

Webinar
**THE CONSULTATIVE
SALE: INCREASE
ONLINE REVENUE**
Wednesday, September 30
2–3 pm

**NJPA EXECUTIVE
COMMITTEE MEETING**
Thursday, October 8
10:30 am
NJPA Conference Room

**NJ PRESS FOUNDATION
TRUSTEES MEETING**
Thursday, October 8
11:30 am
NJPA Conference Room

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

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"

For more information about these events, please visit:
www.njpa.org

**Newspapers:
Carrying the
Torch of
Freedom**
National Newspaper Week Oct. 4-10, 2009



MOVING FORWARD: Former NJPA staffer Missy Flynn, who suffered an aneurism more than three years ago, walks with the help of her trainer at this summer's Missy Flynn Challenge, a fundraiser that provides funds toward her on-going medical expenses. John O'Brien, George White and Amy Lear participated in the walking event on August 9. O'Brien reports proudly that all three of them finished in the top five. He also says, "Missy's voice is strong and she spoke to each of us. Definite improvement since last year." It's not too late to help! Send donations to Missy Flynn Challenge, Newtown Athletic Club, 209 Penns Trail, Newtown, PA 18940.

National Newspaper Week to celebrate the free press

National Newspaper Week, the annual recognition of the important role of newspapers, will be Oct. 4-11. This year's theme is "Newspapers: Carrying the Torch of Freedom." The logo, some suggested editorial content, cartoons and promotional ads are available at no cost. Download them from NJPA's website: www.njpa.org/NNW.

Don't miss Dave Morgan's last word on newspapers

By John O'Brien
NJPA Executive Director

Mark your calendars now to take part in a bit of NJ newspaper history in the making!

On Thursday, Oct. 29, at noon, NJPA will hold its Annual Meeting/Fall Luncheon at the East Brunswick Hilton on Rt. 18. Our guest speaker will be Dave Morgan, who has a fascinating resume. He's one of the few internationally known media advertising gurus who is, believe it or not, a former newspaper guy!

I first met Dave when he was an attorney for the Pennsylvania Newspaper Association. During his tenure there, we fought several battles together and I always admired his tenacity and forward-thinking approach to solving problems.

From PNA, Dave entered the brave new world (at the time) of the internet. Among many other accomplishments, he founded the online advertising firm RealMedia (later called 24/7RealMedia), which he eventually sold to WPP for \$649 million. Then he founded Tacoda, another online ad firm, which he eventually sold to AOL for \$275 million.



Morgan

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

Dave's newest venture is called Simul-media, a TV ad consultancy that hopes to improve TV's ratings by optimizing their advertising.

However, I have asked Dave to speak to us, not about his latest or previous ventures, but to give what he's calling "My Last Newspaper Speech!"

Dave has been very public in recent months in saying that he is walking away from his roots, primarily because he thinks the newspaper industry has lost many of the advantages it once owned in the competitive and evolving media world. He does not think, however, that it is a lost cause! I begged Dave, for old times' sake, please, to let the industry hear, one more time, his views on what's wrong with newspapers and what it will take to fix them.

I think it's because he still owes me 5 bucks that he has agreed, "for one last time" to say what's on his mind about his world and ours.

I encourage everyone reading this,
— Continues on Page 4

Courier-Post names new publisher

Timothy S. Dowd has been named president and publisher of the *Courier-Post* of Cherry Hill.

He comes to New Jersey from Michigan, where he served as publisher of two Gannett papers, the *Times Herald* of Port Huron and the *Battle Creek Enquirer*.

Thomas Donovan, publisher of the *Asbury Park Press* and vice president of Gannett's East Newspaper Group, made the announcement last month, saying, "What you get in Tim is nearly 15 years of publishing experience."

Dowd replaces Walt Lafferty, who had held the positions since 2006. Lafferty has been General Executive of Gannett's East Group and an NJPA board member.

Previously, Dowd was president and publisher of Gannett's *The Californian* in Salinas.

Earlier, he was publisher of *The Marion Star*, a Thomson Newspaper in Ohio, and director of interactive media for the Thomson Central Ohio Strategic Marketing Group.

Then Dowd moved to California as group publisher of the North Coast Newspapers, a part of the MediaNews Group based in Eureka.

A native of Port Heron, Mich., Dowd began his newspaper career with Gannett as a retail advertising account executive at his hometown paper, the *Times Herald*.

Later he served in management positions, including as advertising director, at the *Times Herald* and at the *Chillicothe Gazette* in Ohio.

Dowd received his associates degree at St. Clair County Community College and his bachelor's degree at Michigan State University.

He is married to Suzanne.



Dowd

INPRINT

a monthly publication of

New Jersey Press Association

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

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

EXECUTIVE DIRECTOR John J. O'Brien
COMMUNICATIONS MGR Catherine Langley
MEMBER SERVICES MGR Peggy Stephan
BUSINESS MANAGER Denise Sawicki
ACCTG COORDINATOR Jane Hartsough
IT MANAGER John Viemeister
NJNN DIRECTOR Amy C. Lear
MARKETING/RESEARCH MGR Brian Critchley
MAJOR ACCT SPECIALIST Jennine Remington
PRINT MEDIA SPECIALIST Joe Odas
PRINT MEDIA SPECIALIST Erin Rozansky
PRINT MEDIA SPECIALIST Adam Wilson
SCAN/2x2 NETWORKS MGR Diane Trent
NJPF DIRECTOR George White

BOARD OF DIRECTORS

CHAIRMAN
Arthur R. Hall
Cape May County
Herald Times, Rio Grande

PRESIDENT
Bruce Tomlinson
New Jersey Herald, Newton

VICE PRESIDENT • WEEKLIES
Ray Worrall
Worrall Community Newspapers, Union

VICE PRESIDENT • DAILIES
Jennifer Borg
The Record (Bergen County), Hackensack

TREASURER
Frank Gargano
Gloucester County Times, Woodbury

EXECUTIVE DIRECTOR
John J. O'Brien
NJPA, West Trenton

DIRECTORS

Joseph L. Cavone
Daily Record, Parsippany

Jennifer Cone Chciuk
The West Essex Tribune, Livingston

Keith Dawn
The Press of Atlantic City, Pleasantville

Stanley Ellis
Burlington County Times, Willingboro

Kathleen M. Hivish
Community Newspapers of North Jersey
Media Group, West Paterson

Stephen W. Parker
Recorder Community Newspapers, Stirling

Richard Veza
Penn Jersey Advance, Flemington

ASSOCIATE DIRECTORS

Ronald Morano
FirstEnergy Corp./JCP&L, Morristown

John V. Pavlik
Rutgers University, New Brunswick

GENERAL COUNSEL

Thomas J. Cafferty
Nomi Lowy
Lauren James
Scarinci & Hollenbeck, Lyndhurst

As I see it...

Emergency travel restrictions

With the 2009 hurricane season in full swing, I thought this would be a good time to review the rules on state imposed travel bans and their effect on newspaper employees during emergencies such as severe weather or Red Alert terrorism levels.

NJPA has participated in several discussions with the Attorney General's Office and the N.J. State Police regarding these issues. Following is a synopsis of the rules as they stand currently:

When a State of Emergency is declared due to weather:

There are no restrictions on news-gathering activities by credentialed reporters or photographers. There are no restrictions on other essential newspaper employees, including independent contract deliverers. The only exception would be in certain isolated instances where officials determine the roads are safe only for emergency vehicles. Examples of this are severe flooding, hurricane-force winds or extensive snowfall.

When a State of Emergency is declared due to a Red Alert:

There are no restrictions on news-gathering activities by credentialed reporters or photographers. There are no restrictions on other essential employees. There may, however, be



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

restrictions on all other employees if they are traveling to or through a Red Alert area. Unlike other alert levels (Orange, Yellow, etc), Red Alerts will not be nationwide or even statewide. They will most likely be applied to local or regional areas. One example given is, if the Colored Alert System had been in effect on 9/11/01, the southern end of Manhattan and the connecting tunnels and bridges would have been a Red Alert area.

What newspapers should do:

NJPA continues to work with the State Police and the A.G. in devising a uniform plan to help accomplish our goal of making this system work. Both

agencies have requested that all newspapers in New Jersey do two things to help facilitate these plans:

- All newspaper employees essential for news gathering, production or dissemination should possess photo I.D.s issued by their newspaper. This will be necessary to confirm employment. (This does not apply to Independent Contractors.)

- Each newspaper should establish a 24-hour phone number with someone answering that number who has a complete list of that newspaper's employees and independent delivery-contractors so police and emergency personnel can verify the newspaper connection of persons stopped during emergencies.

A work in progress

NJPA will continue to meet with state officials to work out a better system of educating local emergency management officials about the seriousness of allowing all employees essential to news gathering and dissemination to perform their job functions. Our experience has shown that local officials (police and emergency management) are occasionally "over-zealous" in their application of travel ban restrictions. State officials are aware of this and have pledged to address it.

We will keep you updated.

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 & select Advertising Sales Camp link.
Questions? Contact Peg Stephan:
609-406-0600 x14 • 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

Sales training boosts motivation, online revenue opportunities

Gearing up for challenging times ahead?

NJPA's fall seminars and webinars provide exciting new sales ideas and excellent training — plus they save time and money.

Ad Sales Camp

Back by popular demand. NJPA's Advertising Sales Camp with Tony Roselli will be held on Oct. 15 from 9 a.m. to 4 p.m. at NJPA. Roselli is the selling coach for Penn Jersey Advance.

This dynamic seminar, as fast-paced as Roselli can talk, demands that attendees stand up and practice new sales techniques in front of their peers.

"Come ready to participate," Roselli says. "There's no place to hide."

But he makes the seminar rewarding, teaching essential sales skills and sharing tips, all with inimitable humor.

"Tony makes you want to go right out and *sell!*" said one enthusiastic participant.

