

## NJPA EXECUTIVE COMMITTEE MEETING

April 8 • 10:30 am  
teleconference

## PRESS NIGHT

Editorial & Photography  
Awards, including Online

April 8  
5 pm – Cocktail Reception  
6 pm – Dinner  
Trenton Marriott Hotel

## Webinar:

### INTRO TO PHOTOSHOP

April 16 • 2 – 3 pm  
Register by April 12

## Webinar:

### SELLING AGAINST YOUR COMPETITION

April 23 • 2 – 3 pm  
Register by April 19

## NJ PRESS FOUNDATION TRUSTEES MEETING

April 23 • 2:30 pm  
Trenton Marriott Hotel

## NJPA BOARD OF DIRECTORS MEETING

April 23 • 4:30 pm  
Trenton Marriott Hotel

## SPRING BANQUET

Advertising & Circulation  
Awards, including Online

April 23  
6 pm – Cocktail Reception  
7 pm – Dinner  
Trenton Marriott Hotel

## Webinar:

### INTRO TO PHOTOSHOP

May 6 • 2 – 3 pm  
Register by May 3

## LEGISLATIVE CORRESPONDENTS CLUB SHOW

May 12  
6 pm – Cocktail Reception  
7:30 pm – Show  
The Palace at Somerset Park

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

## April 8 seminar:

# No fooling – school budgets can grab readers

School budgets are being printed in newspapers throughout New Jersey this month. But this isn't just ad revenue for newspapers and pages of gray text for readers.

"Government financing—and school financing, in particular—is THE story of our times here in New Jersey," says Claude Deltieure, an assignment editor for North Jersey Media Group.

"It affects every parent, every school child, every property-tax payer—make that every person in town. For the local news reporter, there is no more 'local' story than that.

"It's also the toughest story to cover," Deltieure says. "You need to know the difference between a 'general fund' tax levy and a 'total tax levy.' You need to understand the fundamentals of state equalization aid and New Jersey's 'Thorough and Efficient' education standards. You need to grasp the concept of 15-step teacher contracts. You need to 'talk the talk' with officials."

Just in time to help reporters and editors better understand school budgets and the stories they can spark, NJPA will hold a special seminar on Thursday, April 8 from 1:30 to 4 p.m. at its office in West Trenton. The cost is \$25 per person. Space is limited, so sign up today.

To register, contact Peggy Stephan, NJPA's



**BIG QUESTIONS:** What does it cost to provide a "thorough and efficient" education to NJ students? And what is the local tax impact? Reporters can answer these questions and develop other education news stories by understanding school budgets better. NJPA's seminar on April 8 will teach journalists how to use these documents.

## Hone staff skills

Just added to NJPA's April line-up, "Selling Against Your Competition" on Friday, April 23, 2-3 p.m., will help newspaper salespeople win media buying decisions, regardless whether the competition is television, radio, the Internet or other new media platforms. With a more complicated media marketplace, sales reps must know how to explain the value of newspaper advertising and its ability to deliver results.

"Sales rarely are lost to competitive media solely on 'price,'" said Landy Chase, who will lead this webinar. He is author of "Value-Based Selling for Advertising Solutions," a skills-based sales training system designed exclusively for newspapers. He says papers can win media sales

— *Continues on Page 5*

## Annual awards banquets set

"Our favorite time of year is coming up," says NJPA President Ray Worrall of Worrall Community Newspaper. "We look forward to honoring the winners of our 2009 newspaper contests at Press Night and the Spring Awards Banquet."

This year, both banquets will be at the Trenton Marriott at Lafayette Yard. Each will cost \$89 per person.

Registration form can be downloaded at NJPA's website. Visit [www.njpa.org](http://www.njpa.org) and click on "Events." Or contact Peggy Stephan, NJPA's member services manager at (609) 406-0600, ext. 14, or [pastephan@njpa.org](mailto:pastephan@njpa.org).

Press Night is this week, on Thursday, April 8. Winners in the editorial daily, weekly, online, and photography contests will receive their awards.

The evening begins at 5 p.m. with a cocktail reception. Winning entries and photos will be on display. Dinner will start at 6 p.m., followed by award presentations.

Also being given at Press Night is the Bernard Kilgore Memorial Scholarship, awarded to an outstanding high school

member services manager, at (609) 406-0600, ext. 14 or [pastephan@njpa.org](mailto:pastephan@njpa.org).

Deltieure, who frequently teaches editors and reporters the ins-and-outs of state budgets, will present this first-time-ever seminar on school budgets and financing.

His goals for the session, include:

- Providing a quick, clear 'big picture' of school financing, from T&E goals, to how equalization and other state aid works, to what a "CAP" is.
- Talking about the property tax system as the root of all good and all evil.
- Learning the nuts-and-bolts of budgeting and its terminology.
- Explaining to reporters how all those thick official terms really mask a brilliantly simple financial system.

"Anyone who's ever kept a personal budget can understand it," Deltieure says. "Government, actually, is like a person—someone who has a steady income (taxes), an uncle who drops a yearly check (state aid), a savings account (surplus), daily lunch and other costs (current expenses), a wish-list of purchases (capital improvements), and loans to pay off (debt service)."

With the basics covered, Deltieure will suggest — *Continues on Page 4*

student journalist who intends to study journalism in college. That winner also will be named the New Jersey High School Journalist of the Year by the Garden State Scholastic Press Association.

Capping off Press Night will be the announcement of the 2009 General Excellence Awards, recognizing the daily and weekly newspapers that earned the most points in their contest divisions.

The Spring Awards Banquet will be Friday, April 23, for winners in the retail, classified, and online advertising contests. The cocktail reception begins at 6 p.m. and dinner follows at 7 p.m.

The after-dinner awards presentation will feature a slide show of the winning entries. The grand finale will be presentation of the General Excellence Awards and the Obie Award. The Obie goes to the newspaper that receives the "Best of Show" award—for the best work of the entire year. This winner is selected from among all of the retail and classified category winners.

Obie has been missing since January. For an update, please see Page 6.

# INPRINT

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## New Jersey Press Association

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

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

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

# The people behind our contests

Once again it is time for me to thank all those who make our annual NJPA Better Newspaper Contest one of the best in the nation.

The official results have been made public for this year's event and what a competition it was! The contest featured close finishes in many of the major categories and we once again had a huge number of entries (over 3,200).

It is natural for you to be tuned-in to the winners, but I wonder how many of you realize what it takes to make all this happen?

The Editorial Contest, for example, was judged by sending individual categories of entries, via UPS, to specific newspapers in the judging state (Illinois this year). There teams of staffers pored over the entries for hours in conference rooms at newspapers throughout the state.

But even before that could happen, the contest required a huge amount of sorting, shipping and follow-up with folks in the judging state. Members of the NJPA Editorial Contest Committee — including Renee Kiriluk-Hill of the *Hunterdon County Democrat*, Jaimie Winters of the *South Bergenite*, Tom Vaubourg of *The Record* and Larry Benjamin formerly of the *Asbury Park Press* — were a tremendous help with the sorting effort and overall administration.

NJPA Member Services Manager Peggy Stephan spent many hours bundling, shipping and generally making sure it all would work. She is our "UPS Queen" during this hectic contest period each year. We use UPS to deliver our entries and return the winners because of their tracking abilities. Be-



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

lieve me, Peg gets to know their tracking software very well each spring. But all that effort is worthwhile because it makes losing an entry almost impossible. Despite the usual slow returns by a few judges, this year's editorial judging went flawlessly.

