

Webinar  
**TACKLING  
THE YELLOW PAGES**  
Wednesday, October 14  
2–3 pm

Seminar  
**ADVERTISING  
SALES CAMP**  
with **Tony Roselli**  
Thursday, October 15  
9 am–4 pm  
NJPA Conference Room

**GOVERNMENT AFFAIRS  
COMMITTEE MEETING**  
Tuesday, October 20  
11 am  
teleconference

Webinar  
**SMALL BUSINESS:  
THE FINAL FRONTIER  
FOR ONLINE**  
Wednesday, October 28  
2–3 pm

**NJPA BOARD OF  
DIRECTORS  
MEETING**  
Thursday, October 29  
10:30 am  
East Brunswick Hilton

**NJPA  
ANNUAL MEETING**  
Thursday, October 29  
12 noon  
East Brunswick Hilton  
**Speaker: Dave Morgan**  
“My Last Newspaper Speech”

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

**NJPA's  
Better Newspaper  
Contest rules**  
will be available online  
by October 15.

For more information about  
these events, please visit:  
[www.njpa.org](http://www.njpa.org)



STAR-LEDGER PHOTOGRAPHS / AMANDA BROWN ©2009. THE STAR-LEDGER, NEWARK, NJ.

**CHANGING OF THE GUARD:** Kevin Whitmer, left, will become editor of *The Star-Ledger* when Jim Willse, right, retires later this month.

## Star-Ledger editor Jim Willse to retire

Jim Willse will retire this month as editor of *The Star-Ledger*, and Kevin Whitmer, the paper's managing editor, will succeed him.

Willse has been in the post for 15 years, during which time the *Ledger* won many journalism awards, including two Pulitzer Prizes. It is considered one of the best regional papers in the nation.

“It's been a terrific run,” Willse told his staff. “It has been a great privilege to edit this paper and work with this staff. It's also been an incredible amount of fun.”

He came to the paper in 1995 after working on Internet projects for Advance Newspapers, the parent company. He succeeded Mort Pye, who had been editor since 1957.

“Jim inherited a great newspaper from Mort Pye and was a worthy successor,” said Donald Newhouse, president of Advance Publications. “With a sure touch he served our readers, New Jersey, his staff and the profession brilliantly and with dedication. And he gave me two of the most thrilling days of the 40-plus years I spent at the *Star-Ledger* — when the newspaper was awarded its two Pulitzer Prizes.

“As might be expected from such a consummate professional, he has nurtured a successor who mirrors his ethics, energy and values,” Newhouse said. “But no one can quite fill the void that Jim leaves. He

— *Continues on Page 11*

## Court bans exit polling a month before election

The last 100 feet leading to — and from — the polls on Election Day belong only to the voters.

So said the New Jersey Supreme Court in a Sept. 30 decision: state laws banning electioneering in that space also apply to groups trying to educate voters about their rights — and to media conducting exit interviews.

The justices decided that the American Civil Liberties Union cannot hand out voter-rights cards within 100 feet of a polling place; nor can anyone, including news organizations, conduct exit polls there. They said that prohibiting such activities would ensure that voters feel absolutely no obstructions to casting their ballots.

“By the broad language of our election laws, the Legislature did not intend that, in the last 100 feet leading to the polling place, a voter would have to run, or

walk, a gauntlet of hawkers, hustlers, and protesters, or even pollsters shooting questions and voting-rights advocates handing out cards,” wrote Justice Barry Albin for the unanimous court. The case came before the state's highest court after the ACLU challenged a 2007 directive by the state Attorney General's Office that allowed exit polling by media and non-partisan groups within 100 feet of a polling place but continued a 1972 ban on distributing materials or electioneering in that same zone.

The American Civil Liberties Union of New Jersey argued that it, too, should be allowed to approach voters. The organization wanted to hand out cards explaining voting rights and providing a number to call if there were problems registering or voting. It petitioned the attorney general for permission to hand

— *Continues on Page 4*

### NJPA Annual Meeting:

## Amid challenges, Morgan has good news for papers

On Thursday, October 29 at noon, NJPA will hold its Annual Meeting/Fall Luncheon at the East Brunswick Hilton on Rt. 18.

Our speaker will be Dave Morgan, a former attorney for Pennsylvania Newspaper Association who subsequently made a storied career — and scads of money — in new media.

Reserve your spot for the luncheon and his talk by e-mailing or calling Peg Stephan at NJPA: [pastephan@njpa.org](mailto:pastephan@njpa.org) or (609) 406-0600, ext. 14.

How good is Dave Morgan? You decide. Here are some excerpts from a few



**Morgan**

of his recent articles and talks.

\* \* \* \* \*

Media is changing, not shifting. ... Business models and pricing models are changing most dramatically. ... Platforms changing, too. ... Everyone is now media. ...

Results for you, me and marketers are all that matters. ... The future is not about delivering “cheaper, faster” impressions. It is about delivering results — helping people find things, helping people buy things, helping people sell things. ...

\* \* \* \* \*

— *Continues on Page 5*



### New book: How Boomers Have Adapted

A longtime New Jersey newspaperman has stepped back from today's news to take a larger view — a look at how 1960s teenagers have adapted to their changing times.

Charles Nutt has published a book: “Life Happens. How Catholic Baby Boomers Coped with a Changing World.”

— *Continues on Page 13*

# INPRINT

a monthly publication of

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As I see it...

# Goodbye, Mr. W



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

When you sit in my chair, it becomes obvious almost immediately that building consensus is Job One around here. Without the support of the professionals in New Jersey's newspaper industry, this job of executive director of NJPA would be impossible. Nothing would ever get accomplished!

During my tenure I have been blessed with terrific support from publishers and newspaper managers from every corner of the state, from papers of every size, who know the value of speaking with a single voice, who realize that none of us are as strong as all of us and who recognize the importance of using the printed word as a "gentle wedge" to accomplish our industry's modest goals and, on occasion, move mountains.

### Jim Willse

During the last 15 years, no one has been more supportive of NJPA and my efforts to move this ship through sometimes troubled, and now uncharted, waters than Jim Willse, the editor of *The Star-Ledger*.

Jim recently announced his retirement (see Page One) and no one will miss him more than I will. There is nothing more gratifying in this job than to be able to pick up the phone and call the editor of the largest news-

paper in the state and have that person be responsive and receptive to your questions and comments. Jim never blew me off.

Did he always agree with me? Absolutely not. But when he didn't, Jim always took the time to explain why our points of view differed or why he would go about it a different way. A few times he even told me to "Go to Hell" ... but he always made me feel like I would enjoy the trip!

Some people arrive in top positions, are very important ... and never let you forget how important they are. Then there are those in positions of impor-

tance who get the job done with grace and style while never wishing to stick out in the crowd. Jim is a consummate professional who has never had to tell you that he is. We've always known it from his actions and his deeds. He has always been calm in a crisis and always agreeable to inclusion, but never afraid to go-it-alone if the situation warranted it.

We have served on several committees together and I have been amazed by his quick wit and amused by his sense of humor. I am sure there are those at *The Ledger* who can fill a book with Willse quotes and comments.

One of my favorites and typical of Jim ...

On a day when a least three major news stories broke here in the Garden State, I happened to pass Jim as he hurried down a hall at *The Ledger*. "Slow news day, Jim?" I asked sarcastically as we passed.

As he reached the elevator he turned, smiled at me and shot back, "Ah New Jersey ... the gift that keeps giving!" He then added, as the elevator door closed, "John, I wonder what they write about in Montana?"

Jim, best wishes for a long and enjoyable retirement.

I miss you already!

# BREAK BAD HABITS

from: Publisher  
to: Ad Manager

Are we ready for the holiday selling season? It's just weeks away!

Do we have:

- New sales staff who need training?
- Veteran salespeople who need a swift kick in the \_\_\_\_\_?

Sign up our staff for this sales training!

### FOR REGISTRATION FORM

Go to [www.njpa.org/njpa/events](http://www.njpa.org/njpa/events) & select Advertising Sales Camp link.  
Questions? Contact Peg Stephan:  
609-406-0600 x14 • [pastephan@njpa.org](mailto:pastephan@njpa.org)

# It's time for Tony Roselli's Advertising SALES CAMP

Selling Skills for Advertising Salespeople ... including Display, Classified, Online, Preprint & Special Sections

## Take steps to stop advertising churn and increase your closing ratio!

Even if you are achieving last year's revenue, your 4th quarter sales goals may be at serious risk. Learn everything that's essential for your sales success:

- Cold calling techniques
- Selling benefits, not features
- Qualifying prospects
- Selling frequency advertising
- Overcoming objections
- Layout and design skills
- Effective closing techniques
- And more!