These days, every newspaper needs motivated sales representatives, and Roselli promises to deliver that motivation.

He says that whether attendees are just starting their ad sales careers or are experienced reps who need "tune-ups," in this one-day seminar will cover all the essentials.

The cost is \$99 per person, which includes continental breakfast and lunch.

To register, go to www.njpa.org. Click on Events, then on Advertising Sales Camp. Or contact Peggy Stephan at (609) 406-0600, ext. 14, or pastephan@njpa.org.

Webinars

NJPA offers a series of four webinars this fall, beginning on Sept. 30.

Designed to increase online sales, they are targeted for sales representatives, sales managers, Internet managers and anyone else who is involved in the sales process.

These efficient training sessions keep your staff focused in the office while their ideas and skills grow at the speed of the Internet.

For these webinars, NJPA has partnered with other press associations and Borrell Associates.

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

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

Here are the topics of NJPA's upcoming webinars:

- **The Consultative Sale: Increase Online Revenue** — Sept. 30 at 2 p.m.

Learn the best practices gleaned from thousands of successful local interactive media operations around the country. Get ideas, information and tactics that will help make more sales and position your account executives as experts in the online ad field. Use interviewing skills to listen to clients. Establish and maintain trust and credibility by using data before and after the sale, to quantify the value of online ads. And help clients discover creative ad solutions.

- **Tackling the Yellow Pages** — Oct. 14 at 2 p.m.

Directories have been the most aggressive of all local media, making about 15% of their total revenue this year from digital advertising. The industry also has trained about 80% of its on-the-ground sales force — totaling more than 13,000 salespeople — to sell interactive products. How can you sell against this large force? Learn how the directory ad spend is shifting, the revenue at stake, consumer usage patterns online and what you need to compete online

- **Small Businesses: The Final Frontier for Online** — Oct. 28 at 2 p.m.

Are small- and medium-sized business owners changing their spending habits? Are they abandoning traditional media for the Internet? Is the recession a tipping point for their ad spends? Learn which business categories are the leading online ad spenders and how to overcome small business objections to Internet advertising. Create win-win solutions for your local advertisers!

- **E-mail: Growing Your Ad Revenue** — Nov. 11 at 2 p.m.

The Internet has put another print medium in its crosshairs: direct mail. The popularity of e-mail marketing is set to skyrocket as a result. We forecast a dramatic 39% drop in direct mail and corresponding rise in e-mail advertising — which was already at \$12.1 billion last year. E-mail, in fact, quietly became the No. 1 interactive advertising format last year, surpassing banners and search advertising. Learn what drives successful e-mail campaigns, how to manage your database, how to use an integrated marketing approach, and how to make money with e-mail.

Borrell predicts newspaper ad revenue growth

Has the newspaper ad-revenue slump hit bottom? According to new projections from Borrell Associates, that seems to be the case.

The company estimates the industry will bounce back in 2010, with newspaper ad revenue growing 2.4%. By 2014, Borrell anticipates ad revenue will increase 8.7% to more than \$39 billion over 2009 results.

"A long way from extinction," Colby Atwood, president of Borrell Associates, wrote in a research note, "and good enough to increase newspapers' share of total ad revenue ... from 14.4% to 15.9%."

The industry is poised to re-emerge as a niche medium "playing to a greatly distilled audience of higher-educated, higher-income readers," wrote Atwood.

People & Papers



OVER-CAFFEINATED? NJPA's George White and John O'Brien are really revved up for the 1-mile walk at the Missy Flynn Challenge, held early one Sunday morning in August. They finished in the top five. The event raises money for Missy, NJPA's former communications manager, who suffered a brain aneurism in 2005.

Advance partners with Microsoft to sell local ads

Advance Internet, the division representing 36 newspaper Web sites owned by the Newhouse family including NOLA.com and NJ.com, has entered into a deal with Microsoft.

The partnership will allow Advance salespeople to sell Microsoft Media Network inventory on the local level and offer behavioral targeted advertising.

With the addition of Microsoft Media Network inventory, Advance can expand its local reach in the marketplace to about 75% of all adults who use the Internet.

Additionally, Advance will be implementing Microsoft Advertising's Content Ads and Search Ads, which serve contextually relevant advertisements within articles and other content pages, and will be able to sell Microsoft search products.

Media commentator Ken Doctor wrote that "when Advance partners its online newspaper ad business with Microsoft — when it zags as many of its peers are zigging — it's worth taking note. The new partnership parallels the Yahoo Newspaper Consortium, but differs from it in one important respect.

"Advance Internet is maintaining its own ad platform, currently powered by 24/7 RealMedia, and integrating with Microsoft. Yahoo Newspaper Consortium

members have fully adopted the Yahoo APT platform for their ad serving businesses, creating a closer, more exclusive relationship."

So, he writes, "We all see the shape of the new battle for local ad dollars. Face it, online newspaper growth has slowed dramatically. We're seeing reading patterns harden in the marketplace, and it's leaving newspaper sites underwhelmed. ... That means they must sell much more than tired old banners on their own sites. The solutions, here and in the Yahoo consortium: 1) sell more products, in addition to display; and 2) sell Other People's Inventory and networks; in Advance's case, Microsoft's.

As I've noted, this new math is compelling — many smaller advertisers never could afford print. They can afford online, and that means the potential of hundreds and thousands of new customers in every metro marketplace.

Further, this is a market newspaper companies must win if they have any hope of maintaining their already-downsized newsrooms. They're not winning it now. According to Borrell Associates, roughly half of the \$14 billion local online ad market is going to the pure plays — Google, Yahoo, Microsoft, AOL

— Continues on Page 11

The New Jersey ONLINE Experts

Leverage the power of New Jersey's newspaper websites! To find out how you can reach NJ's 2.1 million+ newspaper website users, visit us online:

http://www.njpa.org/njnn/online_advertising.html

New Jersey Newspaper Network



Amy Lear, Director
(609) 406-0600 ext. 15 • aclear@njpa.org



New Jersey Press Foundation

George White
Foundation Director

Intern's glowing review

This year's crop of NJPF Summer Interns had a profoundly rewarding experience; at least based upon reports from their editors and from the first two program assessments we have received from the interns.

For this column, I will spotlight Maggie Astor, a junior this fall at Barnard College, in New York. She served beyond the two months required and spent a total of 12 weeks in the North Jersey Media Group's newsroom. For *The Record* and *Herald News*, she covered four boroughs in Passaic County — Haledon, Hawthorne, North Haledon and Prospect Park.

Among her stories were detailed reports on the fiscal problems facing these municipalities, particularly as they've struggled over the summer to finalize their budgets. Her topics ranged from cutting the budgets, to sharing municipal services, to a police chief being suspended after accusing a council member of using cocaine, to raw sewage going from municipal pipes into storm drains and from there into the Passaic River.

She described the value of having been assigned a beat just like full-time staff reporters. She said the experience felt "less like an internship" and more like "a real, full-time reporting job."

Getting the math right

She praised her immediate editor, Assignment Editor Claude Deltieure. His continuing help and patience resulted, as an example, in her being able to write article after article about municipal budgets and tax levies; subjects in which she had much difficulty in grasping the math — at least initially.

One highlight of her internship was her work on a series of articles exposing the discharge of raw sewage into the Passaic River from faulty sewer lines in Haledon. She wrote five articles on the issue: starting with homeowners' complaints that sewage

had periodically backed up into their basements for 30 years; progressing to residents' revelation that sewage in basements was being pumped out into the street and into storm drains leading to the river; and culminating with the New Jersey Department of Environmental Protection mandating repairs, after its staff members had read about the problem in her articles.

According to Maggie, "While I was by no means enthusiastic about covering sewage, this showed me first-hand that no matter how mundane a story seems at first, it can quickly spiral into a major investigatory project if you put in good, thorough reporting. And it was extremely gratifying to see my reporting make a concrete difference."

Editor's review

Equally happy was Editor Deltieure, who described Maggie's four-town beat as "quiet, with few things going on — at least on the surface; that is until Maggie swooped in and scored story after story. She has a natural nose for hard news, a deeply focused work ethic, exceptional news-distillation skills for her level of experience, and a reader-friendly composition style."

He commended Maggie's "ability to pick up on the deeper contexts of running issues," and her "piercing interviewing style that gets the needed quote." He described how Maggie made life easier for her editors with constant communication about stories in the offing and a "militarily-maintained" calendar projecting out her coming week of work.

Maggie seems genuinely appreciative of the experience NJPF's internship program provided. And she reported that she was excited about returning to school with full-time reporting experience under her belt.

Barnard College is affiliated with Columbia University, where she plans to continue writing part-time for the *Columbia Daily Spectator*.

Youth Journalist network prepares for fall election

Civic journalism, where citizens take the initiative to report news and express their views, is coming to New Jersey high school and middle school students this fall, ahead of the gubernatorial election.

The Youth Citizen Journalist Network, a non-profit organization aligned with the National Student/Parent Mock Election, has opened its newsroom to young people who want to be published on a national online news and information service.

Their informed opinions, articles, photos and videos will be published on the YCJN website, www.InformedDemocracy101.org. Content produced by teenagers can be sent to newsroom@ycjn.us.

Editors will assign their contributions to one of several sections of the network, including the New Jersey gubernatorial election, issues facing the state and the nation, and general themes of democracy and voting.

The mock election for the governor of New Jersey will be held in schools the last week of October. The goal of YCJN is to energize students as they debate the candidates and issues.

The pilot network will include several other states during the 2009-2010 school year and will be expanded nationwide in the fall of 2010.

YCJN and the National Student/Parent Mock Election are year-round civic education projects that complement the biennial congressional and quadrennial presidential mock elections.

More than five million students voted in the NSPME Presidential mock election last October — 286,267 of them from 802 New Jersey schools.

The National Student/Parent Mock Election, the largest youth civic education program in the United States, seeks to familiarize, excite, involve and mobilize young people about the electoral process.