For the Advertising Contest we replicated the editorial procedure and UPS'd the entries to individual papers throughout Illinois. In years-gone-by we always conducted on-site judging, requiring an expensive trip each year to the judging state. We have representatives of the NJPA Advertising Contest Committee to thank for the smooth operation of this segment of the contest. They include Bob Waitt of Greater Media Newspapers, Kathy McDonough and Doug McBride of Recorder Community Newspapers and Garry DeYoung of North Jersey Media Group. Their untiring efforts, once again, made the judging go remarkably well.

The Photo Contest was judged by

photojournalists from several major Illinois newspapers. And these days it is all done digitally. NJPA's IT Manager John Viemeister is the person who makes the photo contest judging happen. His extraordinary organizational skills make a very complicated process go like clockwork. And his expertise in making the software work for us greatly speeds up the judging process.

There were many more NJPA staff hours spent in producing the winners' plaques and certificates, and correcting those ever-present judging typos. The staff of the Illinois Press Association, led by new Executive Director Dennis DeRossett, did a fabulous job in organizing their end of this operation. And we appreciate the many, many hours the judges from Illinois newspapers spent on this year's entries. It is no small endeavor. I sincerely hope New Jersey newspaper professionals do as complete and competent a job of judging each time we are asked to reciprocate.

Next year all this changes as NJPA moves to digital judging for all contest entries (photography has been judged from digital entries for several years). Newspaper staffers in the judging state will simply download entries from our new contest website and upload the winners for us. We'll keep everyone posted on the new entry procedures as the time gets closer. See related article below.

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

Thanks, everyone!

## Start preparing now for digital entries

This is a gentle reminder that next year's NJPA Better Newspaper Contest will move to digital entries for all categories including editorial, advertising and circulation promotion. (Our photo contest has already been requiring digital entries for two years).

Effective immediately, all members, who have the ability should start saving potential 2010 contest entries in a digital (PDF) format in anticipation of entering digitally in January 2011.

A survey of members shows that most of us now have the ability to store and retrieve back issues of our papers electronically. And

for the few who do not, NJPA will arrange to scan their entries into a digital format at no charge next year.

NJPA will utilize special software allowing members to upload their digital entries to a contest website that will allow easy access by judges from our judging state. The software will let our judges go online, open, read, file, even comment on specific entries and then simply send them back with the click of a mouse. Several other states are using this process and the reports are that all is going well so far.

So stay tuned....there will be more info to

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

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## Journal Register is hiring

It's been two months that John Paton became CEO of Journal Register, a furious period of change for the company that in past years bled its 20 dailies. After a management restructuring, Paton says, the company is hiring journalists and salespeople.

In a blog posting on March 21, Paton said Journal Register, transforming from "a newspaper company to multi-platform news media company" would have less management and "more feet on the street."

Paton wrote that he took over a company with a history of "so many years of broken promises and less than desirable work environments and an oppressive corporate culture."

"We have, as promised, started to take the steps to make our company more responsive to the employees' needs," he wrote. "Last week we announced internally that we are flattening the corporate oversight structure and putting more responsibility and more feet on the street. As a follow-up initiative to last week's management restructuring, I have asked the new Senior Publishers in each cluster to recommend to me where we can initially add new editorial and sales positions."

Paton has made something of a public campaign of his first days at Journal Register, starting the blog, posting on Twitter far more frequently than the average newspaper CEO and inviting employee and public comment.

It has been a fast and furious [time]," Paton wrote. "As promised, we have put Flip HD video cameras into the hands of every one of our reporters (and many advertising reps too)—we are, I believe, the first newspaper company to do so. Our video production in the last two weeks is close to quadruple what it was previously."

As reported, Paton appointed the first members of a board of advisors that includes the New Media figures Jeff Jarvis, Jay Rosen and Betsy Morgan.

"Each Advisory Board member is a prominent thinker and participant in the changes now affecting journalism. They are instrumental in pushing change

— Continues on Page 4

## People & Papers

### Packet has new ad director

Packet Publications is pleased to announce that Lynnette Canedy has joined the company as its advertising director. She will be responsible for all aspects of sales and marketing for the Retail and Classified divisions.

"Lynnette has a solid background in the industry and experience in multiple categories including automotive, retail and classified. She has more than 20 years of experience in the industry with key positions in classifieds and advertising sales management," said Brad Koltz, general manager of Packet Publications.

She most recently served as metro sales manager for Gannett, *The Indianapolis Star* newspaper, and in Southern California for



Canedy

more than 15 years as classified director for *La Opinion Newspaper*, retail advertising manager and later automotive sales director for Freedom Orange County Information, publisher of *The Orange County Register*.

Ms. Canedy's career also includes five years as associate publisher for a division of VNU, Inc.; general manager of the Recycler Classified Newspapers, Las Vegas, sales manager for PR Newswire; and sales positions with the Lexington Kentucky *Herald Leader* newspaper and the Willoughby Ohio *News Herald*.

She earned her bachelor's degree in communications/journalism from the University of Kentucky.

### Hidlay runs Wichita Eagle

Skip Hidlay has left Gannett after 14 years and joined The McClatchy Company as president and publisher of *The Wichita Eagle*, the largest newspaper in Kansas. He was president and publisher of the *Courier News* and *Home News Tribune* and a member of NJPA's board of directors.

Tom Donovan, president and publisher of the *Asbury Park Press* and Vice President/East Group for Gannett, made the announcement to staff via email.

Hidlay joined Gannett as managing editor of the *Courier-Post* in Cherry Hill in 1996 after 10 years in various reporting and editing roles with The Associated Press. He was named executive editor of the *Courier Post* in 1997 and then joined the *Asbury Park Press* as executive editor and VP/News in 2002.

He became president and publisher of the *Courier News* and the *Home News Tribune* in 2008. He worked to create operating efficiencies through consolidation projects, launched a new non-daily strategy, started a new combined website, mycentraljersey.com and redesigned both dailies.



Hidlay

"In his new role, Skip will be leading the print and digital operations of the *Eagle*, with a circulation of about 120,000 Sunday and 80,000 daily," wrote Donovan. "He will officially start his new position in Wichita the week of March 15.

"In the interim, Managing Editor Paul Grzella will be in charge of the CN-HNT operation while we finalize the transition plan. We will miss Skip and I know you will join me in wishing him all the best in his new job."



**NEW LOOK BY NEW OWNER:** On the left is what the *Bergen News* used to look like, compared to the new look at right. Since taking over the Bergen Newspaper Group in November, the new owner and management team have brought the group's newspapers, the *Bergen News* and *Press Journal*, into the technological age, with full electronic pagination, a more modern design and four-color throughout, as well as strong web components.

## New owners, new direction at Bergen Newspaper Group

By Doug E. Hall and John Packer

Take a foundering newspaper group, mix in dynamic, tech-savvy new owners, add color, expand local sports coverage, sprinkle in new features and puzzles, top it off with strategic web partnerships, and what do you have—the dynamic rebirth of the Bergen Newspaper Group.

The names are familiar—*Bergen News*, *The Press Journal*, Bergen Newspaper Group (BNG)—but the new ownership has breathed new life into these Bergen County institutions. While many newspapers are cutting staff and coverage, the new Bergen Newspaper Group has increased page counts by 100% while revamping the look of the papers and adding new features.

The new looks are only the

façade of a vibrant commitment by new management that has directed BNG and its publications in an exciting new direction.

