

# IMPRINT

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NOVEMBER/DECEMBER 2009

Webinar  
**EMAIL: GROWING  
YOUR AD REVENUE**  
Wednesday, November 11  
2–3 pm

**GOVERNMENT AFFAIRS  
COMMITTEE MEETING**  
Tuesday, November 24  
11 am  
teleconference

**NIE/YOUTH READERSHIP  
COMMITTEE MEETING**  
Thursday, December 3  
10:30 am  
NJPA Conference Room

**GOVERNMENT AFFAIRS  
COMMITTEE MEETING**  
Tuesday, December 15  
11 am  
teleconference

## **NJPA BETTER NEWSPAPER CONTEST**

**Contest Rules**  
are available online  
[www.njpa.org](http://www.njpa.org)

### **Contest deadlines**

**Dailies**  
Friday, January 8  
4 pm

**Weeklies**  
Friday, January 15  
4 pm

## **NJPA EXECUTIVE COMMITTEE MEETING**

January 14  
10 am  
teleconference

## **NJPA BOARD OF DIRECTORS MEETING**

January 29  
10:30 am  
NJPA Conference Room

## **NJ PRESS FOUNDATION TRUSTEES MEETING**

January 29  
12 noon  
NJPA Conference Room



**GOOD WORK:** Incoming NJPA Chairman of the Board Bruce Tomlinson of the *New Jersey Herald* accepts a gift from NJPA Executive Director John O'Brien for his service as NJPA's president in 2009.

## Identity theft laws impact newspapers

In response to the growing threat of identity theft, Congress adopted the Fair and Accurate Trade Act of 2003 (FACT), which is administered and enforced by the United States Federal Trade Commission (FTC).

Taking effect Nov. 1, 2009, is the act's requirement that creditors with covered accounts must develop "Red Flag Programs" to identify, prevent and mitigate fraud involving identity theft. FACT applies to many facets of consumer transactions involving credit. All financial institutions and creditors with covered accounts must develop and maintain "Red Flag Programs" to identify, detect, prevent, and mitigate fraud involving identity theft.

NJPA member publishers and general managers have received a memo on the matter authored by NJPA Attorney Thomas J. Cafferty. Intended as a thorough overview, it notes that certain transactions in the newspaper industry, i.e. in the circulation or advertising departments, may qualify as extensions of credit to covered accounts.

The memo also notes the Rules' complexities and the varying operational issues of each newspaper. Therefore individual newspapers are advised to consult with their own counsel to determine whether they are subject to FACT and, if so, what is necessary to achieve compliance.

For a copy of this "Identity Theft/Red Flags" memo, contact NJPA's George White at [gwhite@njpa.org](mailto:gwhite@njpa.org) or (609) 406-0600, ext. 30.

## New digital memberships OK'd at annual meeting

The best news is that the recession is over, at least statistically.

So announced NJPA's incoming chairman of the board, Bruce Tomlinson, at last week's annual meeting.

The bad news... Well, there's bad news, too. But let's stay with the good news for a while.

NJPA members attending the Oct. 29 meeting agreed with their board's suggestion and voted to ratify a new membership category, for digital news organizations. They also voted in the proposed slate of directors and officers for 2010.

Those officers include Tomlinson, of the *New Jersey Herald*, of Newton, as board chairman; Ray Worrall, of Worrall Community Newspapers, of Union, as president; Jennifer Borg, of *The Record* (Bergen County), as vice president/dailies; Jennifer Cone Chciuk, of *The West Essex Tribune*, Livingston, as vice president/weeklies, and Frank Gargano, of the *Gloucester County Times*, Woodbury, as treasurer.

In moving into the chairman's role, immediate past president Tomlinson will succeed Arthur Hall of the *Cape May County Herald Times*.

Re-elected as directors at the annual meeting were Rich Vezza of Penn Jersey

Advance, Flemington; and Stan Ellis of the *Burlington County Times*, Willingboro.

Joining the board will be Skip Hidlay, president and publisher of the *Home News-Tribune*, East Brunswick, and of the *Courier News*, Bridgewater. Also elected as a new board member was Ben Cannizzaro, general manager and publisher of Greater Media's 12 weekly newspapers, based in Freehold. They will take office in January.