Dave Morgan will speak one last time to newspapers

Continues from Page 1

please, to put Oct. 29 on your calendar. "My Last Newspaper Speech" should be an event to remember.

And who knows ... I might even get my money back!

Information and the registration form are in the mail. Or download the flyer from our website: www.njpa.org. Click the link on our home page.

What's ahead for NJPF

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

Oct. 8 – NJPF Trustees meet at 11:30 a.m. in the NJPA conference room.

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.

Editors...

Please let NJ Press Foundation know *now* if you are interested in having a national-caliber journalism student for your newsroom next summer.

The 2010 Summer Internship/Scholarship Program will provide the selected newsrooms with \$1,800 of the \$2,600 necessary to cover the student's minimum eight week salary (\$325 per week). NJPF tries to place students at papers reasonably close to their homes.

If you are interested, please contact George White at 609-406-0600, ext. 30, or gwhite@njpa.org.

NJPA memorabilia WANTED for our archives

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

*Design for Readers:***Stating the obvious? Works for me.****By Ed Hemminger**

Recently, a subscriber mentioned that she thought one of my columns “stated the obvious, but it’s something that needs to be said over and over until we finally get it.”

I’m OK with stating the obvious because I agree with her on having to make the point over and over.

And so, to state the obvious (in no particular order):

- Reverses are hard to read.
- Small type is hard to read.
- Sans serif type is easier to read in smaller sizes.
- Color photos have more impact than black and white photos.
- Larger photos have more impact than smaller ones.
- Running a bad photo larger does not make it better.
- Readers do not like surprises.

- Readers believe it’s their newspaper, not yours.
- Listening to readers helps improve your newspaper.
- Think like readers.
- It takes more time to edit a story than to direct a reporter.
- Black and white are colors, too.
- Colorizing elements does not improve their look.
- Tint blocks make text more difficult to read.
- Page labels help readers —and editors.
- Being a good reporter does not make you a good editor.
- Being a good editor does not make you a good designer.
- Being a good designer does not make you a good editor.
- Ad sales people are a top source for news.

- Consistency is a good thing.
- Organization of content is a good thing.
- If everything is different, nothing is.
- Great design is the art of taking things away.
- Make design, not excuses.
- God is in the details.
- Reporting is work.
- Editing is work.
- Design, too, is work.

If any of these isn’t obvious to you, I suggest you rethink your approach to design.

Ed Hemminger is an independent newspaper consultant and director of Henninger Consulting. Offering comprehensive newspaper design services including redesigns, workshops, design training and design evaluations.
www.henningerconsulting.com
edh@henningerconsulting.com
803-327-3322

Website audience survey begins soon

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

A senior consultant at Belden Interactive, he was talking about the website research his company will conduct for NJPA this month. The survey will study the audiences of newspaper websites in New Jersey — the people, their demographics and their buying habits.

“Belden will measure website reach and how websites relate to the print product — questions that ad agencies and advertisers are asking all of us. The study will examine consumer purchasing plans and how people interact with our websites. Again, our media buying customers have a growing need for this information,” said Amy Lear, director of NJPA’s advertising service, NJNN.

For more about the topics to be studied, see her column on this page.

“The survey goes live this month and we have excellent participation, especially among NJPA’s daily and group weekly members.”

The study will be conducted via online “intercept surveys” at NJPA members’ websites.

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

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

NJPA members who participate in the research will get the composite statewide report at no cost. The participating newspapers have:

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

Some newspapers opted for more information — an en-

hanced study. They will receive, in addition to the comprehensive report, proprietary reports specific to their audience statistics and website visitors.

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

Ads promote newspapers

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

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

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

The ads may be used by any newspaper or newspaper website and can be downloaded at: news.newspaperproject.org

**NJNN Update**

Amy Lear
Director
New Jersey Newspaper Network

Looking ahead

Having just returned from a vacation where I celebrated a “significant” birthday with family and friends along the Outer Banks of North Carolina, I am reminded that summer has come to an end. (My actual birthday was in April, but it’s taken me four months to accept it!)

The good news about summer ending is that the slump in advertising revenue seems to be following close behind. With a change in season, new business appears to be on the rise — from public notices about environmental issues to new pitches for hospital and healthcare accounts to increased inquiries for election-related issue campaigns. Commitments have yet to be secured, but conversations are in the works.

On the flip side, NJNN has suffered significant losses from accounts such as Embarq (merged with Century Tel) and Sun Bank. We’re anxious for change!

Statewide digital survey update

Belden Interactive recently launched the test phase of NJPA’s statewide digital audience measurement study. Nearly every New Jersey daily newspaper and a majority of NJPA-member weeklies will be posting the survey on their websites to measure not only demographics, but also audience behavior.

Among the topics to be explored are:

- Why users visit a particular website and how often;
- What website sections and features visitors view frequently;
- How online searches relate to consumer buying habits.

Aggregated results of the survey are expected to be released early in October.

We are excited about this fresh research and we look forward to sharing it 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.

This is an investment in boosting sales for all of us — and that sounds like something we’ll all want to celebrate!

The New Jersey RESEARCH Experts

Customized research — including Demographics, Reach & Frequency, Mapping Projects & more — is available upon request.

New Jersey Newspaper Network



Amy Lear, Director
(609) 406-0600, ext.15
aclear@njpa.org • www.njpa.org

Political Advertising Refresher

By John J. O'Brien

With election season just around the corner, I asked NJPA's General Counsel Tom Cafferty to update his memo outlining how the state's election laws affect New Jersey newspapers.

Here is Tom's memo:

* * *

First, a reminder that New Jersey and federal election laws require that all newspaper political advertisements contain appropriate disclaimers, better known as the "ordered and paid for" line. The required content and design of the disclaimers varies, depending on whether the ad in question pertains to an election on the federal level (U.S. Senate/U.S. House) or the state/local level (all other offices and public questions).

I. Advertising for State and Local Elections

The New Jersey Election Law Enforcement Commission (ELEC) enforces the disclaimer requirements for state and local elections in New Jersey. ELEC regulations require that political identification statements be included on "any advertising directed towards the electorate that aids or promotes the nomination, election or defeat of a state or local candidate." Bona fide news items or editorials are excluded.

Most newspaper political ads will be directly paid for or authorized by registered political candidates or political committees; by individual and joint candidate committees; or by the various Democratic and Republican state, local and county political organizations; and other entities registered with ELEC as a result of their political activity, such as "continuing political committees" (a.k.a. "PACs"). These entities are required to include the following information in their disclaimer:

(1) the name registered with ELEC of the entity, organization or person paying for the advertisement;

(2) language indicating that the advertisement was ordered and paid for by that entity, organization or person;

(3) the business or residence address of that entity, organization or person as it appears on a registered entity's ELEC filings.

EXAMPLE:

**Ordered and Paid For by:
Joe Glutz for Governor
1 Rosebud Way
Trenton, NJ 08628**

No other identification information is expressly required by law, but oftentimes political entities may, and are permitted to, include in their ads information such as the name of the entity's treasurer, a phone number or an Internet address.

If a newspaper political advertisement is paid for by a person or group that is not required to register with ELEC, that is considered to be an "independent expenditure." Such an ad might be taken out by a concerned citizen, for example. For an "independent expenditure" ad, the following information is required in the disclaimer:

(1) the name of the person paying for the advertisement;

(2) language indicating that the advertisement was ordered and paid for by that entity, organization or person;

(3) the business or residence address of that entity, organization or person as it appears in public records or a telephone directory.

EXAMPLE:

**Ordered and Paid For by:
Cindy Concerned
15 Elm Street
Trenton, NJ 08628**

(4) language indicating that the expenditure was not made with the cooperation or prior consent of, or in consultation with or at the request or suggestion of any candidate, or any person or committee acting on behalf of any candidate.

EXAMPLE:

This advertisement is paid for by a private citizen, and was not authorized or approved by any political candidate or committee.

II. Advertising for Federal Elections

The Federal Election Commission (FEC) enforces the disclaimer requirement for all federal elections in the United States. FEC regulations require that political identification statements be included on "any public communications that expressly advocate the election or defeat of a clearly identified candidate or are paid for by a political committee." These statements must be "clear and conspicuous," in at least 12-point type, have sufficient contrast with the advertisement's background and be located within a printed box set apart from the other contents of the advertisement. The disclaimer must clearly state who paid for the advertisement, but addresses are only necessary in certain circumstances.

EXAMPLE:

**Paid For by
Smith For U.S. Senate**

If the ad is authorized by a candidate for federal office, but paid for by another person, the disclaimer must explicitly say so:

EXAMPLE:

**Paid For by John Doe
Authorized by
Smith For U.S. Senate**

Expenditures not authorized by a candidate for Federal office must include a disclaimer with the full name along with a street address or phone number or web address of the person paying for the communication, as well as a statement that the communication is not authorized by any candidate or candidate's committee.

EXAMPLE:

**Paid For by
Cindy Concerned
15 Elm Street
Trenton, NJ 08628
This advertisement
is not authorized by
any Federal candidate
or committee.**

III. Vendor Records – the "Political File"

Another important provision of the law requires that anyone accepting compensation from a political entity "shall maintain a record of the transaction." These records are commonly known in the communications industry as the "political file."

The records that must be kept include:

(1) an exact copy of the communication;

(2) a record of which issue(s) of the paper it appeared in and the date(s);

(3) the name and address of the committee, group or individual paying for the communication and of the candidate or committee, if any, on whose behalf the individual was acting.

* * *

As always, call us at NJPA if you have any questions: (609) 406-0600.

Political Ad FAQs

Q If a newspaper runs an advertisement without the required disclaimer, will it be held responsible?

A Generally speaking, it is the legal responsibility of the person or entity placing the ad to provide the appropriate disclaimer, not the newspaper. Of course, it is still good practice to ensure that all ads contain the proper disclosure language.