Tony Roselli is the selling coach for Penn Jersey Advance.

**NJPA**

Sponsored by NJPA's Advertising Committee

Register TODAY

**Thursday, Oct. 15**

**9 am – 4 pm**

NJPA Conference Room

\$99 per person

includes continental breakfast & lunch



## 40 years of "Bits and Pieces"

Howard Lee Ball, the *Suburban Trends* editor-emeritus, has been writing the column "Bits and Pieces" for more than 30 years.

Ball, began writing his column back in 1968 when there was shortage of material for the op/ed page. He has rarely missed a week since.

"Even when they fired me, they kept my column," Ball said.

Since then Ball, now 80, has acquired quite a following. Before the *Suburban Trends*' website was folded into northjersey.com, his column was always a top page viewed.

And he also routinely gets requests from the paper to appear at class reunions and before other groups who are fond of the former editor.

### Bits and Pieces



HOWARD LEE BALL

"A couple times a month, sometimes a couple of times a week, we get mail or a phone call of someone wanting to reach Howard," said *Trends* Editor Matt Fagan.

Ball remains active in the Tri-Boro Rotary and the Tri-Boro Chamber of Commerce. He also serves as chaplain for a number of local fire departments, and for the Passaic Valley Public Safety Academy in Wayne.

## Letter to the Editor

### Tint boxes work!

#### To the Editor:

I disagree with newspaper design consultant Ed Henninger's put-down of tint boxes in the September issue of *InPrint*.

He claims tint boxes make text more difficult to read. That's not so, but you have to know the territory. The tint block is a handy thing to dress up a page, even if the tint is a light gray. It is even more effective if any light color is used.

Here are the keys described to a lot of us in a 1970s Big East industrial show in Atlantic City:

First, you have to set the text in bold face...always bold face. How many design people forget to do that these days? That's much easier to do on the computer than when boldface was called for on the Linotype.

Next, and just as important, you have to understand the use of color, which really isn't hard to do in this situation. Tint blocks of any dark shade over-

laid by lightface text will defeat the reader every time. A yellow or orange tint block behind boldface text will enliven the page and create an eye-catching effect every time.

**Wilson L. Barto**

Retired Jersey newspaperman  
Harleysville, Pa.

## Stay legal on public notices

By John O'Brien

After consulting with NJPA Legal Counsel Tom Cafferty, I want to remind our newspaper publishers and general managers about a section in the New Jersey Statute that governs Public Notice Advertising (Title 35). The following procedure is one that is neglected by many NJPA member newspapers. Please make sure that yours is not one of them.

In section 35:2-1. RATES FOR OFFICIAL ADVERTISING, after the rate schedule section, the following language appears:

"Before any newspaper can charge the foregoing rates, the publisher or business manager of such newspaper must file with the proper authorized officer of every municipality, county or governing body placing official advertising in such paper, an affidavit setting forth the average net paid circulation of such paper for 12 months period ending September 30 next proceed-

## People & Papers

### Eick named to NJMG circulation post

Andrew Eick has joined North Jersey Media Group (NJMG) as vice president of circulation for *The Record* and *Herald News*.

Eick had been with *USA Today*, where for five years he was general manager of the New England market. He was responsible for circulation sales, marketing and distribution across six states and southeastern Canada.

At NJMG, Eick will focus first on paid circulation, including increasing single-copy sales of *The Record* and *Herald News*. The two dailies beat prevailing industry trends with the most recent Audit Bureau of Circulations FAS-FAX report (March) showing a 3.17% increase in Monday-Friday circulation and a 3.01% increase in six-day circulation.

"It is a privilege ... to work for the Borg family and alongside all of the excellent professionals here," Eick said. "They continue to value and to invest in strategic and profitable print growth, while also improving and diversifying the other multimedia channels we make available to local readers and advertisers each day. *The Record* is the premier

information source of the region. I look forward to building upon the successes already begun here and to delivering more value to our customers."

Earlier in his career, Eick was vp/circulation for Community Newspaper Company in Massachusetts. Before that he was vp/circulation for *The Eagle Tribune*, a North Andover, Mass. daily of 60,000 circulation. He



Eick

also was a circulation manager at *Newsday*, the *New York Daily News* and the Staten Island Advance.

He has been active with the American Press Institute, the Massachusetts Newspaper Publishers' Association and the New England Association of Circulation Executives. He has authored articles for the Newspaper Association of America and others.

### Inquirer ruling anticipated

A federal bankruptcy judge indicated he would likely rule this week on whether he will permit lenders to Philadelphia Newspapers L.L.C. to use the debt they are owed to seek control of the company.

Lawyers for the company, which owns the *Philadelphia Inquirer*, the *Daily News* and Philly.com, argued last week that allowing the lenders to use their \$300 million would effectively keep other potential buyers from bidding for the company.

The company, which wants only cash bids to be considered,

has put forth a reorganization plan that would pay senior lenders \$66.6 million in cash and property to settle their debt. It has also proposed holding an auction for all potential buyers to determine if the company's bid was a fair one.

Lawyers for the lenders argued they have an absolute right under the bankruptcy code to use their debt to bid on the company.

Chief Bankruptcy Judge Stephen Raslavich gave lawyers from both sides a few days to file additional briefs. He promised to rule "promptly" after that.

[Complete the affidavit by entering the information requested. Text shown within brackets does not need to appear on the form. Before January 1, submit affidavits to every governmental body whose public notices the newspaper is qualified to carry.]

#### AFFIDAVIT

STATE OF NEW JERSEY

COUNTY OF \_\_\_\_\_

} ss

I, \_\_\_\_\_, of full age, being duly sworn according to law, upon my oath depose and say:

1. I am the publisher [or business manager] of \_\_\_\_\_ [newspaper].
2. For the period of October 1, 2008, to September 30, 2009, the average net paid circulation for \_\_\_\_\_ [newspaper] was \_\_\_\_\_ per \_\_\_\_\_ [day/week].
3. Pursuant to N.J.S.A. 35:2-1, the rate for official advertising in \_\_\_\_\_ [newspaper] is \_\_\_\_\_ [rate].

\_\_\_\_\_  
[signature]

Sworn to and subscribed before me  
this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_.

\_\_\_\_\_  
[notary public]

### DO YOU GET NJPA NOTES

Our weekly email newsletter "NJPA Notes" contains news and topics of interest to NJ newspaper people.

#### Don't miss out!

To request your copy, email [clangley@njpa.org](mailto:clangley@njpa.org). Include "NJPA Notes" in the subject line.



## New Jersey Press Association Government Affairs

George White

# Forecast: Legislative flurry

In the headlines right now, it's next month's gubernatorial election that is getting much of the ink. But what happens after the Nov. 3 election is squarely on the radar screen of NJPA's Government Affairs Committee (GAC). Here's why:

The two-year session of the New Jersey Legislature will end on Monday, Jan. 11, 2010. That's when all unfinished business expires and every bill, no matter where it sits in the pipeline, must start all over and be re-introduced for the next two-year session.

I serve on NJPA's Government Affairs Committee (GAC), which monitors state legislative activity. Since the current session began in January 2008, more than 7,000 bills have been introduced in both the Assembly and the Senate. We flag, discuss and follow all those bills that pertain to the newspaper industry, whether they concern news, advertising, circulation, production, business operations, new media, free speech, open meetings, open records, public notices, etc.

### Tracking bills

Members of the GAC teleconference monthly to discuss and determine the status of bills recommended by NJPA Counsel Tom Cafferty and NJPA staff as being worthy of tracking. As of October 1, more than 700 bills are being tracked by NJPA. While many of these may not surface before the session expires in January, the legislative activity after the November election can be quite eventful; with a flurry of last-minute movements on bills we'd prefer they would just sit.

So we fast approach what can be a nerve-racking couple of months for trade associations like NJPA and all others who monitor legislative activity as the two-year session concludes.

The current GAC consists of Chairman Charlie Nutt, publisher *The Daily Journal*, Vineland; Jennifer Borg, General Counsel,

North Jersey Media Group; Jim Kilgore, publisher, Packet Publications, Princeton; Brian Malone, publisher, *The Times*, Trenton; Elizabeth Parker, co-publisher/executive editor, Recorder Community Newspapers; David Worrall, publisher, Worrall Community Newspapers; Tom Cafferty, Nomi Lowy and Lauren James, Scarinci & Hollenbeck, NJPA's counsel; John O'Brien, executive director, NJPA; and George White, government affairs manager, NJPA.

