

NJPA EXECUTIVE COMMITTEE MEETING

Thursday, May 7
10 am, teleconference

LEGISLATIVE CORRESPONDENTS CLUB SHOW

Wednesday, May 13
6–7:30 pm: Reception
8 pm: Show
The Palace at Somerset Park

NJPA BOARD OF DIRECTORS MEETING

Thursday, May 21
10:30 am
NJPA Conference Room

NJ PRESS FOUNDATION TRUSTEES MEETING

Thursday, May 21
12 noon
NJPA Conference Room

GOVERNMENT AFFAIRS COMMITTEE MEETING

Tuesday, June 2
11 am
teleconference



DOUBLE WINNER: Stefanie Dazio, second from left, received the 2009 Bernard Kilgore Memorial Scholarship and is the 2009 New Jersey High School Journalist of the Year. Her proud family joined her at NJPA's Press Night on April 2 when the awards were presented: mother Paula, sister Brianna and father Michael. Stefanie is editor-in-chief of *The Inkblot*, the student paper at Communication High School in Wall Township. *Inkblot* advisor Andie Mulshine calls Stefanie her "First Amendment Queen."

State cites home contractors for advertising violations

By Tom Cafferty

NJPA recently learned that the State of New Jersey is taking action against home improvement contractors whose advertisements do not include their state-issued registration number.

We excerpt below a memo that NJPA sent out early in 2005 to all members when the law, N.J.S.A. 56:8-144, was adopted. Members should be aware that subsequent to this memo the effective date of the law was extended from November 9, 2004 to December 31, 2005.

Excerpt from the memo:

"In 2004, the Legislature adopted the Contractors' Registration Act. That Act requires home improvement contractors to register with the Division of Con-

sumer Affairs by November 9, 2004.

"In furtherance of the Bill, the Division of Consumer Affairs has also adopted regulations, N.J.A.C. 13:45A-16.1 et seq. A home improvement contractor subject to the Act and regulations is defined as "a person engaged in the business of making or selling home improvements and includes corporations, partnerships, associations and any other form of business organization or entity." The Act and regulations prohibit a contractor from engaging in the business of making or selling home improvements unless registered with the Division of Consumer Affairs. Further, the bill and regulations

— Continues on Page 14

Web revenue is focus of new webinar series

Google, Craigslist, Weblistic, ReachLocal and Facebook have become competitors of newspapers, taking market share and putting pressure on local news websites.

New Jersey Press Association has partnered with other press associations and Borrell Associates to present 12 webinars designed to help participants learn about online opportunities for newspapers.

The first series of four webinars, which ended in April, covered online classifieds.

The next series will focus on creating new sources of revenue. Each session is approximately one hour in length.

The New Revenue series is designed for top management, marketing and sales managers, online managers and account executives.

To register, go to www.njpa.org and click on the "PressForward" link. Or contact Peggy Stephan at NJPA: (609) 406-0600 ext. 14 or pastephan@njpa.org. Topics and details follow.

New Net Business: The Online Model

Wednesday, May 6 • 2 pm
What do the most successful media websites know that you don't? Most traditional media outlets are not even targeting the highest local online ad spenders in their markets. Are you uncovering all the new ad revenue opportunities in your community? Are you targeting the right businesses? Are you offering the right ad products? Shoot for the big dollars with the right strategy and the right website.

Top Online Categories: Where's the Money?

Wednesday, May 20 • 2 pm
If you are chasing after the same business categories that advertise in your paper, you are missing half the new ad dollars available on the Internet. Look at the \$13+ billion dollar local advertising pie and slice up the most lucrative business categories for you. This session will cover how to capture these cat-

— Continues on Page 3

Legislative Correspondents show May 13 at new site

Hobnobbing with New Jersey's political movers and shakers is one attraction of the annual New Jersey Legislative Correspondents Club gathering.

But the main event is the hilarious musical roast featuring songs written and performed by statehouse reporters — familiar tunes with clever lyrics that poke fun at this year's headlines and those who make them.

Every year, hundreds of people attend this event, including governors past and present; representatives from state, county and local government; and leaders from business, education, newspaper and other media organizations. It is an outstanding networking opportunity. Don't miss it!

This year's show will be held on Wednesday, May 13 at a new location: The Palace at Somerset Park. The cocktail reception starts at 6 pm, complete with open bar, carving and pasta stations, and lots of hors d'oeuvres. Dessert and the show begin at 8 p.m. in the ballroom.

Tickets must be ordered in advance. The cost is \$135 per person, with a limit of 12 tickets per organization, except for newspapers, which may order more.

Benefits scholarships

Proceeds from this event provide college scholarships for young journalists. Two are given in memory of former legislative correspondents Moon Mullins and Boley Schwartz. The New

— Continues on Page 3



FINAL RITES: The staff at *The West Essex Tribune*, preparing for a future without "Obie," dressed him in a shroud. See Page 4 for more pictures.

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As I see it...

Our contest is a winner!

I want to dedicate this space to those who make our annual NJPA Better Newspaper Contest one of the best of its kind in the nation.

The official results have been made public for this year's event and what a competition it was! The contest featured close finishes in many of the major categories and once again we had a huge number of entries (over 1,500).

It is natural for all of us to tune in to the winners, but let's take a moment to consider what it takes to make all this happen.

The **Editorial Contest**, for example, was judged by sending individual categories of entries via UPS to specific newspapers in the judging state, Kentucky. There teams of staffers pored over the entries for many hours in newspaper conference rooms.

Before we even get to this point, the contest requires a huge amount of sorting, shipping and follow-up with folks in the judging state. Members of the NJPA Editorial Contest Committee—including Renee Kiriluk-Hill of the *Hunterdon County Democrat*, Tom Vaubourg of *The Record* and Larry Benjamin, formerly of the *Asbury Park Press*—were a tremendous help with the sorting and overall administration. NJPA Member Services Manager Peggy Stephan spent many hours bundling, shipping and making sure this all works. She is our "UPS Queen" during this hectic contest period each year. We use UPS to deliver our entries and return the winners because of its



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

tracking abilities. Believe me, Peg gets to know the ins and outs of that tracking software very well each spring. It is all worth it because this procedure makes losing an entry almost impossible. Despite the expected slow returns by a few judges, this year's editorial contest went flawlessly.

