

Webinar:
ENGAGING THE COMMUNITY THROUGH YOUR BLOG
with Steve Buttry, Allbritton Communications
August 18 • 2–3 pm
Register by August 12

GOVERNMENT AFFAIRS COMMITTEE MEETING
August 24 • 11 am
teleconference

Your next issue of *InPrint* will arrive early in September. The advertising and editorial deadline is August 24.

GOVERNMENT AFFAIRS COMMITTEE MEETING
September 28 • 11 am
teleconference

NJPA BOARD OF DIRECTORS MEETING
October 28 • 10 am
Forsgate Country Club, Jamesburg

NJPA ANNUAL MEETING & LUNCHEON
October 28 • 12 noon
Forsgate Country Club, Jamesburg

NJ PRESS FOUNDATION TRUSTEES MEETING
October 28 • 2 pm
Forsgate Country Club, Jamesburg

Also in October:

- Press Credential applications will be sent to newspapers.
- NJPA contest rules will be sent to newspapers.

For more information about these events: www.njpa.org



COFFEESHOP NEWSROOM: Colleen Curry, editor of the *Asbury Park Press* community news blog Freehold.InJersey.com, works with citizen journalist Jackie Tempera adding stories and events to the site. Their “newsroom” is a dedicated area set up at Zebu Forno Café in Freehold. For more, see Page 5.

NNA asks papers to help fight postal rate increase

Newspapers should fight this fall’s proposed postal rate increases of 8% for periodicals and more than 5% for most other mail, says the National Newspaper Association.

NNA wants newspaper publishers to join more than 300 other businesses in pushing the U.S. Postal Service to control its costs, particularly its labor costs, rather than passing them along in rate increases — especially during a recession.

The Postal Service is asking the Postal Regulatory Commission to waive a rule requiring that postal rate increases stay in line with inflation — a law designed to protect Americans from just this kind of rate hike.

The proposed increases are dramatically above the rate of inflation, says NNA. (See charts on Page 4.) It wants newspapers to do the following:

Write NNA at NNAWashington@nna.org and say that you want to join the Affordable Mail Alliance, a group of American companies that believe major rate increases are bad business in a challenged economy.

Go to www.prc.gov and tell the Postal Regulatory Commission that you oppose this increase, and why.

— Continues on Page 4

Senate pushes web legals; NJPA offers an alternative

By George White

Despite a strong effort by NJPA member papers to amend it, the NJ Senate Budget & Appropriations Committee released S2072 on Monday, July 19. The bill, if passed, would allow governments to fulfill their public notice requirements by posting “legals” on their own individual websites — in lieu of newspapers.

At the time of the unanimous committee vote, four senators (Oroho, Bucco, Van Drew, and Committee Chairman Sarlo) each expressed concern about the bill and reserved the right to change their vote should it come before the full Senate. The bill’s sponsor, Sen. Brian Stack, also expressed his willingness to meet and work with NJPA before the bill goes to the full Senate. The bill’s companion Assembly bill has not been scheduled for a committee hearing.

Senator Stack, at the time of the vote, referenced the “good points made by the publishers” testifying for NJPA. These included Rich Vezza, *The Star-Ledger* and president of NJ Advance; Charlie Nutt, *The Daily Journal*, Vineland (Gannett NJ) and chairman of NJPA’s Gov-

ernment Affairs Committee; and Ceil Smith, *Today’s Sunbeam*, Salem. Ray Worrall, Worrall Community Newspapers, and 2010 president of NJPA, was unable to attend the hearing due to injuries he sustained in a serious collision with an auto while riding his bicycle the previous day. (See article below.)

Appearing to support the bill was the NJ State League of Municipalities, the NJ Association of Counties, the NJ School Boards Association, the NJ Policemen’s Benevolent Association and the NJ Firemen’s Benevolent Association.

Before and during the hearing, many Senators referenced the extraordinary pressure from mayors for help in reducing the costs to operate in the face of the 2 percent tax cap legislation recently passed. The police and firefighters appeared to argue that human lives are at increased risk throughout the state due to layoffs — layoffs necessitated by the “onerous” requirements governments face to publish printed legals.

Before S2072 was posted the week prior, NJPA began circulating its own

— Continues on Page 4

President of NJPA:

‘Wear a helmet; mine saved me’

“If you know anyone who rides on two wheels...bike or motorcycle...please encourage them to wear a helmet. Mine just saved my life, or at least kept me from having scrambled brains,” said NJPA President Ray Worrall a few days after an accident in which his bike collided with a car.

His helmet has a big crack in it at the point of impact.

NJPA Executive Director John O’Brien said, “If it hadn’t been for that helmet, we’d be looking for a new president.”

Worrall was cycling through the center of Ridgewood with two friends on July 17 when a car came out of a side road in front of him. One friend had already gone through the intersection. The other, who was behind Worrall, had room to swerve around the back of the car.

But with no time and no options, Worrall hit the back fender of the car. He said he was going 15 to 20 mph.



Worrall

Worrall said the car had stopped at the stop sign. The driver waited for the first cyclist to go through but apparently didn’t see the next two and was slowly pulling into the intersection.

When Worrall hit the car, the impact caused the back of his bike to flip up, tossing him — heels over head — up and over the trunk of the car. He landed on his head on the pavement, face down. Then his knees hit.