Please call if you have any questions or concerns. The GAC next meets by teleconference on Tuesday, Oct. 20 at 11 a.m.

### Legislative elections

New Jersey's unique legislative election cycle is one that can be a head-scratcher. Here's a refresher:

Our 40 legislative districts, with average populations of 210,359 (in 2000) each elect two representatives to the Assembly, and one to the Senate. Simple enough. But now it gets strange.

Whereas Assembly elections are held every two years on the odd-numbered years, Senate elections occur on a unique "2-4-4" cycle. Thus elections for Senate seats occur in years ending with a "1," "3" and "7." Senate terms are four-year terms except in the first election of a new decade. Got it?

This "2-4-4" cycle was put into place so Senate elections can reflect changes made to district boundaries following each decade's United States Census. If this cycle were not in place, the boundaries could at times be up to four years out of date before being used for Senate elections. Under the current system, the boundaries are never more than two years out of date.

So, while 2009 Assembly elections will take place next month, the next state Senate election won't occur until 2011. That's when every seat in both the Senate and Assembly will be up for grabs.

# NJ court bans exit polling a month before election

Continues from Page 1

out the cards, but according to the state, if ACLU workers were allowed past the 100-foot border, other groups would also be permitted.

The ACLU appealed, the high court denied their request and revoked the exit-polling exemption for media and non-partisan groups, as well.

Some justices wondered whether overturning the ban could attract hate groups, political parties and other activists. Justice Barry Albin said that, hypothetically, with so many people at the polls, it could be difficult to police the sites.

In many places, voters can park within 100 feet of a polling site and would be all but unapproachable by exit pollsters and others.

David Wald, a spokesman for the attorney general, said the office was pleased with the decision, although it broadened the decision issued two years ago.

Voter advocates condemned the ruling.

"This decision marks dark territory for free speech and voting rights in New Jersey," said Frank Corrado, a lawyer for the ACLU. "We're disappointed that the (court) would ban fundamental democratic activities like voter education and exit polling." He said the organization will consider an appeal or a legislative remedy.

The ruling will "hamper civil rights groups in collecting information from those who have just voted about how they were treated at the polls," said Public Advocate Ronald K. Chen, who participated in the case.

Tom Cafferty, general counsel

to the New Jersey Press Association, said the decision could affect how reporters cover the upcoming Nov. 3 election.

The 100 feet is "almost the distance from home plate to second base," he said. "It may not sound like a lot, but from the standpoint of a news event, to be placed at least 100 feet away is not an insignificant distance."

Peter G. Verniero, a retired state Supreme Court justice and former attorney general, said the decision may come as a surprise to those who follow the court.

"The court strictly enforced the statute, running contrary to the notion advanced by some that the justices do not sufficiently respect the elected branches," he said. "Also, the decision was unanimous, suggesting that labeling judges as either 'liberal' or 'conservative' is not always an accurate predictor of judicial decision-making."

In 1972, the Attorney General's Office banned any voter solicitation within 100 feet. In 1988, at the request of news organizations, it relaxed the ban to allow exit polling within those parameters. Chief Justice Stuart Rabner, who recused himself from the decision, helped form the directive when he was attorney general. But Attorney General Anne Milgram issued the 2007 rule permitting exit polling within 100 feet by reporters and prohibiting distribution of other materials. A state appeals panel last year upheld the directive.

Courts in 10 states have ruled that restrictions on exit polling violated the First Amendment's free speech protections, according to a 2008 Associated Press article. Minnesota and Florida have been sued twice over the issue.

— from AP & The Star Ledger

## What's ahead for NJPF

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

**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).

## Legal Hotline

a FREE service to NJPA member newspapers

If you have an industry-related legal question, contact:

**Tom Cafferty or Nomi Lowy at Scarinci & Hollenbeck**

phone: (201) 896-4100  
email: [tcafferty@njlegalink.com](mailto:tcafferty@njlegalink.com)  
[nlowy@njlegalink.com](mailto:nlowy@njlegalink.com)

This service does not include pre-publication review of articles. After the first call, services may be billed.



## Morgan discovers vitality in his hometown paper

Continues from Page 1

It's clear to me that online social media is growing at an extraordinary rate, already representing an extraordinary share of the total time that many consumers spend on media. Further, I am convinced that those services will become significant factors in reshaping the media and advertising landscape. But I don't believe that it will be a simple shift of ad spend, where the money follows the relative time spent with media. I don't think it's going to be that simple. ...

\* \* \* \* \*

...Why do folks assume that doing local news well online will necessarily bring local online ad dollars with it?

\* \* \* \* \*

I spent a week in my hometown of Clearfield, Pa., a very small town in the mountains of western Pennsylvania, in a place where coal, timber and brick refractories used to rule. ... When I picked up copies of the local and regional newspapers on Monday, *The Progress*, the "little" local paper of Clearfield, was now fatter than the "big" regional newspaper, *The Centre Daily Times* of State College. *The Progress* was chockful of ads, articles and inserts, the *CDT* was not.

\* \* \* \* \*

Local distribution does not make a product "local." Local markets are exactly that, particularly rural areas, and they are very hard to penetrate from a distance and even harder to maintain. When newspaper companies were doing well, they bought lots and lots of "regional" distribution for their products to fatten up circulation numbers and rate cards. Newspapers in Pittsburgh, Johnstown and State College dumped hundreds and hundreds of newspapers in small towns across western Pa. ... They never really had any truly local news or local ads, just "local" distribution. When their businesses started to collapse, they started to pull back from these small towns... (and) the truly local newspapers got back the regional ads that had been taken away from them the past 15 years.

\* \* \* \* \*

Paper still has power for advertisers, particularly local. In most small markets, newspaper prod-

ucts are still the heavyweights when it comes to delivering value for advertisers. There is no local TV, and analog products are not so hard to deliver if you only have to get them to a couple of thousand homes in an eight-mile radius. Plus, when customers carry newspapers into the stores under their arms as they buy, you know your advertisers will renew.

\* \* \* \* \*

Not enough density for online ... I suspect the same situation will be true of online news and community information for some time.

\* \* \* \* \*

I know I said I wouldn't write about newspapers any more, but when I saw my hometown newspaper doing so well relative to its much larger competitors, I had to break my rule. I do believe that the "hyperlocal" market is a good one for online companies to focus future efforts on. However, I believe that those companies had better come into the market with their eyes wide open, or they will end up like the big-city newspapers that learned that national and regional publishing is not "local."

What do you think?

## NJNN update on marketing projects

Belden Interactive is going live this month with NJPA's digital audience measurement. Fourteen NJPA member websites are participating, including most of the state's daily and group weekly papers and several independents. Results of the study will be presented to NJPA members and ad agencies, and NJNN will work with Belden to create a presentation members can use to support their advertising sales.

### New web ad ideas

Seeking the best new strategies for NJNN's web advertising products, Marketing/Research Manager Brian Critchley is looking at ideas like packaging SEO (search engine optimization) offerings and strengthening the value of our NJLinkLocal network. NJPA's Online Advisory Committee is helping with this process.



## NJNN Update

Amy Lear

Director

New Jersey Newspaper Network

## Promoting NJ media

Recently, I attended two exciting events where distinguished panelists shared their opinions about the state of the media business.

At the first event, organized by the NJ Ad Club, representatives from New Jersey ad agencies, media outlets and major businesses talked about New Jersey's disadvantage when it comes to gaining a share of media budgets. Not only do many advertisers skip over talented New Jersey agencies in favor of big-city shops, those big-city shops tend to buy Philadelphia and New York markets, when New Jersey newspapers and their websites offer far more efficient ways to target customers here.

Consumer spending power in this state presents a rich market of opportunity. What can be done to capture a greater share of media budgets and to reduce the wasted dollars going to neighboring DMAs (designated market areas)? About 50 media professionals who attended this meeting agreed that an action plan is needed now. It's time to raise the volume on New Jersey's bragging rights!

The second event I attended was "The Future of Media," a summit in New York presented by Mediapost and Advertising Week. It featured the likes of Mark Cuban and Martha Stewart bantering about everything from paid content, to advertising adjacency to editorial, to digital innovations.

Cuban said media companies that give away all their content for free will be losers in the long run. Offer a sample to hook consumers, he said, and then upgrade them to subscriber status. He said it is a proven technique that "drug dealers have been using for years."

On the topic of keeping journalism and advertising separate, Advertising Age critic

Bob Garfield said the "cathedral" of journalism has become "a brothel and is rapidly heading toward Plato's Retreat."