Newspaper staffers from Kentucky also judged the **Advertising and Circulation Contests**. For the first time, we copied the editorial procedure and UPS'd entries to individual newspaper staffs in the judging state. In years gone by we conducted on-site judging, requiring an expensive trip to that state. The new procedure is not only cheaper, it worked like a charm.

We have representatives of the NJPA Advertising Contest Committee to thank for the smooth operation of this segment of the contest. They

include Bob Waitt of Greater Media Newspapers, Kathy McDonough and Doug McBride of Recorder Community Newspapers and Garry DeYoung of North Jersey Media Group. Their untiring efforts, once again, made the judging go remarkably well.

The **Photo Contest** was judged in Louisville by photojournalists from several major Kentucky newspapers. NJPA's IT Manager John Viemeister is the person who makes the photo contest judging happen. His extraordinary organizational skills make a very complicated process go off like clockwork and his expertise in making software work for us greatly speeds up the judging process.

Many more NJPA staff hours went into producing the winner's plaques, certificates and correcting typos. The staff of the Kentucky Press Association, led by executive director David Thompson, did a fabulous job of organizing their side of this operation. Last, but not least, I want to recognize the many, many hours the judges from Kentucky newspapers spent poring over this year's entries. It is no small endeavor. I sincerely hope New Jersey newspaper professionals do as complete and competent a job of judging each time we are asked to reciprocate.

A lot of hard work goes on behind the scenes of your NJPA Better Newspaper Contest. But we enjoy every minute of it!

The contest results and PowerPoint slides are on our website: www.njpa.org



Press Forward

Bold Internet Strategies for Newspapers

NEW REVENUE

Series of 4 webinars begins May 6

presented by:
BORRELL ASSOCIATES
Tomorrow's Media, Understood Today

NJPA

- Wednesday, May 6 • 2 pm
New Net Business: The Online Model
- Wednesday, May 20 • 2 pm
Top Online Business Categories: Where's the Money?
- Wednesday, June 3 • 2 pm
Online Promotions: The Next Sales Frontier
- Wednesday, June 17 • 2 pm
Directories Online: Ad Revenue Success

For more information:

Go to www.njpa.org and click on "Events."

Or contact Peggy Stephan at NJPA: 609-406-0600 ext. 14 • pastephan@njpa.org

New revenue focus of next 4 webinars

Continues from Page 1
categories with new products and services on your site.

Online Promotions: The Next Sales Frontier

Wednesday, June 3 • 2 pm

In 2008, online promotions were a \$10 billion marketing category. Borrell Associates predicts it will nearly triple over the next five years, surpassing every online advertising category. The big windfall is just beginning online, where the utility nature of the Internet is prompting local businesses to shift more dollars from traditional media to interactive, direct-to-consumer marketing campaigns. Some local media companies have already identified this trend and are capitalizing on it.

Directories Online: Ad Revenue Success

Wednesday, June 17 • 2 pm

If you haven't implemented business directories online, you are losing out on big ad spending growth. Directories are the perfect match for the consumer and the utilitarian nature of the Web. More people now search for local business information than they do local news. Learn how to capture the fast-growing small and medium-size business ad spending in your community.

Registration details

Newspapers can sign up for one webinar at \$75, or all four webinars for \$250. Using one phone connection and one computer with Internet connection at one site, an unlimited number of a newspaper's employees may view the webinar.

Legislative Correspondents

Continues from Page 1

Jersey Press Foundation administers the scholarship funds. Another, the Art Weisman scholarship, is awarded to a Rutgers journalism major.

NJPA helps the club plan the dinner, organize the logistics and handle ticket sales.

To order tickets, go to NJPA's website: www.njpa.org and click on "Events." Or contact Peggy Stephan, NJPA member services manager at (609) 406-0600 ext. 14 or stephan@njpa.org.



NEW TOOLS: Rutgers journalism students and faculty try out the new equipment donated by The Kamin Fund and Arthur Z. Kamin to the School of Communication, Information and Library Studies. Kamin is an alumnus of Rutgers and former publisher of the *Register*, Shrewsbury. Testing the devices are, from left, Steve Miller, coordinator of undergraduate studies in the Department of Journalism and Media Studies; students Tyler Donohue of Cape May, Liz Jerry of Princeton, Michael Mishkovsky of Egg Harbor, Michelle Walbaum of Long Valley; and John Pavlik, chair of the journalism department. For the story, see Page 14.

Hackensack hospital shuns The Record after recent story

New Jersey's busiest hospital has pulled advertisements and halted newspaper deliveries following a story about its governing board.

North Jersey Media Group, which publishes *The Record*, said Hackensack University Medical Center canceled its online advertising contract.

The hospital also told the newspaper to remove vending boxes from its property and stop delivering papers to the hospital's gift shop.

The *Record* reported on April 26 how various hospital board members help underwrite Bergen County's Democratic leadership and how several trustees do business with the hospital.

According to The Associated Press, a hospital spokeswoman declined to connect the hospital's actions to the story. The spokeswoman said the hospital no longer distributes newspapers in boxes and is evaluating what publications it will sell.

North Jersey Media Group Chairman Malcolm Borg said the explanation is "disingenuous at best" and the timing is "not coincidental."

To read the original story, "Tangled Web of Power: Hospital's Influence Reaches Far," go to http://www.nj.com/news/index.ssf/2009/05/hackensack_hospital_pulls_ads.html

— The Associated Press

Jersey Journal may continue

The *Jersey Journal* and its community weeklies have met revenue projections for the first quarter, Publisher Kendrick Ross told the staff on April 13. He added that the paper will continue to bring expenses in line with revenues and, once that is accomplished, he expects to continue publishing.

"We know the road ahead is challenging and uncertain, but we are pleased to announce this step forward," Ross said.

"We appreciate the coopera-

tion of our union and non-union staff, and we are grateful to our readers, advertisers and the business community for continuing to support us during this period."

The Evening Journal Association announced to its employees on Feb. 2 that the company would cease publication of *The Jersey Journal* and its weekly newspapers on or about April 13 if it was unable to meet revenue goals and reduce expenses.