The theme of change was driven home by speaker Dave Morgan, who began his career in newspapers but has since switched to online businesses and become very successful. He has built and sold several Internet-based businesses for large sums, said NJPA executive director John J. O'Brien in introducing Morgan.

The days of dominance, even monopoly, by big newspapers in large markets are over, Morgan told his audience of about 70 NJPA members and guests. Local papers can still be good, profitable businesses for many years in smaller, defined markets, he said, but he gave metro dailies a life expectancy of just four to seven more years.

It's the lure – and the pricing – of on-

— *Continues on Page 4*



**COMPELLING NEWS:** Attending NJPA's annual meeting are Richard Bilotti, retired publisher of *The Times*, Trenton, and NJPA past president; and NJPA associate members Richard Haas of A.F.L. Web Printing and Ron Morano of FirstEnergy/Jersey Central Power & Light. Speaker Dave Morgan had sobering news about the future of newspapers, but also hope for their survival online.

# INPRINT

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## 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

EXECUTIVE DIRECTOR John J. O'Brien  
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*As I see it...*

## Taking our contests digital

The NJPA board of directors took a big step recently by expanding our association's membership categories to include "Digital News Organizations," defined as organizations that gather, report, edit and provide news and information of a general nature in a digital format. As the media landscape changes and morphs into new and exciting areas, NJPA must continually strive to keep up with those changes. This is a huge step in that direction.

Another step into the digital world will take place early in 2011 when the NJPA Better Newspaper Contest will move to digital entry for all categories including editorial, advertising and circulation promotion. (Our photo contest has already been mandating digital entries for two years). Again, this is a huge step forward for your association.

What this means to member newspapers is, effective this January (2010), all members who have the capability should start saving potential contest entries in a digital format in anticipation of entering digitally in January 2011. Please consider this a year's notice! After discussing the process with the various committee chairpeople,



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

we decided it was time to move in this direction. Most of our members now have the ability to store and retrieve back issues of their papers electronically. And for the few who do not, NJPA will arrange to scan their entries into a digital format at no charge next year.

This transition to digital entry is a huge plus for the judging process. In the past, when NJPA judged a contest from another state, we had to beg, plead, even coerce members to give up an entire day to sit in a large room in a hotel and read hundreds

(even thousands) of stories submitted in tearsheet form. When other states judged our contest, the same thing happened. It was a laborious chore to say the least. In recent years we changed the process and sent thousands of tearsheets to judges at newspapers in other states who judged individual categories and returned the winners to us via UPS. This was an improvement over sitting in a room all day, but nonetheless a bit unsettling for us, constantly living with the fear of a "lost category."

Starting next year, NJPA will have special software that will allow members to upload their digital entries to a contest website that will then provide easy access to judges in our judging state. If all goes according to plan, the software will allow judges to go online, open, read, file, even comment on specific entries and then simply send them back with the click of a mouse. Several other states are using this process and so far, the reports are that all is going well.

Stay tuned ... more info to come ... and start planning to save your potential entries digitally throughout 2010 in anticipation of digital judging in early 2011.



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## Weekly high school sport show on NorthJersey.com

A weekly high school sports show focused on Bergen and Passaic counties debuted two weeks ago on NorthJersey.com.

The 15-minute Varsity Aces Show covers local teams, including:

- Highlights and reviews of recent games
- Commentary by *The Record's* sportswriters, including Darren Cooper and Art Stapleton
- Preview of next week's games

The program joins other features in NorthJersey.com's extensive coverage of the local high school sports scene:

- A sports ticker for recent games
- Game coverage and analysis by North Jersey Media Group reporters
- A separate "page" for every

high school with updates on its athletic program

- A quick-search feature to help fans search scores by school, sport and level

- "The Bleachers" – where viewers can upload their own game videos and photos taken from the sidelines

- Live game updates

"There is a tremendous appetite in our area for high-quality coverage of local sports," said Stephen Borg, president of North Jersey Media Group.

"We've continued to make enhancements to this channel on NorthJersey.com to serve a very wide audience – the young athletes, their friends and families, coaches, teachers and sports enthusiasts of all ages. We're proud to offer the most comprehensive site in the region."

## Courier News sues over high fees towns seek for records

The *Courier News* has sued a local municipality that declined to provide payroll records unless the newspaper paid \$1,100 in fees.