National Public Radio's Vivian Schiller said audiences are smart enough to "smell a rat." Respectable news organizations shouldn't blur the line and she offered evidence that credible organizations still exist.

The fact is that we're the professionals, not our clients. They may not understand the need for separation. What many want these days is "branded" content and we must find ways to satisfy that market without selling our souls.

Cuban amused the audience with his theory that in the digital era people belong to one of three groups — innovators, imitators and idiots. "You know who you are," he said, "and if you don't, you're in denial."

Strange as it may sound, these two meetings left me feeling optimistic.

Generating ad revenue for newspapers is a tough job these days (How many of you are nodding your heads right now?). So is serving our clients. But the power of print is often underrated.

Change is good because it brings opportunity. More and more people are recognizing and writing about the importance of professional journalism and the role of newspapers in a democratic society. And there is growing recognition by the public that reliable information must be paid for, either by advertising or subscription — or both.

I am constantly amazed by the positive energy the digital experts exude when they visit our office to share their sales presentations, talk about innovations and advise the association on best practices for future growth.

Optimism is out there! Let's catch it.

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# Experts: State's Open Public Records law needs work

By Ron Miskoff

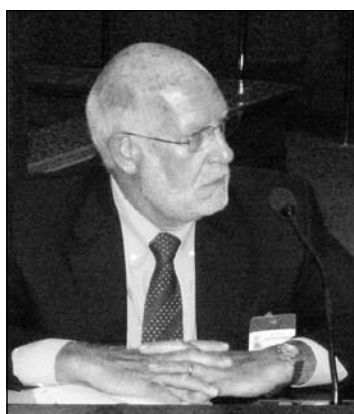
The Open Public Records Act (OPRA) still needs a lot of work and the state is moving glacially on that task, say some experts.

At a seminar sponsored by the N.J. Foundation for Open Government on Sept. 25, five panelists agreed that OPRA is far from the open-records law that New Jersey needs. There are intransigent record-keepers, wide-open gaps in the law, and fuzzy case decisions that conflict with each other. Citizens and attorneys have a difficult time obtaining the documents and records they need.

NJ FOG sponsored the symposium, titled "Fixing Open Government in New Jersey." Panelists were:

- Guy Baehr, a former *Star-Ledger* reporter;
- Tom Cafferty, general counsel for NJPA;
- Richard Gutman, an attorney who recently won a major case against the Government Records Council;
- Vincent Maltese, former chairman of the GRC; and,
- John Paff, a public-records activist and member of the N.J. Libertarian party.

The panel was chaired by at-



**OPRA EXPERT:** Thomas Cafferty, NJPA's general counsel, serves on the panel of the NJ Foundation for Open Government symposium on Sept. 25 at the Statehouse in Trenton.

torney Walter Luers, a FOG board member who specializes in open-records issues.

The audience also heard state Comptroller Matthew Boxer complain about New Jersey's multiple layers of government and the fact that each one hires its own auditor. Some of these, he said, have worked for the same agency for up to 60 years.

New Jersey has more government agencies per capita than any other state, Boxer said, and even his office, which came into existence in 2008, works to keep



**WATCHDOG:** At a recent New Jersey Foundation for Open Government symposium called "Fixing Open Government in New Jersey," State Comptroller Matthew Boxer says that overseeing the hundreds of state and local governmental agencies is difficult because of their numbers. The audience of citizen-activists, attorneys, state officials and elected officeholders listens intently.

up with what each one is doing. He said the state should streamline and combine various local and county entities so that state officials can keep better track of their finances.

## Unanswered questions

Cafferty, who helped to write OPRA, said that it still needs refining, with many questions left unanswered by the 2002 law.

The GRC, which was written into the law to oversee disputes, refers some cases to the Office of Administrative Law, said Luers.

This system "does create delays," said Gutman. He suggested

that the GRC might regionalize its activities with north, central and south Jersey offices "to resolve cases at that level."

Baehr said that in concept the GRC was supposed to be less rigid and formalistic in its approach to open records. "The intent was to get out to the people, have mediators, a telephone hotline," he said. "The language in the statute says the GRC should ... resolve things as quickly and easily as possible. But the GRC has taken a more formalistic view, possible from bad advice from the Attorney General."

## Budget 101: Learning to cover budgets and taxes

Journalism Resources Institute will hold its 16th annual budget reporting seminar, Budget 101, on Thursday, Nov. 19 at the Busch Campus Center on the Rutgers University Piscataway campus. The session is co-sponsored by NJPA.

This popular one-day seminar trains reporters to do a better job of writing about local municipal and school budgets and property taxes. And it is timely — local governments are beginning their annual budget process.

Experts on state and local finance and experienced reporters give step-by-step explanations of how local budgets are developed and property tax rates calculated.

Participants learn how to turn

raw data into accurate and compelling stories. They also get an expert overview of New Jersey tax system and its heavy reliance on property taxes from a Rutgers faculty member.

As part of the budget reporting seminar, the institute developed a "Journalist's Guide to Covering Municipal and School Budgets in New Jersey" that is distributed to seminar participants.

### Register now

Last year's session was sold out, so don't wait to sign up!

For more information and the registration form, go to: [www.njpa.org](http://www.njpa.org) and click on Events. Or contact NJPA Member Services Manager Peggy Stephan at (609) 406-0600, ext. 14, or [pastephan@njpa.org](mailto:pastephan@njpa.org).

Eventually, the discussion turned to the high cost of photocopying. "It angers people to feel the government is extracting a profit from them," added Baehr, who said 75-cents-a-copy for the first 10 copies is outrageous. NJFOG has urged the state Supreme Court to set costs at just 10 cents per copy, he said.

Paff, who has filed lawsuits against scores of municipal governments, says he gets around the cost by requesting records as faxes or e-mails.

Sometimes, Maltese said, municipal clerks and other record keepers try to make obtaining records difficult, almost in spite.

The symposium was sponsored by a grant from the Rutgers School of Law-Newark's Pratt Bequest Fund.

Ron Miskoff is president of NJ Foundation for Open Government. NJ FOG's website is at [njfog.org](http://njfog.org).

## Updating NJPA Who's Who guide

Jumping ahead into 2010, New Jersey Press Association is updating its annual membership directory.

This "Who's Who" of New Jersey newspapers is an indispensable list of NJPA members and their key people.

Advertising agencies that do business with New Jersey newspapers find it essential! NJ publishers, editors, ad directors and other top managers use the directory regularly, too. But it's only useful if the information is correct!

Publishers were emailed their papers' listings to review and update. The deadline for changes is Oct. 16.

The directory provides useful circulation, publication and personnel information about NJPA members. Newspapers are listed several ways — alphabetically, by type and by county — to help users find the papers to contact for their advertising and press releases.

For more information, contact Catherine Langley at (609) 406-0600, ext. 17, or [clangley@njpa.org](mailto:clangley@njpa.org).

## Finding out how to find out

The importance of knowing which records are public and how to request them is not a topic usually covered in classes, but it is an essential topic for students interested in journalism or law.

For this reason, New Jersey's Open Public Records Act is imperative for many of us to know about. But how does one learn?

### OPRA Forum

The Rutgers chapter of the Society of Professional Journalists is hosting a forum on the subject, on Wednesday, Oct. 14, from 7 to 9 p.m.

Experts John Paff and Walter Luers will discuss the N.J. Open Public Records Act to help students and the public obtain paper and electronic records for assignments or any use.

Although the law was designed to make getting public records easy, many have complained that subtle nuances in the law have allowed record keepers to complicate the process. This session will clarify the process and provide the basics we all need in or-

der to find out what our government — local, state, or university — is doing.

John Paff chairs the state Libertarian Party's Open Government Advocacy Project, which works for greater governmental transparency, especially at the local level. He serves on the board of the N.J. Foundation for Open Government.

Attorney Walter M. Luers specializes in cases regarding the Open Public Records Act and Open Public Meetings Act. Also on the board of the Foundation for Open Government, he regularly represents clients in Superior Court and before the Government Records Council against public agencies who may have violated the Open Public Records Act.

The night is co-sponsored by the Journalism & Media Studies department, the Journalism Resources Institute, and The N.J. Foundation for Open Government. For more information, please email [parrotta@eden.rutgers.edu](mailto:parrotta@eden.rutgers.edu).