— nj.com

People & Papers

West Essex Tribune launches social network, news website

With more than 90% of Americans, ages 18 to 65, using the Internet for shopping, news, local search and social networking, *The West Essex Tribune* is launching its own online networking and local news website this summer.

The new site—called LivingstonNavigator.com—was created by and for the area's residents, non-profit organizations and local businesses.

Free to non-profit groups, the website will feature content-rich profile pages, including videos, photos, images and text that tell each group's story best.

Tribune publisher Jenny Cone Chciuk said, "Like Facebook and MySpace, our 'local social platform' lets residents become a part of our online community, reach out and make new friends, network and share information, participate in groups, create contests. It will get people thinking

and talking. We like to call this 'word-of-mouse.'"

The West Essex Tribune will provide news content for the



new site, plus sports coverage and family notices, such as births, deaths, engagements, weddings, and other milestones that Livingston's residents want to share with their neighbors. The full articles will continue to be published in the print version of the newspaper.

"The site will also offer space to share photographs and even videos of local events, expanding our ability to share the community's news," said Chciuk.

"We're launching the site in early summer; however, we have already begun to populate it with community news as well as profile pages of local businesses."

Former Star-Ledger reporters launch competing website

By Joe Strupp Editor & Publisher

So what do you do when you have lots of newspaper experience and a year's salary from a recent buyout at *The Star-Ledger* of Newark, N.J.?

You start a website.

That seems to be the view of some 40 former *Star-Ledger* staffers who took the lucrative early retirement last fall and have since banded together to form newjerseynewsroom.com.

The website launched two weeks ago and is headed by three former veterans of the Advance Publications daily — Matt Romanoski, Garrett Morrison and Andrew Lagomarsino.

The site, which so far has only Google ads but virtually no overhead, claims about 10,000 page views per week. It is mixing original reporting about the Garden State—ranging from statehouse issues to sports—along with links to other sites, including the *Star-Ledger*.

Romanoski says the beauty of the start-up is that contributors can work without pay, to start, and rely on their buyout payments. Some have outside jobs and contribute one or two stories per week.

"No one is being paid as of now. We are giving equity and hoping to secure revenue," he said.

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TUG-O-OBIE: Winning the “Best of Show” advertising award was easier for the staff of *The Press of Atlantic City* than wresting the trophy “Obie” from Jenny Cone Chcuik, publisher of *The West Essex Tribune*, whose staff grew very attached to Obie while he spent the past year at their office.



ULTIMATE SUCCESS: Larry Fusaro, Stacy Wagner and Dave Caywood of *The Press of Atlantic City* proudly take possession of the “Obie” trophy. They promise to continue chronicling Obie’s holiday celebrations and travels, a creative tradition started by the staff of *The West Essex Tribune*.

Spring Banquet: advertising, circulation awards – and “Obie”



GENERAL EXCELLENCE – Circulation: Cynthia Forster of *The Record*, Bergen County, accepts the award from NJPA Chairman Art Hall, publisher of the *Cape May County Herald Times*.

A lively crowd celebrated the results of the 2008 New Jersey Press Association Better Newspaper Contest at the annual Spring Awards Banquet. About 50 people attended the event on April 24, 2009, at the Princeton Marriott at Forrestal.

More than 240 awards were presented by NJPA Chairman Art Hall, publisher of the *Cape May County Herald Times*. The awards honor the winners in the retail and classified advertising, and circulation contests.

One change this year was the introduction of a “sweepstakes” award for the best first place classified or retail advertising project. The winning newspaper, *The Press of Atlantic City*, took home the “Obie” trophy—though not without first pledging to continue dressing him for every holiday and sharing the photos with *InPrint* readers. This “tradition” was started last year by the staff of *The West Essex Tribune*.

Lists of winners and the slide presentations shown at the banquet are available on NJPA’s website: www.njpa.org.



GENERAL EXCELLENCE – Classified, Weekly: Carole Adams of *The SandPaper*, Surf City, accepts her paper’s award from NJPA Chairman Art Hall.



GENERAL EXCELLENCE – Classified, Daily: Rich Corcoran of the *Daily Record*, Parsippany, receives the award from Art Hall.

Congratulations to all the winners!



GENERAL EXCELLENCE – Retail, Weekly: Carole Adams, Cindy Linkous and Adrian Antonio of *The SandPaper*, Surf City, accept the top retail advertising award from NJPA Chairman Art Hall.



GENERAL EXCELLENCE – Retail, Daily under 60,000: Sheila Gallagher-Montone of *The Times*, Trenton, accepts the award from Art Hall.



GENERAL EXCELLENCE – Retail, Daily over 60,000: Carole Lotito, Tom DiChiara and Tim Gerstmyer of *The Record*, Bergen County, accept their award from NJPA Chairman Art Hall.



NJNN Update

Amy Lear
Director
New Jersey Newspaper Network

A fresh perspective

More than 50 people attended NJPA's "Be Web Now" seminar last month which examined newspaper website initiatives and the value to advertisers of using local news sites. Advertisers, ad agencies and newspaper executives came to learn about the latest tools and practices papers are using to transition to the digital era. The seminar was developed by NJPA's Online Advisory Committee.

Ed Efchak, senior consultant for Belden Interactive and president of the International Newsmedia Marketing Association, presented composite research from Belden studies conducted throughout the country. He shared examples of international media companies that are successfully building audience and expanding content with innovative strategies, evolving into multi-media outlets.

Four panelists from NJPA's Online Advisory Committee talked about local web initiatives by their companies:

Preston Gibson, vice president of solution delivery for Digital Press Consortium, discussed the *Cape May County Herald's* search engine optimization for advertisers—achieved by the newspaper's "long tail" and driven in part by its successful "Marketplace" tool.

Ted Mann, digital development director for Gannett New Jersey, explained why, in his opinion, newspapers are wise to partner with Google rather than view the company as an opposing force.

Tim Gerstmyer, corporate sales manager for *The Record* of Bergen County, showed an example of a customized web advertising program for a local furniture store. By using interactive tools, positioning the ad on a vertical site targeting brides and offering a special coupon to build store traffic, the advertiser captured a database of prime prospective customers.