Raritan Borough is one of hundreds of New Jersey communities targeted in a series by six Gannett newspapers in the state, including the *Asbury Park Press*.

The suit was filed in Superior Court in Somerset County on behalf of the six papers, which had requested payroll information from more than 200 municipalities in the state.

"We don't take this action lightly, but it is important for those in power to understand that the people have a right to know how their tax money is being spent," said Hollis R. Towns, executive editor and vice president of news at the *Asbury Park Press*. "The Legislature recognized this by passing the Open Public Records Act. For local officials to charge exorbitant fees for public information is scandalous.

"We feel strongly that access to public records should be simple and inexpensive for any citizen, regardless of income. We will aggressively spotlight these cases – and go to court when necessary – when we feel that is not the case."

The papers reported that in

Monmouth and Ocean counties, 41 of 86 municipalities complied with the papers' requests, "all for little or no cost." But "45 others did not comply with the requests under OPRA." Of those, 28 wanted fees of \$80 to \$598; 15 said they could only provide paper printouts and two did not respond.

Attorney Tom Cafferty, acting for the *Courier News*, said the suit focuses on a newspaper's right to obtain the information (in a computer format) and the borough asking for a special service charge to put the information in that format.

Raritan Borough attorney Paul Rizzo said the lawsuit was "frivolous" and "factually inaccurate."

— Editor & Publisher



## NJNN Update

**Amy Lear**

Director

New Jersey Newspaper Network

## Helping advertisers prosper

Hudson City Savings Bank, one of NJNN's major accounts, has good news to report. According to the FDIC, the bank increased its deposit market share in 96% of its branch locations from June 2008 through June 2009.

Hudson City's ad agency, Sonnenberg and Partners, told us why we should care.

"That's a testament to a sound strategy and a lot of hard work," boasted Frank Sonnenberg. "It also demonstrates that even in a tough market, newspaper advertising really works!"

Sonnenberg wrote to thank the NJNN team and our multi-state network partners "for everything that you do for us." (And I want to thank Brian Critchley for stepping in to manage the Hudson City account when Christina Baker left our staff in March.)

Amid this climate of change in our industry, it's nice to be reminded that newspaper advertising brings consistent results; newspaper ads reach a quality audience and continue to "move the needle."

### Ad networks make it easy

Press association ad services strive to ensure that advertisers who enjoy strong results continue to invest in newspapers.

TJX Companies recently engaged the services of the Florida Press Association to help with the daunting task of placing ads with more than 100 newspapers across the country.

TJX Assistant Vice President Victoria Manning wrote in a memo to newspaper account executives:

"With the many changes occurring in the newspaper industry, we have found utilizing newspaper advertising to be in-

creasingly difficult. Because we value the relationship with our newspaper partners, we believe that ... Florida Press Association can provide efficiencies so that we can continue to use newspapers. By keeping our administrative and placement costs down, we are able to maximize our media spending, which in turn can maximize the revenue to your newspaper."

NJNN partnered with the Florida Press Association on the initial TJX test. We were confident we could provide up-to-date mechanical specs, accurate rates and invoices and prompt delivery of tearsheets. We're proud that our newspapers met the challenge. Behind the scenes, these details are crucial to maintaining strong relationships and in turn, significant budgets for print and related newsmidia.

### Statewide digital survey update

Belden Interactive has provided survey links to all sites participating in NJPA's statewide digital audience measurement study. The study field period will continue through the end of November and reports are now expected to be issued in early to mid-December.

We look forward to sharing this fresh research with ad agencies and advertisers, many of whom were consulted about what to ask on the survey. NJPA-member newspapers can also anticipate a new source of strong support material for sales presentations.

Whether behind the scenes or front and center, remember-- your association is working for YOU!

Tell us how we can grow to serve you better.

## Peytonplace.com: Bloggers obsess over small-town life

Until recently, a fender bender in Millburn, N.J., was treated like the minor event that it is. Then Jennifer Connic arrived in town.