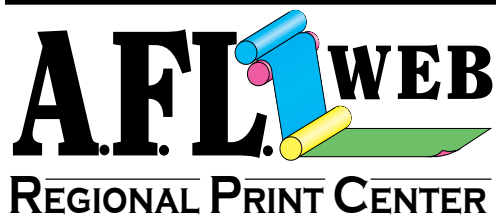
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# A.F.L. Web Printing casts net for newspapers

By Chuck Moozakis Editor in Chief

AFL Web Printing this summer will cap off the second phase of a multimillion-dollar project to beef up its printing infrastructure as the Voorhees, N.J., commercial printer fortifies its newspaper production outsourcing services.

Now dubbing itself a Regional Print Center, AFL, under the direction of President and CEO Dennis G. Forchic, believes it now has the required horsepower it needs to aggressively court new newspaper clients.

That horsepower is based in part on 20 4-color towers from Manugraph DGM Inc. that are anchoring AFL's one-year-old Secaucus, N.J., plant. The first 12 went on-edition last year; the remaining eight will be commissioned this summer.

The 35-year-old family-owned firm already prints five daily newspapers from its two plants, including The Financial Times, Women's Wear Daily and Metro's New York and Philadelphia editions. And more papers are on tap, Forchic said. All told, AFL is now producing approximately 500,000 daily newspapers each night.

## • Branching out

"We are still first and foremost a commercial printer," Forchic said, citing the firm's workload of more than 400 commercial press runs per week, "but over the last decade we've been able to complement our capabilities by offering daily newspaper production."

Forchic said the time is ripe to reach out to newspapers, particularly as the newspaper industry tries to find ways to offset plummeting ad revenues.

"Publishers should become digital media content companies, and not manufacturers," he said. "But I also believe that the printed product remains the most effective way to draw the public back to the publisher's digital content."

"We have been working on this outsourcing model for years now, and we're ready to move forward."

AFL has spent millions of dollars laying the foundation to support its strategy. Some of that money came from DFW Capital Partners, a Teaneck, N.J.-based financial investment firm that focuses on companies offering significant growth potential.



Dennis G. Forchic, CEO of A.F.L. Web Printing, said the time is ripe to court newspaper clients.

Forchic said the 2008 infusion didn't change the family's role in AFL; all four original Forchic family members retain equity stakes and Forchic himself increased his investment in the company, thus remaining AFL's largest individual shareholder. "We now have a financial partner that understands and agrees with the notion of the regional print center," he said of DFW's participation.

"As that regional print center concept solidifies, we are now in a better position to continue to invest in our existing plants as well as to expand into other geographical locations, he said."

In the meantime, Forchic is concentrating on exploiting the production infrastructure housed at AFL's two facilities: the original Voorhees plant, with 115,000 square feet, and the 150,000 square-foot Secaucus plant, which opened for business last summer.

By this summer, the two facilities will house nine press lines spanning more than 160 singlewide printing units — the vast majority from MDGM — as well as associated postpress, mailing, distribution and prepress equipment.

In many ways, AFL in 2009 is the logical conclusion of a journey begun 14 years ago, when Forchic

said he first understood that providing printing and packaging services to newspapers would make sense.

"In the early 1990s (AFL was) in a 24,000-square-foot facility in Gloucester City (N.J.)," he said. "We were considering expanding our operations at a time when the Internet was threatening to make the world a paperless society."

## • Found inspiration

On a visit to the Interweb plant in suburban Toronto to look at equipment, Forchic said he saw The Globe and Mail on the press "and had an epiphany."

"The Internet was not going to put printers out of business. Instead, it offered an opportunity: A daily newspaper outsourcing its production to a family-owned commercial printer. We decided to move forward with the expansion."

In 2000, AFL picked up its first daily newspaper client, Metro, and over the past several years, "we have been moving, quietly, toward a goal" of offering outsourced printing services to more newspapers, Forchic said.

To do that, Forchic said he required reliable, sophisticated and versatile technology.

AFL focused on a select number of suppliers with which to forge partnerships, chief among them MDGM, Agfa, Muller Martini Mailroom Systems Inc. and U.K.-based MIS/ERP software developer Technique Inc.

Forchic said he knew he wanted to base production on singlewide presses, due in part to their faster make ready and flexibility.

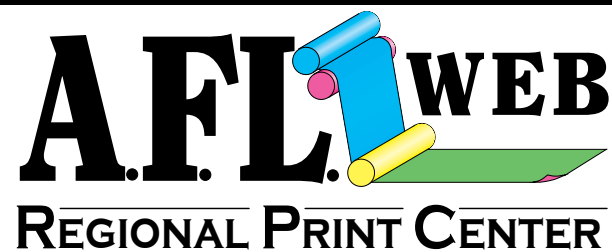
## • General migration

"We are a transactional printer," he said, citing how singlewide machines better support that business strategy. At the same time, the decrease in newspaper page counts and press runs has allowed printers such as AFL to compete in a production universe that was formerly dominated by doublewide presses.

"There is a general migration now to the types of presses we run — the singlewide, one-around world," Forchic said.

## A.F.L. Web Printing's Value Proposition

It is our goal to be the publisher's resource of choice. We are passionate about creating long-term partnerships which contribute to sustained profitability for both organizations. In order to achieve this we look beyond our clients' current needs while at the same time focusing on our most valuable asset: Our Employees. We recognize each employee as an individual and offer the potential for growth through structured development and career opportunities. 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.



CONTACTS: Sandy Theo, Sales Manager

Darrin Forchic, Client Relations Manager

Mark Henderson, Executive Vice President



“We’re doing upwards of 500 press runs per week, with an average quantity of below 30,000 copies, so that’s a lot of make readies. The emergence of targeted niche publications, with shorter runs, fits well with our model.”

“I’m not averse to the (doublewide) world, and if we had the right account relationships we could consider it,” he said. “But we believe our model to be the conduit to the next phase of the industry.”

To that end, AFL equipped its Secaucus plant with MDGM’s 440 semi commercial singlewide press, configured as a single line. The 80 units, equipped with four 1240 folders, will give AFL the flexibility to mix and match towers to folders as needed.

The 45,000-copy-per-hour units, engineered with three ink formers and three oscillators, also feature automatic color-to-color register and closed-loop in feeds on any web, said Dave Moreland, MDGM’s vice president of sales. “Almost any tower can go to any folder, and it gives AFL maximum flexibility and productivity. It’s the same concept that’s proven itself well over the years in the Voorhees plant.”

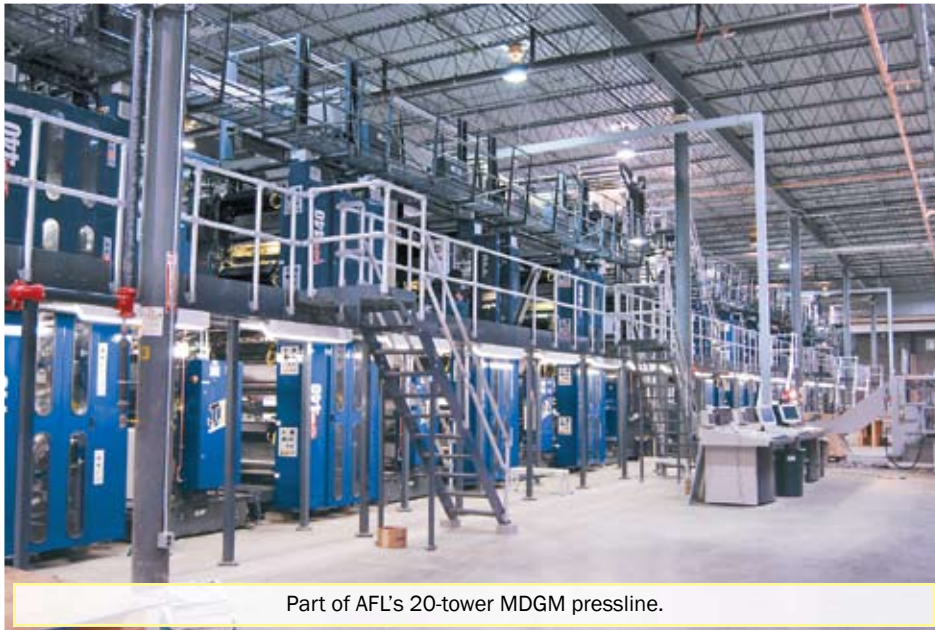
Prepress, meantime, is based on violet computer-to-plate systems from Agfa and plate handling equipment from Burgess Industries Inc., while postpress is dominated by inserters from Muller Martini Mailroom Systems Inc.

But the heart of AFL’s operation is Technique’s workflow and production management software. The applications are hosted on servers at AFL’s corporate office, allowing AFL to orchestrate all of its systems, from prepress to postpress, at both production sites through a single conduit.