Q Can a newspaper offer discounts for political advertising?

A The Federal Election Commission (FEC) regulations *require* that a newspaper selling advertising space to a federal candidate may not charge an amount for the space which exceeds the comparable rate for the space for non-campaign purposes, including discounts normally available to ordinary advertisers.

While this regulation does not apply to state and local elections, a newspaper may still offer such discounts.

However, a newspaper *should not* sell ad space to a political entity at a discount not regularly available to similarly situated customers. Otherwise, that discount could be deemed an "in-kind" political contribution, which would have to be reported to the appropriate regulatory entity, and if large enough, might violate campaign contribution limits.

Q Can a newspaper reject a political advertisement if it does not contain the required disclosure language, or for some other reason?

A Newspapers have the First Amendment right to publish or reject advertisements at they see fit. Thus, if you have any concerns with respect to the failure to include proper disclosure language, you have the right to insist that the error be corrected, or to require a suitable disclosure statement even if not expressly required by law or regulation.

Q What about Internet advertising?

A Both ELEC (New Jersey Election Law Enforcement Commission) and the FEC have advised that appropriate disclaimers must appear on any political ad that appears on an Internet website.

Q Can political candidates sign contracts?

A Yes. Courts have ruled that political candidates can and should be offered the same cost reduction opportunities as other advertisers. However, your newspaper may have a separate, "political rate" that is offered to those running for office.

Q Can we make them pay in advance?

A Yes. But you should have a consistent advertising policy (not just for certain individuals or parties).

Q Is there a law that prohibits candidates from leveling "new charges" or introducing "new issues" in advertisements just before the election?

A There is no law prohibiting such action, however, many of our member newspapers have policies that disallow such activities. Most require the timing to allow the opposition to respond. In the case of weeklies, that might mean two weeks prior to the election, in the case of dailies, certainly a few days. Check with your ad manager.

The Road to Success Starts at A.F.L. Web Printing

A.F.L. Web Printing's Customized Service Plan



UNLIMITED
COLOR
PLACEMENT



REVENUE
GROWTH



INNOVATIVE
PRODUCT
DESIGNS



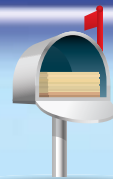
ON-TIME
DELIVERY



MEET ANY
PUBLISHING
GOAL



WORLD WIDE
DISTRIBUTION



CUSTOMIZED
INSERT
SCHEMES



INCREASED
AD SALES

A.F.L. WEB
REGIONAL PRINT CENTER

LOCATIONS:

2 Executive Drive / Voorhees, NJ 08043
70 Seaview Drive / Secaucus, NJ 07094
Phone: 856.566.1270 • Fax: 856.566.0110
Web-site: www.aflwebprinting.com

CONTACTS:

Sandy Theo, *Sales Manager* (stheo@aflwebprinting.com)
Darrin Forchic, *Client Relations Manager* (darrinf@aflwebprinting.com)
Mark Henderson, *Executive Vice President* (mhenderson@aflwebprinting.com)

Grow your business with A.F.L. Web Printing

- State-of-the-Art Presses / Computerized Ink and Registration Controls / All 4-Color all the time • 100% Process and Service Redundancy between 2 State-of-the-art Facilities
- Customized Service Plan / Around-the-Clock Customer Service • Digital Prepress / Computer to Plate / Quality Control in all Phases of Production / CIP4 Compliant Workflow
- Multiple High Speed Bindery, Labeling, Inserting and Poly Bag Lines / Fast Turn Around Time • Commitment to Circulation and Revenue Growth / R.O.P. Advertising & Digital Workflow Support
- Circulation and Mailing Services Coupled with in-house U.S. Postal Service Verification • Special Handling, UPS, Federal Express, USPS, Local and National Trucking / On-time Delivery



Unrivaled customer service



Plan matched to your needs



Most advanced printing equipment



CIP4-compliant workflow

Got a Service Plan?

We Can Help!

Stage 1: Planning

At A.F.L. Web Printing it's not just ink on paper. We develop and deliver customized service plans based on each publisher's unique requirements. The goal of every plan is to bring delight to the publisher, readers and advertisers. The starting point of the planning process is to understand both current needs and future aspirations of the publication. We then match these objectives with the wide array of services that give substance to the phrase, "The Publisher's Resource of Choice." Our teams of publishing, printing, marketing and distribution specialists can create service plans to meet virtually any publishing goal. Want expanded circulation? We have a plan for that. Increased ROP and insert advertising? We're ready to help. Entry into new markets? That's one of our specialties. Experience the excitement of having your publication reach its most ambitious goals. Tell us your needs. Tell us your wants. Tell us your delights. We'll make your dreams come true.

- Customized service plan
- Needs, wants and delights
- Marketing support and guidance
- ROP and insert sales expertise
- Circulation development
- Increased ROP, insert, subscription revenue
- Customer-oriented staff
- Pre-production specialist
- Meet any publishing goal
- Dreams come true

A.F.L.
REGIONAL PRINT CENTER

*The Publisher's
Resource*

Stage 2: Production

- Multiple facilities
- File preparation training
- 24-hour customer service
- 100% redundancy in all manufacturing and services
- Well defined processes based on Six Sigma
- Unlimited color availability
- Vast number of product size options
- Greater selection of paper stocks
- State of the art technology
- Faster throughput

A.F.L. WEB

REGIONAL PRINT CENTER

VOORHEES: 2 Executive Drive / Voorhees, NJ 08043

SECAUCUS: 70 Seaview Drive / Secaucus, NJ 07094

Phone: 856.566.1270 • Fax: 856.566.0110

E-mail: sales@aflwebprinting.com • Web-site: www.aflwebprinting.com

Choice Plan? do...



High-tech, hi-speed inserters

Stage 3: Logistics



Comprehensive bindery operation



Unexpected level of satisfaction



Delivery when and where needed

- Polybagging
- Minimize postage
- In-house mail processors
- Maximize deliverability
- Customized insert schemes
- Unlimited finishing options
- Complete subscription management
- On-site postal verification
- Local, regional, national trucking
- Worldwide distribution

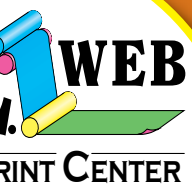
By selecting "The Publisher's Resource of Choice" you gain a full partner in the entire publishing process. We combine conventional manufacturing services with a broad range of programs focused on revenue enhancement. The variety of publishers using these resources is extremely diverse. But the common experience among all publishers entering into a partnership with A.F.L. Web Printing is their level of satisfaction. Choosing "The Publisher's Resource" is a guaranteed way to improve service to readers and advertisers. Readers receive a more attractive product delivered in a timelier manner. Advertisers enter a completely new world of marketing opportunities—more color positions, more creative layouts, more targeted distribution plans, more insert opportunities than ever before. At A.F.L. Web Printing we don't run print jobs—we develop customized service plans that deliver a level of satisfaction you've only dreamed about. We're ready to design your plan.

Stage 4: Results

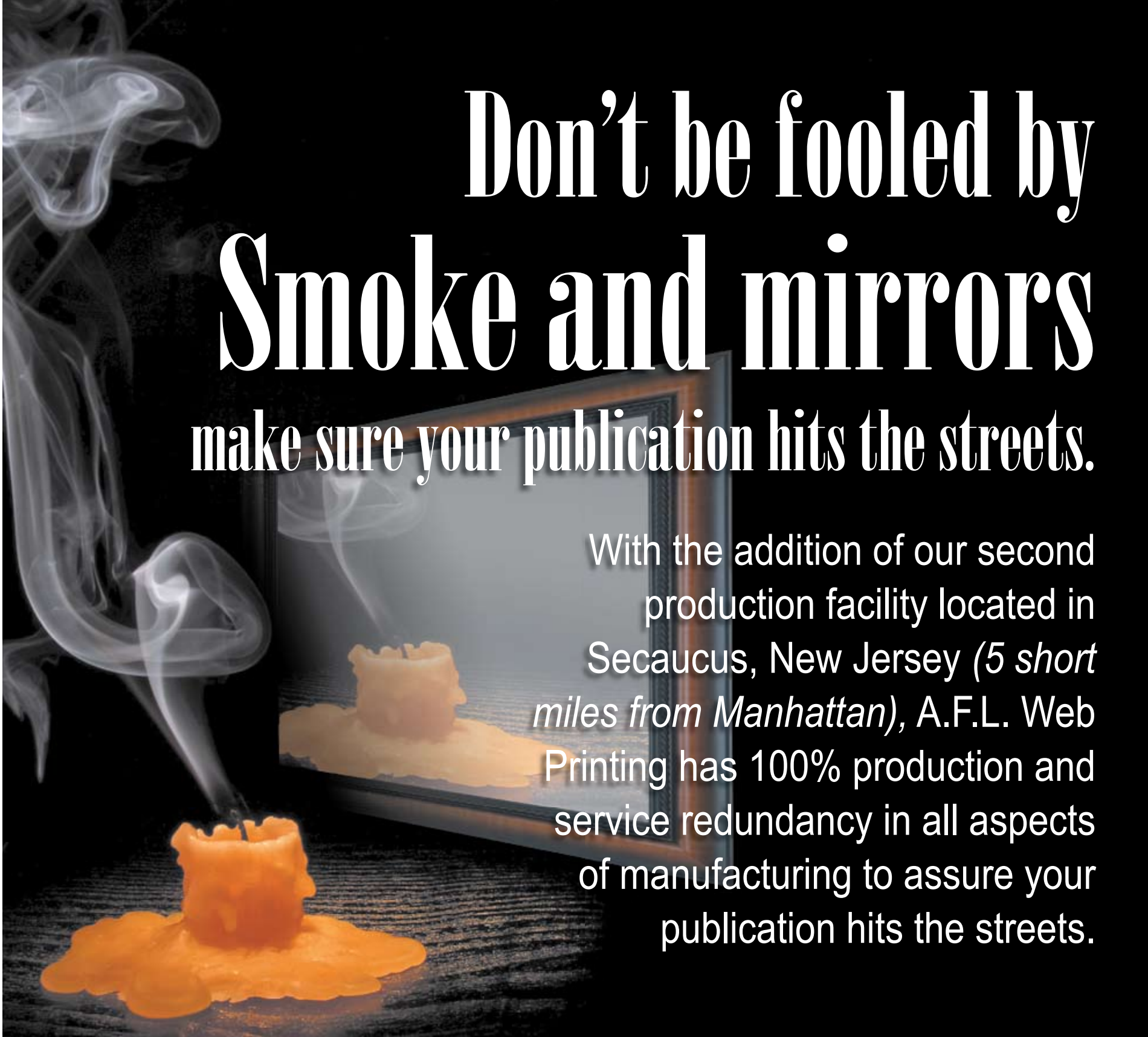
- More colorful publications
- More attractive products
- Timely delivery
- Engaged readers
- Increased advertising opportunities
- Long-term partnerships
- Sustained profitability
- Improved bottom line
- Enhanced staff morale
- Goals exceeded

