

Webinar:
INDESIGN
TIPS & TRICKS
July 15 • 2-3 pm
Register by July 12

Webinar:
MAXIMIZE YOUR
POSTAL SAVINGS
& DELIVERY
with Max Heath
July 21 • 2-3 pm
Register by July 15

Webinar:
AD SALES 301
with Steve Fisher
& Cindi Gyger
July 23 • 2-3 pm
Register by July 19

Webinar:
HEALTHCARE REFORM:
WHAT EMPLOYERS
NEED TO KNOW
with Sheldon Bulling
July 28 • 2-3 pm
Register by July 22

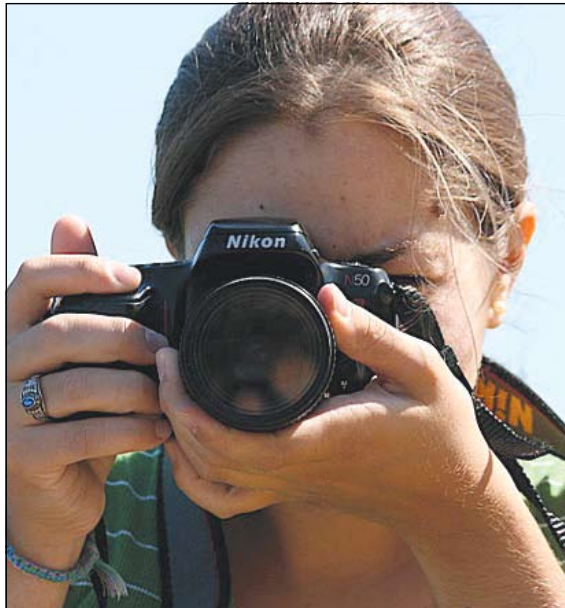
Your next issue of *InPrint* will arrive in early August. The advertising and editorial deadline is Tuesday, July 20.

NJPA BOARD OF
DIRECTORS MEETING
October 28 • 10:30 am
Forsgate Country Club,
Jamesburg

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

NJ PRESS FOUNDATION
TRUSTEES MEETING
October 28 • 1:30 pm
Forsgate Country Club,
Jamesburg

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



BEHIND THE LENS is college journalist Stefanie Dazio, last year's winner of the Bernard Kilgore Memorial Scholarship.

Jumping right into college journalism

Last year, Stefanie Dazio of Red Bank received the Bernard Kilgore Memorial Scholarship from New Jersey Press Foundation, and was named N.J. High School Journalist of the Year. A 2009 graduate of Wall Communications High School, she has just completed her freshman year at American University in Washington, D.C. We asked her to describe her first year in college.

By Stefanie Dazio

Journalism is supposed to be plain and simple. Black words, white paper. Journalism isn't an art, it's a craft. Except, it's not.

The main story structure is usually the same and can be replicated by basically anyone. Lede, nut graf, inverted pyramid, etc, etc, etc.

But everything that occurs before the story is printed on the page—the research, the interviews, the agonizing effort behind that perfect lede—that's what makes this an art.

I fell in love with this art accidentally. I never planned to major in journalism—never in my wildest dreams. But then, nothing about journalism involves planning ahead. The best news is not penciled in on a calendar, planned days in advance, but is usually a random occurrence at the most inconvenient time to report it.

— Continues on Page 10

A win on public notices

By Thomas J. Cafferty

On May 20, the Appellate Division decided the case of *Courier-Post Newspaper, et al. v. County of Camden, et al.*

The Court, reversing the decision of the trial court, determined that: (1) the *Courier-Post* has standing to challenge the publication of legal notices in *The Philadelphia Inquirer* at rates less than those specified by statute; (2) the *Philadelphia Inquirer* is printed and published outside of New Jersey; (3) neither Cam-

den County nor the Sheriff of Camden County are authorized to circumvent the statutory rates applicable to legal notices; and (4) the prohibition against the publication of legal notices in out-of-state newspapers does not violate the Commerce Clause of the United States Constitution.

For more on this case, see Page 4. For the Appellate Summary and the full text of my summary, go to NJPA's website, www.njpa.org, and click on the links.

