

NJPA BETTER NEWSPAPER CONTEST

Contest Rules
are available online
www.njpa.org

Contest Deadlines

Dailies
Friday, January 8
4 pm at NJPA office

Weeklies
Friday, January 15
4 pm at NJPA office

NJPA EXECUTIVE COMMITTEE MEETING

January 14
10:30 am
teleconference

NJPA BOARD OF DIRECTORS MEETING

January 29
10:30 am
NJPA Conference Room

NJ PRESS FOUNDATION TRUSTEES MEETING

January 29
12 noon
NJPA Conference Room

NJPA EXECUTIVE COMMITTEE MEETING

April 15
10:30 am
teleconference

NJPA BOARD OF DIRECTORS MEETING

April 20
10:30 am
teleconference

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

NJPA fights to save public notices

NJPA wants to keep public notices in newspapers, and a battle is expected.

Reliable sources say that state legislative leaders have marked the reintroduction of "Web-only" public notice bills as a high priority for the two-year term beginning Jan. 12.

New Jersey statutes currently require state and local governments to fulfill their public notice obligations by publishing them in designated "legal" newspapers. Instead, the Web-only bills would allow governments to post notices "on their own government websites, in lieu of newspapers."

"It's unfortunate that the substantial turnover of legislative leadership for the upcoming session has greatly increased the chance for swift passage of Web-only bills," said Charles Nutt, publisher of the *Daily Journal*, Vineland, and chairman of NJPA's Government Affairs Committee.

"Well beyond the financial impact newspapers would feel, NJPA's concern first and foremost is for the terrible impact this bill

NJPA joins blogger case as an amicus

At its November meeting, NJPA's Government Affairs Committee recommended that the organization join as an amicus a case involving Internet slander and libel.

NJPA member North Jersey Media Group had already decided to join as an amicus.

According to NJPA's Legal Counsel Tom Cafferty, the case against Shellee Hale involves her right as a blogger to protection under the state's shield law, and whether damages are presumed in a slander per se case.

Cafferty told the committee that NJPA members and media in general have a direct interest in the outcome of this case. He said it raises "significant questions concerning whether alleged defamatory statements made on the Internet are to be treated as libel or slander, and if slander, whether damages may be presumed."

— Continues on Page 4

would have on government transparency and accessibility."

John O'Brien, NJPA's executive director, said, "On the surface, letting governments self-publish their required public notices on the Internet may seem somewhat logical as digital media is becoming more and more accessible for so many, though not all. But one need not scratch that surface much to see that, aside from public-accessibility issues, allowing governments to use their own websites to provide required information to the public is a terribly flawed scenario on so many levels—especially when there's such a pressing need for our government to be providing its citizens greater transparency

and accessibility; certainly not less." (See O'Brien's column on Page 2 for points he says the bill's sponsors overlook.)

Working with Nutt and his committee, NJPA's Executive Committee will fight to keep public notices in newspapers. The GAC and the Executive Committee are developing a battle plan, and members will be updated regularly as the plan develops.

GAC members include Chairman Nutt; Jennifer Borg, North Jersey Media Group; Art Hall, *Cape May County Herald Times*; Jim Kilgore, Packet Publication; Brian Malone, *The Times*, Trenton; Liz Parker, Recorder Community Newspapers; and David Worrall, Worrall Community Newspapers.

Veza named Star-Ledger publisher

Richard Veza, president of Penn Jersey Advance, has assumed the additional role of publisher of *The Star-Ledger*. Donald E. Newhouse, president of Advance Publications, announced the promotion on Dec. 15.

Veza succeeds George Arwady, who was publisher of *The Star-Ledger* since 2004. Arwady has been named publisher at *The Republican* in Springfield, Mass., replacing Larry McDermott, who retired last month.

In a letter to the *Star-Ledger* staff, Arwady said, "Rich, who is well-known to many of you, has been responsible for our company's daily newspapers in Jersey City, Gloucester, Bridgeton and Salem, N.J., as well as the daily in Easton, Pa. He also has headed the company's NJN weekly newspapers, which include the *Hunterdon County Democrat*, the *Somerset Reporter*, the *Suburban News* and the *Independent Press*. In his new position Rich will be seeking additional ways in which those newspapers can work together with *The Star-Ledger* and *The Times* of Trenton, as well as with our affiliate website, NJ.com. Each newspaper will retain its individual identity, while seeking collaboration that will help us weather these extremely challenging times for all newspapers."



Veza

Arwady went on to say, "I know Rich well. He's a real Jersey guy, having spent a lifetime working in New Jersey newspapers, both in news and business operations. He's a straight-shooter with a great sense of humor who will fit in well here."

Veza is a life-long New Jersey resident, who began his journalism career in 1974 as a night police reporter for *The Hudson Dispatch* in Hudson County. He has worked as an editor and publisher at a number of New Jersey daily newspapers, including the *Herald & News* of Passaic County and *The Daily Journal* in Union County.

Veza joined North Jersey Media Group in 1996 as president of its Bergen, Passaic and Essex weekly newspapers and the daily *Herald & News* when those papers were acquired from Media News Group.

Prior to joining NJMG, Veza worked for Media News Group for 15 years in various executive capacities.

In 2000, he joined the *Star-Ledger's* sister company, Penn Jersey Advance, as its president. Penn Jersey Advance publishes three dailies in southern New Jersey, *The Express-Times* in Easton, Pa., and weeklies in Union, Somerset, Warren and Hunterdon counties. Veza also has responsibility for the daily *Jersey Journal* of Jersey City.

Veza served as president of NJPA's board of directors in 2000, and headed the New Jersey Press Foundation board of trustees in 2001. He has been active on NJPA committees, including Legal Advertising, Long Range Planning, Editorial and NJNN Steering committees.

He resides with his wife, Arlene, in Berkeley Heights and has two grown children.

— Continues on Page 11

"As long as we continue to be an educated nation and a democracy, people will need what we do, no matter what technology we use to deliver it."
— Rich Veza

Read more on Page 6.

INPRINT

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New Jersey Press Association

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As I see it...