Grow your business with A.F.L. Web Printing

- State-of-the-Art Presses / Computerized Ink and Registration Controls / All 4-Color all the time
 - 100% Process and Service Redundancy between 2 State-of-the-art Facilities
 - Customized Service Plan / Around-the-Clock Customer Service
- Digital Prepress / Computer to Plate / Quality Control in all Phases of Production / CIP4 Compliant Workflow
 - Multiple High Speed Bindery, Labeling, Inserting and Poly Bag Lines / Fast Turn Around Time
- Commitment to Circulation and Revenue Growth / R.O.P. Advertising & Digital Workflow Support
 - Circulation and Mailing Services Coupled with in-house U.S. Postal Service Verification
- Special Handling, UPS, Federal Express, USPS, Local and National Trucking / On-time Delivery



Publisher's
of Choice



Don't be fooled by Smoke and mirrors make sure your publication hits the streets.

With the addition of our second production facility located in Secaucus, New Jersey (5 short miles from Manhattan), A.F.L. Web Printing has 100% production and service redundancy in all aspects of manufacturing to assure your publication hits the streets.

Small or Large, your publication earns exclusive treatment at A.F.L. Web Printing. Our stability and growth is your edge in the marketplace, No matter your readership or frequency, there is no job too big or too small.

A.F.L. WEB
REGIONAL PRINT CENTER

LOCATIONS:

2 Executive Drive / Voorhees, NJ 08043
70 Seaview Drive / Secaucus, NJ 07094
Phone: 856.566.1270 • Fax: 856.566.0110
Web-site: www.aflwebprinting.com

CONTACTS:

Sandy Theo, *Sales Manager* (stheo@aflwebprinting.com)
Darrin Forchic, *Client Relations Manager* (darrinf@aflwebprinting.com)
Mark Henderson, *Executive Vice President* (mhenderson@aflwebprinting.com)

Grow your business with A.F.L. Web Printing

- State-of-the-Art Presses / Computerized Ink and Registration Controls / All 4-Color all the time • 100% Process and Service Redundancy between 2 State-of-the-art Facilities
- Customized Service Plan / Around-the-Clock Customer Service • Digital Prepress / Computer to Plate / Quality Control in all Phases of Production / CIP4 Compliant Workflow
- Multiple High Speed Bindery, Labeling, Inserting and Poly Bag Lines / Fast Turn Around Time • Commitment to Circulation and Revenue Growth / R.O.P. Advertising & Digital Workflow Support
- Circulation and Mailing Services Coupled with in-house U.S. Postal Service Verification • Special Handling, UPS, Federal Express, USPS, Local and National Trucking / On-time Delivery

Gannett to consolidate ad functions in Midwest

Gannett Co. Inc. will create consolidated advertisement production centers at *The Indianapolis Star* and the *Des Moines Register* that will serve its entire U.S. newspaper operations, according to a Star Web story.

The consolidation is expected to result in job cuts, according to an internal memo, first provided by the Gannettoid blog.

The same memo adds, "These centers will be responsible for many prepress functions throughout U.S. Community Publishing, including image processing, receiving and processing electronic ads, ad building, spec ads and ad outsourcing.

"This effort will give Gannett sites and their customers access to the latest technology, enhancing customers' experiences by allowing them to become more involved in the ad submission and proofing process through

the use of Ad Tracker On Line (ATOL). ATOL will be used to e-mail submission links to the advertisers — which then will allow them to submit ads and proof them via the Internet. Sites will also have access through this web portal to the Gannett Creative Library to provide their customers with as many spec ad options as possible.

For U.S. Community Publishing sales people, this new effort will allow them to focus more on sales and less on administrative duties."

"Rollout will begin in November 2009 with Des Moines and Iowa City being the first sites to go live. The Indiana group of newspapers will then follow. Beginning in February, the focus of conversion will be on the larger sites, followed by the remaining sites."

— Editor & Publisher

US Post Office to cut billions thru layoffs, facility closures

As part of a massive ongoing effort to cut costs, the U.S. Postal Service has negotiated an agreement with two of its employee unions to offer as many as 30,000 employees a financial incentive to retire or resign before the end of the fiscal year.

The one-time offer is a strategic move to accelerate targeted staffing reductions for employees represented by either the American Postal Workers Union (APWU) or the National Postal Mail Handlers Union (NPMHU).

Advances in mail processing technology and the continuing recession have led the Postal Service to more aggressively match work hours with work load. The majority of employees eligible for the incentive work in mail processing facilities.

Because the number of addresses grows by 1.5 million each year, letter carriers represented by the National Association of Letter Carriers and the National Rural Letter Carriers' Association were not extended this offer.

The employee incentive offer is the latest in a series of cost reductions the Postal Service has made this year.

Cost savings during 2009 are expected to total more than \$6 billion including the following actions.

- Cutting more than 100 million work hours, the equivalent of 57,000 positions
- Halting construction of new postal facilities;
- Closing six district offices
- Negotiating an agreement with the National Association of Letter Carriers that adjusts letter carrier routes to reflect diminished volume
- Instituting a nationwide hiring freeze;
- Reducing authorized staffing levels at postal headquarters and area offices by at least 15%
- Selling unused and underutilized postal facilities
- Adjusting Post Office hours to better reflect customer use
- Consolidating mail processing operations
- Freezing salaries of all Postal Service officers and executives.

The impact of these changes on newspapers that mail subscriber copies is uncertain.

— from CoStar Group

People & Papers

Fixing open government focus of NJFOG seminar

It's a constant battle to keep government open and responsive to the people of New Jersey.

The forces of secrecy and patronage, graft and lethargy seem constantly to be shutting their doors and undermining our rights.

Fortunately, there are many other people — officials, taxpayers, attorneys and journalists — who just as persistently keep prying those doors back open again.

For an update on this nonstop struggle, attend a symposium in Trenton on Friday, Sept. 25. The session, called "Fixing Open Government in New Jersey," will run from 9:30 a.m. to 12:30 p.m. in Committee Room #6 at the State Capitol Complex.

Among the panelists will be Tom Cafferty, general counsel for NJPA. The event is sponsored by the New Jersey Foundation For Open Government (NJFOG).

Keynote speaker will be Matthew Boxer, New Jersey's first independent state comptroller. His staff assesses the efficiency of government programs and scrutinizes government contracts.

"The Comptroller's Office exists to bring greater efficiency and transparency at all levels of New Jersey's government," said Mr. Boxer, "from our town halls and schools, to our state agencies and independent state authorities. Simply put, this state

New England press associations merge

The New England Newspaper Association and the New England Press Association merged formally on July 1. The new organization is called the New England Newspaper and Press Association, NENPA for short.

Brenda Reed, the former NEPA executive director, heads the new association. Morley Piper, NENA's former executive director, now works part-time for the Newspaper Association Managers.

NENPA's office is in Dedham, Mass. Its phone number is (781) 320-8050 and web address is www.nenpa.com.

cannot afford to have its governmental entities wasting money that comes from the hard work of taxpayers."

Mr. Boxer will be followed by a panel suggesting ways to improve the Government Records Council and the Open Public Records Act.

Joining Mr. Cafferty on that panel will be Moderator Walter Luers, attorney & NJFOG board member; Guy Baehr, NJFOG board member; attorney Richard Gutman; attorney Vincent Maltese, former chair of the Government Records Council; and John Paff, chair of the NJ Libertarian Party Open Government Task Force.

NJFOG President Ron Miskoff will welcome attendees at 10 a.m. and wrap up the proceedings at 12:30 p.m.

The cost is \$10 per person, free to NJFOG members. Space is limited! To register, visit www.nj-fog.org. For information, e-mail info@njfog.org or call 908-418-5586.

Funding for this program was provided by the Rutgers School of Law-Newark Pratt Bequest Fund.

— Editor & Publisher

Advance ends "the pledge"

Advance Publications' Newhouse Newspapers, one of the only major newspaper chains to avoid non-union layoffs throughout the recent upheavals suffered by its industry, is planning to end its long-standing "no-layoffs" pledge.

Publishers at the chain's 20 daily newspapers, which include *The Star-Ledger*, the *Staten Island Advance*, *The Oregonian* of Portland, and *The Times-Picayune* of New Orleans, broke the news to staffers last month.

"We wanted to communicate to employees that this is coming" said Steve Newhouse, chairman of AdvanceNet, the chain's online division, and a member of the Newhouse family, the company's longtime owners. "We have had a pledge not to lay off employees for economic conditions or advances in technology."

But Newhouse said recent industry problems have forced the company to rescind its pledge. He said staffers are being told that the pledge will remain for six more months, and then layoffs could occur.

"As all of us are working to keep our daily newspapers going, the pledge in many respects became a deterrent to actions that could actually save the daily papers and jobs for the majority of employees," Newhouse said.