Connic, 32, is the editor of a website called Millburn.Patch.com, part of a chain of local sites called Patch.com. Since February she's been covering mundane events in this suburban town of 20,000 residents with a zeal most journalists reserve for a big scoop. She shows up at so many auto accidents that for a time

Millburn Fire Chief Michael Roberts began going too, just so he could deal with her questions while his firefighters worked. At Millburn town hall, town administrator Timothy Gordon often spends part of his week alerting the Township Committee about what news Connic is likely to break next – so they hear it from him, not from her blog.

The hyperlocal concept dates back to the early to mid-1990s. But the model has yet to produce

a seminal success story—and in fact there have been significant failures.

There's still wariness among locals unaccustomed to being covered so closely by bloggers. One Friday at 3:30 p.m., Millburn.Patch editor Connic is interviewing town administrator Gordon. He dutifully answers questions about the agenda at the next Township Committee meeting. As the interview concludes, Gordon reflects on his

new life in the hyperlocal media spotlight.

"They drive me crazy," he says. "You have a lot of people blogging who may not know the facts — what is rumor becomes fact, [and] I have to worry about running the town, not rumors."

But he is adapting. When the town's phone system went down recently, he relied on Patch to explain why town hall couldn't be contacted.

— Newsweek



## New Jersey Press Foundation Update

**George White**  
Foundation Director

# A new program

At a recent NJ Press Foundation board meeting we decided to seek a major program initiative, one that would make a positive difference in society while elevating the foundation's profile.

A subcommittee was appointed to consider projects and on October 15 we came up with an idea we think has the ingredients to fulfill our mission. Still in the planning stages, and as reported to both the NJPF and NJPA boards, here's the basic idea in a nutshell:

- A 2010 undertaking in advance of the following year's 10th anniversary of Sept. 11.
- A journalistic outcome unique amongst all the material to be published about the anniversary.
- Partnering outstanding New Jersey high school journalists with accomplished news professionals, perhaps 16 pairs.
- Each student to interview a student who lost a parent in the terrorist attacks, and report how that has affected the student's life and views.
- Editors to mentor and coach the student journalists in preparation for the interviews and composition of the report.

- Development of a digital, multi-media format to publish these unique and sensitive stories – including online and in-print.

The selected professionals will actively help the student writers with project-related mentoring on interview skills, sensitivity, writing and editing.

A number of institutions are likely partners for such an effort and meetings with some are already scheduled.

We think this type of project has all the elements of an exciting undertaking that will be appreciated and will lay the groundwork for other initiatives down the road. More updates will follow in *NJPA Notes* and future issues of *InPrint*.

The subcommittee includes Richard Bilotti, retired publisher of *The Times*, Trenton, and past-president of NJPA; Rich Vezza, president of Penn-Jersey Advance, past-president of NJPA, and a current NJPA director; and Jennifer Borg, general counsel, North Jersey Media Group, and vice-president/dailies for the NJPA board.

Please contact me with suggestions and ideas at: [gwhite@njpa.org](mailto:gwhite@njpa.org) or (609) 406-0600, ext. 30.

# Exception granted for exit polls at 40 sites

A last-minute challenge to the state Supreme Court's ban on exit polling succeeded, but only for the six news organizations making the challenge, and only at 40 voting precincts across New Jersey.

Employees of other organizations, freelancers, political operatives and all others still must stay at least 100 feet from the polls, according to an interpretation of the situation late last week by NJPA General Counsel Tom Cafferty.

He wrote his views in an Oct. 28 note to Executive Director John J. O'Brien, and forwarded to member publishers and editors. With this week's Nov. 3 election so near, the question had some urgency for editors across the state whose newsrooms and stringers were planning their election coverage campaigns.

According to Cafferty's note: "The Exit Polling Case involves a Complaint brought by ABC, Inc., the Associated Press, Cable News Network, Inc., CBS Broadcasting, Inc., Fox News Network, LLC, and NBC Universal, Inc. ("Plaintiffs"). Plaintiffs sought a preliminary injunction requesting that the Court permit Plaintiffs to conduct exit polling within 100 feet of approximately forty (40) voting precincts in New Jersey on Election Day, November 3, 2009. That activity had been barred by the Decision of the New Jersey Supreme Court in *In Re: Attorney General's 'Directive' of Exit Polling: Media and Non-Partisan Public Interest Groups, \_N.J.* (September 30, 2009). That decision held that New Jersey's election laws prohibit any and all expressive activity within 100 feet of New Jersey polling places. This prohibition would apply not only to exit polling but also to all expressive activity, including newsgathering, within 100 feet of a polling place.