Purchased in November 2009, the new company name is Bergen Newspaper Group, LLC. It is a wholly-owned subsidiary of SF-deCordova Holdings, LLC. The new management team consists of Chairman Sergio Fernández de Córdova, President Abhishek Sharma and Chief Technical Officer Christopher Mattioli.

"Connecting at the community level creates a unique bond that fosters a powerful appreciation for hometown content," said Fernández de Córdova. "The company builds on that alliance and evolves the local platform by extending its presence into the digital medium. Focusing on intensive coverage, targeted

— Continues on Page 11

## REGISTER NOW!

### PRESS NIGHT

Honoring Editorial & Photography Contest award winners

Thursday, April 8

5 pm — Cocktail reception  
6 pm — Banquet Dinner  
Trenton Marriott Hotel

SPRING

### Awards

BANQUET

Honoring Advertising Award Winners

Friday, April 23

6 pm — Cocktail Reception  
7 pm — Banquet Dinner  
Trenton Marriott Hotel



## New Jersey Press Foundation Update

**George White**  
Foundation Director

# A busy, busy season

This is the New Jersey Press Foundation's busiest time of year. Scholarship applications and judgments, summer intern placements, the Statewide NIE/Youth Readership Committee, the NJ Collegiate Press Newspaper Contest and its related Spring Conference & Awards Luncheon — all these and more are in full swing.

### Collegiate press awards

More than 300 entries from 15 newspapers are in for the 2009-2010 NJ Collegiate Press Newspaper Contest. NJPF is sponsoring the annual Spring Conference & Awards Luncheon for collegiate journalists on Saturday, April 24, at the Trenton Marriott.

### Scholarships & internships

The foundation's annual summer intern program is getting ready to place four collegiate journalists in professional newsrooms this summer for an eight-week, paid internship. Details on the 2010 recipients will follow in the next issue of *InPrint*.

The Kilgore Memorial Scholarship/High School Journalist of the Year recipient, who was not named in time for publication, will be given a \$5,000 scholarship award at NJPA's Press Night editorial awards banquet on April 8 at the Trenton Marriott.

The Isaac Roth Newspaper Carrier Scholarship is awarded annually to an outstanding newspaper carrier or the child of an adult carrier. The application deadline is April 29.

The Richard Drukker Memorial Scholarship goes each year to an outstanding Montclair State University student journalist. The winner will be named in April and that award will be presented at the MSU English Department's Awards Ceremony on Wednesday, May 5.

The deadline to apply for this year's Lloyd P. Burns Teacher at Newspaper is April 29. This unique program, named in honor of NJPA's long-time executive direc-

tor (1950-1976), gives one outstanding high school newspaper advisor or journalism teacher a four-week \$2,000 paid summer internship in an NJPA member newsroom.

### NIE committee

The NIE/Youth Readership Committee tried a new teleconference format on March 25. Seven called in to share ideas, discuss the future of NIE, the pending changes in ABC rules, progress on E-editions, fundraising strategies, and plans for NJPA to host a New Jersey site for all those who wish to "attend" the NAA's first "virtual" Youth Reader Conference on Friday, May 7. See the related article on Page 6.

### NJPF trustees agenda

NJ Press Foundation's Board of Trustees will meet on Friday, April 23, preceding the annual NJPA Advertising Awards Banquet at the Trenton Marriott. Our new CPA firm, Kreischer Miller, will present the results of our 2009 full audit. Also on the agenda is approval of the new student journalism program being launched in partnership with Rutgers' Journalism Resources Institute and the Garden State Scholastic Press Association (GSSPA). The first subject is a sensitive one — Adolescents Who Lost a Parent on 9/11: Ten Years Later. The release of this multi-media undertaking in 2011 will coordinate with the 10th anniversary of that 2001 tragedy.

### Show supports scholarships

Finally, this year's NJ Legislative Correspondents Club Show is set for Wednesday, May 12, at The Palace at Somerset Park, in Somerset, where it was held for the first time last year. This event raises thousands of dollars in honor of former NJ Statehouse correspondents Moon Mullin and Boley Schwartz, and helps to fund NJPF's annual summer intern/scholarship programs. For event details contact Peg Stephan at 609-406-0600, ext. 14, or [pastephan@njpa.org](mailto:pastephan@njpa.org).

## Higginson will head JRC

Journal Register Company has promoted William Higginson, 54, to president and chief operating officer, effective April 1. He will report to John Paton, the company's CEO.

"I am very pleased to have a partner in Bill Higginson to take Journal Register Company forward from what is now largely a newspaper company to a true multi-platform news media company," Mr. Paton said. "There is not a part of Journal Register's many operations that Bill does not know intimately and he is the absolute right person at the right time to lead our company's operations."

Mr. Higginson has been with the company and its predecessors for 24 years, most recently as senior vice president, production. He started as a pressman

for Matzner Publications in 1973. He has held a variety of responsible positions throughout the company in production and operations, including operational responsibility for its Connecticut cluster, including its flagship, the *New Haven Register*.

Mr. Higginson said, "It is a privilege to work with John and our 3,100 talented and dedicated employees as we begin to transform our company. While there is plenty of hard work to be done, I am confident that we will execute on our strategies to grow the company and create value."

Scott Wright, president and COO since 2007, is leaving the company. Mr. Paton thanked him for his leadership and dedication to the company through its period of restructuring. "We wish him all the best."

## Journal Register is hiring

*Continues from Page 3*

in our industry and we look forward to their guidance as we take the Journal Register Company into the future," Mr. Paton said.

Jarvis, is Associate Professor and Director of the Interactive Journalism program and the new business models for news project at the City University of New York's Graduate School of Journalism. He is a career media executive and the author of the best-selling book, *What Would Google Do?*

Jay Rosen, PhD, is a professor and former chair of the journalism program at New York University. He is one of the most

forward-thinking teachers in journalism education and is currently running the innovative Studio 20 program at NYU.

Betsy Morgan, is the former CEO of the *Huffington Post*. Ms. Morgan is credited as the leader of the team that grew the *Huffington Post* from a start-up to a serious game changer in the field of American journalism. Ms. Morgan is also a member of the national advisory board of the Poynter Institute.

The company has trained 900 of its 3,000 employees via webinars and last month held a two-day strategy session with presentations by Jarvis and others.

## What's ahead for NJPF

**April 8** – Presentation of 2010 Bernard Kilgore Memorial Scholarship/NJ H.S. Journalist of the Year award at Press Night, Trenton Marriott Hotel

**April 23** – NJPF Trustees meeting, 2:30 pm, Trenton Marriott Hotel

**April 24** – New Jersey Collegiate Press Association spring conference & awards luncheon, Trenton Marriott

**April 29** – Deadline for Lloyd P. Burns Teachers at Newspapers applications. Four-week paid internship this summer in an NJPA member newsroom. Details and application at [www.njpa.org/foundation/other.html](http://www.njpa.org/foundation/other.html)

**April 29** – Deadline for 2010 Isaac Roth Newspaper Carrier Scholarship Program. One will be selected. Details and application at [www.njpa.org/foundation/roth.html](http://www.njpa.org/foundation/roth.html)

**May 5** – Richard Drukker Memorial Scholarship will be presented at Montclair State University.

**May 7** – NAA's virtual Youth Reader Conference. See article above.

**May 12** – Legislative Correspondents Club Show, cocktail reception at 6 p.m., dessert and show at 7:30 p.m., The Palace at Somerset Park. Details about all of NJPF's programs are at [www.njpressfoundation.org](http://www.njpressfoundation.org).