“I’m very lucky,” Worrall said. “My neck, shoulder and

left wrist are a bit sore, but there is no spinal damage. And the only blood was a skinned knee. Not even a scratch on my face. My helmet had an overhang in front and that protected my face.”

It was a new helmet, bought earlier this summer for a one-day, 207-mile ride from High Point to Cape May in June. Now it will need to be replaced.

— Continues on Page 5

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As I see it...

Oh, the changes I've seen

As most of you know, I will be retiring as your NJPA Executive Director on September 30 after nearly 20 years in this chair.

My final *InPrint* column will appear next month in the September edition. However, I thought I might take a couple of paragraphs in this issue to give you a few personal thoughts on this industry that has been so good to me over the last 45 years.

When I began my career in the pressroom of the *Hunterdon County Democrat*, producing a newspaper hadn't changed much since Guttenberg's day. We still set headlines by hand, casting them in lead. Linotype machines spewed out stories on thin lead slugs that were locked into heavy metal chases. The whole process is too complicated and archaic to explain here but I think you get the picture.

Then computers came along and things began to change! During my years in the business, computers have revolutionized everything about the newspaper industry. From typesetting to photography, to the business office, to the advertising and circulation departments, computerization has had a huge impact. And the trend continues today with mobile devices and citizen journalists now the buzzwords. My, what changes have come down the pike in a relatively few short years.

Some things, however, never change; like a reporter's nose for a story, a pho-



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

tographer's eye for a great shot, an ad salesperson's market knowledge that clinches a sale. In my opinion, the people don't change very much; what changes are the devices the people use to make their jobs more efficient and more accurate. Technological changes can be unsettling for some...but they create huge opportunities for others. Thinking back to my days as a publisher, the two limiting factors in my professional life were that big hunk of iron in the back room (the press) and that laborious task of distributing thousands of copies of our product by hand. The internet has brought publishers relief in both areas...but at a cost. Craigslist is just one example of the negative impact this brave new digital world has had on newspapers.

I'm not sure where the newspaper industry is headed long-term. But I know that even if newspapers aren't needed...journalists always will be. Newspapers, as we know them, are an extension of a long evolving chain. The vehicles used to deliver our work have changed repeatedly over the centuries; from stone tablets...to parchment...to ink on paper...to digital bits and bytes. But the need to keep people informed about what is transpiring around them will go on for as long as humanity itself—and is even more important in a democracy. There will be challenges, like how to make money in the midst of all these changes, but people smarter than I am will figure that out.

A publisher friend recently told me that he thought he and I had seen the "golden age" of the newspaper industry. I'm not sure he was correct. I certainly lived during a time of great innovation and change in an industry that was not necessarily known for seeking innovation and change. But I think the coming years will bring exciting new developments that we "over-60 types" have never even dreamed of. I hope I'm around long enough to watch them develop.

Next month I'll reminisce about a few New Jersey newspaper folks who, over the years, made a huge impact on my life and on the lives of many others in our industry.

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NJMG finds right mix of print clients

By Chuck Moozakis

North Jersey Media Group, which cast off the bulk of its commercial printing accounts just two years ago, has substantially rebuilt the business as it recasts itself as a newspaper-only production center.

NJMG's most recent customer, Greater Media Newspapers, capped off the transition, said Bob Konig, NJMG's vice president of manufacturing.

NJMG began printing the papers in April, adding to its list of commercial clients that includes three Gannett dailies: *USA Today*, *Poughkeepsie Journal* and *Journal News* in Westchester, N.Y.

With its own two dailies, *The Record* and the *Herald News*, and 50 weeklies, NJMG's Rockaway plant now prints more than 5.1 million newspapers and processes more than 20 million FSIs each week.

"We are where we need to be," said Konig.

It's a dramatic turnaround from 2008 when the privately held company decided to exit commercial printing, in the process shutting down one of its two Mitsubishi Heavy Industries doublewide presses.

Made choice

"We were a full-fledged commercial printing operation, but in 2006 or so we began to examine the market. We knew we had large presses, but we also saw that we were printing a large number of short-run projects, and it didn't make economic sense," Konig said.

In early 2008, NJMG cut its commercial printing ties, keeping only *USA Today*.

"We were fortunate to keep that, because that model made sense," said Konig. More importantly, retaining *USA Today* gave

— Continues on Page 9

People & Papers

The Press of Atlantic City hires marketing director

Rhona M. Bronson has been named director of marketing for *The Press of Atlantic City*.

She comes to *The Press* from Plaza Communications & Consulting Group, her own company in Ridge-wood.

Before that she was senior vice president of marketing at the National Association of Printing Leaders in Paramus, and director of marketing for North Jersey Media Group, publisher of *The Record* and the *Herald News*.

Keith Dawn, publisher of *The Press*, said, "We're very fortunate to have found someone with the experience and marketing expertise that Rhona has.

"She'll bring a new perspective to our area that challenges the

status quo. She will help us continue to grow our audience base," he said. "With her background

in social media, digital and print, Rhona will develop marketing programs that help drive our advertising customer's success."

Bronson has three decades of experience in marketing and communications. She has also taught public relations at Fairleigh Dickinson University.

She has bachelor's and master's degrees from Syracuse University and has trained at the Newhouse School of Communications and the Maxwell School for Public Affairs.