Madhavi Saifee, director of online services for Packet Publications and chair of the Online Advisory Committee, summarized the Packet's use of social networking, blogging and other innovative approaches.

The presentations prompted questions from the audience and generated significant positive reinforcement for the robust future of newspapers.

For copies of the PowerPoint presentations, please email me at aclear@njpa.org.

Coming soon

NJPA-member newspapers will have the opportunity to participate in a statewide study of newspaper websites, to be conducted by Belden Interactive in late summer/early fall. The survey will examine visitor demographics, site engagement, Internet and media behaviors, purchase intentions and more. Watch for details.

NJNN revenue update

Gross billings for the ad service for the first four months of 2009 are ahead of last year, and revenue is 13% ahead of budget. Financial and state advertising are among the top producers.



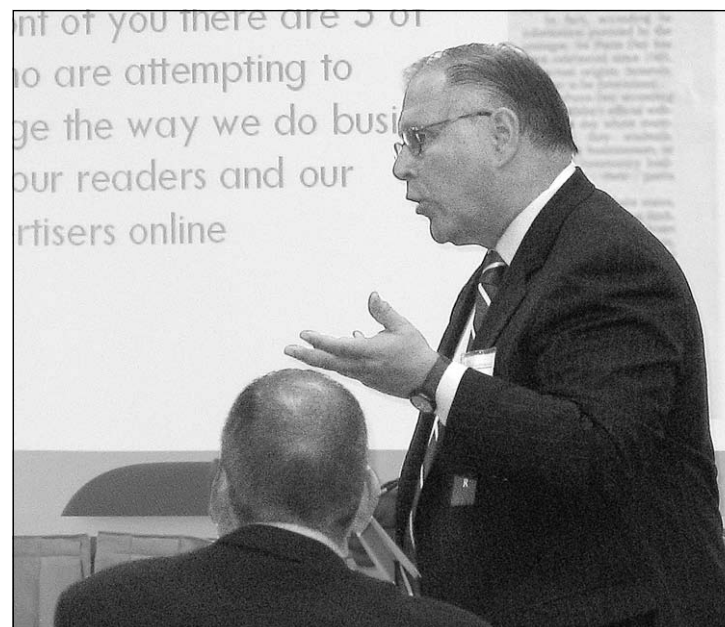
PHOTOS • JOHN VIEMEISTER, NJPA

ONLINE EXPERTS from New Jersey Newspapers and Belden Interactive present data and examples, during the "Be Web Now" seminar, that demonstrate why advertisers should use local news websites to reach targeted audiences and get results. The speakers are, from left, Ted Mann, digital development director for Gannett New Jersey; Madhavi Saifee, director of online services for Packet Publications; Ed Efchak, senior consultant for Belden Interactive; Preston Gibson, vice president of solution delivery for Digital Press Consortium; Amy Lear, director of New Jersey Newspaper Network, who emceed the event; and Ted Gerstmyer, corporate sales manager for *The Record*, Bergen County.



"Don't believe everything you read. Newspapers are not all dying due to the Internet. Right here are 5 of us who are changing the way we do business with our readers and our advertisers online."

— Madhavi Saifee



PASSIONATE ABOUT NEWSPAPERS: Ed Efchak, senior consultant at Belden Interactive and president of the International Newsmedia Marketing Association, tells how newspapers are responding successfully to the challenge of the Internet locally and globally.



ENLIGHTENING: More than 50 people attended the "Be Web Now" seminar, which was designed to show advertisers and ad agencies how New Jersey newspapers are merging their print and web initiatives to increase both readership and the return on investment for advertisers.



INTENSE CONCENTRATION: Mollie Gray of the *Clifton Journal* studies a first place winning entry in the "Special Subject Writing" category.



TOASTING THE WINNERS: Jaimie Winters and Michael Lamendola of the *South Bergenite* check out the winning photographs during the reception at NJPA's Press Night.



TRADING VIEWS: Alyssa Passeggio of the *Express-Times* and Tim Kovach of *The Courier* discuss the merits of several award-winning photos before the Press Night awards presentation begins.



CELEBRATING: Megan Burrow of the *Pascack Valley Community Life* attends Press Night with her friend Patrick Poon.

Press Night honors best reporting, photos of 2008

Nearly 300 awards were presented at Press Night, the New Jersey Press Association's awards banquet for winners of its 2008 editorial, photography and on-line contests.

Press Night was held on April 2 at the Trenton Marriott at Lafayette Yard.

During the cocktail reception that preceded dinner, attendees enjoyed looking at the winning photographs, editorials, articles and newspaper page layouts.

This year about 130 people attended, including family members who came to support their winners.

For a complete list of winners and to view slide presentations from the evening, visit NJPA's website: www.njpa.org

Congratulations to all the winners!



PHOTO • GEORGE WIRT, THE RECORD

GENERAL EXCELLENCE — Weekly over 6,500: The staff of the *South Bergenite* receives its award from NJPA Executive Director John O'Brien.



PHOTO • GEORGE WIRT, THE RECORD

GENERAL EXCELLENCE — Daily under 60,000: Members of the *Herald News* staff accept the award from John O'Brien.



SALUTING THE WINNER: Maxim Almenas of the *Fort Lee Suburbanite* checks out the winning contest entries during the Press Night reception.



PHOTOGRAPHY — Best of Show: Bob Bielik of the *Asbury Park Press* won the top photography award, presented by NJPA Chairman Art Hall.



PHOTO • GEORGE WIRT, THE RECORD

GENERAL EXCELLENCE — Weekly under 6,500: The staff of the *Verona-Cedar Grove Times* is thrilled to accept its award from NJPA Executive Director John O'Brien.



PHOTO • GEORGE WIRT, THE RECORD

GENERAL EXCELLENCE — Daily over 60,000: *The Record* staff accepts the award from NJPA Executive Director John O'Brien.