## School budgets, financing to be explained

*Continues from Page 1*

gest ways to look at school budgets for articles. And he will pose some questions he thinks journalists should be asking themselves as they report on schools and school budgets. "What are

the angles we should be talking about here? Where can I get basic statistical information?"

But also, "What are parental expectations? What is the community's ability to support these costs? What is the philosophy of

the school's educators?

"We'll talk about learning to be the 'seer' in your community, and your consequent responsibility to learn the systems your officials, faculty — and readers — live with," Deltieure says.



## New Jersey Newspaper Network

**Amy Lear**  
NJNN Director

# Web survey results give us something to shout about!

A majority of New Jersey consumers search the Internet, specifically newspaper websites, for product and service information before making purchases. In fact, according to the recent Belden Interactive survey of New Jersey newspaper website audiences, 86% searched in the past week.

So what does that mean for newspapers and for our advertisers? A group of nearly 50 curious ad agencies, advertisers and newspaper ad executives gathered at the Trenton Marriott on March 17 to find out.

They were there to hear Ed Efchak, Belden's managing director and senior consultant, explain the makeup of New Jersey newspaper website visitors and discuss what drives their behavior.

### Great demographics, loyalty

It's no surprise that our website audience is upscale and surpasses statewide averages in key demographics such as median income, education, employment and home ownership. And New Jersey newspaper website visitors are loyal — 96% use their newspaper site at least once per week and more than 4 in 10 visit every day.

We know that now more than ever, our advertisers are seeking return on investment.

The Belden survey tells us that 97%

of the New Jersey newspaper website audience made a purchase online in the last year and that 45% spent \$1,000 or more for online purchases.

The survey also confirms that this quality audience is shopping locally. Take a look at the top chart at right.

According to the survey, 77% of New Jersey newspaper website visitors also read a printed newspaper in the past week.

THIS IS EXCITING STUFF that should matter to all of us!

New Jersey newspaper website users are loyal visitors, have above average incomes, shop online and use the Internet to research and compare products and prices before buying locally.

They even admit to a craving for advertising! See the bottom chart.

What could be a better story to share?

NJNN will be presenting this story to state associations and marketing groups in the coming months. We encourage you to spread the message, too!

To learn more about the results of the 4Q 2009 New Jersey Internet Market Study conducted by Belden Interactive, please contact NJNN Marketing/Research Manager, Brian Critchley at [bcritchley@njpa.org](mailto:bcritchley@njpa.org) or by phone at 609-406-0600, ext. 18.

### Majority of NJ newspaper website visitors use Internet to influence local offline purchases

Behavior During the Last Year	New Jersey Newspaper Website Visitors
Gone online to find information about products, services or companies in your <b>local</b> area	90%
Gone online to compare prices from <b>local</b> businesses	61%
Used Internet to gather information before making an offline purchase	79%
Gone online to gather more information after seeing an advertisement offline	64%
None of these	4%

Sample size: 4,767

### Coupons, restaurants, local retail and jobs are most sought advertising information

Q: Which of the following, if any, are you VERY INTERESTED in seeing or hearing advertised on local or regional websites. (Select as many as apply.)

Item or Category	Percentage
Coupons or Discount Offers	60%
Restaurants and Movie Theaters	58%
Local Retail Stores	48%
Jobs	48%
Special Programs or Offers for NJ Residents	38%
Travel and Entertainment	38%
Contests, Samples or Give-away Programs	36%
Real Estate to Buy or Rent	32%
New or Used Auto or Truck	21%
Professional Services (health, financial, education)	21%
None of the above	10%

Sample size: 4,767

## Save time, save money – save the dates for these webinars

*Continues from Page 1*

consistently, even if they are the higher-priced option.

Registration is just \$35. All that's needed at the member's site is one Internet connection and one telephone. Have as many people participate as you wish – at no extra cost!

For details and registration information, email [pastephan@njpa.org](mailto:pastephan@njpa.org) or go to [www.njpa.org](http://www.njpa.org) and click on Events.

Register by Monday, April 19 to avoid the \$10 late fee.

"This new webinars will help member newspapers train their staffs and stay ahead of the competition," said John

O'Brien, executive director of NJPA.

"All of these webinars are real bargains, both for our members and for our association. They're helpful and they're cost-effective. They increase staff expertise without all the cost, logistics and travel time that was built into our old seminars."

Here is the rest of the spring/summer webinar schedule:

#### Intro to Photoshop

Friday, April 16, 2-3 p.m.

Photoshop is powerful photo editing software, but it can be daunting for beginning users. This webinar will provide a basic understanding by focusing on the features that are most important for

newspaper production. It will cover the most useful image-adjustment tools, suggest the best ways to use different color modes, and explain the ins-and-outs of image sharpening.

The discussion will be led by Tina Berg-Boldt, associate director of the Graphic Arts Training & Consulting Group, who has used Photoshop since it was first released.

Registrations made after Monday, April 12 will be charged a \$10 late fee.

**Ad Sales 201** – session three, with Steve Fisher, Woodward Communications, on Thursday, May 6, 2-3 p.m.

More information will be available in

mid-April on NJPA's website: [www.njpa.org](http://www.njpa.org) and click on "Events." Register by Monday, May 3.

**Ad Sales 301** – session three, with Steve Fisher, Woodward Communications, on Friday, July 9, 2-3 p.m.

Details about the fall schedule of webinars will be forthcoming this summer.

### Join NJPA on Facebook

"We are creating a convenient site for our members, one place where they can go to get lots of the resources they need," said George White, who spearheaded the project. "Just go to [www.facebook.com](http://www.facebook.com) and search for New Jersey Press Association."

# Connecting with community: NIE is morphing

By Cynthia Forster

A few years ago the facts were clear:

- Newspaper placement in schools could increase your newspaper's circulation 2-3%.
- Newspaper reading in schools could improve student test-taking results by up to 30% in your communities.

At that time, this made the Newspaper In Education program a win-win-win proposition for newspapers, students, and communities. NIE programs thrived.

But times have changed. While the second two facts remain clear, ABC rule changes have made NIE numbers less compelling, and the costs of printing and delivering print editions sometimes are prohibitive.

## Keeping the mission

Many newspapers, like mine, have kept the mission, but changed to e-editions to deliver it. We still provide the educational support. We still retain our educational subscriber base. We still do professional development events. We still hope we are building adult readers for our products — whether they be print, replica electronic editions, or websites.

But as we have kept this mission, we have changed it as well. We have created a new thrust to that NIE outreach that is bigger, better, and hopefully impacts the bottom line of keeping our present subscribers and enticing new ones.

Most NIE professionals — whether they

be former educators and reporters like me or sales people faced with supporting an educational program while working to meet newspaper circulation goals — have spent their time cultivating their communities in all kinds of ways.

Besides meeting the education community, they have been seeking sponsorship funding from the corporate one. They have been interacting with the adult literacy and non-profit organizations.

They have been taking your name into the community you serve and the community you want to support your products.

So what can we do with that?

Many NIE programs are already housed under the roofs of circulation, advertising or marketing departments. A smart newspaper would do well to take their NIE's assets and run with them! Ours is already doing that.

My position has morphed into one of community partnerships and public relations, of tracking and creating opportunities for our reporters and other personnel to appear in our communities, of providing them support, of opening doors to let groups know we are here, of forming partnerships, of promoting our products on a larger stage.