— Editor & Publisher

Advance-Microsoft ad sales

Continues from Page 3
and smaller sites without legacy media businesses. Only a quarter of it is going to newspaper companies. Newspapers' strength is in non-targeted display advertising; they're minor players in the fastest-growing online ad segments of paid search and direct marketing.

If Advance and other newspaper chains see the local opportunity, they aren't alone. Yellow Pages companies, with their own veteran feet, see it, as witnessed by the recent ATT/Yahoo tie-up.

"Broadcasters see the new markets opening as well — all those small businesses that used to be 'too small to sell,' busi-

nesses that have gotten a taste of self-service keyword advertising, but would like some help in putting together better, smarter campaigns. ...

"It's a coming free-for-all."

"What do we make of Advance's zag? Well, as the lone newspaper play for Microsoft, it stands to get some attention, which may help in a business that requires really good execution all around. ...

"What makes sense to me, conceptually at least, is that Advance is trying to remain at the solid center of its business. Here, it is leveraging Microsoft technology and network assets, but is not bound to its platform."

Send InPrint YOUR News!

Please email news about your employees, publications, awards, new projects and other big changes to Catherine Langley: clangle@njpa.org

J-Student Center: For websites that offer information about journalism schools, careers and scholarships:
www.njpressfoundation.org

Thank you!

to these businesses & organizations
for sponsoring *InPrint*.

To advertise here,
please contact Catherine Langley:
(609) 406-0600 x17 • clangley@njpa.org

Since 1997




Just Print It... We'll Deliver It!

Fleet of 24-ft. Trucks & Cargo Vans


Joseph Paci, Owner
Warehouse & Offices:
435 East Main Street, Suite 101, Denville, NJ 07834
Phone: 973-659-3336 x 202 • Fax: 973-659-1166
Email: icapdelivery@icapdelivery.com Member NJPA
jpaci@icapdelivery.com

Insurance Council of New Jersey



Magdalena Padilla, Esq.
President
(609) 882-4884
mpadilla@icnj


820 Bear Tavern Road • Suite 303 • Ewing, NJ 08628-1021
(609) 538-8707 • FAX (609) 538-1849



New Jersey Education Association
180 West State Street
P.O. Box 1211
Trenton, NJ 08607-1211
Tel.: (609) 599-4561
Fax: (609) 392-6321

Media Relations:
Steve Wollmer Kathy Coulibaly Steve Baker Dawn Hiltner

KERRY McKEAN KELLY
Vice President, Communications
and Member Services



NEW JERSEY HOSPITAL ASSOCIATION

kmckean@njha.com
(609) 275-4069 • Fax: (609) 275-4273
760 Alexander Road • CN-1 • Princeton, NJ 08543-0001
www.njha.com

DO YOU GET

NJPA NOTES

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

NJPA Associate Members

A.F.L. Web Printing

2 Executive Drive
Voorhees, NJ 08043
(856) 566-1270
Fax (856) 566-0110
www.aflwebprinting.com
Mark Henderson
mhenderson@aflwebprinting.com
Sandy Theo
stheo@aflwebprinting.com
Darrin Forchic
darrinf@aflwebprinting.com

AAA Mid Atlantic

700 Horizon Drive
Hamilton, NJ 08691
(609) 570-4130
(609) 587-7345
www.aaa.com
David Weinstein
dweinstein@aaamidatlantic.com

AAA New Jersey Automobile Club

1 Hanover Road
Florham Park, NJ 07932
(973) 245-4858
Fax (973) 377-2979
www.aaa.com
Michele J. Mount
mmount@njac.aaa.com

AbitibiBowater

41 Apple Orchard Lane
Trumbull, CT 06611
(203) 966-5183
Fax (203) 966-6872
www.abitibibowater.com
Andrew Mickool
mickoolaw@bowater.com

Advocate Publishing Corp.

171 Clifton Avenue, PO Box 9500
Newark, NJ 07104
(973) 497-4201
Fax (973) 497-4192
Marge Pearson-McCue
pearsoma@rcan.org

Amanda

PO Box 7030 WOB
West Orange, NJ 07052
(866) 262-6352
Ernest Kwabena Opong
amandlanews@yahoo.com

Ansorge Unlimited Inc.

20 Broad Street, Suite R
Red Bank, NJ 07701
(732) 933-4767
Fax (732) 936-0415
www.ansorgeunlimited.com
Claudia Ansorge
claudia@ansorgeunlimited.com

The Associated Press

50 West State Street, Suite 1114
Trenton, NJ 08608
(609) 392-3622
Fax (609) 392-3531
www.ap.org/nj
Andrew Fraser
afraser@ap.org

Bartash Printing, Inc.

5400 Grays Avenue
Philadelphia, PA 19143
(215) 724-1700
Fax (215) 724-3313
www.bartash.com
Michael Karff, Account Executive
mkarff@bartash.com
Eric Roberts, Director of Sales
eroberts@bartash.com

The Beacon

597 Valley Road
Clifton, NJ 07013
(973) 279-8845
Fax (973) 279-2265
www.patersondiocese.org
Richard Sokerka
catholicbeacon@patersondiocese.org

Brown & Connery LLP

360 Haddon Avenue
PO Box 539
Westmont, NJ 08108
(856) 854-8900
Fax (856) 858-4967
www.brownconnery.com
Stephen DeFeo
sdefeo@brownconnery.com

Camden County Woman

PO Box 2800
Cinnaminson, NJ 08077
(877) 403-4334
Fax (877) 777-9239
www.camdencountyywoman.com
Ingrid Edelman, Publisher
camcowoman@aol.com

Cape Publishing, Inc.

513 Washington Street
Cape May, NJ 08204
(609) 898-4500
Fax (609) 898-3585
www.capemay.com
Bernard Haas
bhaas@capemay.com

CBA Industries Inc.

669 River Road
Elmwood Park, NJ 07407
(201) 414-5200
Barry Schiro
baschiro@cbaol.com

The College of New Jersey

PO Box 7718
Trenton, NJ 08628
(609) 771-2793
Fax (609) 637-5112
www.tcnj.edu
Donna Shaw
shaw@tcnj.edu

Community News Service LLC

Trenton Downtowner/Ewing
Observer/Hamilton Post
2 Princess Road, Suite 1G
Lawrenceville, NJ 08648
(609) 396-1511
Fax (609) 396-1132
www.communitynewsnj.com
James Griswold
jamie@communitynewsnj.com
Tom Valeri
tom@communitynewsnj.com

The County Seat

77 Hudson Street, 2nd Floor
Hackensack, NJ 07601
(201) 488-5795
Fax (201) 343-8720
Gail Zisa
gail@cntyseat.com

The Criterion News Advertiser

87 Forrest Street, PO Box 4278
Metuchen, NJ 08840-4278
(732) 548-8300
Fax (732) 548-8338
Christopher Crane
info.criterion@verizon.net

Direct Printing and Mailing Services

45 Dutch Lane
Ringoes, NJ 08551
(908) 806-3700
Fax (908) 806-7670
Jack O'Rourke
directprint@aol.com

Dow Jones Newspaper Fund

PO Box 300
Princeton, NJ 08543
(609) 452-2820
Fax (609) 520-5804
www.newspaperfund.org
Richard Holden
djnf@dowjones.com

Evergreen Printing Company

101 Haag Avenue, PO Box 786
Bellmawr, NJ 08031
(856) 933-0222
Fax (856) 933-2972
www.egpp.com
John Dreisbach
jdreisbach@egpp.com

The Gazette Newspaper

343 Boulevard
Hasbrouck Heights, NJ 07604
(201) 288-8656
Fax (201) 288-7215
Fritz Rethage
fritz@hasbrouck-heights.com

ICAP Delivery, Inc.

435 East Main Street, Suite 101
Denville, NJ 07834-2533
(973) 659-3336
Fax (973) 659-1166
jpaci@icapdelivery.com

Ingersoll-Rand Company

1 Centennial Avenue
Piscataway, NJ 08855
(732) 652-6712
www.irco.com
Paul Dickard
paul_dickard@irco.com

Insurance Council of New Jersey

820 Bear Tavern Road, Suite 303
Ewing, NJ 08628-1021
(609) 882-4400
Fax (609) 538-1849
www.icnj.org
Magdalena Padilla
mpadilla@icnj.org

Insurance Specialties Services, Inc.

2370 York Road, Suite D-4
Jamison, PA 18929
(215) 918-0505
Fax (215) 918-0507
Toll free: (800) 533-4579
Ken Smith
administrator@ISSISVS.com

Jersey Central Power & Light / FirstEnergy Corporation

300 Madison Avenue
PO Box 1911
Morristown, NJ 07962-1911
(973) 401-8097
Fax (330) 315-8941
www.firstenergycorp.com
Ronald Morano
rmorano@firstenergycorp.com

Journal Register Company

790 Township Line Road
Suite 300
Yardley, PA 19067
(215) 504-4200
Fax (215) 867-2172
www.journalregister.com
Scott A. Wright
swright@journalregister.com

Kean University

1000 Morris Avenue
Hutchinson Hall, 2nd Floor
Union, NJ 07083-0411
(908) 737-3410
Fax (908) 737-4636
www.kean.edu
Audrey Kelly
aukelly@kean.edu

Kreischer Miller

100 Witmer Road
Horsham, PA 19044
(215) 441-4600
Fax (215) 672-8224
www.kmco.com
Edward Hege
cehege@kmco.com

Kruger Pulp & Paper Sales, Inc.

107 Country Club Drive
Rochester, NY 14618
(585) 385-0027
Fax (585) 385-0028
www.kruger.com
Rick Rumble
rick.rumble@kruger.com

La Voz

1020 Kipling Road
Elizabeth NJ 07208
(908) 352-6654
Fax (908) 352-9735
Daniel Garcia, Publisher
Virginia Iturralde, Editor
lavoznj@aol.com

Little India

350 Fifth Avenue, Suite 1826
New York, NY 10018
(212) 560-0608
Fax (212) 560-0609
www.littleindia.com
Rachelle Mehra Kucera
info@littleindia.com

Metro Creative Graphics, Inc.