Court backs Record reporting

New Jersey's highest court ruled in May that a newspaper cannot be held liable for accurate reporting of allegations made in a lawsuit, though a dissenting opinion found that the article in question was unfair to the accused.

"It's a happy opinion not only for the media, but also for the public," said Thomas Cafferty, who filed a friend-of-the-court brief on behalf of the New Jersey Press Association. "We can report the news, and not history."

The ruling overturned a 2008 decision by an appeals court that found *The Record* could be held liable for its reporting about a federal bankruptcy court complaint that alleged a Glen Ridge man misappropriated money from a now-defunct telecommunications company.

The man, Thomas Salzano, sued the newspaper, saying the allegations in the complaint were unfounded. He said the March 2006 story defamed him by reporting that he was "accused of stealing" the money, thereby implying that he was a criminal.

Many of the allegations in the initial complaint were eventually dismissed, but the appeals court said *The Record* wasn't covered by the state's "fair report privilege" because the newspaper did not demonstrate the allegations were true or non-defamatory. The privilege allows newspapers to report allegations made in court documents without fear of being sued for defamation.

But the state Supreme Court over-
— Continues on Page 3

Summertime... and training is easy

"This summer is the perfect time for newspapers to prepare their people for the competitive months ahead," said John O'Brien, executive director of NJPA, in announcing upcoming webinar sessions. "These webinars help our member newspapers train their staffs easily and cost-effectively."

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

For details and registration information, email pastephan@njpa.org, or go to www.njpa.org and click on Events.

Here is the latest schedule of summer webinars:

InDesign Tips & Tricks – by Graphic Arts Training and Consulting, on Thursday, July 15, 2-3 p.m.

Learn the essentials that every InDesign user needs to know. This webinar

covers techniques to help users work more efficiently and effectively. Customized templates, menus and shortcuts will enhance productivity. Creating and using preferences, grids and guides speed up production.

Register by Monday, July 12 to avoid the \$10 late fee.

MAXimize Your Postal Savings & Deliver – with Max Heath, on Wednesday, July 21, 2-3 p.m.

Max Heath is the nationally-known expert on postal regulations affecting newspapers. Learn from him how to cut costs, improve delivery and stay out of trouble under the new U.S. Postal Service rules. Learn about the threat of 5-day delivery and what the National Newspaper Association is doing about it. And become familiar with the Intelligent Mail barcode, which becomes mandatory in less than a year.

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

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

EXECUTIVE DIRECTOR John J. O'Brien
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Find newspaper news and resources quickly on NJPA's Facebook page. Just go to www.facebook.com and search for New Jersey Press Association.

As I see it...

What's a NAM, anyway?

Later this summer I will be attending my last NAM Conference (in case you missed it, I'm retiring as your executive director on September 30).

NAM is an acronym for Newspaper Association Managers, a group of 50 or so of us who manage newspaper associations in just about every state in the U.S. and most of the provinces in Canada. This year our gathering will be held in New Orleans, which seems fitting in light of recent developments in the Gulf of Mexico.

NAM has held a special place in my heart since I attend my first conference in 1991. The NAM managers are all very professional and are very giving of their time, ideas, successes and failures. Sharing is synonymous with NAM. After all, we are a select group because we are the only people in the world who do this job!

Tough to herd

Many times I have jokingly likened running a newspaper association to herding cats and as the years pass, I am convinced it is true! Newspaper publishers can be an independent bunch, always free thinkers and fiercely competitive. Getting them to agree on anything is a challenge. I know. I've been doing it for nearly 20 years.

Without NAM, this would be an impossible job. Changes in the structure and fabric of the newspaper industry were not always rapid, but

that's certainly not the case anymore. Trends start to develop in one corner of the country or another and without an alert from a fellow Namer, we would be behind the curve before we realized it. I can't tell you how many times a legislative disaster was avoided in one state simply because someone in another state was ahead of the curve and developed a strategy to overcome an argument... and then shared it with fellow NAMers.

Traditionally we spend a lot of time discussing a broad range of subjects at these yearly NAM conferences. On this year's agenda are topics like: troubling legislation, new ideas for seminars and webinars, innovative speakers/presenters, changing ownership and its related challenges, ad service

diversification and more. Technology and its increasing use in the association world is always a big part of our discussions and this year will be no exception.