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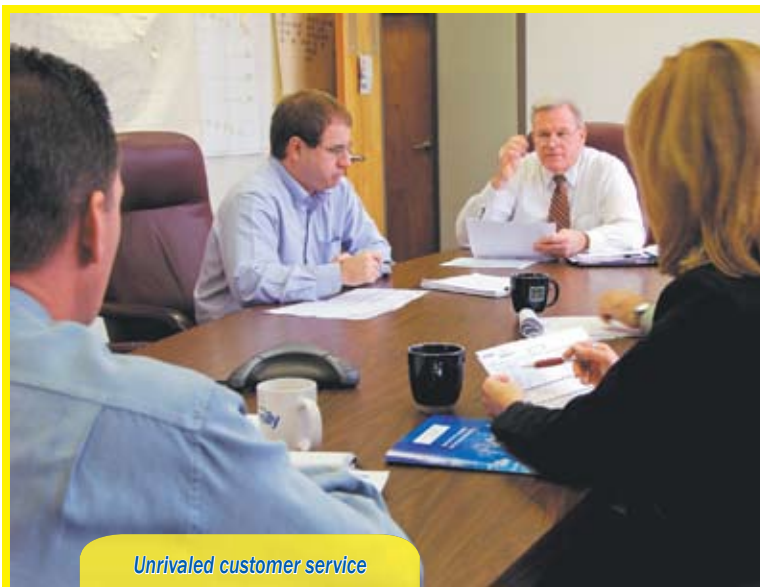
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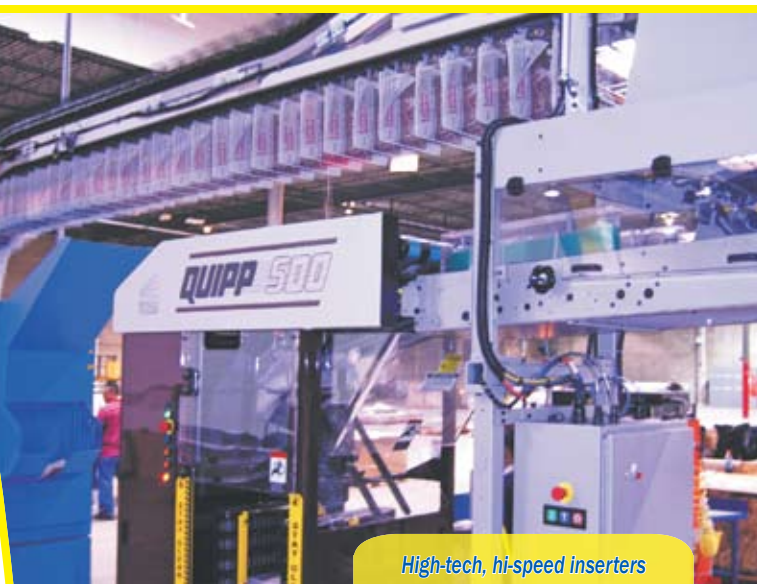
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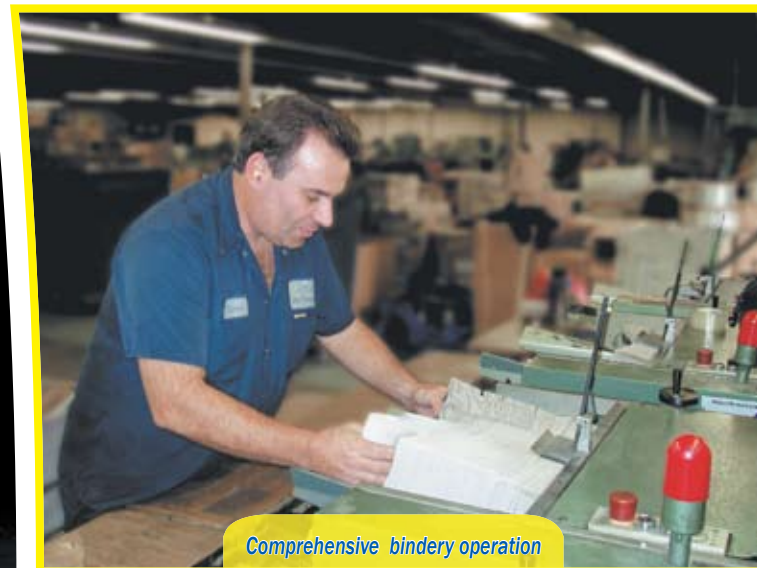
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 or frequency, there is no job too big or too small.



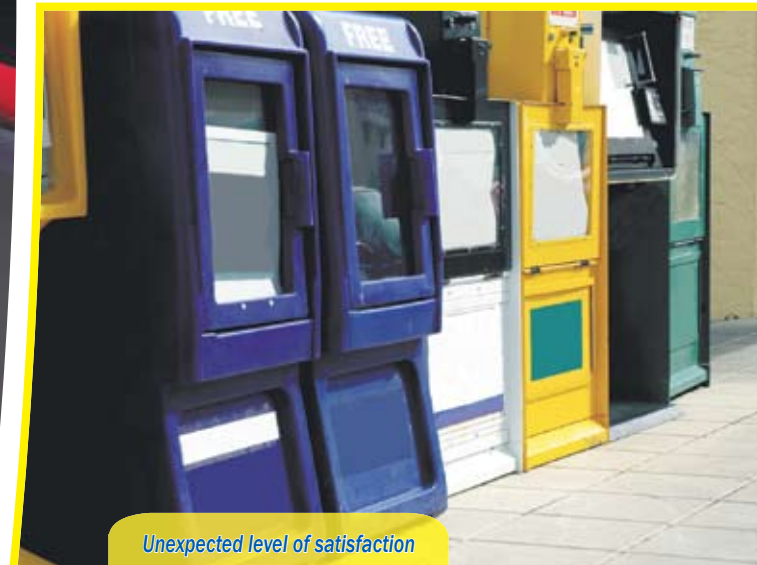
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 - 100% Process and Service Redundancy between 2 State-of-the-art Facilities
 - Customized Service Plan / Around-the-Clock Customer Service
 - Digital Prepress / Computer to Plate / Quality Control in all Phases of Production
- Multiple High Speed Bindery, Labeling, Inserting and Poly Bag Lines / Fast Turn Around Time
- Commitment to Circulation and Revenue Growth / R.O.P. Advertising & Digital Workflow Support
 - Circulation and Mailing Services Coupled with in-house U.S. Postal Service Verification
- Special Handling, UPS, Federal Express, USPS, Local and National Trucking / On-time Delivery

A.F.L. WEB



REGIONAL PRINT CENTER

P R E S S R E L E A S E

A.F.L. Web Printing installs a new SLS 2000 inserter and two Barstrom Labelers



A.F.L. Web Printing has once again introduced new state-of-the-art revenue growth opportunities for publishers. The award-winning publications printer has increased the inserting capacity of its new Secaucus Regional Print Center (RPC) by a factor of 250 percent with the installation of a Muller Martini SLS 2000 inserting system. The new machine is capable of inserting 20 pieces into the host product on a single pass at a rate of 36,000 copies per hour. Previously the single-pass limit on the RPC's other inserting equipment was eight inserts.

