets are shrinking.

Amid all this turmoil, NJNN Media Services Manager Christina Baker and I had the pleasure of meeting for a year-end lunch with Frank and Caron Sonnenberg, agency representatives for one of our top financial advertisers. After sharing warm stories about family and holiday traditions, we thanked our guests for trusting their planning and placement needs to NJNN.

As the conversation turned to business, I was reminded of the simple principles that the Sonnenberg agency folks acknowledged, the reasons we have earned their respect. We pay attention to details. We are accessible, accurate and prompt — and most of all, we care about their business and that of

their client. (Special thanks to Christina!)

As we continued to talk about newspapers and newspaper sales executives, we heard comments about those who simply present their rate card, or the latest special section, or this week's deal, or "our policy" that prohibits them from accommodating a client's request.

We also heard praise for those who "get it." As Frank put it, "If you know what we're trying to achieve with our business, I'll talk to you anytime."

In other words, we are in this *together*. It's all about US! Newspapers have the means — now more than ever — to reach potential new customers with a growing variety of products and services. When we understand our clients' needs and work together to create custom programs that meet those needs, we all win.

The message is clear.

It's easy to get caught up in our own internal struggles, whether in the office or in life. As we look ahead at a fresh new year, let's adopt the "all about us" approach of working together for a greater cause. We look forward to visiting newspaper ad staffs in the coming months to focus on just that!

All the very best for a bright year ahead and thank you for your support!

## NJPA's member directory goes online

### New Jersey Press Association is changing with the times!

These days, most people are using NJPA's online directory to search for member information, especially since our printed directory becomes outdated so quickly.

For 2009, in addition to our Membership Directory being available on our website, we will provide a PDF of the directory for you to download to your computer or to print.

Throughout the year, we will update the online directory as we receive changes. The PDF version will be updated quarterly. Each time we revise the PDF, we will send it to you and to all advertising agencies in the region.

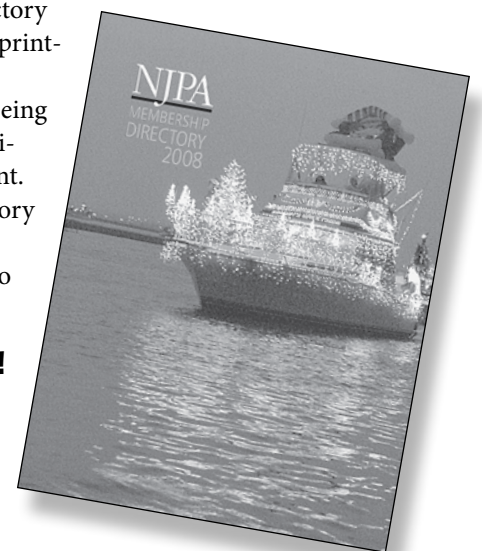
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We would appreciate your reply by January 23.



# Veteran reporters consider newspapers' future

By Beth Rosenberg

Newspapers in New Jersey and across the country are facing a crisis that will force them to incorporate new technology such as the Internet, video, and multi-media platforms to survive.

That was the verdict of three veterans of the newspaper business — Jerome Aumente, founder of Rutgers University's Journalism Resources Institute; David Blomquist, former statehouse reporter at *The Record* of Bergen County who now works for Advance Internet's NJ.com; and Robert Schwaneberg, a *Star-Ledger* reporter who covered the statehouse for 30 years and has now accepted a buyout from the paper.

Their analysis was part of a panel discussion in New Brunswick on Oct. 1, "Crisis in the New Jersey Newspaper Industry: Current Cuts, Future Transformations," sponsored by the non-partisan policy study group Council on State Public Affairs, by the New Jersey Press Association and by Rutgers University's Journalism Resources Institute.

Aumente said he examined the rich history of newspapers in New Jersey while considering their present and future for his 2007 book, *From Ink on Paper to the Internet: Past Challenges and Future Transformations for New Jersey's Newspapers*.

Because New Jersey does not have its own television news outlet, newspapers fill a vacuum and play a more significant role in this state than in many others, he noted.