I still take care of NIE. I still value the educational community, but now profes-



Forster

sional development events are becoming community events. Our Parent Talks series takes on issues that the community may not see handled elsewhere. As an example, our scheduled May event, in honor of Children's Mental Health Week, takes on the topic of children and sports, and the mental health challenges that can develop. We bring in community experts, but it is our Sports Department that provides the moderator. The audience hopefully remembers that. They come. They thank us. They suggest new topics.

## Leadership value

Long-term circulation gains are built on customer approval. But before those customers can approve of you, they need to know you are there, thinking of their needs and providing the information that can help them navigate New Jersey life.

Every newspaper has the opportunity to serve as a community leader. Today's market may make that difficult, but newspapers would be remiss to overlook the leadership value of your current NIE program in your community. Literacy at all levels — from kindergarten through adults — already has your community's attention.

The good will that your NIE program has attained, whether with non-profit organizations, with parents, or with educators, should not be ignored. It should be built into a new community package — bigger, stronger, and ready to help.

*Cynthia Forster is Community and Public Relations Manager for The Record, Bergen County.*

## NJ court backs Gmail anonymity

Upholding the right to send anonymous emails, a New Jersey appellate court has rejected a request to unmask a Gmail user who accused a student of underage drinking.

The court ruled that although high school student Alexandra Zubowski alleged she was libeled in the email, she didn't submit an affidavit stating the email's content was false. Without such a document, she had not presented a solid enough case of defamation to be able to unmask the sender, the court ruled.

Zubowski and her parents sued after a Gmail user sent an email to her school alleging that she wasn't living up to promises of good conduct that she made as a member of the school's "Heroes and Cool Kids" program. The email, signed by "a concerned parent," included photos from Facebook of Zubowski and other students. One showed Zubowski standing in front of a ping pong table with plastic cups and seven beer cans on top of it.

The school forwarded the email to the police, who investigated but declined to press charges.

Zubowski sued the anonymous author

for libel and a judge ordered Google to provide information about the IP address associated with the account. Zubowski learned that the Internet service provider was Optimum Online; that company notified the customer about the subpoena, which the author moved to quash.

A trial judge in Bergen County, N.J. agreed with the author and quashed the subpoena.

The appellate court upheld that decision earlier this month, ruling that "no reasonable factfinder" could conclude that the email was false. Not only did Zubowski fail to deny that she had engaged in underage drinking, but the anonymous author also presented several other Facebook photos that, according to the court, showed her "holding and drinking alcoholic beverages."

Courts in New Jersey have said that people have the right to speak anonymously online, and therefore can only be unmasked if libel plaintiffs show they have a potentially valid case and if their interest in suing outweighs the speakers' First Amendment interests in keeping their identity secret.

— from MediaDailyNews

## Webinar on young readers at NJPA May 6

The NAA Foundation is going virtual this spring, bringing together the best minds in youth readership at its first virtual Young Reader Conference. The full-day national webinar is set for Friday, May 7.

NJPF's Statewide NIE/Youth Readership Committee jumped at the opportunity to host New Jersey's NIE and youth readership professionals for the webinar in the comfort and convenience of NJPA's conference room in West Trenton.

Described as delivering what's needed to navigate and transform NIE and youth content programs during this time of change, conference information and the agenda will be out soon. The material will include details on how to "attend" the national conference with New Jersey colleagues from around the state.

Expected topics include:

- 2010 Young Reader Award winning projects
- Changes in and implications of ABC regulations
- Best practices for raising revenue
- Details on national research on the state of NIE and youth editorial
- Best practices in and implications of technology
- Potential changes to and implications of educational policy.

Each session will offer time for questions and answers.

"We think this is a great opportunity to invite all NIE and youth readership personnel to come in and experience this together," said Antonette Walter, NIE Literacy & Youth Readership Development Coordinator at the *Burlington County Times*. She chairs the Statewide NIE/Youth Readership Committee.

"Everyone appreciates this opportunity to 'attend' the NAA's national conference and gather best ideas from around the continent; but without the expense of overnight travel and time away from the office."

NJPA's conference room is equipped to handle the webinar presentation. Registration details will be out once the NAA finalizes the agenda.

For more information, contact George White at (609) 406-0600, ext. 30 or gwhite@njpa.org.



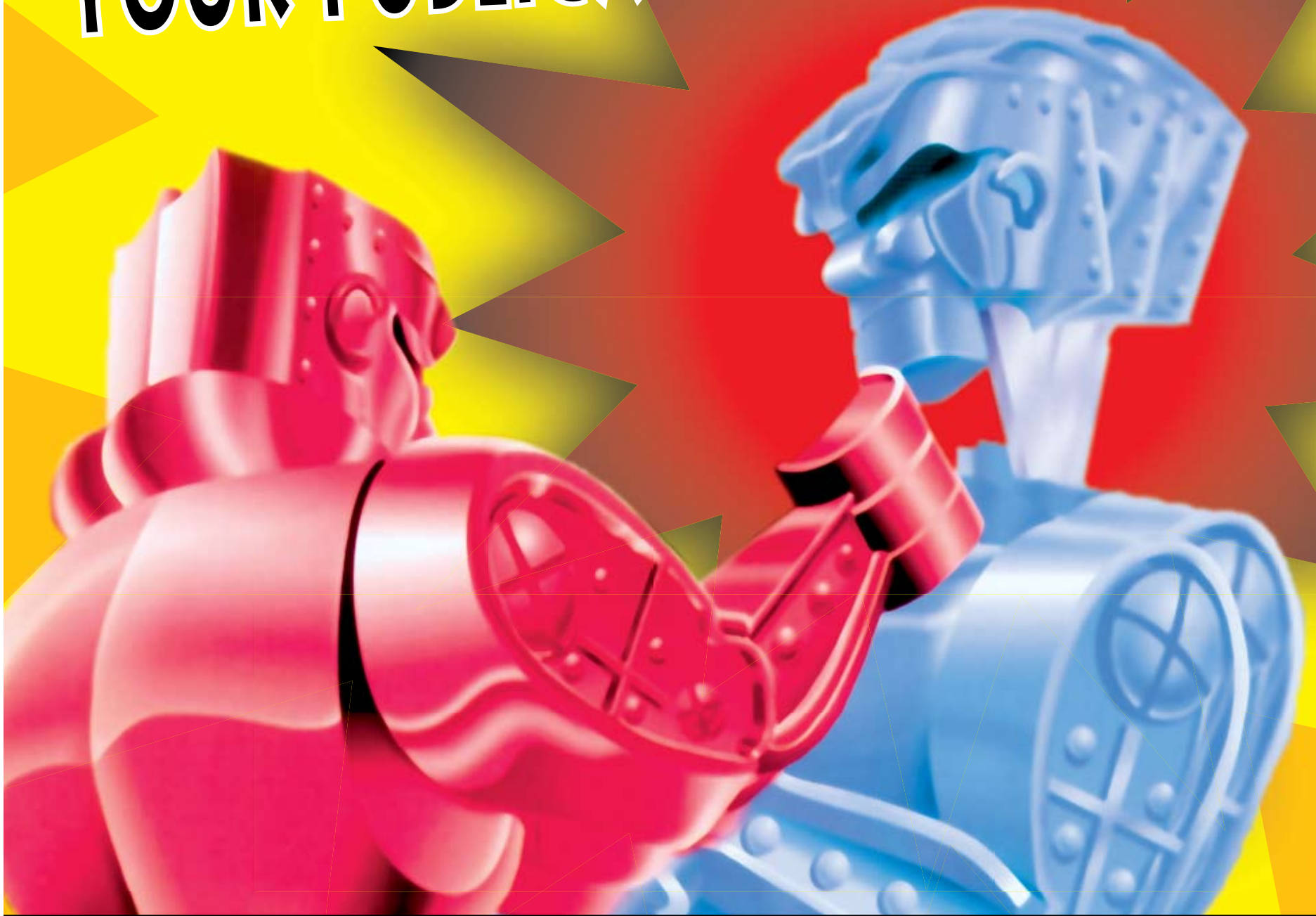
**WHERE IS OBIE?** This photo of the Obie Award arrived recently at NJPA. *The Press of Atlantic City*, which received the award last spring for winning "Best of Show," reported Obie missing in January. Subsequently NJPA received a ransom note demanding either \$1 million in small bills or the equivalent value in brownies, cupcakes, dark chocolate with almonds and boxes of Dunkin' Donuts coffee. "We are hoping the pranksters will release Obie in time for our annual advertising awards banquet on April 23," said NJPA Executive Director John O'Brien.