She is living in Galloway Township while she looks for a home to buy in the region.



Bronson

Obituary

Doris Kulman, 85, reporter

Doris Kulman, whose decades-long journalism career included stints at several New Jersey publications, has died. Family members said she died on July 15 at Riverview Medical Center in Red Bank. She was 85.

Doris Kulman was her maiden name, which she used as her byline; her married name was Doris Raffalovich.

She began her career in the late 1950s and continued to work until shortly before her death. She was a reporter, columnist and editorial writer for the Red

Bank-based *Daily Register* until the newspaper closed in the mid-1980s.

She also served as a correspondent for the *Asbury Park Press* of Neptune, and as an editor for the *Jewish Voice*. She had published her own newspaper, which focused on women's rights and related issues.

Most recently, Kulman was a reporter and columnist at *The Two River Times* newspaper in Red Bank.

— from *The Associated Press* and *Editor & Publisher*

Please send YOUR news to InPrint!

Email news about your people and company to clangley@njpa.org

Times closes hyperlocal site; now it's Baristanet vs. Patch

With the decision by *The New York Times* to close its hyperlocal, community-driven blog in New Jersey after 16 months, the newspaper is ceding the space to a veteran that prides itself on being a homegrown, sassy source of local news and commentary.

The Times announced that it would stop updating *The Local* in New Jersey and redirect traffic to Baristanet, a hyperlocal site that has grown up nearby for six years. Baristanet's coverage area will expand from an estimated 90,000 residents to 150,000 when it goes into the three towns that *The Local* covered.

Hyperlocal hot spot

Even without *The Times*, the suburban communities of Maplewood, Millburn and South Orange, just 12 miles from the city, are home to one of the most competitive hyperlocal scenes in the country. *The Times* and AOL's Patch competed there. Baristanet, which until now has focused on nearby Montclair, Glen Ridge and Bloomfield, will expand to cover the other three, as well as West Orange.

That means Baristanet and Patch will be going head to head in five New Jersey towns.

"The contrast between Patch's approach and Baristanet's approach couldn't be more distinctive," said Jim Schachter, *Times* associate managing editor for digital initiatives. "Patch has very, very talented journalists trying to cover an awful lot of ground in these towns, but operating in templated form, whereas Baristanet is not trying to be all things to all people. It's trying to be a very particular thing in a narrow geography."

Baristanet has been at this since 2004. Co-owners Liz George and Debbie Galant are both journalists. Galant is a novelist and was once a Jersey columnist for *The Times*; by day, George is special sections editor at *The Daily News*.

"When we started, we really wanted to define a voice for the site and a flavor and a sense of place in the community," said George. "When you go to a local business that you really like [rather] than a chain, I think it has a different feeling. I think people know there's not some corporate strategy behind everything you're doing."

George said Baristanet grew slowly as it found its voice. As people expressed interest in contributing, she and Galant trained them and paid some of them.

Over time, Baristanet developed a nuanced, "handcrafted" approach, incorporating hard news, humor and a bit of an edge. Readers help keep the site on track. "We have such participation and engagement," said George.

Although *The Local* was written in a bloggy, conversational style, its standards struck George as pretty similar to the newspaper because it was under *The Times*'s umbrella.

"We're a little more loose in how we cover things," she said. "We have to check facts and do all the journalistic-type things. We're just a little sassier. And that's OK. I don't think anyone would say *The New York Times* wants to be sassy."

Nope. "People do not look to us for sass and attitude," said Schachter. "They look to us for information, credibility ... reporting-driven information."

Schachter said community contributions to both blogs have been excellent, with 50 percent of the posts on both sites being written by members of the community and another 20 percent originating with the community in some way.

The Times is now trying to see how it can incorporate what it learned with *The Local* into the rest of its local journalism, he said.

— from *Advertising Age*



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Member
NJPA

NNA: Fight postage increase

Continues from Page 1

Visit the local offices of your Members of Congress and speak with the office director about this increase. Make sure your Senators and your Representatives know your views.

Make sure the Washington, DC, Congressional Offices know your views as well, by visiting the websites at www.house.gov and

www.senate.gov.

Write a hard-hitting editorial so your readers will be aware of this issue. You can visit www.affordablemailalliance.org. Or you can use the sample editorial below and tailor it to your editorial needs.

For more information, contact Tonda Rush at NNA's Washington office: Tonda@nna.org.

Periodicals In-County Rates

Proposed for Jan. 2, 2011

Discounts:	1 None	2 Carrier Route	3 Carrier Route Del Ofc	4 Carrier Route HD W/S	5 Carrier Route HD W/S Del Ofc	6 Carrier Route Sat W/S Del Ofc
1oz.	0.1524	0.0764	0.0645	0.0604	0.0495	0.0335
2oz.	0.1648	0.0888	0.0740	0.0728	0.0590	0.0430
3oz.	0.1771	0.1011	0.0835	0.0851	0.0685	0.0525
4oz.	0.1895	0.1135	0.0930	0.0975	0.0780	0.0620
5oz.	0.2019	0.1259	0.1025	0.1099	0.0875	0.0715
6oz.	0.2143	0.1383	0.1120	0.1223	0.0970	0.0810
7oz.	0.2266	0.1506	0.1215	0.1346	0.1065	0.0905
8oz.	0.2390	0.1630	0.1310	0.1470	0.1160	0.1000
9oz.	0.2514	0.1754	0.1405	0.1594	0.1255	0.1095
10oz.	0.2638	0.1878	0.1500	0.1718	0.1350	0.1190
11oz.	0.2761	0.2001	0.1595	0.1841	0.1445	0.1285
12oz.	0.2885	0.2125	0.1690	0.1965	0.1540	0.1380
13oz.	0.3009	0.2249	0.1785	0.2089	0.1635	0.1475
14oz.	0.3133	0.2373	0.1880	0.2213	0.1730	0.1570
15oz.	0.3256	0.2496	0.1975	0.2336	0.1825	0.1665
16oz.	0.3380	0.2620	0.2070	0.2460	0.1920	0.1760