519 Eighth Avenue
New York, NY 10018
(800) 223-1600
Fax (212) 967-4602
www.metrocreativegraphics.com
Gwen Tomaselli
gtomaselli@metro-email.com

Monmouth University

Department of Communication
400 Cedar Avenue
West Long Branch, NJ 07764
732-571-3635
www.monmouth.edu
Don R. Swanson
dswanson@monmouth.edu

Montclair State University

One Normal Avenue
Montclair, NJ 07043
(973) 655-4334
Fax (973) 655-7382
www.montclair.edu
Minne Ho
hom@mail.montclair.edu

New Jersey Association of School Administrators

920 West State Street
Trenton, NJ 08618
(609) 599-2900
Fax (609) 599-9359
www.njasa.net
Anne Gallagher
agallagher@njasa.net

New Jersey Broadcasters Association

348 Applegarth Road
Monroe Township, NJ 08831-3738
(609) 860-0111
Fax (609) 860-0110
www.njba.com
Paul S. Rotella
protella@njba.com

New Jersey City University

Office of Public Information
2039 John F. Kennedy Boulevard
Jersey City, NJ 07305-1597
(201) 200-3426
Fax (201) 200-2168
www.njcu.edu
Ellen Wayman-Gordon
ewaymangordo@njcu.edu

New Jersey Council of County Colleges

330 West State Street
Trenton, NJ 08618
(609) 392-3434
Fax (609) 392-8158
www.njccc.org
Jacob C. Farbman
jfarbman@njccc.org

Holes in your staff?

Place a Help Wanted ad in *InPrint* & on our website — njpa.org

NJPA Associate Members

Continues from previous page

New Jersey Dental Association

1 Dental Plaza
North Brunswick, NJ 08902
(732) 821-9400
www.njda.org
Eric R. Elmore
eelmore@njda.org

New Jersey Education Association

180 West State Street
PO Box 1211
Trenton, NJ 08607-1211
(609) 599-4561
Fax (609) 392-6321
www.njea.org
Steve Wollmer
swollmer@njea.org

New Jersey Hometown

36 Voorhis Place
Ringwood, NJ 07456
(201) 602-9168
Fax (973) 556-1114
www.njhometown.com
Philip White, Editor
Hugh Weiss, Webmaster

New Jersey Hospital Association

760 Alexander Road, PO Box 1
Princeton, NJ 08543
(609) 275-4069
Fax (609) 275-4273
www.njha.com
Kerry McKean Kelly
kcmckean@njha.com

New Jersey School Boards Association

413 West State Street
PO Box 909
Trenton, NJ 08605-0909
(609) 278-5202
Fax (609) 695-0413
www.njsba.org
Frank Belluscio
fbelluscio@njsba.org

New Jersey Skylands Insurance Companies

131 Morristown Road
PO Box 622
Basking Ridge, NJ 07920
(908) 696-5715
Fax 888-652-8684
www.njsi.com
John K. Tiene
john.tiene@njsi.com

The New Jersey Women's News

317 Old Farm Road
Glen Gardner, NJ 08826
(908) 537-6275
Fax (908) 537-1167
Eric L. Sjolund
ncwj@comcast.net

NJ.com

30 Journal Square
Jersey City, NJ 07306
(201) 459-2822
Fax (201) 418-7686
Barbara Chodos
bchodos@nj.com

NorthJerseySports.com

117 Fort Lee Road, Suite A10
Leonia, NJ 07605
(201) 944-9695
Fax (201) 944-0842
www.northjerseysports.com
Gregg Carbone
gcarbone@northjerseysports.com

PolitickerNJ.com

Poligravity Media, LLC
915 Broadway, 9th Floor
New York, NY 10010
(212) 755-2400
Fax (212) 753-2521
www.politickernj.com
Brian Kroski
contact@politickernj.com

The Positive Community

113 Glenridge Avenue
Montclair, NJ 07042
(973) 233-9200
Fax (973) 233-9201
www.thepositivecommunity.com
Adrian Council
positive.corp@verizon.net

PrimeTimes in New Jersey

PO Box 2507
Warren Point Station
Fair Lawn, NJ 07410
(201) 803-7160
Fax (201) 791-3394
Jerry Jastrab
primetimesnj@aol.com

Publishers Circulation Fulfillment Inc.

22 West Pennsylvania Avenue
Suite 505
Towson, MD 21204
(410) 821-4545
Fax (410) 583-1578
www.pfcfcorp.com
Jerry Giordana
jerryg@pfcfcorp.com

Publishing Group of America

American Profile, Relish
341 Cool Springs Boulevard
Suite 400
Franklin, TN 37067
(615) 468-6000
Fax (615) 468-6100
www.americanprofile.com
www.relishmag.com
Jerry Lyles
jlyles@pubgroup.com

The Rand Group

6823 Bergenline Avenue
Guttenberg, NJ 07093
(201) 869-7555
Fax (201) 861-5609
Daryl Rand
drand@verizon.net

Rider University

2083 Lawrenceville Road
Lawrenceville, NJ 08648-3099
(609) 896-5192
Fax (609) 895-5440
www.rider.edu
Dan Higgins
dhiggins@rider.edu

Rowan University

The Whit
Student Center
208 Bruce Hall
201 Mullica Hill Road
Glassboro, NJ 08028
(856) 256-4359
Fax (856) 256-4439
www.rowan.edu
Carl Hausman
hausman@rowan.edu

Rutgers, The State University of New Jersey

School of Communication,
Information and Library Studies
(SCILS)
4 Huntington Street
New Brunswick, NJ 08901
(732) 932-7500
Fax (732) 932-6916
www.scils.rutgers.edu
Jorge Reina Shement
scils.dean@rutgers.edu

Scarinci & Hollenbeck

1100 Valleybrook Avenue
Lyndhurst, NJ 07071
(201) 896-4100
Fax (201) 896-8660
Thomas Cafferty
tcafferty@njlegalink.com
Nomi Lowy
nlowy@njlegalink.com

Seven Mile Times and Creative LLC

Seven Mile Times, Sea Isle Times
3289 Ocean Drive, PO Box 134
Avalon, NJ 08202
(609) 967-7707
Fax (609) 967-7710
www.sevenmiletimes.com
www.seaisletimes.com
Monica Coskey
mcoskey@7miletimes.com

Sovereign Bank

601 Penn Street
Reading, PA 19601
(610) 378-6159
Fax (610) 378-6157
www.sovereignbank.com
Edward Shultz
eshultz1@sovereignbank.com

Strategic Content Imaging

374 Starke Road
Carlstadt, NJ 07072
(201) 935-3500
Fax (201) 935-4431
www.sciimage.com
Keith Puzio
kpuzio@sciimage.com

Wal-Mart

8 Chicago Street
Asbury Park, NJ 07712
(732) 695-0354
Fax (732) 695-0213
Steven Restivo
srestiv@wal-mart.com

W.B. Grimes & Company

276 Springbrook Trail
Sparta, NJ 07871
(973) 729-2973
Fax (973) 729-2973
Kent Roeder
rkroeder@earthlink.net

West Windsor-Plainsboro News

12 Roszel Road, Suite C-205
Princeton, NJ 08540
(609) 243-9119
Fax (609) 243-9020
Richard Rein
rein@wwwpinfo.com

White Birch Paper Company

23-05 Watkins Avenue
Fair Lawn, NJ 07410
(201) 791-6286
Fax (201) 791-4223
Dick Tabbachino
dicktabbachino@whitebirchpaper.com
and
80 Field Point Road, PO Box 3443
Greenwich, CT 06830
(203) 661-3344
Fax (203) 661-3349
Leighton Jordan
leightonjordan@whitebirchpaper.com

Withum, Smith & Brown, CPA

One Spring Street
New Brunswick, NJ 08901
(732) 828-1614
Fax (732) 828-5156
www.withum.com
Bill Hagaman
bhagaman@withum.com

Wrubel Communications

12-32 River Road, PO Box 1311
Fair Lawn, NJ 07410
(201) 796-3331
Fax (201) 796-5083
Charlie Wrubel
chasnews@aol.com

Art Salayda joins AFL Web

Arthur L. Salayda, a leader in New Jersey's printing and publishing industry for more than 30 years, has joined A.F.L. Web Printing as a business development manager. In his new position, he will work with major accounts seeking to utilize A.F.L.'s expanding range of services for newspaper publishers.

Salayda's addition follows a major expansion in the company's capacity during the past two years. A.F.L. recently completed Phase II of its capital expansion at the new Regional Print Center in Secaucus. The facility now features 80 Manograph DGM Units configured as 20 four-high towers with four folders. The additional equipment in Secaucus has allowed A.F.L. to balance its workload between the new facility and the its main print center in Voorhees. The result is additional capacity at both locations.

Salayda began his printing and publishing career in 1964 as an apprentice linotype operator at the *Williamstown* (N.J.) *Plain Dealer* while a student at Williamstown High School.

After completing his education and military service, Salayda joined Cam-Glo Newspapers of Turnersville, N.J., in 1969. He rose from composing room foreman to production manager to general manager to president and publisher of Cam-Glo Newspapers. In the latter position he supervised all production, advertising and editorial functions for seven weekly newspapers and a commercial printing operation.

Between 1979 and 1980 Cam-Glo Newspapers sold its New Jersey weekly newspapers, expanded the commercial printing operation and was transformed into Evergreen Printing & Publishing of Bellmawr, a division of Independent Publications of Bryn Mawr, Pa.

Since then Salayda has concentrated his efforts in the field of commercial printing. Under his leadership Evergreen's sales rose dramatically. In 1990 he was named chief executive officer of Evergreen and was later given responsibility for commercial print sales at Independent's Florida and New Hampshire newspapers.