However, in 1995 the Internet emerged as an information source, a phenomenon whose impact Aumente equates with

There was an old saying in the media: 'Television, newspaper, radio, media, books — they're all chickens on a henhouse roof.' Newspapers moved aside and they made room for radio. Another chicken got on the roof, this one being television, people adjusted to this. Then suddenly in 1995 the Internet arrived, and everything changed: Somebody burned down the chicken coop.

— Jerome Aumente



**SERIOUS CONCERN:** David Blomquist, director of nj.com, center, emphasizes his points about the future of journalism at a recent Rutgers conference. Joining him on the panel are retired Rutgers Professor Jerome Aumente and Robert Schwaneberg, a former statehouse reporter for *The Star-Ledger*.

that of the asteroid that hit the Earth and wiped out the dinosaurs 65 million years ago.

This change happened so quickly that it took newspapers by surprise, leading to massive layoffs and buyouts and the question of what happens next.

"Interactivity will be key," Aumente said, "meaning newspapers will have to reinvent themselves and become multimedia and multi-platform."

In spite of these challenges, Aumente said he believes newspapers will survive if they can determine how to provide a core of information not provided by bloggers and other sources online.

## Key to survival

Having professionals who are trained in the responsible gathering of information and maintain a strong sense of ethics will be vital to newspapers' survival, he emphasized.

Blomquist, himself an example of someone who shifted from print to online news, cited two causes he believes responsible for newspapers' current decline.

The first is the inability of local media to compete with the Internet in an atmosphere where global sources of information are available cheaply and easily.

During the mid-20th century, people turned to newspapers for information about the world around them. That information included deep analyses of civic events, theater and book reviews, and stories on science and nature.

Newspapers were the only venue that could provide this "university of life," unlike today, where the Internet allows people

to read news online and follow events in real time, Blomquist said.

However, he attributes the current newspaper crisis more to a second cause, specifically an overall decline in public interest in news not fed by the Internet. "This is the more important force we have to reckon with.

"That pattern predates the Internet and can be traced back to the 1980s," he added, citing "the changing social habits of people who once purchased newspapers."

As an example, he noted a survey comparing the percent of people who answered yes when asked if they read the previous day's newspaper in 1993 and today. Fifteen years ago, 58 percent gave a positive answer while today only 34 percent did.

While people today often claim they do not have enough time to read newspapers, the reality is not an issue of time but a lack of interest in civic affairs, Blomquist said.

Those who say that reading newspapers is too depressing represent a growing alienation of citizens over the past 30 years, a sense by people that their concerns and values are not being heard on a national level, he said.

Blomquist also addressed the popular statement that print news is "all fluff and no real news" by agreeing that much of

what is reported in newspapers does not have enough immediacy for readers.

"There may not be so many things in the local sphere to sustain seven-day-a-week publication," he said.

When questioned, people often say they cannot trust anything they read in newspapers, a statement that reflects the polarization of values on a national level.

These polarized values "strike at the heart of newspaper journalism, which has been one size fits all," he said. "It's time to reinvent."

That reinvention should not focus solely on changing from print to online publication but must also take into account changes in demand and underlying values, he said.

Schwaneberg emphasized that his reason for accepting a buyout from *The Star-Ledger* is different from that of most people, as his wife's appointment to the state's Supreme Court created a conflict of interest for him. An attorney,

Schwaneberg covered New Jersey courts for many years.

In addressing the decline of newspapers, he expressed surprise at the lack of coverage of New Jersey's U.S. Senate race, noting that when he first entered journalism, he would

never have dreamed of getting an exclusive interview with a U.S. Senate candidate while today, doing so is relatively easy since so few reporters are covering the race.

Out of six newspaper stories covering the Senate race during the last week of September, only one was substantive, Schwaneberg said. The rest were mainly "campaign stunts."

*The Star-Ledger* once had such a large bureau in Trenton that it became known as the bulletin for state government, he said. Legislators' partisan staff took advantage of this by constantly issuing press releases, knowing they would be published.

"We shouldn't overly romanticize the past," he said, noting the above was not necessarily a positive element.

— Continues on Page 14

O'Brien:

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Continues from Page 2

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NJPA receives bulletins and publications from other U.S. press associations and we direct this news and information to our members.

NJPA's executive director belongs to the Newspaper Association Managers organization, which meets frequently during the year to exchange ideas and information.