Percentage changes - New rates over old rates

2011 proposed compared to May 11, 2009, Final prices

Discounts:	1 None	2 Carrier Route	3 Carrier Route Del Ofc	4 Carrier Route HD W/S	5 Carrier Route HD W/S Del Ofc	6 Carrier Route Sat W/S Del Ofc
1oz.	7.73%	8.43%	7.84%	8.91%	10.46%	8.72%
2oz.	7.77%	8.40%	7.83%	8.79%	10.02%	8.52%
3oz.	7.80%	8.37%	7.83%	8.70%	9.71%	8.39%
4oz.	7.82%	8.35%	7.83%	8.64%	9.47%	8.30%
5oz.	7.85%	8.34%	7.82%	8.59%	9.29%	8.23%
6oz.	7.87%	8.33%	7.82%	8.55%	9.14%	8.18%
7oz.	7.88%	8.31%	7.82%	8.51%	9.02%	8.14%
8oz.	7.90%	8.31%	7.82%	8.49%	8.92%	8.11%
9oz.	7.92%	8.30%	7.82%	8.46%	8.83%	8.08%
10oz.	7.93%	8.29%	7.82%	8.45%	8.76%	8.06%
11oz.	7.94%	8.29%	7.82%	8.43%	8.70%	8.04%
12oz.	7.95%	8.28%	7.81%	8.41%	8.64%	8.02%
13oz.	7.96%	8.28%	7.81%	8.40%	8.59%	8.01%
14oz.	7.97%	8.27%	7.81%	8.39%	8.55%	8.00%
15oz.	7.98%	8.27%	7.81%	8.38%	8.51%	7.99%
16oz.	7.99%	8.26%	7.81%	8.37%	8.47%	7.98%

SHOPPER RATES — DELIVERY OFFICE (DDU) ENTRY

Enhanced Carrier Route Flat Rates (PROPOSED)

Effective Jan. 2, 2011

Entry Level Discounts:	DDU Basic	DDU High Density	DDU Sat
Sortation Discounts:			
1oz.	\$0.2210	\$0.1740	\$0.1490
2oz.	\$0.2210	\$0.1740	\$0.1490
3oz.	\$0.2210	\$0.1740	\$0.1490
4oz.	\$0.2410	\$0.1895	\$0.1645
5oz.	\$0.2693	\$0.2116	\$0.1866
6oz.	\$0.2975	\$0.2338	\$0.2088
7oz.	\$0.3258	\$0.2559	\$0.2309
8oz.	\$0.3540	\$0.2780	\$0.2530
9oz.	\$0.3823	\$0.3001	\$0.2751
10oz.	\$0.4105	\$0.3223	\$0.2973
11oz.	\$0.4388	\$0.3444	\$0.3194
12oz.	\$0.4670	\$0.3665	\$0.3415
13oz.	\$0.4953	\$0.3886	\$0.3636
14oz.	\$0.5235	\$0.4108	\$0.3858
15oz.	\$0.5518	\$0.4329	\$0.4079
16oz.	\$0.5800	\$0.4550	\$0.4300

Enhanced Carrier Route Commercial (PROPOSED)

January 2, 2011 proposal vs. July 2009 final

Entry Level Discounts:	DDU Basic	DDU High Density	DDU Sat
Sortation Discounts:			
1oz.	5.24%	4.19%	4.93%
2oz.	5.24%	4.19%	4.93%
3oz.	5.24%	4.19%	4.93%
4oz.	5.36%	4.12%	4.78%
5oz.	5.00%	3.61%	4.11%
6oz.	4.71%	3.20%	3.60%
7oz.	4.47%	2.86%	3.18%
8oz.	4.27%	2.58%	2.85%
9oz.	4.10%	2.34%	2.56%
10oz.	3.96%	2.14%	2.32%
11oz.	3.83%	1.96%	2.12%
12oz.	3.72%	1.81%	1.94%
13oz.	3.62%	1.67%	1.78%
14oz.	3.54%	1.55%	1.65%
15oz.	3.46%	1.44%	1.52%
16oz.	3.39%	1.34%	1.42%

Sample editorial:

Control postal costs first

The postage rate increases proposed by the U.S. Postal Service are a bad idea at bad time for newspapers, for most other businesses, and for the public.

The National Newspaper Association has joined the fight against the rate request filed July 6 with the Postal Regulatory Commission (PRC). The proposed increases include a 2-cent hike for first-class stamps but much more serious increases of 8 percent for newspapers and magazines.

The increases would also affect nonprofit mailers, such as churches, charities and community organizations.