“The software is the key,” Forchic said. “Tech-

nique worked for three years to create software to allow both commercial and daily (newspaper) production, in multiple sites, from one integrated system. It’s become the backbone of what we do.”

Forchic credits AFL’s 350-plus employees for making the concept work. “At the end of the day, our employees remain our most important asset. As CEO, I provide the company an opportunity to go in a certain direction, but we only get there because of the effort undertaken by our employees.”



Part of AFL’s 20-tower MDGM pressline.

Forchic acknowledges he’s not the only commercial printer pursuing newspapers. Transcontinental Inc. and Southwest Offset in Southern California already print such major dailies as The (Toronto) Globe and Mail, The New York Times, and the (Los Angeles) Daily News. And Transcontinental this June is expected to open its \$200 million plant in Fremont, Calif., to print the San Francisco Chronicle and other titles.

But Forchic said AFL has been able to carve a niche — based on singlewide presses, automation and decades of experience satisfying commercial customers — which it can exploit, even as newspapers attempt to diversify their own revenues by courting commercial accounts.

“I don’t believe a newspaper can justify investing in a new press,” Forchic said. “They simply can’t service the overall marketplace as well as a commercial printer.”

“We have a different inherent business model. We live and die by servicing our customers and making them stronger. Most newspapers never experienced this type of mentality from their production department.”

Basing AFL’s business on nimble and versatile singlewide presses, meantime, allows AFL to help publishers “look at both sides of the balance sheet by offering new revenue streams not available on larger format newspaper presses,” he said.

#### • Cutting won’t work

“If newspapers simply continue to focus on cost cutting, they will eventually cut themselves out of business. We need to change our paradigm.”

Forchic concedes the current economic landscape has further validated the concept of outsourcing, but he also understands the challenges all printers face as they attempt to redefine their own businesses.

“There will be fewer printers coming out of this downturn,” he said. “But we believe as this industry consolidates, our regional print center concept will help ensure our success.”

### The lowdown: AFL has more than 160 press units and nine inserting machines at its two New Jersey facilities.

#### Secaucus, N.J.

- 80 MDGM 440 units, configured as 20 towers\*
- 4 MDGM 1:2:2 1240 jaw folders, with upper formers\*
- Jardis Industries zero-speed splicers, Rima and Gammerler stackers
- CC1 4-color automatic register controls
- Perretta Graphics remote ink control and preset system
- Inline saddle stitching each folder
- Inline quarterfolding each folder MMMS SLS-3000 inserters

#### Voorhees, N.J.

- 34 Mercury (Goss International) units
- 2 JF35 combination folders with upper formers
- 37 Goss and MDGM 430 units Tensor Group Inc. and SSC combination folders
- 20 MDGM 430 units
- Inline saddle stitching
- GMI remote inking
- CC1 4-color automatic register control

Source: AFL Web

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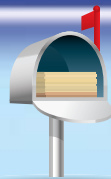
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## Obituary

### Kay Williams, ad director

Kay Williams, former ad director for Intercounty Newspaper Group, which includes the *Pennington Post*, has died. The following information comes from the funeral home's website:

Ellen Kay Bloemker Williams of Newtown, Pa., died on September 18, 2009, at home, surrounded by family. She was 62.

Kay was the beloved wife of 40 years to Kenneth Owen Williams, who survives her.

Born in St. Louis, she was the daughter of the late Leland and Beatrice Giessing Bloemker. She attended Wilkes College in Wilkes-Barre, Pa. Kay moved to Newtown in 1986.

She was ad manager at *The Advance* and later was ad director for Intercounty's six Bucks Group newspapers. In 2002, she joined the Bucks County Herald as ad director.

Kay had been a volunteer and board member for the Newtown Business Association, two community centers, and the Woodmeadow Community Association. She was a YMCA tutor, a classroom volunteer, Sunday

school teacher and sang in her church choir.

Kay was, in every sense of the word, lively! She was honest, creative, dedicated and silly. She was both extremely loyal and demanding of people, challenging others and herself. Focused, serious and very hardworking, Kay left a lasting impression on almost everyone she met!

In addition to her husband, she is survived by her son Kris Williams and his wife Melissa, of Wrightstown; her daughter Bryn Manning and her husband Tim, of Newtown; and two grandchildren. She is also survived by two sisters, Janet Bloemker of Watertown, Conn., and Joyce Hayutin of San Diego; a brother Dan Bloemker of Waterbury, Conn.; a nephew and a niece.

A memorial service was held at the Joseph A. Fluehr III Funeral Home in Richboro, Pa. In lieu of flowers, donations in Kay's memory may be made to St Mary Medical Center, Pulmonary Rehab and/or The Cancer Center, 1201 Langhorne-Newtown Rd., Langhorne, PA 19047.

### Ledger editor Willse to retire

*Continues from Page 1*

is my friend and associate and I will greatly miss having him at the helm."

Whitmer joined *The Star-Ledger* in 1996 as sports editor. Before becoming managing editor he supervised financial coverage and the Sunday paper. He and Willse were colleagues at *The New York Daily News*, where Willse was editor and Whitmer was sports editor.

Whitmer, 42, grew up in Phillipsburg and attended Rutgers University. He began in journalism as a part-time clerk answering phones in the sports

department at the *Courier-News*. He also worked at the *New York Post*. He and his wife, Regina, live in Scotch Plains with their three children.

"I am a product of New Jersey, so the thought of editing this newspaper is humbling and more than a little overwhelming," Whitmer said. "But I couldn't ask for a better group of people in the newsroom to share in this fantastic responsibility. They're talented, spirited and fiercely dedicated. And I think I speak for everyone, when I say we couldn't have had a better mentor or friend than Jim."

Willse, 65, began his career with The Associated Press in New York and San Francisco, and served as city editor and managing editor of *The San Francisco Examiner* before returning to New York and *The Daily News* in 1985.

He told the staff he intended to travel for a few months before becoming a visiting professor at Princeton University, where he will conduct a seminar on the business of news.

— from *The Star-Ledger*

## Re-learning the importance of newspapers

Here is a report from Paul Takahashi, who spent last summer at *The Jersey Journal*, as a New Jersey Press Foundation summer intern/scholarship recipient. Paul is from Ridgewood and he is in his senior year at Northwestern University.

\* \* \* \* \*

As a general assignment reporter, I covered a variety of stories of local, regional and national significance. My local beats included live blogging from Hoboken on Sundays and blogging about Jersey City crimes/fires in the mornings before the cops reporter came in. Midway through my internship with *The Jersey Journal* in Jersey City, I was sent to report from the scene of a deadly police shootout on Reed Street.

On a more regional scale, I was part of the reporting effort in the *Journal's* extensive coverage on the arrest of 44 people in New Jersey who were charged by the FBI in a federal corruption probe. For this story, I interviewed neighbors of former Hoboken Mayor Peter Cammarano in the aftermath of his political fall.

I was one of three reporters sent to cover The Barclays Golf Tournament at Liberty National Golf Course in Jersey City. I interviewed Mayor Jerramiah Healy at length about what it took to bring Hudson County's first PGA tournament to the city, as well as Hudson County Executive Thomas DeGise and The Barclays Executive Director Peter Mele about hosting great golfers like Tiger Woods and Phil Mickelson.

However, the stories that made the most impression on me came from the citizens of Jersey City. One particular story involved a senior citizen who came to the *Journal* with a conundrum: His landlord was seeking a hardship application from the city to raise rents in his apartment complex by about 25 percent, which he could not afford. I hope his story about the possibility of having to leave a place where he lived for more than 30 years helped readers understand the complexity of these trying economic times and the reality of the problems facing senior citizens.

I was edited primarily by Ken Thorbourne, the night city editor. His expertise as the former education beat reporter was extremely helpful when I was



PHOTO • REENA ROSE SIBAYAN, THE JERSEY JOURNAL

**ON ASSIGNMENT:** Paul Takahashi, one of this year's NJPF summer interns, enjoys a variety of reporting assignments while working at *The Jersey Journal*. Here, he is covering The Barclays Golf Tournament at Liberty National Golf Course in Jersey City.

writing a number of back-to-school stories. He asked probing questions about my stories, often finding holes in my reporting that I hadn't thought about, which helped me grow as a writer and reporter.

Deputy Managing Editor Ron Zeitlinger was also important in helping me identify key players in Jersey City news. From arranging press credentials to helping me find sources, Ron played an important role during my time with the *Journal*.