"The United States District Court granted the Injunction. The Injunction specifically provides:

1. ORDERED that Defendants, the Hon. Nina Mitchell Wells, Secretary of State, State of New Jersey, and the Hon. Anne Milgram, Attorney General, State of New Jersey ("Defendants"), and all those state and local government officials who are acting in concert with them, are hereby enjoined and restrained from enforcing NJ.S.A. 19:34-6, -7 and -15 as against Plaintiffs' exit polling activities within 100 feet of the entrance to the polling place as set forth in a plan submitted to the Attorney General of New Jersey which shall include polling at forty (40) voting districts (approximately) in the State of New Jersey on November 3, 2009.

"Our review of the Injunction issued by the United States District Court enjoins enforcement of the total prohibition of all expressive activities within 100 feet of a polling place only as to (i) Plaintiffs' exit polling activities within 100 feet of the entrance to a polling place; (ii) at those polling places (approximately 40) set forth in a plan submitted by Plaintiffs to the Attorney General of New Jersey.

"Consequently, our review of the pleadings in the United States District Court case leads us to conclude that N.J.P.A. members and, indeed, all other members of the public, other than Plaintiffs in that suit for the approximately 40 polling places are, pursuant to the New Jersey Supreme Court Opinion, prohibited by our election laws from conducting any expressive activity within 100 feet of a polling place.

"As of this writing, we do not have the locations of these approximately 40 precincts," Cafferty's note concludes.

## NJPA opens its doors to digital members

*Continues from Page 1*

line services like Craig's List that have undercut the entire large newspaper model, Morgan said. That, and the fact that few people are willing to pay for general

news content.

Some papers are raising their prices and holding most of their subscribers. He cited the *Dallas Morning News*, owned by AH Belo Corp, which recently tripled its price.

But in general, newspapers are in "restart mode," he said. They must be smaller companies, closer to their readers and advertisers.

"Craig is not mean," he said of the Craig's List founder. "But he has a much better business model and he gives his customers a better product."

The good news for newspapers, Morgan said, is that the amount of media that Americans consume is still rising. And it is a \$500 billion business.

The other good news is that newspaper people know more

than anyone about how people interact with news. There are opportunities.

"But what's the business model?" for your market, he asked.

\* \* \* \* \*

Dave Morgan is CEO of Simulmedia, Inc., in New York City, a marketing technology company he founded to serve the television industry. A serial entrepreneur, he founded both TACODA, Inc., an online ad company that was bought by AOL in 2007 for \$275 million, and Real Media, Inc., one of the first online ad network companies, which was bought by WPP for \$649 million. A lawyer by training, Morgan serves on the boards of the Interactive Advertising Bureau (IAB), of newspaper publisher AH Belo, Inc. (AHC) and of the American Press Institute (API).

## What's ahead for NJPF

**Nov. 15** – Deadline for Summer Internship/Scholarship Program applications.

**Dec. 3** – NIE/Youth Readership Committee meets at 10:30 a.m. in the NJPA conference room.

Details about all of NJPF's programs are at: [www.njpressfoundation.org](http://www.njpressfoundation.org).