The new rates will start Jan. 2, 2011, unless the PRC stops them.

In 2006, a price cap took effect that was supposed to hold all future postage rates to the rate of inflation. That is at less than 1 percent currently. USPS wants to increase its rates by an average of 5 percent. Allowing this would destroy the inflation cap rule.

The USPS blames its problems on the recession, even though mail volume has fallen since 2007, before the recession occurred. It also lists competition from the Internet as a reason for its current financial woes. Yet it wants to solve its problems by charging more, which opponents see as a death spiral for our national mail system.

Postal losses have been

caused in part by Congressional mandates requiring \$5.5 billion a year for 10 years prepaid into a retiree health benefit fund, something no other federal agency must do. They also stem from USPS's unwillingness to address its high labor costs, which drive up expenses despite its other cost-cutting moves.

Newspapers and most other local employers have had to cut wages, benefits and hours during this recession. These are harsh and painful measures. But the Postal Service has had no layoffs. It has passed along wage increases during the recession.

We think it, too, should get serious about controlling its costs.

Our newspaper has joined the Affordable Mail Alliance (visit www.affordablemailalliance.org), a broad-based coalition of mailing industries representing over seven million jobs, in this fight.

While Congress has no immediate role in the rate case, our Congressional delegation should be aware of your opposition, as citizens and voters, both to this price increase and to eliminating Saturday delivery, where they are the decision makers.

If you agree, you may contact Rep _____ at www.house.org, and Sens. _____ and _____ at www.senate.org. Also, the PRC wants to hear from you. Find it at www.prc.gov.

This editorial and the charts at left are available on NJPA's website: www.njpa.org and click on "Resources."

NJPA offers alternative to Web notices

Continues from Page 1

"proposal-solution" to legislative leaders which would allow a substantial percentage reduction to the rates charged for "government/taxpayer-paid" notices, along with a corresponding increase to the rates charged for "pass-through" notices; those for which the government bodies are fully reimbursed by private interests. This concept seemed to strike a chord, but not enough to forestall the pressure Senators are getting to do something to help governing bodies.

NJPA has been assured by Senate leadership that the bill will not be moved before fall — at the earliest. NJPA's Government Affairs Committee and its Public Notice Task Force are developing a plan for moving forward after this set-back. There is optimism regarding Senator Stack's and the legislative leadership's interest in continuing to meet with NJPA and to consider the substitute language which would help the government reduce costs and help the public by keeping notices in print.

Beyond the NJPA members who testified, other members of the Public Notice Task Force are Stephen Borg, publisher of North Jersey Media Group; Tom Donovan of Gannett NJ; Tom Cafferly, NJPA counsel; John O'Brien, NJPA executive director; and George White, NJPA Government Affairs. Other members of the Government Affairs Committee are Jennifer Borg, North Jersey Media Group; Art Hall, Cape May County Herald; Jim Kilgore, Packet Publications; Brian Malone, *The Times*, Trenton; Liz Parker, Recorder Community Newspapers; and David Worrall, Worrall Community Newspapers.

If you have questions or would like more information on your paper can assist NJPA, call John O'Brien at (609) 406-0600, ext. 13, or George White at ext. 30.

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Idea team eyes the future for Journal Register

On his blog for Journal Register employees, CEO John Paton recently gave more details about the company's new ideaLab project. Here is part of his article:

Meet the first members of our newly established ideaLab.

For the next 12 months these colleagues will be charged with experimenting with the latest technology and tools to help our company think differently about what we do and how we do it. To do that, we are equipping them with the latest tools—iPhones, iPads and Netbooks.

We are also providing them with 10 hours of paid free time per week to experiment and because we know they will do many more hours than that we are also providing a \$500 per month stipend.

There are no rules but one and that is to report back at least monthly to myself and Jon Cooper, our VP Content, on ideas and developments they believe would benefit our Company, employees and the communities we serve. We are encouraging them to crowdsource both their inquiries and ideas with our employees and communities on a real-time basis.

I guess, when I think of it, there are really two rules. The second one is: There are no sacred cows.

Explore change

The members of the ideaLab and indeed all employees are encouraged to think about every aspect of our business and given the freedom to explore how we might change for the better.

One of the 15 team members is Ben Doody, the assistant sports editor at The Trentonian.

Paton's blog said Doody "has long been using free digital tools on his beat for the Trenton-based tabloid. His blog 'The Full Court Press'—which he launched in 2007—chronicles Rutgers football and MAAC basketball. His story on the Ben Franklin Project focused on the effort to bring baseball back to the youth of Trenton.

People & Papers

Pinky Kravitz now in Press of AC

Pinky Kravitz, the 83-year-old veteran radio and TV broadcaster some call "Mr. Atlantic City," began a weekly column in *The Press of Atlantic City* recently. Called "Pinky's Corner," it appears Thursdays in *At The Shore* magazine.

"Pinky's Corner" will engage readers with in-depth knowledge about Atlantic City and southern New Jersey.

Opinionated and entertaining, Kravitz aims to educate people about area issues and events, while helping to make Atlantic City a better place.

His column was published previously in *Atlantic City Weekly* magazine, and his radio talk show has aired on WOND-AM 1400 for more than 50 years.