The addition of the SLS inserting machine to the equipment roster comes in response to A.F.L.'s growing number of daily newspaper customers that recognize the Secaucus facility as the ideal outsourcing location, said Mark Henderson, Executive Vice President of A.F.L. Web Printing. The new inserting system will increase A.F.L.'s service offerings to weekly and monthly newspapers as well.

The new SLS inserter is equipped with a highly advanced computer control system that offers customers important advantages over and above faster throughput—more complex zoning and higher levels of quality assurance. At the start of a job, operators can specify the insert quantities and zone configuration for the entire run. This eliminates the need for stops between zone changes. The programmable controls also

reduce shortages and misdirected inserts. Other features of the inserter monitor and correct for duplicates and misses.

The installation of the new SLS machine is part of an overall plan to expand the post-press capabilities of the Secaucus Regional Print Center. Another example of this effort is the installation of two Barstrom Labelers. These machines are designed primarily to affix "sticky notes" to the front page of newspapers. The machines offer great flexibility in terms of the size and thickness of the "notes" applied, thus providing publishers with a variety of programs to offer their advertisers. The Barstrom Labelers match the speeds of the inserting and inkjet equipment with which they are paired. Thus publishers can provide advertisers with a "Sticky Note" program without affecting their production or distribution schedules.

For more information on A.F.L. Web Printing and its expanded post-press services, contact:

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New Jersey Press Foundation

George White
Foundation Director

For the next generation

Our press foundation's mission includes helping to "develop the next generation of journalists." If the recent success of the expanded New Jersey Collegiate Press Spring Conference & Awards Luncheon held Saturday, April 18, is any indication, there is much to be excited about. (See related item on this page)

Thank you to the state's college newspaper advisors for championing both the 2008 Better College Newspaper Contest and the conference/awards luncheon itself. Entries and attendees were both up more than 30% vs. last year.



Fisher

I am grateful to Loren Fisher, digital editor of Gannett's myCentralJersey.com for his superb handling of the opening session and the student panel which followed. That panel focused on best practices for the online editions of collegiate newspapers.

The luncheon's keynote, Frank LoMonte, executive director of the Student Press Law Center, Arlington, VA, was outstanding. His remarks focused on hot legal issues facing today's collegiate newspapers and their websites.

Animated, entertaining and on point, both speakers earned high praise for the quality of their presentations and for connecting with their audiences.

Thanks, also, to Kit Cone, retired publisher of *The West Essex Tribune*, Livingston, and past-president of the press foundation, for assisting in the awards presentation.

Following the recent online survey of college newspaper advisors and student editors, planning is underway to upgrade the njcollegepress.org website. Also in the works is a brand new NJ Collegiate Press

Fall Conference, to be held on a college campus in early September.

Drukker recipient named

Jason Serafino has been selected as the 2009 recipient of the Richard Drukker Memorial Scholarship. This honor is awarded annually to an outstanding student journalist at Montclair University. Congratulations to Jason and to all the other student-journalists who submitted exceptional packages for the judges' consideration.

NIE Committee

The NIE/Youth Readership Committee met April 9 in the NJPA Conference Room and will do so again July 9.

A regional NIE meeting has been held in July each of the past three years for NIE coordinators from throughout the mid-Atlantic region. This year the state committees will take advantage of the NAA's upcoming Young Reader Conference, a one-day symposium scheduled for Friday, May 15, in Arlington, Va. Details are available at www.naafoundation.org.

Donation call-out

The economic crisis has impacted NJPF's ability to fund as many scholarships as we've been accustomed to awarding over the years. This year, only four summer interns were selected (down from seven), and only one Isaac Roth Carrier Scholarship will be awarded (down from two). The Kilgore Scholarship (H.S. Journalist of the Year) and Drukker Scholarships (Outstanding Montclair State journalist) are solo awards and were not affected.

A gift of any size to the NJ Press Foundation will go a long way toward helping us fulfill our mission and increase our effectiveness. Growing our annual scholarship programs and effectively supporting New Jersey's collegiate press are two worthy priorities for NJPF. Please make a gift to our annual fund by visiting www.njpressfoundation.org/giving. A secure gift can be made either online or by check. And please call me at 609-406-0600, ext. 30, or write to gwhite@njpa.org with any questions.



LoMonte



SPENDING SATURDAY at a conference may not be the sort of thing that lures college students into journalism. But more than 100 of them gathered April 18 for educational sessions and awards.

Collegiate Press enjoys conference, luncheon

More than 100 collegiate newspaper advisors, editors, reporters and managers gathered on April 18 for a half-day conference and the annual New Jersey Better College Newspaper Contest awards luncheon.

In addition to first place entries, on display was the next generation of journalists representing 18 of our state's two-year and four-year colleges; an energetic and passionate array of young men and women determined to excel in roles many clearly feel called to pursue as possible careers.

Among the various priorities of NJPF, helping to develop the next generation of journalists is one of the highest. This year's program saw several changes aimed at serving the needs of New Jersey's collegiate press.

- Adding education sessions to the annual tradition of the awards luncheon.

- Moving the conference to a Saturday so that more could participate in the expanded format, with less impact on class time.

- Converting the contest-entry process to digital submission of the entire page upon which the entry appeared.

Credit the students for showing up on time and in high numbers at the Trenton Marriott on Saturday morning. Over 90% were on hand for the opening session with Loren Fisher, digital editor, of myCentralJersey.com, Gannett's website primarily serving the *Courier News*, Bridgewater, and the *Home News Tribune*, East Brunswick.