## J-Student Center

For websites that offer information about journalism schools, careers & scholarships:

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

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## New owners of Bergen papers make changes

*Continues from Page 3*

advertising, and instant access will make Bergen Newspaper Group a model of success."

The team has brought the papers into the electronic age, going from paste-up to pagination in a matter of weeks. They have gone full-color with higher quality reproduction, offering expanded opportunities for local organizations to supply photos of their activities and members.

### Additions & alliances

Improvements include: expanded local sports coverage, new puzzles, and new features such as Mayor's Corner, a forum for local mayors to voice their opinions and keep their constituents abreast of events that have an impact on their communities. The papers now have Business Spotlight, a human interest feature that profiles local businesses and describes the paths taken by local entrepreneurs.

Another addition is an alliance with the website PolitickerNJ.com. "Many of New Jersey's most important legislators come from Bergen. The 2010 race for county executive is one of the most important in the state, and local issues like the future of the Meadowlands and the Passaic Valley Sewerage Authority have a statewide audience," said Christopher Barnes, president of Observer Media Group, parent company of PolitickerNJ.

Since January, fashion highlights from StyleCaster have been in every weekly issue of the papers. Launched last June, StyleCaster is a premiere platform for consumer engagement in the women's lifestyle space. It had more than 1.2 MM unique visitors in January.

The papers boast expanded food coverage. In addition to providing featured recipes from local restaurants, food news from Behind the Burner is being served up, including expert content about food, wine, mixology and nutrition. This includes videos, articles and blogs at behindtheburner.com.

"The new BergenNews.com will be a great extension of our newspapers. Readers who sign up and choose a username may comment on any BergenNews.com content, post their own photos, video, writings etc. Readers will be able to rate all content. Highly-rated content will be featured on the front pages of our sites," said CTO Christopher Mattioli.

Video features of local events and places will also be a big part of the new BergenNews.com. Advertisers can have professional quality video commercials linked to their own websites.

Additionally, the Bergen Newspaper Group has added the *Edgewater Residential* to its cadre of papers. A monthly, it will soon become a weekly with expanded coverage into other towns.

# Looking back at a journalistic rebirth

By Jerome Aumente

When Rutgers' journalism curriculum entered a precarious fight for its survival in the 1970s, Livingston College played in keeping journalism alive at the university. This story will be one focus of a special "legacy" program sponsored by Livingston alumni on Wednesday, April 21, 7-9 p.m., at the school's Student Center, room 201, in Piscataway.

Key players will gather to remember the past. But the program will also examine future challenges as print and broadcast news media redefine themselves in light of the new media and Internet revolution.

Alumni, faculty, students, editors, publishers and journalists are welcome to join the discussion that Marty Siederer, the Livingston alumni president, and I will moderate. The School of Communication and Information Alumni Association and Livingston Dean Lea Stewart are co-sponsors.

### NJPA's role

New Jersey Press Association (NJPA) played a critical role in lobbying successfully for the "re-creation" of a journalism department after the School of Journalism, one of the nation's oldest, was deactivated at Rutgers College and replaced by a Department of Human Communication in the early 1970s. A ground swell of concern from publishers and editors resulted in the university's provost authorizing me to reconstitute the journalism department on the New Brunswick campus.

In 1978, the Rutgers Board of Governors and the state Department of Higher Education approved creating a new Department of Journalism and Urban Communications at Livingston at a time when the individual colleges such as Livingston, Rutgers, Cook and Douglass controlled their own free-standing curricula.

A year later the university's governing board and the higher education department also approved creating the Journalism Resources Institute (JRI), which I founded and directed. Over 14,000 journalists participated in programs during my tenure, and again, NJPA support from its publishers, editors and reporters was crucially important.

### SCILS born

When the New Brunswick campus was consolidated into arts and sciences and professional studies faculties in the early 1980s, journalism at Livingston went campus-wide. The directors of the library sciences and communication programs and I were asked to design a new entity to bring our related disciplines under one tent. The School of Communication, Information and Library Studies (SCILS) was born with the Journalism Department and JRI able to preserve their identity and join the new school as full partners.

SCILS was a pioneer — one of the first in America to bring together journalism,

communication and library studies as sub-disciplines with their own identities but able to interact in the new world of communication and information that was changing rapidly. Together, we formed a critical mass strong enough to survive the storms of budget crises, and enjoyed superior facilities, shared computer and audiovisual resources, and vastly expanded interdisciplinary opportunities for both students and faculty.

Journalism today is alive and well at the School of Communication and Information (SC&I), the new name for SCILS, with a solid department of Journalism and Media Studies, a long track record of service to the profession through the JRI, and a new dean, Jorge Schement, who is committed to a vibrant journalism program at both the undergraduate and graduate levels.

The Livingston legacy program on April 21 will include among its panelists, Dean Schement; Roger Cohen, emeritus professor in journalism and former acting dean of SCILS; John O'Brien, executive director of NJPA; John Pavlik, chair of the journalism department at SC&I and director of JRI; four of my former students, two of whom also taught at Livingston — Barry Orton, professor of telecommunications at University of Wisconsin-Madison and Jay Miller, professor and chair, Communication Studies and Theater, Ursinus College — and Robert W. Snyder, associate professor and director of journalism and media studies, Rutgers-Newark, and Jim Simon, professor of journalism at Fairfield University.

### Why Livingston?

The legacy series can point to many programs that Livingston College influenced and that are campus-wide at Rutgers University today such as journalism; computer sciences; urban planning, policy and community development; comparative languages and literature, anthropology etc. They all had their roots in the exciting but controversial incubator that Livingston was, as the newest college on the New Brunswick-Piscataway campus, opened in 1969.

Livingston's founding dean, Ernest Lynton, and his successors nurtured an experimental, "let's try it" atmosphere. Livingston faculty later dispersed among the larger, consolidated campus faculty in the 1980s, bringing with them their own special brand of commitment to students as individuals, engaging them in a humane, proactive, interactive learning environment they developed at Livingston College.

In my case, I joined the university faculty in 1969 after 10 years in journalism and



Aumente

a recent Nieman Fellowship to Harvard. Having first accepted an offer to teach at Rutgers College, I instead decided to join the Livingston faculty at the urging of Dean Lynton, who could be a compelling advocate for his dream of new approaches to university curriculum and learning.