Understandably, editors could not always sit down to edit my stories with me, showing me their critical thinking and editing processes.

#### Highs and lows

I came into the internship with some trepidation about the diversity of clips I would come out with. Although a local paper, *The Jersey Journal* gave me an opportunity to cover stories alongside larger regional and national papers. It was a great experience to be asking questions alongside other professional reporters on stories that involved Gov. Jon Corzine, or about aircraft crashing into the Hudson River.

The lows of the internship involved dealing with difficult sources. One source had such qualms about my reporting on a trademark case that she called my editor to complain even be-

fore I was able to write the article! However, all in all, there were many more highs than lows during my internship.

#### Internship's relevance

My hope for this internship was to use my journalism education and multimedia background to tell compelling stories in all formats: written, auditory and visual.

While I was able to contribute mostly written articles and occasional photographs, I was grateful to return to my newspaper reporting roots, which I consider to be the bedrock of all journalism.

Having previously interned at a TV station and news Web site, I understand how crucial newspapers are for generating original, objective stories.

As the paper of record in Jersey City, *The Jersey Journal* afforded me the opportunity to take on challenging stories, but to report them straight, something that has been lost in the commentary-driven world of cable TV news and online news blogs.

While I still would like to be employed at a newspaper as a backpack journalist telling stories through a variety of media, I often felt humbled by the power of the written word. I relearned the importance of the traditional community newspaper.

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# Newsman's book studies Boomers

Continues from Page 1

He interviewed 64 members of his 1966 class at Morris Catholic High in Denville, examining how their lives, careers, and attitudes changed over 40 years.

Nutt, who has been a newspaper reporter, editor and publisher for 37 years, is editor and publisher of *The Daily Journal* in Vineland. He worked on the project on weekends for the past four and a half years. Among his findings:

- The Vietnam War and the military draft played a great part in shaping many career choices.
- At graduation, the most likely career routes for young women were teacher, nurse or secretary, with all leading to fulltime motherhood. But new job opportunities came along and the women took advantage of them.
- About a third of his classmates had either switched religions or abandoned

religion. Only one-third are still practicing Catholics.

• Most said the values they learned at Morris Catholic High had a profound and positive impact on how they have lived.

• Despite personal and professional setbacks, nearly all members of the class feel satisfied with their lives, careers and families.

This is Nutt's first book. Most of his career has been spent at Gannett papers in Bridgewater, Vineland and Elmira, N.Y. He also worked as a copy editor for *The New York Times* and managing editor of what was then *The Express of Easton*, Pa. He also taught journalism at Rutgers.

## Facts on the book

"Life Happens. How a Class of Catholic Baby Boomers Coped with a Changing World." By Charles W. Nutt. Published in 2009 by Annlo Communications, L.L.C. \$14.95.

Copies are available at Amazon.com and Barnesandnoble.com.

# SPJ names new exec

The Society of Professional Journalists has hired Interim Co-Executive Director Joe Skeel as its permanent executive director. Skeel follows Terry Harper, who died June 2 after a two-year battle with brain cancer.

"After an exhaustive search of 180 candidates, we feel we have the best person," said SPJ President Kevin Smith. "Joe distinguished himself... with his passion for journalism and his intimate understanding of our organization."

Skeel joined SPJ in December 2004 as editor of *Quill* magazine, which covers journalism issues and provides how-to content for members. In 2008, he became associate executive director, overseeing SPJ's communication and membership efforts.

"Joe is passionate about journalism, and about SPJ," said Steve Geimann, president of the Sigma Delta Chi Foundation, SPJ's non-profit educational arm. Skeel will also be its executive director.



Nutt

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# The Lithuanian Connection: Jersey's journalistic diplomat is back on the road

Jerry Aumente has been traveling again, at the behest of the U.S. government.

He recently completed a series of speaking engagements and media consultations in Lithuania, for universities, journalists and non-governmental organizations, as a guest of the American Embassy in Vilnius under the U.S. State Department Speakers Program.

Aumente focused on the Internet, newer media and health journalism. He lectured to students and met with faculty and administrators at Vilnius University and Vytautas Magnus University in Kaunas.

He has been invited back to both universities next year as a visiting professor. He expects to lecture and to assist with curriculum development and research. He also hopes to help plan an exchange program between Lithuanian journalism students and faculty and those at Rutgers and other American universities.

On his recent trip Aumente gave presentations:

- to journalists on newer media, through Transparency International of Lithuania;
- to journalists, government and non-government agencies on health journal-



**AMBASSADOR OF JOURNALISM:** Jerome Aumente talks with students of journalism, political science, public communications at Vytautas Magnus University in Kaunas, Lithuania, about the Internet and newer media. A guest of the American Embassy under the U.S. State Department Speakers Program, he gave presentations and media consultations to universities, journalist and non-governmental organizations. Aumente's next trip is to Thailand.

ism, for the Foundation for Patients' Safety, Innovation and Quality Leadership; and

- on newer media trends, with editors from Internet media.

Aumente met with leaders of the Lithuanian Journalists' Union to discuss nationwide trends.

He was interviewed by *Verslo Zinios*, the economic daily, on global economic issues and trends in newer media. His presentation at Vytautas Magnus university was video-recorded for its website.

The various programs were held at universities, in the field and at the American Embassy.

Aumente has been overseas nearly 200 times since 1989, for programs in Eastern and Central Europe, Russia, Spain, Latin America, the Caribbean and the Middle East. By the time you read this article, he may be in Thailand for programs in environmental health journalism.

Aumente is Distinguished Professor Emeritus and Special Counselor to the Dean, School of Communication and Information (SC&I) at Rutgers. He was founding chair of the Journalism and Media Studies department and founding director of the Journalism Resources Institute, both units in SC&I, which he helped design.

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The Press of Atlantic City, the Southern New Jersey Shore's leading print medium is seeking an Advertising Team Manager. We are seeking a highly motivated, energetic and enthusiastic leader with strong selling skills to motivate and oversee the daily activities of the retail advertising sales team.

This position will be responsible for implementing advertising sales plans to achieve the organization's revenue goals and objectives. The position involves managing and coordinating the processing of advertisements accurately and through to completion. Other responsibilities include training, hiring, retaining, and developing sales staff as well as preparation of departmental budget. A bachelor's degree and two years related sales management and/or training required or an equivalent combination of education and experience including marketing trends. Previous supervisory experience and excellent leadership skills are preferred.

Our competitive compensation package includes a base salary plus bonus in addition to the benefit package as follows:

- 401(k) Plan
- Pension Plan
- Paid Personal Leave
- Medical Plan
- Dental Plan
- Paid Life Insurance
- Paid Vacation
- Long Term Disability
- Long Term Care

If you thrive in a fast-paced environment of goal-oriented peak performers, please send your resume and cover letter to: [HRdepartment@pressofac.com](mailto:HRdepartment@pressofac.com)

E-113009

### Advertising Account Executive

Discover an exciting and fulfilling career with The Princeton Packet, Inc. 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 acquisition effort to gain new business by demonstrating The Princeton Packet's abilities to meet their advertising needs through effective print and web based advertising.

3-5 years of outside sales experience a must in order to be considered. Excellent presentation and communication skills are

required. Car and valid driver's license required. Good computer skills required.

Position is full time, although part time applicants will also be considered.

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

For more information on The Princeton Packet, Inc., visit [www.centraljersey.com](http://www.centraljersey.com).

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 [adirector@centraljersey.com](mailto:adirector@centraljersey.com). E-103009

### Automotive Advertising Sales

Are you a salesperson looking for a role with a successful, privately owned media group? Are you looking to work for a fast-paced company that rewards their staff for their hard work and sales results? If your answer is YES, then this is the opportunity you have been looking for.

As an advertising sales professional with The Princeton Packet, Inc., you will be responsible selling a cross-section of products, including weekly paid and free newspaper group as well as magazines and online products. This diversified media plan will be sold across a portfolio of automotive prospects. Your responsibilities will include developing new business through active cold-calling, presentations and implementing ongoing solutions for existing accounts.

To be considered for this role you must have at least 2-years of sales experience. Other requirements include a proven track record of hitting sales goals, strong communication and presentation skills. Valid driver's license is required.

Princeton Packet Publications, Inc. will offer the right candidate very competitive base salary plus an excellent commission plan and benefits.

For consideration; please send resume and 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 [adirector@centraljersey.com](mailto:adirector@centraljersey.com). E-103009

### Recruitment Advertising Specialist

The Princeton Packet, Inc. has an exciting opportunity as an Account Executive specializing in recruitment/internet sales.