His session on "Journalism and the Digital Future" jumpstarted the day and led beautifully into the second session, "Making the Online Edition a Campus & Community Destination." Fisher moderated an outstanding panel of four student editors who responded to his questions on the processes and outcomes of advancing and championing their online presence.

Frank LoMonte, executive director of the Student Press Law Center, Arlington, Va., keynoted the awards luncheon. Those concerned by the dryness of the title "Legal Issues Affecting Collegiate Journalism" were soon transfixed by LoMonte's able and entertaining overview—everything from chat-room administration to the OPRA challenges faced by state colleges and universities.

What's ahead for NJPF

May 5 – The 2009 Richard Drukker Memorial Scholarship, awarded to an outstanding Montclair State University student journalist, will be presented to Jason Serafino at the English Department's annual awards program.

May 8 – Winner of the 2009 Lloyd P. Burns Teacher at Newspapers Program will be announced. Please see www.njpressfoundation.org.

May 21 – NJPF Board of Trustees meeting, NJPA conference room, 12 noon.

May 29 – Winner of the 2009 Isaac Roth Newspaper Carrier Scholarship Program will be announced. Please see www.njpressfoundation.org.

July 9 – NIE/Youth Readership Committee meeting, NJPA conference room at 11 a.m.



Summer Vacation

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AbitibiBowater seeks bankruptcy protection

Burdened by debt and rapidly falling demand for its products, AbitibiBowater, the world's largest newsprint maker, filed for bankruptcy protection in April.

The company, an Associate Member of NJPA, is the product of several pulp and paper company takeovers and mergers. Those transactions left it controlling about 45 percent of the North American newsprint market but also struggling to re-finance much of the \$8.78 billion in debt it took on.

At the same time, attempts by AbitibiBowater to raise newsprint prices by closing mills and reducing production were unable to keep pace with the precipitous fall in demand from the troubled newspaper industry.

That combination led AbitibiBowater to file for Chapter 11 bankruptcy protection in Delaware and Montreal.

Mr. Kursman said the filing would have no immediate effect on the company's 25 pulp and paper mills and 30 wood products plants.

— from *The New York Times*

Evergreen provides circ services

Evergreen Printing, an Associate Member of NJPA, announced a multi-year contract with *The Catholic Standard and Times*, the official newspaper of the Archdiocese of Philadelphia, to provide circulation fulfillment services and database management.

Evergreen will provide customer service, data entry, and multiple report packages that manage the newspaper's subscription base. It also will facilitate additions and changes to the mailing list.

In addition, Evergreen will provide subscription renewal invoicing, personal telephone customer service and back issue fulfillment.

For more information about Evergreen Printing go to: www.egpp.com.

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DO YOU GET NJPA NOTES

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.

People & Papers

State cites home contractors

Continues from Page 1

provide that no person shall advertise indicating that the person is a contractor in this state unless the person is registered with the Division of Consumer Affairs. Finally, the law requires that all registrants shall prominently display their registration numbers within their places of business, in all advertisements distributed within the state, on business documents, contracts and correspondence with consumers of home improvement services in this state and on all commercial vehicles registered in this state.

"The advertisement within a newspaper by a home improve-

ment contractor must contain the contractor's registration number. However, nothing in the Act or regulations requires the newspaper to enforce these regulations or to refuse to accept an advertisement in the absence of such number. The burden is on the home improvement contractor."

Cafferty's advice

While a newspaper is not liable for an advertisement that does not contain the required information, as a matter of good customer relations you will want to advise prospective advertisers of any ads you note are deficient under the statute and regulations.

AP cuts rates to newspapers

The Associated Press unveiled rate cuts on April 6 to help member newspapers reeling from declining advertising revenue.

It also said it would sue websites that use its members' articles without permission. This announcement created a brouhaha that overshadowed AP's other announcements.

Among other changes, AP announced at its annual meeting a

\$35 million in rate assessment reductions for 2010, on top of \$30 million it already instituted for 2009.

The 163-year-old newswire service now will allow member newspapers to cancel their membership with one year's notice instead of two, while offering a discount to papers that stay on a two-year cancellation notice.

— from Reuters

Bergin named vp in San Francisco

The *San Francisco Chronicle* and its website, SFGate.com, named Jeff Bergin as senior vice president of advertising. Bergin was most recently vice president of sales at the U.S. Community Publishing Division at Gannett.

"Jeff brings an impressive record of success in creating digital and print solutions that deliver results for our customers," said Mark Adkins, president of *San Francisco Chronicle*, in a statement. "We're excited to have him put his unique skills to work in his new role."

Bergin served in a variety of senior management roles at several Gannett properties, includ-

ing the *Courier News* in Bridge-water, and in Ft. Myers, Fla. He currently sits on the sales advisory committee for the National Newspaper Network and the advertising advisory board of the American Press Institute.

— Editor & Publisher

SPJ extends memberships

Recognizing the hardships faced by many in the journalism industry, the Society of Professional Journalists announced in April that it will extend benefits for laid-off members.

SPJ membership typically lasts for one year. Those taking advantage of the benefit will have their membership fee waived for an additional six months past their normal renewal date.

Details of the benefit and how members can take advantage of it will be available soon on the SPJ website, www.spj.org.

Kamin funds technology for Rutgers

Rutgers students taking classes in the Department of Journalism and Media Studies at the university's School of Communication, Information and Library Studies will train to be journalists of the future with the help of \$23,000 donated by one of the school's alumni and longtime supporters, Arthur Z. Kamin.

A 1954 Rutgers College graduate, Kamin was president and editor of the former *Daily and Sunday Register* of Shrewsbury, which began publication as the weekly *Red Bank Register*. He is an independent journalist.

His gift purchased a digital video camera, digital voice recorder, two digital book readers, microphones for podcasting, a mini digital video player, an iPhone with service plan, a MacBook laptop computer, Wii and Wii Fit gaming consoles, and more than 35 DVDs to stock a library of documentary and journalism films for the students and faculty in the department.

"I started my career in the days of the typewriter and the Linotype, and I am pleased to be able to provide this support to Rutgers students," said Kamin, who was editor-in-chief of *The Daily Targum* as a student. "I have a great deal of optimism for the future of our profession. I know that Rutgers' journalism and media studies department and its distinguished faculty are deeply committed to training the next generation of journalists."