Public Notices in Jeopardy



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

Throughout the nation, Public Notices are coming under attack. Public Notices are the often overlooked yet important pieces of information that have been a part of newspapers since their inception. Politicians struggling to balance budgets and, in some cases, trying to punish publishing companies for doing their jobs, have declared war on this important aspect of the public's right to know. In states across the country pieces of legislation have been introduced that cut back, and in some cases eliminate, public notices.

One ploy, and the one we are expecting to face shortly here in New Jersey, is to take them out of newspapers and allow government entities to put them on their own government websites. Bills are expected to be introduced shortly in the Trenton that would do just that. It's a short-sighted vision and one that will wind up costing, rather than saving money.

NJPA will need the assistance of all members to combat this attack if and when these bills start to move. When asked, I hope you will call your local legislators and inform them of the errors of their ways.

Here are some points to consider in the interim:

- Allowing government officials to post public notices on their websites takes away third-party, neutral interest, and removes any independent proof of publication. Public notices must be published in a forum independent of government control. Placing the responsibility of notifying the public in the hands of government officials carries with it a potential for abuse. For example, it may create the temptation to change or manipulate the timing of public notices.

- The vast majority of public notices now arrive at citizens' homes or businesses on a regular schedule in the newspaper and in a context that compels readership (amid local news, features, and other important information). With an online format, guaranteeing or measuring readership is very difficult, as opposed to newspapers, which are required to demonstrate readership by providing records of paid subscribers, maintaining postal

permits, or submitting to outside subscription audits.

perity citizens. The U.S. Department of Commerce found that Caucasian households have Internet access at levels up to double those of African-American and Hispanic households.

- The stability of newspapers as a medium for public notices is unquestionable. The Internet, on the other hand, remains highly vulnerable and unstable. Power outages, computer problems and downed servers can prevent access at any given time. Government agencies cannot ensure that information located on a server is secure. Because of hackers, Internet public notices are vulnerable to alteration. It is possible that entire years' worth of notices could be deleted with the touch of a single key.

- The rates newspapers charge for public notices are set by state statute. The N.J. Legislature has not granted an increase in those rates since 1983. Thus, newspapers are subsidizing these advertisements in a huge way. Some are being billed at rates as low as 10% of those charged to commercial customers.

- A huge percentage of public notice advertisements involve NO taxpayer expenditures. Notices for Sheriff Sales, applications for variances, site plans, sub-divisions and more are "pass through" expenses, paid for by the applicant, not the taxpayer. Proponents of this legislation like to use total public notice dollar figures where, in reality, the actual cost to taxpayers is far less.

- Last, but not least, the New Jersey Press Association created njpublicnotices.com in 2003. This website contains nearly all of the public notices published in the state's newspapers. They are searchable by newspaper, county, municipality, subject matter and more. And this was accomplished at no cost to New Jersey taxpayers. Why should New Jersey government now spend money to create something that already exists, and in better form than what is proposed ... and is free?

Please be prepared to emphasize these and other points to your Legislators when any of these troubling bills move toward a hearing. NJPA will alert you!

permits, or submitting to outside subscription audits.

- The public won't see legal notices if they don't have a computer, and large segments of society lack the financial means to purchase a computer, or to pay for monthly Internet access. A significant percentage of Americans do not use the Internet on a regular basis. Currently, penetration levels are hovering at about 68%, up only 4% in over 5 years. Compare that to a recent statewide newspaper readership study conducted by Belden Associates that says 88% of New Jersey residents read a newspaper in the last week.

- Placing public notices on the Internet disenfranchises many citizens, especially the elderly. Demographic research shows that only 26% of adults between 70-75 years old are online and only 17% of adults over the age of 76 are online. Furthermore, according to a recent study by American Demographics, 78% of Americans over the age of 65 get their news from newspapers, while only 12% look to the Internet for news. But, senior citizens are also among the most politically active demographics, and thus are the most likely to examine public notices.

- Placing public notices solely on the Internet disenfranchises the poor. Demographic research shows that 93% of citizens earning incomes of \$75,000 and up are Internet users. However, only 49% of those who make less than \$30,000 use the Internet.

- Placing public notices on the Internet disproportionately affects mi-

Steve Parker chairs SNI newspaper organization

Stephen W. Parker, co-publisher of Recorder Community Newspapers, has been elected chairman of the Suburban Network, Inc., for a one-year term.



Parker

The election took place at the Suburban Newspapers of America (SNA) annual conference held in Kansas City in September.

Parker just completed a one-year term as chairman of SNA during which time he represented the 2,000 member non-profit trade organization at various industry conferences in the U.S. and Canada.

He also serves as treasurer of the SNA Foundation.

Parker lives in Bernardsville with his wife and three children.

He serves on the board of the New Jersey Press Association, is president of the board of Bonnie Brae School, a residential treatment center for boys located in Liberty Corner, and is vice chairman of the New Jersey Historical Society, the state's oldest cultural institution. He is past chairman of the Bernardsville Business District Corp.

— *The Bernardsville News*

Art Hall chairs Inland committee

Art Hall, president of the *Cape May County Herald Times* and past president of NJPA, has been named chairman of the Inland Press Association Weekly/Small Newspaper Committee for 2010.

Hollis Towns named vp of national APME

Hollis Towns, executive editor of the *Asbury Park Press*, has been elected vice president of the national Associated Press Managing Editors (APME) for 2010 and will serve as its president in 2011.

People & Papers

NJMG expands printing, adds news partnership

North Jersey Media Group announced in December that it has been chosen as the printer for Gannett's *The Journal News* and *Poughkeepsie Journal*. North Jersey Media Group currently prints *USA Today*.

"I am pleased that we are increasing our partnership with Gannett," said Stephen A. Borg, NJMG president. "We have always viewed the relationship as much more than a commercial printing arrangement. We take pride in producing the same printing quality and utilizing the same packaging capabilities for them that we do for our own publications."

The Journal News covers three counties in the lower Hudson Valley and the *Poughkeepsie Journal* serves the mid-Hudson area. They are currently printed in a White Plains, NY, facility.

"They are regional dailies similar in many ways to *The Record* and we are happy to do for

NJSPJ seeks contest entries

"Show us your best work," says the New Jersey Chapter of the Society of Professional Journalists, requesting entries for its annual contest.