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Greater value and low cost are offered on a variety of insurance plans available through NJPA, including group health, life and libel insurance.

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Our information technology manager assists smaller newspaper members with computer, software and web-related questions. For papers that do not have IT people on their staffs, this is an increasingly useful and important service.

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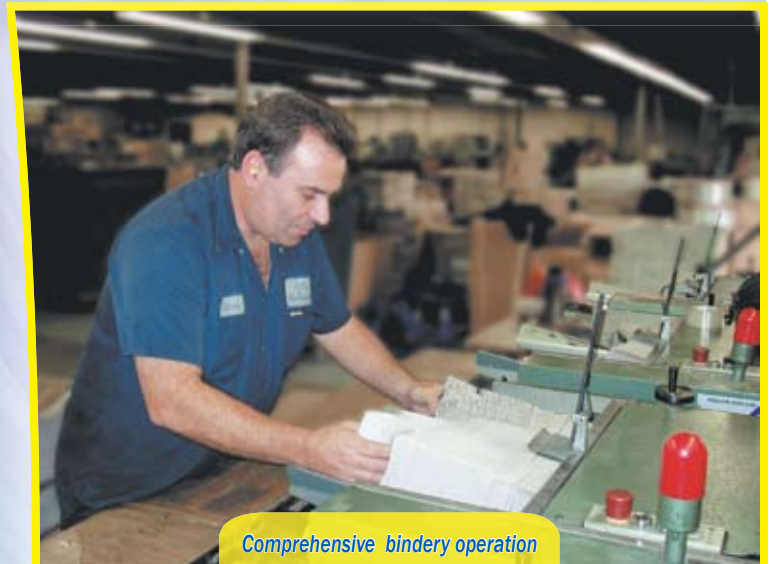


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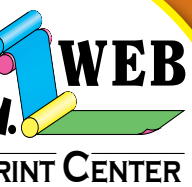
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The ultimate result must be the highest level of quality and customer satisfaction. This approach creates security, stability, and growth for our clients, employees and A.F.L. – *today and in the future.*



## NJPF Program Report

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

# Exciting new year

The new year promises to be an exciting one for the New Jersey Press Foundation.

We are planning efforts that:

- Deepen our relationship with the state's college newspapers;
- Further demonstrate to New Jersey's schoolchildren that newspapers are an important part of our nation's democracy;
- Continue one of the nation's most energetic scholarship and awards programs.

Looking through the lens of NJPF's four mission points, you will read on these pages many stories about what we will do in 2009. Here's a taste of what we plan:

### Youth Readership

The foundation's Newspaper in Education and Youth Readership program is offering newspapers instructional materials to commemorate the 200th birthday of Abraham Lincoln, including a teacher's guide. Exercises in the materials encourage students to read newspapers for current events such as the wartime duties of a president and comparisons between Lincoln and president-elect Obama.

The foundation's NIE & Youth Readership Committee plans to prepare a teacher's guide describing how the state's newspaper websites can enhance the teaching of several academic subjects, at no cost to the schools. The focus of the guide will be to show students how to use online newspapers as part of their studies.

### Scholarships

NJPF administers a number of scholarship programs:

- Bernard Kilgore Memorial Scholarship will be awarded to the 2009 New Jersey High School Journalist of the Year.
- Lloyd P. Burns Teachers at Newspapers Program, a summer internship, will be awarded to a high school journalism teacher.
- Richard Drukker Memorial Scholarship will be awarded to a Montclair State University journalism student.
- Isaac Roth Newspaper Carrier Scholarships will be awarded to newspaper carriers or children of newspaper carriers.

- Robert Stevens Memorial Scholarship will be awarded to a high school journalism student through the Garden State Scholastic Press Association.

- The Internship/Scholarship Program will send several college students to summer internships at New Jersey newspapers and award them scholarships at the end of the summer. (Please see the last few paragraphs of this column for more about this.)

Application forms and details about NJPF's scholarships are on our website: [www.njpressfoundation.org](http://www.njpressfoundation.org).

### First Amendment

To show New Jersey schoolchildren the importance of newspapers to our state and nation, in October NJPF will operate a mock election for the governor of New Jersey. This project follows the extremely successful mock election NJPF operated last year during the presidential campaign.