Last month, Kravitz was awarded a lifetime achievement award from the New Jersey Broadcasters Association, the first person to ever receive the honor.



Kravitz

The move to *At The Shore* gives him a chance to establish himself in outlying areas in Cape May, Cumberland and Ocean counties.

Press of Atlantic City executive editor and content director Neill Borowski says he's delighted about the addition of Kravitz' column. "We have strengthened our coverage of Atlantic City and the region in the last year to better serve our readers and online audience. Pinky's column will be an important part of that mission."

Wear a helmet; mine saved me

Continues from Page 1

The 51-year old Worrall, an experienced cyclist who has ridden more than 2,000 miles since January, has long been a strong advocate for bike helmets. He said that although he may keep this one, he won't wear it again.

"If you fall and hit your helmet—even if it looks okay—it is compromised and should be replaced. It won't protect you the next time."

His bike, too, must be replaced. "When I took it to my bike shop to get an insurance estimate for repairs, the guy said, 'That's easy.

New public editor at NY Times

Arthur S. Brisbane, former editor and publisher of *The Kansas City Star* and a former *Washington Post* reporter and editor, has been named public editor by *The New York Times*.

Brisbane becomes the Gray Lady's fourth public editor in seven years. He will respond to questions and comments from readers and the public about *Times* reporting, and he will pen a column that will run in the Opinion section on Sundays at least twice a month.

His newspaper career began in 1976 at the former *Glen Cove* (N.Y.) *Guardian*. He joined *The Kansas City Times* in 1977, where

We can't repair it."

Worrall is back to work at the family business, Worrall Community Newspapers. He's not looking for sympathy. Just for folks to wear helmets when biking. And for drivers to watch out for and be considerate of bikers sharing the roads.

How can drivers help?

"Slow down and give bikes as much room as possible. Cyclists too should be cautious. Ride single file and obey all of the traffic laws, including stopping for red lights and stop signs. And always wear a helmet."

he wrote a column and later authored a book of columns, "Arthur Brisbane's Kansas City."

In 1984 he went to work for *The Washington Post* as a reporter, covering national and metropolitan issues. He was later named assistant city editor.

Brisbane joined *The Kansas City Star* as a Metro columnist in 1990, was named its editor two years later and became its publisher in 1997. In 2005 he was named senior vice president of Knight Ridder Inc., and in recent years he has consulted for such organizations as the Nieman Foundation.

— Editor & Publisher

Asbury Park Press opens newsroom in a coffeeshop

By Colleen Curry

Freehold InJersey, a community news blog run by Gannett's *Asbury Park Press*, has opened a newsroom in the Zebu Forno Café. Here's how they announced the move on June 28.

Here's some cool news for a hot day, Freehold. Starting this week, *Freehold InJersey* will have a newsroom right in the center of town, where you can come in, chat with reporters, post your own news stories, and find out what's happening locally.

FinJ is proud to announce the launch of our Coffeeshop Newsroom, a collaboration with Zebu Forno café on Main Street in Freehold Borough.

The newsroom will serve as a place where journalists and the public can discuss the latest

news, story ideas and issues in the community.

At a computer workstation, surrounded by diners and patrons, *Freehold InJersey* staffers will conduct interviews, work on articles, and produce multimedia content for this groundbreaking website.

Passers-by can ask the latest news, share a tip, or learn how to post their own items to the open-source news site.

Patrons can use the desktop computer to post their own scoops, check emails, or surf the web anytime Zebu is open.

FinJ staffers will hold office hours each day at the shop, but if a scoop breaks, expect to see them run! The Zebu newsroom will be a real, live working newsroom with real reporters.

Webinar: Effective blogging to engage your community

"As newspapers are exploring new media to find the best avenues for engaging their readers, blogging is becoming a popular way for journalists to keep in touch with their communities," said John O'Brien, executive director of NJPA, in announcing the next webinar session. "This webinar will help our member newspapers train their staffs easily and cost-effectively."

Engaging the Community through Your Blog—with Steve Buttry, director of community engagement for Allbritton Communications' new online local news operation—will be held on Wednesday, Aug. 18, 2-3 p.m.

Buttry will present helpful advice, whether you are a full-time blogger or trying to juggle blogging with other responsibilities. Important aspects of successful blogging will be discussed, including developing your "voice," building connections with your readers, moderating comments, providing meaningful content, and promoting your blog.

Register by Thursday, Aug. 12 to avoid the \$10 late fee. Late registration is accepted until August 17 at 5 p.m. After that, you can purchase the archive version webinar, which usually is available a day or two after the live webinar has run. The cost is the same as registration.

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, call NJPA Member Services Manager Peggy Stephan at (609) 406-0600, ext. 14 or email her at pastephan@njpa.org. Or go to www.njpa.org and click on Events.

Sample group buys a paper

The Laconia (N.H.) *Citizen* and its website have been bought by Sample News Group's Eagle Printing & Publishing division.

Eagle publishes the *Eagle-Times* in Claremont, N.H., and is owned principally by George "Scoop" Sample, whose companies publish papers in New Jersey as well as in Maine, New Hampshire, New York, Pennsylvania and Vermont.

The New Jersey Sample newspapers are NJPA members: the *Cape May Star & Wave*, the *Ocean City Sentinel* and *The Sentinel of Somers Point, Linwood and Northfield*. David Nahan is their publisher and editor.