NJSPJ seeks stories, photos and multimedia clips from individuals and news organizations. Any journalist who reported on or in New Jersey during 2009 is eligible to enter. Membership is not required.

Work produced for newspapers, magazines, newsletters, blogs, radio and television is welcome.

Until Feb. 13, the cost to enter is \$15 per entry for SPJ members and \$20 for non-members.

After Feb 13, the cost is \$20 per entry for SPJ members and \$25 for non-members.

Final deadline is Feb.27.

Entries will be judged by SPJ chapters from outside New Jersey.

Awards will be presented at the annual ceremony to be held in the spring.

For contest brochure and entry form, go to: www.njspj.org.

them what we do best," said Bob Konig, NJMG's VP/Manufacturing.

The changeover is expected within the first quarter of 2010.

News partnership

Verizon's FiOS1 New Jersey, a local content channel that's not found on cable TV, is gaining sources of news and commentary. Journalists from *The Record*, the *Herald News* and other North Jersey Media Group publications have started making regular appearances on FiOS1 New Jersey.

The new partnership expands North Jersey Media Group's media-rich portfolio of print, online and social media outlets.

Since mid-October, reporters, columnists, editors and others from *The Record* and other associated publications have been providing news, features and commentary for Channel 1 on the Verizon FiOS network.

The journalists add insight and expertise while delivering relevant news to viewers in North Jersey. A mini-studio in *The Record's* newsroom enables NJMG editorial staff to provide up-to-the-minute reports and commentary. The studio also provides a unique window into the newsroom, enabling viewers to watch journalists at work.

Star-Ledger introduces new design

The Star-Ledger has redesigned its print edition, which debuted on November 18. A front-page editor's note declared, "it is done with one goal in mind: making it easier for you to read."

It added, "Yes, we've made the type bigger," and later noted, "in addition to the larger body copy, we have reformatted every piece of typography in the paper."

The note also claimed the changes "cleared out some of the clutter from our pages, updated the colors we use and modernized our headline fonts. What's more, we'll no longer squish, scrunch or squeeze those headlines to fit our new page size."

NJ.com, Philly.com traffic is up, defying U.S. trend

NJ.com and Philly.com are growing, both in number of unique visitors and the amount of time users spend on their sites. They are bucking the recent downward trends reported by *Editor & Publisher* for October and November.

E&P reported that during November more than half of the top 30 newspaper websites lost unique users compared with the same month last year. USA-Today.com, NYTimes.com and LATimes.com each lost more than 20% of their unique users. The Washington Post and Wall Street Journal eked out gains of 2% and 6% respectively.

By contrast, NJ.com was up 6% over November 2008, with 2,498,000 unique visitors. In October, it was up 18% versus last year, with 2,478,000 visitors.

Philly.com was up 42% in November with 1,809,000 visitors and up 19% in October with 2,047,000.

The amount of time visitors spend on the sites is up too. In October, *E&P* reported that NJ.com users spent more than nine minutes on the site, compared to last year, when they spent less than three minutes. Philly.com users spent more than eight minutes this year versus six minutes last year.

E&P's demise provides sober lessons for newspapers

By Earl J. Wilkinson

Every week in print for many years, *Editor & Publisher* was the source of news and information on the U.S. newspaper industry. You couldn't do without it. I've heard "bible" attached to *E&P's* name many times in the past week.

E&P's demise eerily mirrors what doomsayers say about newspapers. What would happen if our local newspaper went out of business? Who would cover the local news? Who would be the connective tissue of the community? Would life continue as normal? Would people find "good enough" alternatives?

My pat answer is that, hypothetically, bloggers and non-profit web sites would rise up and take over the role of the local newspaper. Eventually, amateurs would become professionals, a web site would emerge as the leader, a business model would revolve around their audience, and the ecosystem would return to equilibrium.

There was nothing hypothetical about *E&P's* demise. It was real. And it hit too damn close to home.

I'm still trying to make sense of it all:

Who covers the newspaper industry? Who is going to assume *E&P's* role? Are media-related magazines going to beef up coverage of a stuttering industry?

How did *E&P* really die? Its owner, Nielsen Company, may have held the knife, but an au-

topsy might show more natural causes. For all the influence that *E&P* had, dissecting its audiences and value propositions reveals incongruencies that developed over the years. Like newspapers, its classifieds shifted to free online sources. Like newspapers, there was over-reliance on a certain advertising category (technical/production aspects of newspapers). Like newspapers, it gave away far too much for free on its website. Like newspapers, its coverage became too broad for its resources. Like newspapers, differentiating value eroded over time.

The *E&P* story should serve as a sober warning to newspapers on several levels.

- First, influence is great, but it rarely pays the bills.
- Second, to create value for content there must be the perception of scarcity. Don't give it away.
- Third, don't try to build audience by being all things to all people.
- Fourth, align your target audience with your target advertising.
- And, fifth, this can happen to you.

For the entire article, go to: http://www.inma.org/modules/blog/index.cfm?action=blog_detail&bid=89

Have skills. Want work?

Advertise on NJPA's website and in *InPrint*. Email your ad to Catherine Langley: clangley@njpa.org.



New Jersey Press Foundation

George White
Foundation Director

A meaningful new program

An exciting new program is in the making as the New Jersey Press Foundation seeks to develop its future as an indispensable foundation making a difference and inspiring support.

In October, NJPF Trustees Richard Bilotti, retired publisher, *The Times*, Trenton; Jennifer Borg, executive vice president and general counsel, North Jersey Media Group; and Rich Vezza, publisher, *The Star-Ledger* & president, New Jersey Advance; were appointed to a task force by 2009 President Art Hall. The task: developing a new initiative for NJPF; one aiming to touch the lives of aspiring journalists and the general public, as well as raise the foundation's profile throughout the state and the appreciation of its stakeholders.

Several meetings into the process, an idea has gradually blossomed into a full-scale undertaking to focus on the 10th anniversary of the 9-11 attacks, to be marked in September 2011.