The core courses in reporting, editing and multimedia documentation formed a natural platform upon which we built the revived Department of Journalism when the opportunity arose. Richard Hixson, a respected senior journalism professor, switched from Rutgers College to Livingston because, he said, that was where journalism now thrived. Other faculty including Roger Cohen, David Sachsman and Thomas Hartmann brought additional strengths, and a strong adjunct faculty of journalism professionals gave us added lift. The code name for it all might as well have been "Lazarus" because journalism was back from the dead.

In my book, *From Ink on Paper to the Internet: Past Challenges and Future Transformations for New Jersey's Newspapers*, is a chapter tracing the origins of journalism at Rutgers University. It all began with a few courses organized by NJPA and by 1926 it evolved into the School of Journalism at Rutgers College. Yes, the school was deactivated in the 1970s but the embers were kept glowing long enough for journalism to be rekindled on the Livingston campus, and then introduced back into the entire New Brunswick — Piscataway campus through SC&I by the early 1980s.

*Jerome Aumente is Distinguished Professor Emeritus and Special Counselor to the Dean, School of Communication and Information (SC&I) at Rutgers University. He can be reached by e-mail: [aumente@rutgers.edu](mailto:aumente@rutgers.edu) or telephone: 540-635-6395.*

## NYT signs deal for hyperlocal content

Another big news publisher is beefing up its hyperlocal content offerings. The New York Times Co. announced in March that it has signed a deal with Fwix, which aggregates hyperlocal content.

The deal gives NYTCO's various newspaper properties access to Fwix's technology, which aggregates hyperlocal content online by combing blogs and other publications for relevant stories and posts (with light human editing to ensure relevance). Fwix drives traffic to the source sites and also has an ad revenue-sharing agreement.

Fwix is currently aggregating and distributing local news content in 175 markets in the U.S. and Canada.

Fwix is just one of several services dedicated to helping newspaper Web sites and other online publishers aggregate and distribute hyperlocal news content.



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## 'Converging Media' textbook is updated

Digital media is changing the ways in which we communicate: we watch TV and movies online, call friends on computers, and read newspapers on cell phones. *Converging Media: A New Introduction to Mass Communication, Second Edition*, by NJPA board member John V. Pavlik and Shawn McIntosh, uses the technologies we employ every day to explain our current media environment—and to project where we might be headed.

Rather than discussing each media industry in isolation, *Converging Media* shows how each branch of media (print, visual and audio) relates

to and influences the others. It enables students to see the inextricable and dynamic relationship between converging media and traditional media formats.

The second edition, which has just been released by Oxford University Press, has been updated and fully revised. The 544-page paperback book costs \$79.95.

Pavlik is professor and chair of the Department of Journalism and Media Studies at the School of Communication and Information, Rutgers University. McIntosh is a lecturer in strategic communications at Columbia University's School of Continuing Education.

### Sunshine Week impact:

## White House memo backs Freedom of Information

An important development from the White House itself marked this year's Sunshine Week, an annual project of the American Society of News Editors to promote open government.

On Tuesday, March 16, the White House chief of staff and presidential counsel reminded federal agencies that "more work remains" in opening up government information and asked them to "take action" to ensure "full implementation" of the directive signed last year by President Obama on his first day of office.

The memo came on the heels of national news coverage of the Knight Open Government Survey, done by George Washington University's National Security Archive for the John S. and James L. Knight Foundation. The survey found that only 13 of 90 surveyed federal agencies have made any concrete changes to their Freedom of Information practices since the president's Jan.

21, 2009 order.

"This year's Knight Open Government Survey had the most immediate impact ever," said Tom Blanton, director of the National Security Archive. "On Monday, we made headlines all over the country. On Tuesday, the White House chief of staff and the White House counsel launched a memo to all agency heads telling them, change your freedom of information manuals!"

Blanton said he has never seen a White House reaction within 24 hours to this kind of news about Freedom of Information, not in the more than 30 years he has been filing Freedom of Information Act requests.

Each year, during Sunshine Week, news organizations participate by doing stories about how open government matters to all Americans.

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# Simple logic can save the day for writers and editors

Everybody had a favorite teacher. In my case it was Mr. Bishop, who taught me sophomore English.

He said I was a writer. That was good to hear, because I already had ruled out becoming a theoretical physicist or the pope.

But who was your second-favorite teacher?

For me, it was Brother Tobias, who presided over two of my high school math classes. No, “Brother” wasn’t his first name. Classes at Mount St. Joseph High School in Baltimore were taught back then by members of the order of the Roman Catholic Xaverian Brothers.

Math teachers can be dry and unyielding but Brother Tobias, while plenty demanding, had a playful wit. Short in stature but huge in my pantheon of influences, he would struggle to suppress a smile as he sparred with students.

And when a student scrambled at the last minute to finish his homework, Brother Tobias, who was a stickler for doing things on time and in precisely the correct way, was famous for saying, “Home ... work! Work to be done at home!”

Here’s the reason why I hold Brother Tobias in such high regard: 1.414.

That is the square root of the number two. In other words, if you multiply 1.414 by itself, you get very, very close to two.

And: 1.732. That is the square root of three.

Brother Tobias insisted that we learn those square roots, along with the square root of 5 (2.236). I remember them even now, more than 45 years later. I also remember that he said, “If you need another way to remember the square root of three, it’s the same as the year George Washington was born.” That would be 1732, not 1.732, but you can see that his little memory trick worked.

Even though he taught geometry and calculus, which are on a higher plane than mere arithmetic, Brother Tobias made us memorize lots of pure facts. For instance, he drummed into us that the fraction  $1/6$  is equal to  $16$

$2/3$  percent, and that the fraction  $1/7$  is equal to  $14 \frac{2}{7}$  percent.

Why are those important?

Well, I was editing a story the other day, and I came across a set of numbers. Something had increased from 28,666 to 32,509 over three years, which the reporter wrote was an increase of 6.5 percent.

Without a calculator, I noted that the difference between 28,666 and 32,509 was pretty close to 4,000, and 4,000 divided by 28,000 would be  $1/7$ , or  $14 \frac{2}{7}$  percent — many thanks, Brother Tobias — so I knew 6.5 percent had to be wrong.

I told the reporter, “I think it should be closer to 13 percent or 14 percent.”

The reporter said, “Well, I got the number out of a report.”



**Jim Stasiowski**  
Writing Coach

So together, we checked, and the preparer of the report apparently was saying that the number had gone up an average of 6.5 percent per year. (Don’t try to make sense of that number.)

My point is not that reporters can’t do math. They can’t, but that’s immaterial here. My point is that reporters often don’t use simple logic.

I once had a reporter do a story on the shift to daylight-saving time. The reporter called a farmer, who — perhaps from sniffing his tractor’s diesel fumes — said he appreciates the extra hour of daylight.

The reporter wrote it just that way.

I had to point out that, yes, as we approach the summer solstice, daylight does increase each

day, but the snap-of-fingers shift to daylight saving time does not give anyone an extra hour of sunshine. It merely changes our clocks.

To be clear, I too make mistakes, sometimes in math, sometimes by overreaching, sometimes by hearing what I expect to hear rather than what the source actually said. I’m not defending or excusing any mistake I’ve made.

What I am doing is pleading with reporters and editors to subject everything we write to a simple test: Is it logical?

Math, that most logical of subjects, teaches us to trust only that which we can prove by equation. Life, of course, doesn’t obey math’s neat patterns; many of our best stories come about because so many people have so much trouble acting rationally.