Salayda left Independent in 2007 to become vice president of sales development for Sun Chemical of Parsippany. In that position he was responsible for establishing new product lines for Sun's U.S. Ink division. He joined A.F.L. Web printing after leaving Sun Chemical in June.

Throughout his career, Salayda has been active in industry trade associations. He is a past president of the Graphic Arts Association of Greater Philadelphia and of the Web Offset Association/Printing Industries of America.

Salayda and his wife Marguerite live in Stone Harbor, N.J.

For information about A.F.L. Web Printing, visit www.aflwebprinting.com



Salayda

Thank you!

to these businesses & organizations for sponsoring *InPrint*.



John K. Tiene

Vice President, Strategic Business Initiatives & Corporate Relations

tel: 908.696.5715
cell: 609.923.5280
fax: 888.652.8684
john.tiene@njsi.com

131 Morristown Road
PO Box 622
Basking Ridge, NJ 07920
www.njsi.com



WithumSmith+Brown
A Professional Corporation
Certified Public Accountants and Consultants

One Spring Street
New Brunswick, NJ 08901
Tel: 732.828.1614
www.withum.com

William R. Hagaman, Jr., CPA
James J. Decker, CPA
Partners

CCNJ

For information about New Jersey's largest manufacturing industry, call the:

Chemistry Council of New Jersey

www.chemistrycouncilnj.org

150 West State Street
Trenton, NJ 08608

(609) 392-4241
fax (609) 392-4816

Email is no substitute for yelling

E-mail is the latest step in the evolution of yelling.

I like my newsrooms boisterous and bustling. In my 14 years as a reporter, the vehement reporter-editor arguments I participated in and witnessed must have numbered in the thousands.

Granted, raised voices are not always rational voices, but they show the competitiveness, passion and guts that every newsroom needs.

Furthermore, a let-it-all-hang-out argument has the advantage of immediacy. In minutes, the combatants clear the air so they can move on to the real substance of their disagreement.

Ahhhhh, but now we are in the e-mail age. Loud is out. Instead of voices that clang together like cymbals, silent electrons lurk in sterile inboxes, awaiting taps or clicks that reveal discontent.

I have never warmed to e-mail.

An editor called me recently to ask one question. Instead, we talked for probably 15 minutes and covered three or four topics.

At the end of the conversation, she said, "I started writing you an e-mail, and then I thought, 'This is silly. Why not just call?'"

Had she continued with the e-mail, I would have answered her

Self-service ad software is web based

The Times Newspapers, a group of six Illinois community papers, is the pilot site for SpeedyAd, a self-service plan from MultiAd, to help newspapers reach new print advertisers via their websites.

Using a broad range of ad templates, SpeedyAd helps private-party and small retail advertisers schedule, customize and pay for their ads through a publication's website 24/7. It can also work as a lead generation tool for sales reps to follow up with new self-service advertisers.

It's a web-based service, so neither the publisher nor advertisers must install new software. Publishers get a press-ready PDF and guaranteed payment, claims the company.

"It's an easy, simple process for anyone with Internet access who has something to advertise or sell," said Gina Bennett, SpeedyAd product manager.

To learn more about SpeedyAd, call 800-245-9278, ext. 5324, email sales_builder@multiad.com or visit www.multiadspeedyad.com.



Jim Stasiowski
Writing Coach

original question.

But we almost certainly would have stopped at that one topic. That would have been oh-so-efficient: a two-sentence question,

maybe a four-sentence answer (I am wordy), perfect.

Except ... except her question, it turned out, had more facets than either she or I first thought. In the phone call, she shaded in background she almost certainly would have left out of the e-mail, and in response, I got to use some of my justifiably renowned anecdotes.

Then, in a perfectly natural progression, we moved along to related topics. We probably wasted a few of those 15 minutes on small talk, but when the call was over, I sensed that we not only had resolved problems, but also understood each other better.

Face up to problems

Another editor I know is having trouble with a reporter. They are clashing over substance (the reporter's stories are weak) and personalities (their oral arguments, the editor tells me, end up going nowhere).

In desperation, the editor, to avoid shouting, has resorted to e-mailing criticisms to the reporter.

Bad idea.

The e-mails are an evasive tactic. They're not making the reporter better; they're merely the editor's way of sidestepping the unpleasantness of face-to-face quarrels.

I gave the editor some coaching on coaching and told her to stop relying on electronic scolding.

(I acknowledge that documenting poor performance is important, should some firing become necessary. However, face-to-face discussions of performance should come first, with follow-up e-mails to preserve the record.)

I recently witnessed, from a distance, a back-and-forth exchange of six increasingly angry e-mails between a reporter and a supervisor.

After reviewing their messages, I concluded that the problem between the two, although real, was exacerbated by the reporter's inferring a threat the supervisor did not intend. The reporter overreacted, the argument turned bitter, the outcome left both disgruntled and disappointed.

I think one phone call would have prevented the misunderstanding.

Here's a good use of an e-mail message. When an editor or reporter is angry, an instantaneous face-to-face argument (the yelling I cherish) can turn disastrous. Composing a message slows the process, allows for tempers to cool. After writing a draft, however, the angry person first should do the face-to-face, then revise the message, then send it to cement the points made in the conversation.

E-mail is not evil-mail. It can be effective.

But its drawbacks are glaring. For instance, conversation allows for immediate clarifications of nuances.

On the other hand, a colleague with whom I exchange e-mails on journalism topics often will send a short, pointed message, to which I reply with a long, sober explanation. His usual response: "Lighten up. I was joking." His savage sense of humor means I sometimes take seriously what he means sarcastically.

The larger problem, however, is that e-mails can chip away at the newsroom partnership.

Editors and reporters don't have to like each other, but they have to trust each other. That trust has but one bedrock principle: that both editors and reporters always put aside their personal comfort and do whatever leads to excellence in the newspaper.

If a reporter lacks the grit to disagree with an editor face-to-face, how can that reporter be trusted to stand up to a bullying source?

And if an editor is afraid to look a reporter in the eye to deliver criticism, will that editor back down when an agitated source or advertiser calls to demand some self-serving treatment?

E-mailing is comfortable.

Excellence is painful.

Agreeing is nice.

Understanding is better.

Talking is essential.

Yelling is optional.

The Final Word

"Chutzpah, derived from the Yiddish, often creeps into English writing as a synonym for guts or boldness.

But the word has more meaning than that. It implies an unpleasant selfishness. A wealthy person, for example, would show chutzpah by barging to the head of the waiting line in a crowded restaurant.

Jim Stasiowski, writing coach for the Dolan Media Co., welcomes your questions or comments. Call him at 775 354-2872 or write to 2499 Ivory Ann Drive, Sparks, Nev. 89436.

Classified Ads!

Advertising

Be your own Boss.

Work your own hours. Earn high commissions.

We seek high energy, motivated sales professionals to sell advertising into local specialty publications, including sports and family magazines, and coupon books. Full or part time, flexible hours.

Contact Gerri Guld of Direct Printing at (267) 474-3862 or e-mail directprint@aol.com. E-103009

Advertising Manager, Retail

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

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.

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. 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. 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

Classified Ads!

- Help Wanted
- Work Wanted
- For Sale

Only \$40 for your ad in 3 issues of InPrint and 3 months on our website – www.njpa.org
 In-column employment ads are limited to one position per ad.
 Display classified ads are just \$5 per column inch, per month; minimum 2 column inches.

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

INPrint

CLASSIFIED ADVERTISING DEADLINE

- Help Wanted
- Work Wanted
- For Sale

20th of the month prior to publication

NEW WAYS TO MAKE MONEY WITH METRO ONLINE

CALL GWEN AT 800-223-1600 FOR FURTHER INFO

TIMELY FEATURES MICROSITES READY-TO-DEPLOY AND-SELL THEMED SITES

Monetizing your Web site just got easier with these ready-to-deploy and-sell themed microsites. Heeding the call for online solutions that can deliver immediate results, Metro developed Timely Features MicroSites to give publications what they need to successfully implement an extension to their online efforts in a cost-effective, timely and highly-professional way.

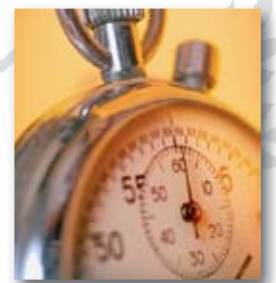


ONLINE AD DESIGN TOOL METRO INTERACTIVE AD DESIGNER (MiAD)

A revolutionary new online application that allows you to make spec ads and finished ads right on your computer. All you need is a Web browser and an Internet connection. Unlike other template-based programs, MiAD is content-driven, which gives you unmatched flexibility and control to meet demanding ad requirements. MiAD is easy to use, yet delivers sophisticated results.

METRO ADS ON DEMAND ON-CALL AD CREATION FOR PRINT AND WEB

Wouldn't it be great if you could create as many print and Web ads as possible without overloading your creative staff or worrying if there was enough staff in-house to design and produce those ads on deadline? Wouldn't it also be great if those ads were customized for your clients and ready the next morning? And, wouldn't it be great if you didn't have to make any long-term or ad-quantity commitments?



METRO

Metro Creative Graphics, Inc. • Voice 800.223.1600 • E-mail gomaselli@metro-email.com

MAKE MONEY WITH METRO'S FAMILY OF CREATIVE SERVICES...ONLINE!

WWW.METROCREATIVECONNECTION.COM

Be your own Boss.

Work your own hours. Earn high commissions.

We seek high energy, motivated sales professionals to sell advertising in local specialty publications, including coupon books, sports magazines and family publications. Full or part time, flexible hours.

Contact Gerri Guld of Direct Printing at (267) 474-3862 or e-mail directprint@aol.com.

DIRECT PRINTING & MAILING SERVICES
 45 DUTCH LANE, RINGOES, NJ 08551