Preliminarily, the vision includes connecting NJPA member editors with outstanding collegiate and scholastic journalists. The professionals will mentor the students in preparation for conducting highly sensitive interviews of fellow N.J. students; those who faced the tragic loss of a relative or loved one as a result of the attacks of 9-11. Most students will have been ages 6 to 11 at the time of their loss.

With the continuing assistance of NJPA editors, the resulting essays will chronicle the personal story of each student-victim; the aftermath of his or her painful personal loss; how they have been coping moving forward; how such a loss has influenced or shaped their current views on the world; and ways they are now remembering their loved one, lost to them at such an early age 10 years ago.

We have reached out and partnered with Rutgers University's journalism and new media departments, the Garden State Scholastic Press Association, and the World Trade Center Education Trust, and together are working out the details of this unique undertaking. Preliminary plans include publication of a commemorative book and developing a dynamic, world-class multi-media presence on the web to further showcase the students' powerful work.

Outreach for donor partners and other funding sources will begin in earnest early in 2010, and we hope all NJPA members will enthusiastically support this endeavor as more details unfold.

2010 Scholarships

NJPF will again award multiple scholarships in 2010 including:

- NJPF's paid summer internships/scholarships for outstanding collegiate journalists from N.J.
- Bernard Kilgore Memorial Scholarship, awarded to an outstanding high school journalist who is also named by the Garden State Scholastic Press Association (GSSPA) as New Jersey's 2010 H.S. Journalist of the Year.
- Lloyd P. Burns Teachers at Newspapers Program, a paid, four-week summer internship awarded to an outstanding high school journalism teacher/newspaper advisor.
- Richard Drukker Memorial Scholarship, for an outstanding Montclair State University journalism student.
- Isaac Roth Newspaper Carrier Scholarship, for an outstanding newspaper carrier or their children.
- Robert Stevens Memorial Scholarship, to a H.S. journalism student through the GSSPA.

Collegiate Journalism

NJPF administers the annual New Jersey Better College Newspaper Contest & Awards Program recognizing exceptional writing and editing at the state's college newspapers. Details are on the njpressfoundation.org website.

Support for N.I.E.

NJPF is continuing its support for N.J. Newspaper in Education programs by facilitating corporate donations for designated N.I.E. programs throughout the state. Members of the statewide N.I.E./Youth Readership Committee plan to meet quarterly in 2010 for helpful idea exchanges and program initiatives, as well as teleconferencing as needed.

2010 NJPF Officers

Sincere thanks to outgoing President Art Hall, publisher of the *Cape May County Herald Times* and an effective, long-time supporter and leader of NJPA and NJPF.

The foundation's officers for 2010 are President Bruce Tomlinson, executive editor of the *New Jersey Herald*, Newton; Vice President Ray Worrall, executive editor of Worrall Community Newspapers; Treasurer Frank Gargano, publisher of the *Gloucester County Times*; and Secretary John O'Brien, executive director of NJPA.

NJPA an amicus in blogger case

Continues from Page 1

The earlier trial court decision in this case holds that defamatory statements made online are to be treated as slander and that damages may be presumed. This would substantially affect newspapers which also publish on the Internet.

NJPA's position is that, whether in print or online, defamatory statements should be treated as libel, not slander.

The NJPA committee also recommended that a maximum of \$1,000 be spent in support of the effort.

NJPA's executive committee unanimously approved both recommendations in a teleconference following the GAC meeting.

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

AP offers Stylebook as an iPhone app

In recent months, the AP Stylebook has made headlines for adding Twitter and other techy terms to its list of entries, increasing its print sales and redesigning its website.

In an attempt to reach new audiences, it's added something else to the mix: an AP Stylebook iPhone app, which launched in October.

The iPhone app is a stylebook on the go, a hybrid of the online and print versions that some believe will be appealing to new users, as well as to journalists and others who don't have an online subscription or who would rather not carry the printed version with them.

— Poynter Online

Young adult readers

Of the young adults who read teen content in newspapers when they were 13 to 17 years old, 75% currently read their local paper at least once a week. Of those who did not read the teen section, only 44% now read their local paper.

—NAA Foundation, 2007

Legal Hotline

a FREE service
to NJPA member newspapers

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

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

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

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

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Clarity in advertising

By John Foust

Some years ago, I heard a speech by John O'Toole, president of the famous Foote, Cone & Belding advertising agency. After his talk, I made my way to the dais and chatted with him for minute or two. During that brief conversation, I asked what he thought was the most important principle of advertising communication. Without hesitation, he said, "Clarity."

I remember being impressed by the unwavering certainty of his answer. He knew that there is no substitute for clarity. Big budgets, fancy flow charts and dazzling special effects aren't worth a nickel unless consumers receive a clearly expressed message.

Fast forward to a recent business conference which featured speakers on a variety of topics. Although the "sales and marketing" speaker did a good job of covering the statistical side of lead generation, she had some misconceptions about advertising creativity. When she put two ads on the screen and said, "These are outstanding print ads," I couldn't help but think of Mr. O'Toole's succinct statement. Clarity was nowhere to be found.

The first ad featured a headline which boldly stated, "The essence of luxury." It was surrounded by four stock photographs: a smiling man holding a golf club, a smiling woman holding a cup of coffee, a smiling couple walking on the beach, and a smiling kid playing with a smiling puppy. How's that for generic? The ad could have been promoting golf. Or family vacations. Or coffee. Or cosmetic dentistry.

The second ad had a photo of a hot dog, with a headline that

read, "Frankly speaking." The speaker explained, "With a picture of a hot dog and a headline that plays on the word 'frank,' most people would think this is an ad for food. But the body copy shows that it is an ad for an open house. They were serving hot dogs."

I'm glad she told us the ads were promoting real estate developments, because no one in the audience could tell from looking at the screen. Ironically, we were in the same position as someone turning the pages of a newspaper; we were relying on headlines and visuals to let us know what the ads were promoting.

The speaker had good intentions, of course. But she was confusing style with substance. She was interpreting clever copy and artsy photography as effective communication.

If clarity had been the guideline for those two ads, the headlines and photographs would have worked together to create messages that communicated with laser-beam accuracy.