— from Editor & Publisher

Seeking work?

A classified ad in *InPrint* and on NJPA's website reaches newspaper and media managers throughout New Jersey. 3 months for only \$40. Call 609-406-0600, ext. 17 or email your ad to clangle@njpa.org

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ALF Printing gets new financing, new CEO

A.F.L. Web Printing, of Voorhees, has a new majority owner and a new CEO.

With a multi-million dollar equity investment, Westbury Investment Partners, SBIC, LP is now the majority owner of A.F.L.

The interim CEO is Robert Conway, most recently head of the Journal Register Company.

The Westbury financing was part of a recapitalization plan designed to boost the company's working capital.

"A.F.L. is now well positioned to take advantage of opportunities in the newspaper business as the industry consolidates and outsources its printing operations," said James W. Schubauer II, president of Westbury. "As opportunistic investors we focus on businesses that possess strong growth potential. We have been a minority shareholder since 2008... [this] investment reflects our enthusiasm for A.F.L. and this opportunity."

Conway "is a veteran executive with over 30 years experience leading companies, including publishing and printing operations, through challenging strategic and economic transitions," said Schubauer. "He led Journal Register through a successful operational restructuring and recapitalization."

"We are committed to our strategic plans for growth and will focus on improving our execution and operational performance," said Conway. "Our team is confident that with the additional capital provided

by Westbury, we are well positioned to maximize A.F.L.'s growth potential as our market continues to stabilize."

A.F.L. also announced an operational restructuring at its Secaucus plant. "This restructuring allows us to run the existing level of sales through our two plants with a significantly improved cost structure while remaining well positioned to take advantage of future growth," said Schubauer.

Former CEO Dennis G. Forchic has resigned. "I decided that this is what is best for me, my family, and for A.F.L.," he said. "I have spent my entire career building the company and I believe that with the significant capital investment it recently secured, it is an opportune time to

step back.

"A.F.L. is in good hands and I have complete faith in Westbury Partners and the management team headed by Robert Conway. I will continue to support the company during the transition and contribute to its future success in any way that I can."

Westbury Investment Partners, SBIC, L.P. is a private equity fund in New York, described in a press release as "a leading provider of flexible preferred equity and subordinated debt capital. Westbury supports proven, successful teams that are managing businesses with predictable revenue streams, expanding markets, existing or near-term profitability, and discernible competitive advantages."

Evergreen Printing hires 5

Evergreen Printing Company announced recently that it has hired five new employees in sales, customer service and production management.

Steve Danifo and Jason Malazita joined the company's customer service department. They worked previously at AFL Web Printing, with a combined 6+ years of experience.

Gary Herman was hired as a supervisor in the postpress, bindery and mailing department. He has more than 30 years of production experience. He worked at Gannett newspapers, most recently at the *Courier Post* facility in Cherry Hill.

Connie Spera was named ac-

counts receivable manager. In addition, she is involved with estimating, invoicing and MIS software implementation. She had worked as a sales coordinator at AFL Web Printing.

Charley Butler joined Evergreen as a senior sales representative, with 44 years of sales and production expertise. Previously he worked at AFL Web Printing for 19 years.

"Evergreen is fortunate to be able to expand to keep pace with new business acquisitions, said Carmen Pinto, President. "It adds to the quality, experience and skill level of our work force to benefit our customers."

NJMG retools its list of newspaper clients

Continues from Page 3

NJMG the flexibility to determine how it wanted to retool itself. Then came the wave of plant consolidations in 2008 and 2009 — *News & Tech* magazine estimates that more than 70 production facilities were shuttered — and this provided an opportunity that NJMG execs thought they could exploit.

"We had the idle Mitsubishi, and lots of firepower in the mailroom, but we took the time to talk with prospective customers," Konig said.

Patience paid off late last year, when Gannett said it would shift the production of the *Poughkeepsie Journal* and *Journal News* to NJMG. It was only the second time Gannett looked outside its own network of print facilities to produce papers and, with those two papers distributing more than 130,000 copies each day, the transfer represented Gannett's largest outsourcing contract.

"That contract filled up the building very nicely and it was a logical way to get back into the commercial printing game," said Konig. "We are in a unique spot as a contract printer, because we're a publisher as well and we print those products as if they were our own."

Renovated press

The Gannett pact gave NJMG the impetus to bring its idled Mitsubishi press back into operation. Goss International was tapped to retool the doublewide machine, reducing its web width to 44 inches while adding digital inking and ink presetting systems. From start to finish, the project took only nine weeks. NJMG began printing Gannett's dailies on March 8.

Three weeks later, NJMG began printing the Greater Media weeklies. "This is a great printing partner," Konig said. "These are weeklies with some meat to them, with their flagship running 128 pages."

"As challenging as it was to exit commercial printing, it was the right decision," Konig said. "(Printing just newspapers) is better, and we've been able to hire additional people."

In addition to beefing up its press capabilities, NJMG bolstered postpress, installing two Muller Martini Mailroom Systems Inc. SLS-2000 24-head inserters. The machines join two Goss inserters and the two Ferag MultiSert inserters and four RollStreams that underpin NJMG's mailroom. To make room for the SLS lines, NJMG removed an unneeded singlewide press.