Big and small

Like our member newspapers, some of us are big (there are over 600 newspapers in the Illinois Press Association) and some of us are small (the total circulation of all the newspapers in Wyoming is less than the circulation of the Sunday *Star-Ledger*).

Regardless, all NAMers have much in common. Bad state legislation, for example, hurts both the large metro daily and the small country weekly. And, a new, innovative category in our contest appeals to the large and small papers alike.

We share and learn from each other every year at this important gathering. It is the one place in the world where this important information is dissected and disseminated.

In 2004-2005 I was honored to be elected president of this wonderful group of professionals and it was one of the highlights of my professional career. I will miss the camaraderie of these terrific folks who hail from every corner of the U.S.

If there was no NAM, NJPA would be a much weaker association. We should all be happy these people care about newspapers as much as they do.



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

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New Jersey Education Association

180 West State Street
P.O. Box 1211
Trenton, NJ 08607-1211

Tel.: (609) 599-4561
Fax: (609) 392-6321

Media Relations:

Steve Wollmer Kathy Coulibaly Steve Baker Christy Kanaby



John K. Tiene

Vice President, Strategic Business Initiatives & Corporate Relations

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

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

KERRY MCKEAN KELLY
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NEW JERSEY HOSPITAL ASSOCIATION

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Press of AC offers moms new website

On Mother's Day, *The Press of Atlantic City* launched a website for mothers called momsJersey-Shore.com. The following Saturday, a new page targeting them was added to the newspaper.

"Mothers who are summer visitors have the same kinds of dilemmas as year-round moms—but they don't have much local knowledge to fall back on in making decisions. Both visiting and local moms want their families to have fun and be safe—without spending a lot of money," said Steve Cronin, features editor.

"The newspaper will provide information on family-friendly beaches, free fun things to do (even on rainy days), plus local restaurants, attractions, playgrounds, places to worship and where to get medical care."

Court backs The Record

Continues from Page 1

turned that finding, ruling that newspapers are not liable as long as they accurately quote allegations in a suit, which it determined the newspaper did.

The court was split in its decision. While all six justices who heard the case agreed the fair reporting privilege extends to initial court filings, three justices found that *The Record's* article was unfair and shouldn't be covered by the privilege.

The high court upheld another part of the appellate decision, saying the privilege does not extend to defamatory comments made outside the courthouse.

See related column on Page 4. For more on the subject, go to NJPA's website and click on the links.

— *Compiled from industry accounts, including Editor & Publisher.*

People & Papers

Courier-Post names new executive editor

Gene Williams, former executive editor/general manager of *The Star Press*, a Gannett newspaper in Muncie, Ind., has been named executive editor of the *Courier-Post*.

"We're going to try to put out the best newspaper and website that we can," Williams said of the Cherry Hill-based *Courier-Post*, also a Gannett property.

He says he looks forward to working at a larger newspaper in a busy metropolitan area.

Williams joined *The Star Press* as executive editor in 2007 and was named general manager in mid-2009. He spent his first years in the newspaper industry as a sports writer and as an editor for various newspapers.

He also helped start a small business portal for Netscape, a division of America Online.

"With the appointment of Gene, we welcome a seasoned veteran of the media industry with strong, award-winning editorial expertise and a solid record of excellence to Cherry Hill," said Bob Dickey, Gannett's U.S. Community Publishing president.

Williams said he considers New Jersey a "terrific place to live and work" and plans to talk to the staff and readers "to find out what they want from their newspaper."

"I still believe in newspapers," Williams said. "Newspapers are going to be around for a very long time."

NJ Herald's Tomlinson is taking on a dual role

New Jersey Herald Executive Editor **Bruce Tomlinson** has been named to the newly combined position of executive editor/general manager.

Former *Herald* General Manager **Don Cooper** accepted a position as vice president/general manager of KPC Media, a family-owned company in Northeast Indiana.

"It has been a privilege to work with a great team at the *New Jersey Herald*," Cooper said. "This newspaper has a strong commitment to serving its readers, business partners and community. It is an asset to Sussex County."

Tomlinson joined the *Herald* in 2003 as general manager and was named executive editor in 2009 when Cooper assumed the general manager title.