According to an oft-quoted statistic, only two out of 10 people read past a headline. It is human nature to glance at headlines and pictures, then turn the page. The only ads that are read in their entirety are those which promise "more information about this specific subject in which you are interested." If a merchant relies too heavily on the body copy to communicate what is being sold, the result may be advertising that is mentioned in speeches, but ignored by consumers.

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For information about his training videos for ad departments, email him at jfoust@mindspring.com



New Jersey Newspaper Network

Amy Lear
NJNN Director

Bring on the new year!

I don't know about you, but I'm somewhat relieved that 2009 is behind us! I have to admit that this past year was a struggle. Economic challenges, staff changes and negative headlines nearly turned my "glass is full" attitude into "the well is dry." (Notice I said, "the glass is full"... that's my optimistic view of work and life in general, it's not just "half full," it's overflowing!)

A new year brings fresh opportunities! As advertisers review strategies and firm up business plans for 2010, the New Jersey Newspaper Network remains poised to assist. We are most excited about sharing the results of Belden Interactive's statewide study of NJPA newspaper websites. Information sessions for newspaper advertising executives, advertisers and advertising agencies will be scheduled in January and February.

Other 2010 priorities for NJNN are as follows:

1. Meet challenging revenue goals in all categories — Statewide Classifieds, 2x2 Network Sales, NJNN Display Advertising, Website Advertising.
2. Promote to and prospect for new print and online customers; close the sale of a special statewide package in quarter one.
3. Restructure NJLinkLocal network ad package to deliver greater value to online advertisers.
4. Visit top clients and conduct needs as-

essments to keep current NJNN customers satisfied.

5. Continue to serve our members well by raising awareness of NJPA services, emphasizing importance of holdbacks and recruiting new members.
6. Transition current database software to web-based system.

An analysis of 2009 NJNN ad revenue confirms that the top investors in print advertising fall into the categories of financial, healthcare, state departments and state issue advocacy. What new categories can be developed? What value can be added for those who currently enjoy results from newspaper advertising and how can we reinforce the wise investments these advertisers continue to make?

As we move beyond the season of reflection and celebration, it's time to plant the seeds for growth. Don't forget to inform us of your new products and programs, and please send 2010 rate cards if you haven't already done so. Also, we invite you to visit the NJNN staff, in person, to champion your individual markets. Call me at 609-406-0600, ext. 15, to schedule a time soon!

Note: Many thanks to Christy Quickstad, NJNN's college intern from Rider University. Christy spent many hours calling NJPA members to gather 2010 rates and update circulation and other important data that we share with prospective advertisers. Great job, Christy!

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All of the Newspaper Project ads may be used free of charge by any newspaper or newspaper website and can be downloaded at: news.newspaperproject.org



Our Man in Thailand:

New media, health news and the environment

New Jersey's favorite globe-trotting educator has been at it again. Just back from Thailand is Jerry Aumente, professor emeritus in the School of Communication and Information at Rutgers University. Here is Part 1 of excerpts from his report on how new media are being used to assist traditional journalists and the public. Part 2 will be published next month. His full presentation, including examples of outstanding environmental reporting, may be found on NJPA's website: www.njpa.org.

* * * * *

By Jerome Aumente

I traveled to Thailand recently to outline strategic ways to use the Internet and new media to improve news coverage of major environmental and public health concerns. The occasion was an environmental health and journalism workshop conducted as part of a National Institutes of Health funded project in cooperation with the College of Public Health Sciences at Chulalongkorn University in Bangkok.

Workshops brought together faculty, students, journalists, public and private agency representatives concerned about a wide range of health issues, from agricultural and environmental threats and diseases to global pandemics. The participants included advanced students in communication and journalism studies. I also discussed new media and health communication approaches to everything from combating HIV/AIDS in rural villages to infant mortality caused by infected water sources.

Here are excerpts from the presentation I gave entitled "Journalistic Coverage of Environmental Health Issues in the Age of the Internet and Newer Media."

* * * * *

The media landscape is undergoing dramatic changes due to the explosive growth of the Internet and newer media technologies globally. This transformation—compare it to the impact of a giant asteroid shattering traditional media—has important implications for journalists and those providing environmental and health information to the public. The scene is crowded with both new opportunities and troublesome problems.

My concerns deal with better ways journalists can report environmental health issues from air and water pollution to misuse of agricultural chemicals and pesticides that threaten the planet's well-being. By more effectively using the newer media and the Internet, news and information reaching the general public can be greatly enhanced in many areas of health, medical and environmental journalism.

In our workshop discussions and in follow-up exchanges and correspondence we ought to address the following:

- How can we preserve (or replace) the best in print and broadcast media's tra-



FIELD TRIP: A Thai farmer shows his rice fields outside Bangkok to a group that includes Jerry Aumente, second from left, faculty from Rutgers Environmental Sciences and Thailand's Chulalongkorn University, and representatives from the U.S. Center for Disease Control. The visit is part of an effort to prevent agricultural pesticides from harming workers who are exposed to the chemicals and their families.

ditional investigative, enterprise and watchdog journalism that is seriously threatened by the economic decline of newspapers, magazines, TV and radio stations struggling with budget cuts, staff layoffs or even bankruptcy?

- What new skills are needed by journalists and those providing health and environmental information so that the true potential of multimedia platforms in the Internet and newer digital media are fully exploited?
- What are the ethical concerns that arise in a digital environment in which news goes global instantly on the Internet from thousands of sources, many credible and many others questionable, amateurish or prepared without sufficient editing and oversight? How can misinformation be corrected more rapidly through fact-checking websites, for example?

The newer media and the Internet encourage dialogue and conversation, promoting an interactive structure in which the recipients of news select their information from a vast ocean of data, doing so in their own time frame, and commenting upon it themselves. News as lecture is being replaced by news as conversation with "many to many" configurations replacing the "one to many" design of traditional mass media.

Example: The enhanced photographic and video recording capacities of many cell phones have given the world millions of new journalistic eyes and ears and the ability to instantly record and transmit scenes of great importance—public protests that totalitarian governments would prefer to hide, or human rights abuses that might otherwise escape notice. The ability to record environmental health violations, as well as successes, deserves much more attention in this growing world of citizen journalism.