But as reporters or editors, we must compare what we find with

what logic tells us. If we cannot clear up the discrepancy — a math miscue, a misunderstanding of daylight saving time — we then have the thrill of using the story to show readers how reality once again proves the wacky wonder of the world around us.

Really, employing logic is just like “home ... work,” but in this case, it’s work to be done before the story gets into the paper.

## The final word

Of the many disagreements I have with The Associated Press Stylebook, the one I really want to win some day is this: Let’s drop the taboo against the symbol for “percent.”

The Wall Street Journal, an authority in its own right, uses %, so why can’t we?

*Jim Stasiowski, the 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.*

## Anybody’s Byline offers free story ideas

Looking for story ideas? Anybody’s Byline can help. The weekly email service suggests several topics and ways newspapers might customize the ideas for their communities. And it’s free.

Here are samples from a recent issue:

### Census scams

Public safety: Anytime there’s a remotely well-publicized event, somebody finds a way to make a scam out of it. The Census is no exception. Along with the folks doing legitimate work for the bureau, there are people walking around impersonating Census-takers. Remind readers that the Census cares not one bit about their personal banking information or credit card number, and lay out exactly what they ought to expect when folks come to their doors. Oh, and that’s another note. They come to your door. Never release info over the phone. Of course, this is another good opportunity to talk about how much (dollar-wise) each person’s participation in the Census study amounts to. Side-note: If you’re the cops or a public safety reporter, you’re probably tired of beating this common sense into people’s heads. Do it anyway. Readers, like children, need to be reminded frequently.

### Firefighters’ sleep deprivation

Health: As far as work schedules go, those who rush to your aid when Aunt Ida catches the toaster on fire have it bad. Firefighters are on duty for 24-hour shifts, and even basic non-emergency runs require them to be suddenly alert at all hours of the night. Spend the day (and night) at a firehouse and document just how much sleep firefighters get per shift, as well as how often that sleep is interrupted by alarms. Then talk to the experts. What are the dangers of counting on sleep-deprived workers, especially those trusted with making split-second medical decisions? Is it safe to say that most people can tough it out for one night, or should a 24-hour schedule be avoided at all costs? Make sure your experts address how alternating between rest and a rush of adrenaline affects the sleep cycle.

### Rate the incumbent

Politics: This is a great story in communities where the political climate is heating up as the primary election closes in. Pick your coverage area’s top five or 10 political incumbents and have their subordinates rate their performance and demeanor in the office. Make sure those you interview may remain anonymous.

Even allow them to submit their answers on paper, without you present, if you feel that will ensure honesty. This report card-type story helps voters sort through the campaign mumbo jumbo and get to the heart of what it’s like having this person at the helm.

### Hospital volunteers

Feature: Forget the stereotypes about candy strippers. In many areas, today’s hospital volunteers are the ones who keep the day-to-day wheels turning. They’re not only greeters but those who direct you to the floor where you’re visiting a patient or having a test performed. Often, these important extra sets of hands are in short supply. Connect with hospitals in your area to see what the criteria are and whether there’s a need for additional volunteers. Don’t forget to chat with lots of local volunteers. Why do they do it? What’s in it for them?

### Freshman on varsity teams

Sports: As usual, we’re encouraging sportswriters to look beyond the play-by-play game stories to find interesting features. This one is pretty straightforward. Take a look at what kind of talent it requires to be a freshman playing for a varsity sports team. Also, how much emotional maturity do coaches

expect of younger teammates? From the players’ end, what are the stresses of going up against peers with more experience?

### More women in workforce

Business: The percentage of women in the workforce has increased as a result of the recession, experts say. Women who had become accustomed to being homemakers suddenly have found themselves thrust into jobs just as a means of making ends meet. As a result, roles in the home have been somewhat upended. Explore how this has affected local families, especially those with children who depended on mom or dad to have certain responsibilities within the family unit.

### The write stuff

Between vs. among:

If you’re discussing two things, use between. For three or more, use among. For the most part, people don’t misuse among. They simply forget to use it at all:

Ex: Between the farmer and the cowman, somebody ought to be able to kill Jud Fry.

Ex: Among Will, Ike and Slim, it was hard telling who would win Ado Annie’s hamper at the auction.

\* \* \*

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### Help Wanted, Middlesex

Sales Representatives Wanted. Join a growing statewide weekly newspaper's red hot team. Must be ambitious, high-energy self-starter with sales experience and knowledge of Middlesex County. Outstanding people skills a must. Good benefits and team support. Great earning potential.

Email: bkaplan@njewishnews.com. E-053010

### Help Wanted, Morris-Essex

Sales Representatives Wanted. Join a growing statewide weekly newspaper's red hot team. Must be ambitious high-energy self-starter with a knowledge of Morris and Essex counties. Sales experience helpful but not a must. Will train. Generous commission package.

Email: bkaplan@njewishnews.com. E-053010

### Help Wanted Advertising/Sales

The Alternative Press, New Jersey's all-online daily hyperlocal newspaper is currently hiring sales executives.

Part-time/Full-time. Flexible hours. Commission plus bonus for meeting sales targets. Significant revenue potential.

For more information or to apply, please email Marketing@TheAlternativePress.com or call 908-403-0296. E-053010

## Editorial

### Seeking Editor with Vision

Editor for alternative/community newspaper in Northwest NJ wanted. This full time position requires a multi-tasking hands-on person to manage a small editorial staff and have final creative design of the paper.

Responsibilities include assignments for reporters as well as community involvement. This new publication will be an addition to a family of niche publications from a publisher with a 16-year track record. The right person will have a vision of a new media model that will include print, web and mobile platforms.

Interested parties should email their information to info@lhweekly.com or fax to 973-605-1883 E-063010

### Help Wanted - Editorial

The Alternative Press, New Jersey's all-online daily hyperlocal newspaper is currently hiring paid freelance reporters. We pay per story, depending on experience. For more information or to apply, please email Editor@TheAlternativePress.com or call 908-370-1158. E-053010

## WANTED NJPA memorabilia

For our archives: Copies of InPrint for years 1991-1998; Membership directories prior to 1980; NJPA event invitations and programs. Please call Catherine Langley at NJPA, (609) 406-0600, ext 17.

## Production

### Newspaper Press Operator

The New Jersey Herald is looking for an experienced web offset press operator to join its team. We are a 6-day daily (Sunday through Friday mornings, no Saturday edition) that's printed on a well-maintained, 8-unit Goss Urbanite press.

The ideal candidate will be a quality-conscious press operator with excellent mechanical skills. Pre-press experience, including plate making, is highly desirable. Candidates with non-newspaper press experience are welcome to apply.

The Herald, based in Newton, NJ, is part of Quincy Newspapers, Inc., a respected, stable family-owned media company.

We offer competitive pay and

benefits. Send resume to:

Don Cooper, general manager  
dcooper@njherald.com  
New Jersey Herald  
2 Spring Street, PO Box 10  
Newton, NJ 07860

No phone calls, please. Interviews will begin immediately and continue until the position is filled.

E-053010

### Send us your resume

NJPA is getting calls from in-state newspapers and media companies seeking editors, reporters, advertising sales representatives and managers.

We can send them copies of your cover letter and resume. If you currently are employed, we will not send your package to that company.

To learn more about this free service, contact Catherine Langley at 609-406-0600, ext. 17, or email clangley@njpa.org.

## CLASSIFIED ADVERTISING

- Help Wanted
- Work Wanted
- For Sale

In-column ads are only \$40 for 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.

### DEADLINE

20<sup>th</sup> of the month prior to publication

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