## Every little gift adds up!

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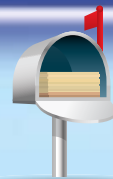
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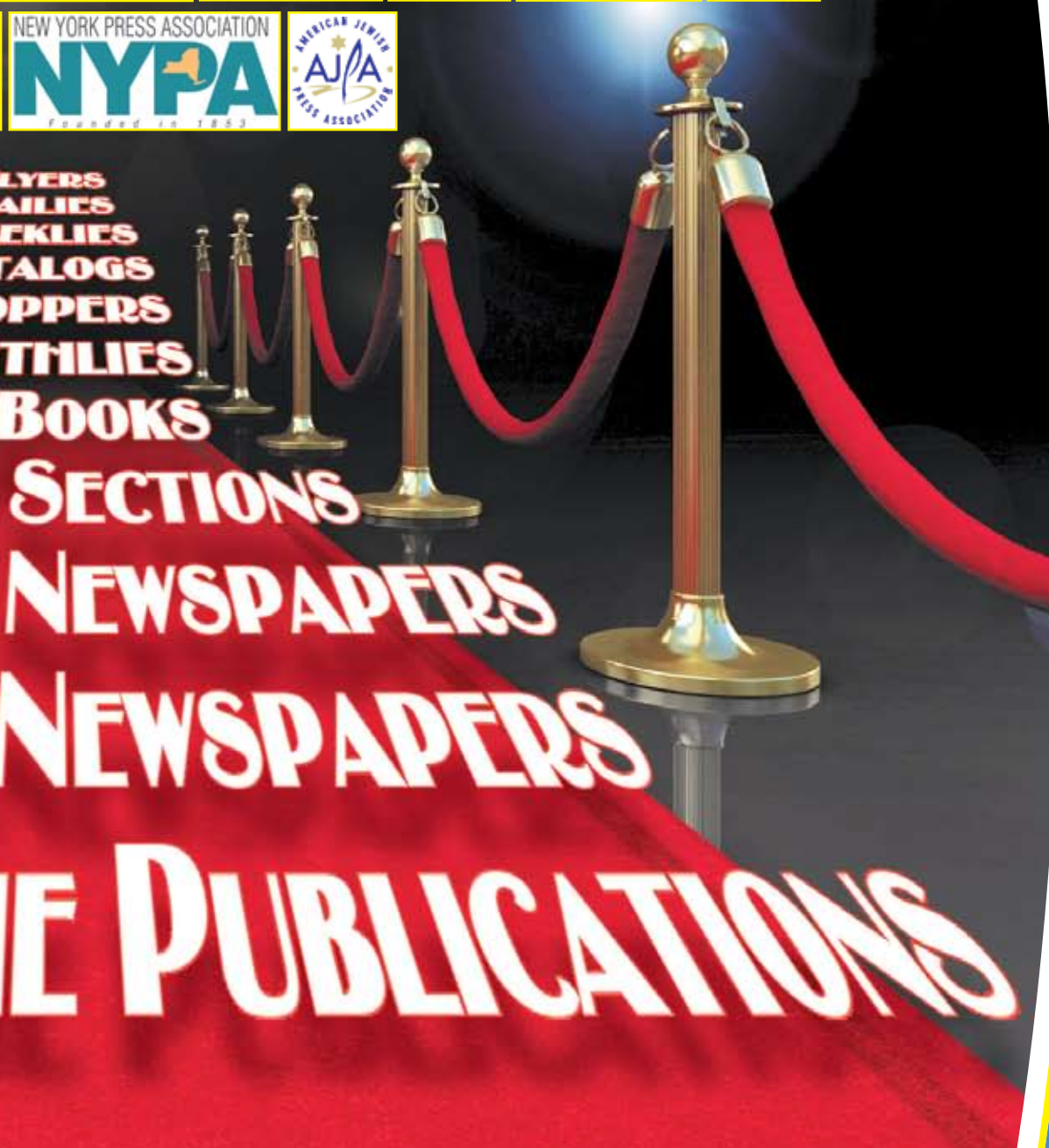
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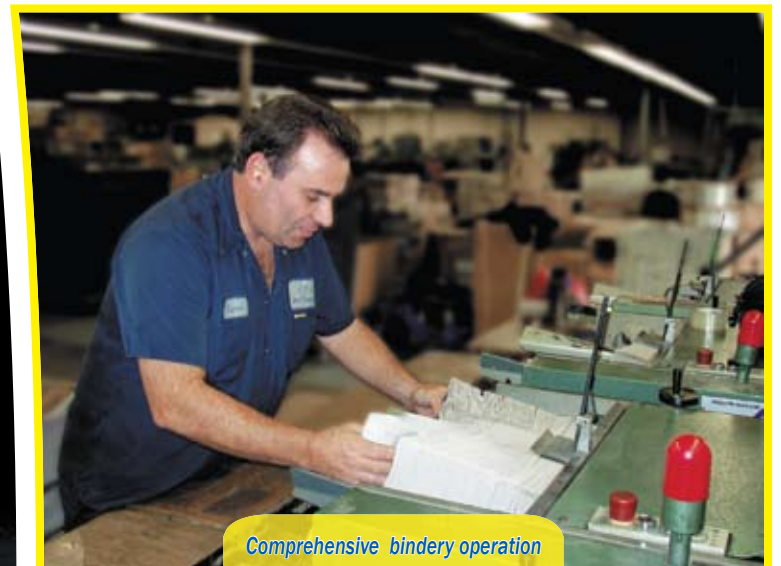
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## Obituary

### Didi Goldmark

[Frances] Didi Goldmark died Thursday, October 1, at her family's home in New Canaan, Connecticut, with her mother Frances Salant and other family members by her side.