The Internet has also turbo-charged the traditional investigative reporting of the print media. A good example was cited in the Summer 2009 issue of *Nieman Report* by Blake Morrison and Brad Heath, who described their 2008 series in *USA Today*, "The Smokestack Effect: Toxic Air and America's Schools."

Using data from the U.S. Environmental Protection Agency (EPA) on toxic release inventory, they used the Internet to give readers customized, personalized articles about problems in their neighborhoods. They worked with researchers from the University of Massachusetts to create micro data for EPA Computer Simulation to create risk screening environmental indicators. Their air dispersion model compared the dangers of one chemical to another in any square kilometer of the U.S.

The reporters simultaneously gathered data on 128,000 public, private and parochial schools, noting that children are 10 times more susceptible than adults to toxic chemicals. They identified a school in Ohio which had been closed because its location a block from a plastics plant gave it toxic air levels 50 times higher than acceptable levels. Using this as a base line, they found 435 schools in the U.S. with toxic levels higher than the school closed in Ohio.

The 435 schools were included in an online database that let readers look up any school in the country on the Internet. The database drew 1.7 million page views in nine months, letting parents, school and municipal officials know if their school was endangered.

The reporters also partnered with Johns Hopkins University's Bloomberg School of Public Health and the University of Maryland to monitor air quality outside 100 schools. Reporters and editors were trained to use pumps and air filters. Scientists developed the protocol for ana-

lyzing samples and interpreting results. The results showed that two-thirds of the 100 schools had dangerous chemical air levels. Hundreds of local news organizations, print and broadcast, did local reports based on the *USA Today* findings. One advocacy group tracked 8,000 letters to Congress due to the stories. School districts nationwide called in regulators to examine the air quality dangers. In 2009, the EPA launched a multimillion dollar initiative to monitor air quality outside 62 schools in 22 states and cited the *USA Today* series as the incentive for acting.

(The newspaper series can be accessed on the Internet at:

<http://content.usatoday.com/news/nation/environment/smokestack/index> and the project database at: www.smokestack.usatoday.com.)

NEW ALTERNATIVES TO INVESTIGATIVE JOURNALISM

There is serious concern that with the economic weakening of established newspapers, magazines and broadcasting the expensive, drawn out investigative reporting of environmental health issues will shrink or even disappear. New models are being experimented with as foundations become involved. One good example is Pro Publica (www.ProPublica.org) founded by Paul Steiger, the respected former managing editor of *The Wall Street Journal*.

Teams of investigative reporters and editors undertake in-depth reporting projects and publish their results on the Internet, and also in print or broadcast news partners. A good example of their work in environmental health is contained in a report by Abraham Lustgarten in the Summer 2009 issue of *Nieman Reports* (www.niemanreports.org) entitled "Reporting Time and Resources Reveal a Hidden Source of Pollution."

Finding his former magazine job did not allow sufficient time for investigative reporting, he joined Pro Publica and his work included an investigation of chemical contamination in public drinking water supplies. A tip from a US Geological Survey hydrologist led him to examine drilling for natural gas and "hydraulic fracturing" with chemicals pumped directly into the ground, possibly endangering the ground water.

The process was not regulated by the federal government and EPA could not examine how large amounts of water, sand and chemicals are shot into freshly drilled wells to crack the geological deposits and send natural gas flowing from many feet below, a process used in nine of 10 wells in the U.S. State regulators could not answer Lustgarten's questions on which chemicals are used, what waste is produced, how it is disposed of, and whether the process endangers the water supply. Drill-

— Continues on Page 11

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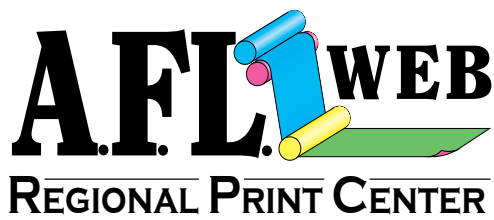
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New media, health news and the environment

Continues from Page 6

ing contractors refuse to reveal the chemicals used, so scientists cannot measure their safety. Gas drilling was exempt from the federal Clean Water and Safe Drinking Water acts. The oil and gas industry claimed the chemicals were used in small amounts, diluted by water and contained in air-tight rock formations, and that in one million wells drilled there was no contamination. Environmentalists claimed the chemicals were highly toxic and that both drilling and waste disposal should be regulated.

The reporter asked why the Water Act exemption was sought if the chemicals were harmless. Why couldn't the names of the chemicals be given to scientists for testing? Why did the oil and gas industry get exemptions not given to mining, the auto or agricultural industries? Was it true that "hydraulic fracturing" had never harmed water supplies? He checked spill records and found that they were not kept carefully in 32 states, and that warnings were buried deep in EPA studies. He found better records in Colorado and New Mexico and traveled to the Rockies to talk with ranchers and land owners near drilled gas wells.

He discovered significant incidents in which wells were poisoned, animals died, or people were hospitalized after drinking fluids or breathing chemicals related to the gas drilling transport and disposal of chemical wastes. Federal officials tipped him off to serious contamination of aquifers in Wyoming. He could not

prove direct A to B contamination because of the drilling. But he did establish the urgent need for better public policy, testing and oversight as part of the national energy policy. His reporting appeared on the Pro Publica website and was published in *Business Week* and the *Denver Post*. His reporting can be found as "Buried Secrets: Is Natural Gas Drilling Endangering U.S. Water Supplies?" at:

www.ProPublica.org/feature/buried-secrets-is-natural-gas-drilling-endangering-us-water-supplies-113

THE DIGITAL/INTERNET POTENTIAL IN ENVIRONMENTAL REPORTING

The digital/Internet world presents environmental health and medical reporters with important tools and new approaches in their work:

- They can conduct interviews globally and trade information and leads with journalistic counterparts worldwide. They can "crowd-source" e-mails to thousands of people to gather up leads and comments.
- With additional training they can do more sophisticated searches, using search engines that give a broad macro-look at entire fields and identify significant relationships more rapidly.
- Journalists from developing countries can tap into digital libraries and make up for deficiencies in their national library holdings. Both advanced and developing countries can benefit from the vast databases that now exist with better search engines at hand.
- News organizations are becoming more sophisticated at mining social networks for potential stories and trends, or encouraging possible sources to contact them. Photos and video of events that might be missed by mainstream media are entering the public sphere.