In 1990, Blair Douglass Kamin and Brooke Kamin Rapaport established, with initial donations, the Kamin Fund through the Rutgers University Foundation in honor of their parents, Arthur and Virginia Palew Kamin, a Douglass College graduate.

Blair Kamin, a graduate of Amherst and Yale, is an author, Pulitzer Prize winner, and architecture critic at the *Chicago Tribune*. Brooke Rapaport, a graduate of Amherst and Rutgers, is an author, guest curator at the Jewish Museum in New York City, and a contributing editor to *Sculpture* magazine.

With the equipment, Rutgers students majoring in journalism and media studies will be able to engage in mobile reporting and to produce multimedia packages for the Internet.

"This generous and timely donation will help us teach our students vital skills in the digital media age. We are very grateful

to Art Kamin for his continuing support of the department," said John V. Pavlik, chair of the Department of Journalism and Media Studies and an expert in the field of digital journalism.

The new purchases will also move the school further along in its video game initiative. Gaming is an area of growing societal influence and increased scholarly research and study; at Rutgers, the focus is on the economic, business, social, cultural and policy aspects of entertainment software and the online video game business.

"Video games are being used for commercial and political advertising and to reach people through the Web," said Steven A. Miller, coordinator of undergraduate studies in the Department of Journalism and Media Studies. "They have been around long enough that they have become a permanent part of

American and global culture. As conduits of information, video games are an important part of the 'new media' phenomenon."

Kamin majored in journalism at Rutgers, and has taught journalism courses as an adjunct instructor at Rutgers, Monmouth University and Brookdale Community College. He is a former president of the New Jersey Press Association and is a retired member of the American Society of Newspaper Editors. He has served as a chairman of the Rutgers University Board of Trustees, and is a recipient of the Loyal Son of Rutgers award and the Class of 1931 Cup award.

The Kamin Fund has provided financial support to other areas of scholarly pursuit at Rutgers such as art history, architecture, women's studies, urban policy and planning, and the visual arts program at the Mason Gross School of the Arts.

Obituary

Everett Landers, former editor

Everett S. Landers, 76, of Medford, former executive editor of the *Courier-Post* of Cherry Hill, died of heart failure April 27 at Virtua Memorial Hospital, Burlington County.

From 1991 to 1997, Mr. Landers led a staff of 115 in the competitive South Jersey market. During his tenure, the Gannett paper converted to morning publication, started up a new press and created a format involving heavy use of color.

After leaving the *Courier-Post*, Mr. Landers was director of training and news staff development for Gannett newspapers in the Mid-Atlantic region.

Since retiring in 2002, he had headed NewsPower Unlimited, a consulting firm, and taught journalism at Rowan and Temple Universities.

"With his experience and knowledge, he really had an impact on those students," said Phil Anastasia, a former *Courier-Post* sports columnist, now with *The Inquirer*, who recently taught with Mr. Landers at Rowan.

Before the *Courier-Post*, Mr. Landers was executive editor at other Gannett papers: the *Reno Evening Gazette* and *Nevada State Journal*; the *Daily Olympian* in Olympia, Wash.; and the *News-Press* in Fort Myers, Fla.

Born in Worcester, Mass., Mr. Landers grew up in upstate New York, where his father was a newspaper publisher and advertising executive.

He earned a bachelor's degree from Rider University and played on Rider's basketball and football teams.

From 1953 to 1958, Mr. Landers was a naval intelligence officer.

After his discharge, he founded the Dutchess Suburban Newspaper Group in Hyde Park, N.Y., a group of eight weekly newspapers.

In 1973, Mr. Landers left the weekly newspaper business and joined the *Middletown* (N.Y.) *Record* as a reporter. He later was a reporter for the *Poughkeepsie* (N.Y.) *Journal*. He became a news editor at the *Nevada State Journal* in Reno in 1977.

He enjoyed fishing, collecting bird decoys, and traveling, especially to Costa Rica and Mexico. He was a talented photographer.

Mr. Landers is survived by his wife, Karen Roby Landers; sons Mark and Scott; daughters Leah Mason and Emily; a brother; eight grandchildren; and one great-granddaughter. He was predeceased by his first wife, Barbara.

Services were private.

NJPA memorabilia

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for our archives:

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- Membership directories before 1980
- NJPA event invitations, programs

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Advertising

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

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

We reward our sales force with a competitive compensation plan that includes salary, uncapped incentive plan and a well rounded benefits plan. Excellent presentation and communication skills are required. 3-5 years of outside sales experience a must in order to be considered. Car and valid driver's license required. Good computer skills required. Position is full time, although part time applicants will also be considered.

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 addirector@centraljersey.com.

For more information on The Princeton Packet, Inc. visit www.centraljersey.com. E-063009

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We offer a competitive compensation plan that includes salary, uncapped incentive plan and a well rounded benefits plan. Excellent presentation and communication skills are required. Car and valid driver's license required.

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 addirector@centraljersey.com.

For more information on The Princeton Packet, Inc., visit www.centraljersey.com. E-063009

Sales Executive

Center City Philadelphia publishing company seeks an energetic, persistent and experienced outside Sales Consultant to drive advertising into our lawyer-oriented print and online publications and to sell sponsorships for our events.

Well established sales territory focuses on businesses related to the legal field in the Greater Philadelphia area.

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E-mail cover letter and resume to dtrent@njpa.org or fax to (609) 406-0300. E-073109

Editorial

Copy Editor

The Express-Times in Easton, Pa., is seeking a copy editor with strong word skills, sound news judgment and a sharp eye for detail and design.

Duties include headline writing, page building and contributing to our website, lehighvalleylive.com. Quark experience is a plus.

We're in the Lehigh Valley, just across the New Jersey state line and roughly halfway between New York City and Philadelphia.

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Please submit your resume to: bmurray@journalregister.com E-073009

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Editor with community newspaper background seeks part-time editorial work in Warren-Sussex County area.

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Looking for 20-25 hours per week. Salary in the range of \$300 per week. No benefits needed.

Contact trish.a.reynolds@gmail.com E-053109

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