A teacher's guide to the First Amendment will be part of our Democracy 101 website, illustrating the importance of freedom of speech, freedom of the press and the right of citizens to assemble to debate. It will discuss the issues of the gubernatorial campaign. See [www.njmock-election.org](http://www.njmock-election.org) for details.

### Education

NJPF will honor a high school journalism teacher to be selected as the state's Journalism Teacher of the Year.

The 2008-09 New Jersey College Newspaper Contest will recognize exceptional writing and editing at the state's college papers. Details are on the New Jersey Collegiate Press Association website: [www.njcollegepress.org](http://www.njcollegepress.org).

The critiques of hundreds of contest entries will provide a valuable journalism-education lessons to the state's college students.

To further the foundation's educational mission, NJPF will sponsor workshops at two events for college journalists, as well as

the Journalism Diversity Workshop for high school students:

- A spring program will be held on April 18, featuring the presentation of College Newspaper Contest awards following a luncheon and speaker. Prior to the luncheon, the foundation will sponsor two workshops chosen by the advisers of the state's college papers.

- A back-to-school workshop in September will provide an instructional program for the staffs of the college newspapers.

- Hugh N. Boyd Journalism Diversity Workshop for high school students will operate on the campus of Monmouth University in July. Details are at [www.journalismdiversity.org](http://www.journalismdiversity.org).

### Editors Select Interns

Thanks to the four editors who evaluated the 37 college students who applied for our 2009 Internship/Scholarship Program.

NJPF selected four students to receive paid summer internships and scholarships. They are:

**Maggie Astor** of Montclair, a student at Barnard College, will intern at *The Record* or *Herald News*.

**Stephen Hennessey** of Norwood, a student at Penn State University, also will intern at *The Record* or *Herald News*.

**Reem Nasr** of Monmouth Junction, a student at New York University, will intern at the *Princeton Packet*.

**Paul Takahashi** of Ridgewood, a student at Northwestern University, will intern at *The Jersey Journal*.

The students will receive \$1,000 scholarships when they complete their eight-week internships. Their minimum salary of \$325 a week will be subsidized by NJPF.

\* \* \*

This year promises to bring rich dividends to the New Jersey Press Foundation, our state's newspapers and the young journalists and future readers we serve.

Happy New Year!

To learn more about NJPF's programs, visit our website —  
[www.njpressfoundation.org](http://www.njpressfoundation.org)

# College paper contest goes totally digital

For the first time, New Jersey's college newspapers will submit their annual New Jersey College Newspaper Contest entries in digital format.

The editors and faculty advisers of the newspapers will send their entries to the New Jersey Press Foundation as PDF "tearsheets" of pages where articles, photographs and artistic illustrations appeared in their newspapers.

"The newspapers are able to include two additional months of content because of the switch from paper entries to PDFs," said Tom Engleman, program director of the New Jersey Press Foundation, which administers the contest.

The change makes it possible for newspapers to send entries for all of 2008 and issues published through February 28, 2009. The deadline for the 2008-2009 contest is March 2.

"The new procedure makes it easier for the colleges to assemble their contest entries because the content of most of their papers is already in digital format," Engleman said. "I expect this change also to reduce the amount of time for the contest judges to evaluate the students' work."

The decision to go digital with

the contest was made following a meeting of college newspaper advisers and editors in September and during two conference calls with members of "working groups" of advisers who volunteered to help plan the contest and awards ceremony.

The colleges also asked NJPF to create five new contest categories for the 2008-2009 contest. They are:

- Deadline Reporting
- Biography/Personality Profile
- Column/Opinion Writing
- Sports Photography
- Editorial Cartoon/Artistic Story Illustration

"With the addition of those five categories we are hopeful the newspapers will send in more than 300 entries," Engleman said. "Last year we received 261 entries."

### Awards Banquet

The awards will be presented on Saturday, April 18, at the Trenton Marriott Hotel and Conference Center.

Frank LaMonte, executive director of the Student Press Law Center in Arlington, Va., will be the keynote speaker at the awards luncheon.

In addition to the awards luncheon — *Continues on Page 14*

## What's ahead for NJPF

Looking ahead, here's what NJPF will be doing:

**February 15** – Application deadline for the Bernard Kilgore Memorial Scholarship. A high school senior will be selected as the New Jersey High School Journalist of the Year. Application form at [www.njpressfoundation.org](http://www.njpressfoundation.org).