Special websites allow "whistle blowers" to post leads anonymously; they attract important story ideas that once were impossible to find.

Journalists in the environmental health and medical fields can network through association websites such as the Society of Environmental Journalists (www.sej.org) or Association of Health Care Journalists (www.healthjournalism.org).

Investigative journalists can contact organizations such as Investigative Reporters and Editors (www.ire.org) and if they run into trouble turn to the Committee to Protect Journalists (www.cpj.org). A useful compendium of journalism organizations and sources can be found at www.reporter.org. The Global Investigative Journalism Network (www.globalinvestigativejournalism.org) is worth exploring.

Environmental journalists should consider linking up with universities in journalism and communication studies, in public health, or in economic, public policy and political science departments to engage students and faculty in joint projects. At Boston University, the New England Center for Investigative Reporting, funded by the Knight Foundation, engages students, faculty and professional journalists in investigative projects. Environmental health and medical projects seem ripe for such efforts worldwide via the Internet.

As shown by the *USA Today* stories, print and broadcast media can use the Internet to greatly expand the information they provide, drawing readers and audiences into interactive engagement and providing personalized micro-news along with the bigger picture.

Environmental health and medical reporting can benefit from the multimedia platform in which complex scientific information can be broken into digestible segments, with video and voice interviews in human terms engaging the audience, and with hyperlinks to more detailed reports, data and graphics. The audience can communicate their thoughts back and sometimes give leads for follow-up stories.

Rich Vezza:

'Newspapers excite me'

As Rich Vezza takes on the publisher's role at *The Star-Ledger*, *InPrint* asked him a couple of questions about newspapers and their future.

What do you say to people who believe newspapers are dying? And that you are nuts to be working at them?

Veza: To answer the first part of this question, there's no doubt newspapers are passing through turbulent times, the most significant, as many people have pointed out, since ink was put on paper. However, our core mission — our reason for being — has always been about delivering good information and news: events, people and trends that are covered professionally and with some depth and perspective. Ink on paper is simply a means to an end. As more and more information becomes available, and once our fascination with the technology lessens, good information will be at a premium again. How we adapt to delivering our news and information through new technologies is still not clear or determined. For the immediate future, it's about making ourselves fiscally stable as we figure this out. The new technologies will continue to expand our news coverage capabilities and methods, but in the end it will come down to our journalism, journalistic methods and the role we play in society. These will ensure our future.

All of this is unsettling and creates a sense of doom in some quarters, perhaps most quarters, but it has always been that way at times of great change. As long as we continue to be an educated nation and a democracy, people will need what we do no matter what technology we use to deliver it. The economics of it will work itself out as we become more experienced in the new world and things become clearer.

As for the second part of the question, the public service aspect of what we do at newspapers has and always will excite me whether it's publicizing community events or covering big stories. Can you think of a better way of making your working life meaningful?

How will you be able to add this major responsibility to the heavy load you already carried?

Veza: The first thing is that this is not all about me. There are plenty of highly competent, highly motivated people working at our newspapers that get the job done. I'll have to delegate more and manage my time better and over a relatively short period of time I'll figure out how to do it.

New publisher for Star-Ledger

Continues from Page 1

Arwady has spent four decades working at newspapers in Michigan and New Jersey, initially as a writer and editor. He is in his 30th year as publisher of *Advance* newspapers, with Springfield being the fifth *Advance* daily where he has had that responsibility.

Arwady was born in Brooklyn, grew up in New Jersey, but spent 34 years of his career in Michigan. He earned a bachelor's degree from Hope College in Michigan and a Master's degree in journalism from Columbia University.

He and his wife Pamela have seven children.

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AFL Web to print regional issue of Investor's Business Daily

Investor's Business Daily (IBD), one of the nation's leading financial newspapers, has selected A.F.L. Web Printing to be its printer for the New York City, New England and Mid-Atlantic markets.

The work for IBD will be handled by A.F.L.'s new Seacaucus Regional Print Center (RPC) which opened in 2008 and completed its Phase II capital expansion in 2009.

The location in Seacaucus and its range of new equipment were key factors in the decision, said Joseph Zavatsky, the IBD's vice president of production.

"At *Investor's Business Daily* we expect high quality printing and fast turnaround," he said. "We selected A.F.L. for its state-of-the-art equipment, outstanding quality, great service, process color available on every page, and the ability to print our northeast market from one location."

A.F.L. President and CEO Dennis G. Forchic said: "The partnership will have long-standing strategic benefits for both companies. As additional dailies take advantage of A.F.L.'s RPC concept, they obtain efficiencies and benefits not available anywhere else in the marketplace."

Investor's Business Daily is published Monday through Friday. Daily press runs for the northeast market range from 27,000 to 38,000. That is approximately 25 percent of the paper's total distribution.

Headquartered in Los Angeles, *Investor's Business Daily* was founded in 1984 by William O'Neil, author of *How To Make Money In Stocks*.

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Evergreen, located in Bellmawr, N.J., outside Philadelphia, serves local, regional, national and international publishers.

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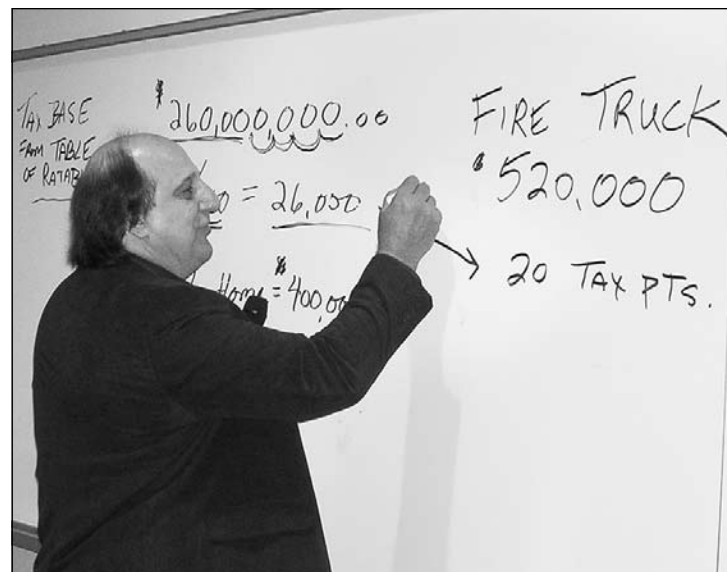
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ACCESSING INFORMATION: Reporters and editors from NJPA member newspapers listen intently as presenters explain how to use municipal budgets, tax rates and the Open Public Records Act to uncover information and assess decisions made by local government bodies.