"The technology in this building clearly allows us to be successful," Konig said. "And we've proven that if you find the right products for the equipment you have, you can be quite successful. But it takes great people to make it happen."

— Chuck Moozakis is executive editor of *News & Tech* magazine

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.

Classified Ads!

Advertising

Online Advertising Sales Specialist

Do you know what secondbestitis is? (sek'-und-best'-i-tis, n.)

It's settling for the almost right candidate because they're better than anyone else you've seen.

We are the NJN Publishing Network – publishers of 8 premier community newspapers.

We are nj.com – New Jersey's leading website reaching more unique web devices and producing more pages-views monthly than any other New Jersey newsmedia website.

We are not looking for the second best, the runner-up. We seek Closers. Closers work here.

We are searching for an Online Advertising Selling Specialist to represent nj.com, the online home for the NJN Publishing Network.

This position reports directly to the Vice President of Advertising and is accountable for exceeding revenue objectives by introducing and selling nj.com products throughout communities in Hunterdon, Somerset, Union and Warren counties.

The right candidate will lead the search for new business, demonstrating the power of

community newspapers through nj.com website advertising programs.

Earn a competitive incentive plan that includes a base salary and uncapped commissions. Compensation package includes a 401(k) program, comprehensive health care including major medical, vision, dental and prescription plan.

Above-average communications skills and Internet proficient a must. 3-5 years of outside cold-calling experience qualifies you. Car and valid driver's license required. Opportunity is full time.

If you are not the second best, and you are a closer, email a cover letter and resume to: aroselli@pennjerseyadvance.com E-103010

Sales Opportunity!

Wouldn't you love to work from home?

New Jersey Newspaper Network has a terrific sales position for you!

Sell NJNN's popular statewide advertising programs. Hundreds of untapped prospects can be contacted to promote our "business-card" display ads and classified line ads.

Great pricing sells into New Jersey Press Association's network of 125+ daily and weekly newspapers. Add other states to increase your earning potential.

Commission only. Flexible hours. From your home or our office just off I-95 in West Trenton.

Position requires excellent communications skills, positive attitude and professional demeanor. Computer skills and telemarketing experience preferred.

E-mail cover letter and resume to dtrent@njpa.org or fax to (609) 406-0300. E-123010

Editorial

Communications Specialist

Nonprofit has position available in Robbinsville, NJ. Duties incl. developing strategies related to NJ addiction treatment needs, website design, content, maintenance, development of in/external communication, publications and editorial assistance.

Must possess superior writing, research, proofreading and organizational skills. Knowledge of alcohol and addiction policy/issues preferred. Must have min. two years experience and BA/BS in Communications or related field. EOE M/F/D/V

Specify salary requirements in cover letter and send to lgriffith@ncaddnj.org. No phone calls please, we are only able to respond to those candidates who meet our qualifications. E-083010

Editor Wanted

Weekly newspaper editor for award-winning newspaper group. Responsibilities include municipal hard news and feature coverage online and in print. Opportunity to advance quickly.

Please send resume to Liz Parker at eparker@recordernewspapers.com E-093010

Send us your resume

NJPA is getting calls from local newspapers and media companies seeking qualified staff and managers. Let us send them your cover letter and resume.

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

Production

Production Director

The Princeton Packet is a group of award winning community newspapers based in Princeton, NJ.

Our fast-paced production department is looking for an experienced production director to oversee pre-press, press and post press operations, with responsibilities for commercial printing and customer service.

A fast-paced, high profile position, requiring a minimum of 5 years' newspaper production experience, with a proven track record and excellent communication skills is required.

The ideal candidate will be a "hands-on" manager capable of multitasking, with strengths in staff development, coordinating

work flow, budgeting and quality assurance.

Send resume to: Human Resources, The Princeton Packet, Inc., PO Box 350, Princeton, NJ 08542; or email to ahaider@centraljersey.com; or fax to (609) 921-2714.

EOE/M/F/D/V. Visit our website at www.centraljersey.com E-093010

Newspaper for Sale

Northern NJ twice-monthly newspaper for sale. Established seven years. Perfect for strategic add-on or for experienced newspaper person wanting to own. 30,000 controlled circulation. Steady revenues. Call 201-796-3331 or email chasnews@aol.com.

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- 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

20th of the month prior to publication



Boost sales for your classified advertisers!

Add statewide advertising in 125 NJ newspapers for one low price:

Only \$495
for 25-word classified
\$13 per addl. word

NJPA member newspapers, keep \$198 per ad you sell.

Contact Diane for details:
(609) 406-0600, ext. 24
dtrent@njpa.org

New Jersey Press Association's Statewide Classified Advertising Network

Help your advertisers broaden their reach with easy, cost-effective online advertising



We can create custom Web/Print combo packages for your advertisers! Or keep it simple for those who are testing the waters.

Our expert online placement services expand their media options – including print and online ads, e-mail messages, rich media ads and more – to be published by NJPA member newspapers and websites.

Just one call gets you started!

Call Amy Lear at 609-406-0600 x15 for more details.

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Your newspaper's advertising staff can upsell clients business card-size ads in 120 NJ newspapers that reach more than 1.5 million readers for just \$1,250 — about \$10 per publication.

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For more details, contact Diane Trent at NJPA:
(609) 406-0600 ext 24 • dtrent@njpa.org

New Jersey 2x2 Display Ad Network

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