**February 15** – Application deadline for the Lloyd Burns Teacher Internship. A high school journalism teacher will be selected for a four-week summer internship at a New Jersey newspaper. Application form at [www.njpressfoundation.org](http://www.njpressfoundation.org).

**March 2** – Entry deadline for the 2008-09 New Jersey College Newspaper Contest. Details at [www.njcollegepress.org](http://www.njcollegepress.org).

**March 13** – Application deadline for the Richard

Drukker Memorial Scholarship. A Montclair State University student will be selected. Application form at [www.njpressfoundation.org](http://www.njpressfoundation.org).

**April 2** – Quarterly meeting of the NIE & Youth Readership Committee, 10:30 am at NJPA's office.

**April 18** – New Jersey Collegiate Press Association spring conference and awards at the Trenton Marriott.

**April 22** – Application deadline for the Hugh N. Boyd Journalism Diversity Workshop for high school students. Application form at [www.journalismdiversity.org](http://www.journalismdiversity.org).

**April 30** – Application deadline for the Isaac Roth Newspaper Carrier Scholarship Program. Two newspaper carriers will be selected. Application form at [www.njpressfoundation.org](http://www.njpressfoundation.org).

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New Jersey Education Association

180 West State Street  
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## Evergreen Printing is growing

Evergreen Printing Company is purchasing a new Kodak NexPress S2500 digital color press.

It will also expand its circulation fulfillment and mail list processing department to include the operation of the new

digital equipment.

To manage and support this business expansion, Evergreen has promoted two employees.

**Rich Routhier** has been named digital sales representative. He will focus his knowledge

and expertise on increasing circulation fulfillment and digital print sales. Installation of the NexPress is scheduled for January 2009.

**Leigh Ann Duffy** has been promoted to post press manager. Leigh Ann has been with Evergreen's post press department for over 12 years. In her new position, she is expected to implement fresh ideas and a new approach to managing operations.

# Thank you!

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NJPA's weekly email newsletter "NJPA Notes" contains news and topics of interest to New Jersey newspaper people. Don't miss out!

To request your copy, email clangley@njpa.org. Include "NJPA Notes" in the subject line.

## Bartash upgrades its digital presses

Bartash Printing, a Philadelphia newspaper and magazine printer, has just completed the addition of two major enhancements to its digital presses.

These are expected to reduce makeready time and waste with more accurate color registration.

Tom Meyer, director of production said, "We print over 200 periodicals. Efficiency is essential to increasing capacity."

General Manager Ed Yucis said, "Not only can we increase the speed of makeready and better maintain color consistency and registration, we also are achieving more accurate cutoffs than ever before. Another benefit is the reduction of material waste during makeready and production runs."

"These improvements not only help our bottom line, but move us toward environmental sustainability — a goal that is increasingly important to all of us."

### Send InPrint your news!

Please email us about your new employees and staff changes, new products and other big changes: clangley@njpa.org.

# Journalists discuss the 'Crisis in New Jersey Journalism'

Continues from Page 6

Ironically, *The Star-Ledger* is now returning to a practice in which it used to engage, specifically a collaborative relationship with policy institutes and publications.

"Now, we've come full circle, with *The Star-Ledger* assigning stories based on studies done by institutes such as New Jersey Policy Perspective," Schwaneberg said. "Online, the newspaper can link to these studies as well as to appellate court decisions, bills under consideration by the legislature, committee and commission reports, and other documents."

"When you lose one-third of *The Star-Ledger* staff, you have less time, and your ability to do in-depth policy pieces is constrained," he admitted.

While the public has access to online documents, they do not know which are the critical ones to which they need to pay attention, Schwaneberg said. Similarly, the abundance of blogs leads to a crisis of credibility, with fewer authoritative voices out there.

"The challenge is where do you find Walter Cronkite — I'm not sure I have the answer," Schwaneberg said.

That statement raised the eyebrow of Plainfield blogger Dan Damon, who started blogging during an absence of newspaper coverage from his city. In only a few years, residents of Plainfield have launched over a dozen local blogs, he said. He noted one blog-

ger is a former newspaper reporter for a daily newspaper which left the city many years ago. And he uses his experience as a former city public information officer to add a needed voice to civic matters in his community.