TAX IMPACT: Claude Deltieure, editor at North Jersey Media Group, explains how to figure a tax rate — and use it to see if a local municipality is making a sound fiscal decision.

Budget 101 workshop profits 38 journalists

By Ron Miskoff

Reporters and editors from around the state learned this fall that a tax rate is not a boring thing. In fact, it can be fascinating when it leads to genuine news stories.

They also learned some of the nuances in the New Jersey Open Public Records Act (OPRA) and how canny application of it can open up whole areas of information.

The 16th Annual Budget 101 Workshop, held at Rutgers on Nov. 19, drew 38 reporters and editors from NJPA news organizations. The attendees were treated to sage advice from Claude Deltieure, an editor at the North Jersey Media Group; Jan Barry, a former writer and editor at *The Record*; John Paff, a citizen-activist and Libertarian; and Ron Miskoff, the associate director of The Journalism Resources Institute at Rutgers.

Participants learned how to determine a tax rate, and then what to do with it. But they got much more. Deltieure explained how knowing the tax rate helps a reporter figure out, for example,

whether a municipality has the funds to make a major purchase — without asking the mayor or finance officer, who notoriously finesse the figures to prove whatever they want.

Beyond that, Barry pointed out, journalists can use information from fairly easy-to-understand spreadsheets to analyze budgets.

“It isn’t especially difficult,” he said, “especially if you learn a few basic tricks.”

Paff and Miskoff discussed ways to make OPRA requests more productive. Despite many exceptions, literally millions of documents are open to the public and the press. Paff prefers sending emails to making hard-copy OPRA requests. He gave out the form he uses, which quotes the sections of the law that allow email requests. His form has been vetted by an attorney.

He advised attendees not to ask for too much at once. That

is what brings denials in many cases, he said.

“Don’t ask for a whole year’s personnel records,” Paff said. “Ask for a month’s, or a week’s or a day’s.” The idea is to ascertain that the records are available and to establish the idea that more records would be forthcoming when requested in moderation.

In unsigned evaluations of the day’s program, one participant wrote, “I was incredibly motivated to make a bigger difference in

the communities I cover and to challenge myself to work harder to find the underlying stories.”

Another wrote, “Great overview ... shows untrained writers how to properly address how local tax money is spent; brought me a step closer to creating some sort of transparency.”

The event is held each November, usually a week or two before Thanksgiving. The date for 2010 will be announced in September.

Obituary

Martin O’Shea, journalist, OPRA advocate

Martin O’Shea, a relentless champion of broad public access to government records, died on December 11.

The retired newspaperman’s court challenges to government secrecy — waged as a private citizen — touched communities throughout North Jersey.

They especially targeted West Milford, his former hometown, where he successfully fought such official interpretations as that police use-of-force reports were shielded by the state’s Open Public Records Act.

Improving OPRA

Even in fast-declining health, O’Shea, 75, labored to fine-tune the OPRA law. Recently, he was working with state Sen. Loretta Weinberg and Jennifer Borg, general counsel for North Jersey Media Group, on a bill to clarify some of OPRA’s details. Weinberg and Borg said they hope the bill will be named after O’Shea.

Weinberg praised O’Shea for

“his advocacy for open and transparent government and his constant reminder to officials that the work we are doing belongs to the people we represent.”

Jennifer Borg said, “It’s a sad day. Martin fought harder than any single individual for transparency in government and to ensure that all citizens, not just lawyers and members of the press, could more readily access public records and meetings. New Jersey has lost a true patriot and champion of democracy.”

O’Shea saw OPRA as an imperfect medicine to cure government secrecy and interpretations by officials as to what the law allowed them to keep confidential. He argued that publicly funded actions involving public officials and employees should be open to public scrutiny.

Tributes aside, O’Shea co-activist John Paff said what would matter more to O’Shea is that someone would take over the ef-

fort to challenge and set the law.

O’Shea had worked for several major newspapers, ending his career as deputy metropolitan editor at *The New York Times*.

While living in West Milford after retirement in 1991, he ran a local news website, WestMilfordNow, whose biting reports were both praised for their disclosures and bitterly condemned as partisan. Meanwhile, he found his true second calling: that of a relentless pursuer of public access to records.

Tireless advocate

“He was very proud of his accomplishments with open public records, but he was a newspaperman through and through — he had ink in his veins,” said his wife, Carol Ukens O’Shea. “He still has several court cases pending against municipalities so he hasn’t gone away for them yet.”

O’Shea, who died peacefully in his sleep at home in Hardy-

ston, battled cancer for the last several months.

Thomas Cafferty, general counsel for the New Jersey Press Association, said, “I’ve never met a more tireless advocate for freedom of information than Martin. He had one agenda, and that was to make information available to the public. I think it’s a severe blow to people who truly believe in freedom of information in New Jersey to see that he’s passed.”

O’Shea’s latest victory occurred just last month, when a state appeals court backed a 2008 ruling that said police use-of-force reports are subject to OPRA and should be available to the public. The finding said West Milford must turn over more than two years of documents to O’Shea.

He died before seeing them.

Besides his wife, O’Shea leaves behind three daughters and five grandsons.

— *The Record*

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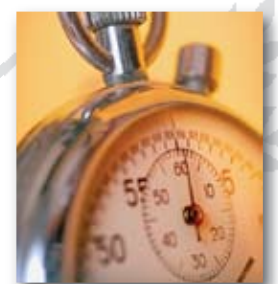
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