"After a year's fierce struggle with cancer, she is at peace," family members said. "She lived 67 years — to the hilt."

She was a retired libel defense lawyer who had worked for NJPA members. She was a graduate of Rutgers School of Law and a certified pre-school teacher. She called herself "a world traveler, columnist and artist."

She lived in Bucks County, Pa., and was active with local arts and cultural organizations, environmental groups, in politics and with Kehilat HaNahar, The Little Shul by the River, a synagogue in the restored old New Hope School House. She was on the board of the Environmental Preservation and American Heritage Institute. She was also a competitive Scrabble player.

No memorial service information is available at present.

\* \* \* \* \*

Didi Goldmark made national news in 2005 by asking President George W. Bush a question. Here's how *Time* magazine reported that event in its Dec. 13 issue of that year:

"I've got a little extra time on my hands," Bush said mischievously as he wrapped up a speech about Iraq to the Philadelphia World Affairs Council at lunchtime Monday, "so I thought I might answer some questions."

Two women in the audience at the historic Park Hyatt hotel ... seemed to be auditioning for the White House press corps. The President looked into the room holding 550 people ...

and called on Didi Goldmark, 63, a former libel defense lawyer from New Hope, Pa.

"Since the inception of the Iraqi war," she said, "I'd like to know the approximate total of Iraqis who have been killed. And by Iraqis I include civilians, military, police, insurgents, translators." The topic is a favorite of liberal bloggers and the administration has usually brushed it off by saying that the Pentagon does not count Iraqi victims.

The President showed a new confidence by answering the question head-on, with no filibusters. "How many Iraqi citizens have died in this war?" he said, beginning the answer that would create the headlines from the event. "I would say 30,000, more or less, have died as a result of the initial incursion and the ongoing violence against Iraqis. We've lost about 2,140 of our own troops in Iraq."

The White House later said the number was not a government estimate, but was based on news reports that the total was 27,000 to 30,000.

\* \* \* \* \*

Didi Goldmark came from an interesting family. Her father, Peter Carl Goldmark, invented one of the first, if not the first, version of color television. He later invented the 33 1/3 rpm phonograph record and other musical recording devices. For more on his career, visit sites:

[http://www.businessweek.com/bwdaily/dnflash/aug2004/nf20040825\\_9715\\_db078.html](http://www.businessweek.com/bwdaily/dnflash/aug2004/nf20040825_9715_db078.html);

[http://www.earlytelevision.org/goldmark\\_article.html](http://www.earlytelevision.org/goldmark_article.html);

Also [http://en.wikipedia.org/wiki/Peter\\_Carl\\_Goldmark](http://en.wikipedia.org/wiki/Peter_Carl_Goldmark).

For an interesting reminiscence about Didi Goldmark's early life, visit <http://philosophedia.org/index.php/Goldmark>.

### Record's weekday circulation up

Numbers published last week by the Audit Bureau of Circulations showed growth in the individually-paid category on *The Record's* daily (Monday-Friday) number and just a 2.5% decrease on Sunday.

The paper decreased its bulk and third-party copies (where a business buys the paper and gives it to a customer for free).

"Advertisers don't value these copies. So, we are focusing our efforts on what matters to them:

individually-paid papers," said Publisher Stephen Borg. "Our focus was successful on our Monday to Friday number."

Much of the Sunday decrease followed a business decision to reduce home deliveries outside the paper's core market.

"The plan for Sunday is to replace the readers from outside Bergen and Passaic counties with readers at home," Borg said. "These efforts have already started."

## Internship an amazing opportunity

Here are reports from both sides of a summer internship that was coordinated by the New Jersey Press Foundation. The Foundation also contributed \$1,800 toward the intern's summer salary.