"It is newspaper coverage that can stimulate other watchdogs by leading people to show up at town hall meetings or rallies such as the ones opposing proposed toll increases," Schwaneberg said.

However, he doesn't believe that recent cutbacks mean newspapers will lose all investigative reporting.

Aumente said that new sources of investigative reporting are emerging through foundations and public policy study groups such as Pro Publica, NPR, the Center for Investigative Journalism, and the Center for Public Responsibility.

Blomquist was not quite as positive, noting that ideally, studies on the sites of such groups touch opinion leaders who then filter the information down to everyone else.

"We're not seeing this because the rest of the public is not interested," he noted. "The challenge is how to reach people."

A critical issue cited by

Schwaneberg is awareness by politicians, lobbyists, and corporations that they can reach the public via TV advertisements without going through newspapers.

Messages conveyed by brief TV ads are confusing because they are overly general. For example, Schwaneberg cited a recent ad by the Lautenberg campaign stating, "I support universal health care" and an ad by the Zimmer campaign stating, "I oppose mandatory universal health care."

"It's not clear they're talking about the same thing." This is where we need a reporter to sit down with the candidates individually to pull out the details, he emphasized.

Aumente said he believes community and weekly newspapers, which provide locally important information, are in a better position to survive the crisis.

That idea was echoed by Elizabeth Parker, co-publisher at Recorder Publishing Company, which publishes 20 weekly newspapers in central and northern New Jersey.

Speaking from the audience, Parker said that weekly newspapers are in good shape and have a positive outlook, noting her newspapers are still hiring reporters. The only negative effect

Let me tell you how bad it is: When I got into the newspaper business, I never would have believed that I could get exclusive stories simply by following the U.S. Senate candidates around for the weekend.

I was the only reporter.  
— Robert Schwaneberg

## Website liability webinar

Continues from Page 1

want to take in order to mitigate such risks.

\* \* \*

These issues are just some of the ways in which a website audit helps its owners identify and manage risks to their businesses. For further information on web-

site audits and other intellectual property/technology concerns, jot down your questions and join us for the March 26 webinar.

For details, contact NJPA Member Services Manager Peggy Stephan at [pastephan@njpa.org](mailto:pastephan@njpa.org) or call her at (609) 406-0600 ext. 14.

## College press contest, awards

Continues from Page 11

cheon and speaker, the working group of college newspaper advisers and editors agreed to put together a two-session workshop at the April 18 event.

The theme for the workshop will be "College Newspaper Websites as a Destination for Students and the Campus Community."

Details about the contest, the April 18 workshop and awards luncheon are at: [www.njcollegypress.org](http://www.njcollegypress.org).

## NJPA's member directory goes online

We are changing with the times!

These days, most people are using NJPA's online directory to search for member information, especially since our printed directory becomes outdated so quickly.

For 2009, in addition to our Membership Directory being available on our website, we will provide a PDF of the directory for you to download to your computer or to print.

Throughout the year, we will update the online directory as we receive changes. The PDF version will be updated quarterly. Each time we revise the PDF, we will send it to you and to all advertising agencies in the region.

We need your help getting off to a good start:

Please review your company's information on our website: [www.njpa.org](http://www.njpa.org). Let us know whether your listing is correct, or what changes need to be made. Contact Catherine Langley at (609) 406-0600 ext. 17 or [clangley@njpa.org](mailto:clangley@njpa.org). Please reply by January 23.



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## NEWSPAPERS: Protect your people

IT'S THE NEW LAW.

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

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

The required garment is an ANSI Class II-2004-107 safety vest. NJPA is offering them for sale at cost. For sizes Medium, Large and XLarge, the price is \$16 plus sales tax and shipping. For size XXLarge, the price is \$18 plus sales tax and shipping. Larger sizes are available by special order.



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**NJPA** Return this form to **New Jersey Press Association**  
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E-022809

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 Email: addirector@pacpub.com.

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

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

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

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

E-02809

## Production

### Lead Operators

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

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If interested, please send your resume, salary requirement, and location preference, via email to jobs@aflwebprinting.com. EOE

E-013109

## Work Wanted

### Editor/Reporter

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

E-022809

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