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

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.

For more information on The

UNITED STATES POSTAL SERVICE® (All Periodicals Publications Except Requester Publications)			
1. Publication Title InPrint	2. Publication Number 1 0 6 7 5 1 5 2	3. Filing Date September 17, 2009	
4. Issue Frequency Monthly	5. Number of Issues Published Annually 10	6. Annual Subscription Price \$12.00	
7. Complete Mailing Address of Known Office of Publication (Not printer) (Street, city, county, state, and ZIP+4®) New Jersey Press Association 840 Bear Tavern Road, Suite 305, West Trenton, NJ 08628-1019			
		Contact Person Catherine Langley Telephone (include area code) 609-406-0600 x17	
8. Complete Mailing Address of Headquarters or General Business Office of Publisher (Not printer) New Jersey Press Association 840 Bear Tavern Road, Suite 305, West Trenton, NJ 08628-1019			
9. Full Names and Complete Mailing Addresses of Publisher, Editor, and Managing Editor (Do not leave blank) Publisher (Name and complete mailing address) John J. O'Brien New Jersey Press Association, 840 Bear Tavern Road, Suite 305, West Trenton, NJ 08628-1019 Editor (Name and complete mailing address) Catherine T. Langley New Jersey Press Association, 840 Bear Tavern Road, Suite 305, West Trenton, NJ 08628-1019 Managing Editor (Name and complete mailing address) None			
10. Owner (Do not leave blank. If the publication is owned by a corporation, give the name and address of the corporation immediately followed by the names and addresses of all stockholders owning or holding 1 percent or more of the total amount of stock. If not owned by a corporation, give the names and addresses of the individual owners. If owned by a partnership or other unincorporated firm, give its name and address as well as those of each individual owner. If the publication is published by a nonprofit organization, give its name and address.) Full Name Complete Mailing Address New Jersey Press Association 840 Bear Tavern Road, Suite 305 West Trenton, NJ 08628-1019			
11. Known Bondholders, Mortgagees, and Other Security Holders Owning or Holding 1 Percent or More of Total Amount of Bonds, Mortgages, or Other Securities. If none, check box <input checked="" type="checkbox"/> None Full Name Complete Mailing Address			
12. Tax Status (For completion by nonprofit organizations authorized to mail at nonprofit rates) (Check one) The purpose, function, and nonprofit status of this organization and the exempt status for federal income tax purposes: <input checked="" type="checkbox"/> Has Not Changed During Preceding 12 Months <input type="checkbox"/> Has Changed During Preceding 12 Months (Publisher must submit explanation of change with this statement)			
13. Publication Title InPrint	14. Issue Date for Circulation Data Below September 2009		
15. Extent and Nature of Circulation		Average No. Copies Each Issue During Preceding 12 Months	No. Copies of Single Issue Published Nearest to Filing Date
a. Total Number of Copies (Net press run)		1,330	1,500
b. Paid Circulation (By Mail and Outside the Mail)			
(1) Mailed Outside-County Paid Subscriptions Stated on PS Form 3541 (include paid distribution above nominal rate, advertiser's proof copies, and exchange copies)		983	1,059
(2) Mailed In-County Paid Subscriptions Stated on PS Form 3541 (include paid distribution above nominal rate, advertiser's proof copies, and exchange copies)		0	0
(3) Paid Distribution Outside the Mails Including Sales Through Dealers and Carriers, Street Vendors, Counter Sales, and Other Paid Distribution Outside USPS®		0	0
(4) Paid Distribution by Other Classes of Mail Through the USPS (e.g. First-Class Mail®)		0	0
c. Total Paid Distribution (Sum of 15b (1), (2), (3), and (4))		983	1,059
d. Free or Nominal Rate Distribution (By Mail and Outside the Mail)			
(1) Free or Nominal Rate Outside-County Copies included on PS Form 3541		0	0
(2) Free or Nominal Rate In-County Copies Included on PS Form 3541		0	0
(3) Free or Nominal Rate Copies Mailed at Other Classes Through the USPS (e.g. First-Class Mail)		11	8
(4) Free or Nominal Rate Distribution Outside the Mail (Carriers or other means)		0	0
e. Total Free or Nominal Rate Distribution (Sum of 15d (1), (2), (3), and (4))		11	8
f. Total Distribution (Sum of 15c and 15e)		994	1,067
g. Copies not Distributed (See Instructions to Publishers #4 (page #3))		336	433
h. Total (Sum of 15f and g)		1,330	1,500
i. Percent Paid (15c divided by 15f times 100)		98.89%	99.25%
16. Publication of Statement of Ownership <input checked="" type="checkbox"/> If the publication is a general publication, publication of this statement is required. Will be printed in the <u>October 2009</u> issue of this publication. <input type="checkbox"/> Publication not required.			
17. Signature and Title of Editor, Publisher, Business Manager, or Owner Catherine T. Langley Editor			Date September 17, 2009
I certify that all information furnished on this form is true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material or information requested on the form may be subject to criminal sanctions (including fines and imprisonment) and/or civil sanctions (including civil penalties).			
PS Form 3526, September 2007 (Page 2 of 3)			



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Princeton Packet, Inc visit www.centraljersey.com.

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. E-103009

### Major Accounts Manager

The Princeton Packet, Inc. has an opening for seasoned media sales professional to manage an established major accounts territory.  
 Minimum 5 years advertising sales and/or sales management experience required. This position is accountable for meeting and exceeding revenue objectives by providing consultative services to existing clients through the development of strategic marketing plans.

The right candidate will lead the acquisition effort to gain new business by demonstrating The Packet's abilities to meet their advertising needs through effective print and web based advertising.

We offer a competitive compensation plan that includes salary, uncapped incentive plan and a well-rounded benefits plan.

Excellent sales, negotiation, organization, communication (written and oral) and presentation skills required. Attention to detail, analytical skills, project oriented, PC literacy with working knowledge of Power Point, Word, Excel required. (media preferred).

Travel required (some overnight); 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, or e-mail to addirector@centraljersey.com. EOE. E-103009

### Administrative Assistant

The Princeton Packet seeks an administrative assistant for its advertising sales department.

This position supports a results driven sales management team. This role will be responsible for general office duties, including creating and running reports, office upkeep, supporting the management team, communicating with department heads, customers and sales reps.

The position requires a high caliber of self-motivation and advanced knowledge of all Microsoft Office applications with expert level in Excel. The right candidate will be able to work in a time-sensitive deadline environment and will be expected to multi-task and handle a fast paced, high pressure environment. This candidate must be extremely organized, proactive & adept at handling confidential material. Additionally, this role will provide office services by implementing administrative systems, procedures, policies, and monitoring administrative projects. 2-4 yrs of Executive Administrative Assistant experience is required.

Send resume, including salary requirements to The Princeton Packet, Inc., ATTN: Advertising Director, PO Box 350, Princeton, NJ 08542, or e-mail addirector@centraljersey.com. EOE. E-103009

### Online Advertising Sales Account Executive

Who we are: We are a dynamic group of weekly newspapers, magazines and robust digital strategy. We have a multi-media approach to delivering news and content to our readers and we want you to be a part of it.

Who you are: You are a web/tech savvy advertising salesperson with a passion for Online Media. As an Online AE, you will drive revenue by identifying new account opportunities, contacting prospects, and developing and managing client relationships through frequent contact and in person meetings. Reporting to the Online Director, you will be expected to deliver on new account acquisition, client retention, revenue growth, AND you will work very closely with the print staff to identify new revenue opportunities for existing accounts.

Requirements:

- BA/BS degree 3-5 years demonstrated sales success selling media.
  - Outstanding interpersonal, communication and presentation skills.
  - Proficiency with MS Office applications.
- Send resume & salary

requirements to: Madhavi Saifee at msaiifee@centraljersey.com Women and minorities encouraged to apply. E-113009

### Online Advertising Account Executive

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

This position is accountable for meeting and exceeding revenue objectives by providing consultative services through aggressive cold-calling throughout greater Hudson County.

The right candidate will lead the effort to gain new business by demonstrating the Jersey Journal and its community newspaper group's ability to meet advertisers needs through newmedia website advertising.

We reward our sales force with a competitive, uncapped incentive plan which includes a base salary. Health care, including dental starts, day-one.

Excellent presentation and communication skills are required. 3-5 years of outside sales experience a must 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.

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

The Jersey Journal, Attn: Training Department, 30 Journal Square, Jersey City, New Jersey 07306, or email to aroselli@pennjerseyadvance.com E-103009

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