Reem Nasr of Monmouth Junction is a junior at New York University. She graduated from Noor Ul-Iman High School, Monmouth Junction, in 2007 as valedictorian. In 2006, she attended the Hugh N. Boyd Journalism Diversity Workshop, which is sponsored in part by NJ Press Foundation.

\* \* \* \* \*

### By Reem Nasr Summer Intern

My experience at Packet Publications was an amazing one. It was my first real glimpse into the life of a working journalist. I gained valuable insight into the career path I have been planning for in college; through this internship I find myself committed to the field of journalism. I am forever indebted to the NJPF for this golden opportunity.

My first day at the *Packet* was nerve-racking. It was my first real journalism job and I was mortified that I would mess up. I was convinced that I would hold up the editors with my countless questions. However, the environment at the *Packet* was warm and welcoming. Everyone was excited about the new intern and offered to help with any questions I might have.

Michael Boonin was perhaps the most hospitable. Every day throughout my entire internship he always checked up on me to make sure I was doing well. He helped me find my way around on the first day, search through archives, and navigate the computer system. Of all the editors, he was the most patient and helpful. I am very grateful to have worked with such a caring person.

As the intern I was rotated among several papers, filling in for the reporters on vacation. I wrote articles for the *Princeton Packet*, *South Brunswick Post*, *Cranbury Press*, *Hillsborough Beacon*, and *Hopewell Valley News*. I covered all different kinds of events for these areas including town council meetings, board of education meetings, events, schools, and much more.

I wrote features on stores,



Reem Nasr

people and groups as well as covering lectures and panels. I enjoyed the diversity of events I covered as well as the different towns. Each area has its own atmosphere and throughout the internship I learned how to use that to help balance the stories I wrote. I met many interesting individuals and learned about New Jersey local government. I learned about areas and towns I had never been to before. The internship allowed me to explore New Jersey and see the impact of local groups and people on daily life.

Working with the different editors was also helpful. I understood how each editor operated and how to approach him or her. Overall, all the editors I worked with were very helpful and supportive. I hit it off from the beginning with Ruth Luse, at the *Hopewell Valley News*, and we became good friends. I also loved working with John Saccenti and John Patten. These editors always gave me feedback on my stories and advice on how to become a better reporter and writer.

I would rate this internship a 10 out of 10. Everyone was helpful and understanding. The highs would probably be joking around with everyone in the office while working on stories. The low might be having to cover late meetings. Overall, I am very grateful for the oppor-

tunity to sharpen my journalistic skills. I know that when I go back to school in the fall I will be well equipped for my journalism classes. I learned that in journalism there are two critical elements: verified facts and balance. I will keep the lessons I learned this summer with me forever and use them to become a better journalist, professional, student and person.

\* \* \* \* \*

### We expect a lot

By Michael Boonin  
Executive Editor

Reem Nasr has completed her summer internship with Packet Publications. She worked as a reporter, writing news and feature stories for *The Princeton Packet*, as well as our weekly papers serving the Hopewell Valley, South Brunswick and Cranbury/Monroe.

We expect quite a bit from our summer interns. They're offered as much guidance as they need, but they must be able to learn quickly and they must be productive. During most weeks they're filling in for vacationing reporters, and our 10 weekly papers have only one staff reporter each. Reem has handled the responsibility we've given her extremely well, proving to be a hardworking, versatile and talented reporter.

She has written approximately 45 stories this summer, more than 30 of which have appeared on the front pages of our papers. She has written about topics such as parking headaches in downtown Princeton and vandalism along the D&R Canal towpath, in addition to covering municipal meetings, police news and a variety of community events.

She has worked with several different managing editors and always has responded well to suggestions and constructive criticism. She has approached every assignment with an upbeat, can-do attitude.

It's been a pleasure having Reem in our newsroom this summer.

Every little gift adds up!

Your donation to New Jersey Press Foundation supports programs like the Summer Internship/Scholarship.

[www.njpressfoundation.org/giving](http://www.njpressfoundation.org/giving)







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Vice President, Strategic Business  
 Initiatives & Corporate Relations

tel: 908.696.5715 131 Morristown Road  
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Contact Human Resources Director Ali Haider at ahaider@centraljersey.com E-023010

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