In the new position, Tomlinson will continue leading the *Herald's* newsroom while adding

oversight of the paper's other departments and operations.

"This is an exciting and challenging time as the *Herald* grows its information delivery platform," he said. "I look forward to continuing to work with our employees as the *Herald* expands its role as the Sussex County community's main source of local information."

Tomlinson has been employed by Quincy Newspapers Inc., the *Herald's* parent company based in Quincy, Ill., since 1976. He started as a reporter at *The Quincy Herald-Whig*. After several newsroom positions, Tomlinson was named market research manager for QNI, a job he held until he assumed the general manager position at *The Herald*.

Tomlinson currently is chairman of the NJPA board of directors. He served as the association's president in 2009.

Obituary

Bill Handleman, news columnist

Bill Handleman died in Philadelphia on June 9 after a two-year battle with cancer. He was 62.

The award-winning sports and news columnist at the *Asbury Park Press* had championed the fight of David Goldman to bring his son home from Brazil in a long international custody battle.

He Handleman spent three decades at the *Press*. His first 26 years were in sports, where he covered pro teams in New York City, New Jersey and Philadelphia and national events, such as the World Series, Super Bowl, major boxing matches and—possibly his favorite sport—horse racing.

As a columnist, the Neptune resident relished championing the underdog. Handleman considered the plight of Goldman,

whom he met in the fall of 2008, one of the more egregious injustices.

In 2004, Goldman's then-wife, Bruna Bianchi Goldman, had flown to Brazil with their then-4-year-old son, Sean, and her parents, purportedly for a brief vacation. The next day, Goldman says, she phoned him to say she wasn't coming back. She demanded that he fly to Brazil and sign divorce papers drawn up by her attorney or he would never see Sean again.

Bruna later remarried but died after giving birth. Her second husband, a well-connected attorney in Brazil, kept custody of Sean in defiance of international law and even secured a gag order to prevent Brazilian media from writing about the case.

Handleman wrote a series of

columns and stories about Goldman's efforts to regain custody of his son. Finally Goldman was awarded custody and returned to Tinton Falls on Christmas Eve 2009 with his son.

The *Press* nominated Handleman's work for a Pulitzer Prize.

Handleman, the son of an international correspondent for *U.S. News & World Report* magazine, grew up in Tokyo, Paris, San Francisco and Washington, graduating with a degree in history from Occidental College in Los Angeles.

"It's a sad loss," said Hollis R. Towns, executive editor and vice president of news at the *Press*. "He was a valuable part of this newspaper as well as the community."

Handleman is survived by his wife, Judy.

Efchak awarded a Silver Shovel

Ed Efchak received the Silver Shovel Award from the International Newsmedia Marketing Association at its annual conference in April.

The award honors news-media professionals with distinguished records of service to INMA and demonstrated commitment to excellence in the discipline of marketing. It has been INMA's highest individual honor since 1949.

Efchak, who is the immediate past president of INMA worldwide and of its North America division, received the award for his leadership during challenging times.

He is Senior Consultant at Belden Interactive. Formerly he was vice president of marketing for North Jersey Media Group.



609/570-4131
Cell 609/306-2523
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NJPA Government Affairs Update

George White

Don't blink now

Public Notices

New Jersey's legislative cycle allows a period of cool-down following passage of the state budget in late June. The pace in Trenton usually slows to a crawl during the dog days of July and August.

Not so this year.

Legislators have been called back by Governor Christie after the July 4 holiday to work on his proposed "toolbox" of bills designed to shrink the size of state government. Though it hadn't moved much, this puts the "public notice issue" for newspapers and the public back on the front burner.

NJPA's Public Notice Task Force of the Government Affairs Committee has been working on the issue since warning bells sounded in December. We continue benefiting from the insights and ideas of Princeton Public Affairs in trying to achieve a positive outcome, but it promises to be an interesting few months ahead. We will continue sending out publisher alerts as appropriate.

Salzano v. North Jersey Media Group et al.

On May 11, the state Supreme Court decided the case of *Salzano v. North Jersey Media Group et al.*, reversing the decision of the Appellate Division on this issue. The high court determined that the fair report privilege attaches to first filed pleadings. This means that as long as a news story "fully, fairly and accurately" reports on the contents of a first filed Court pleading, such as a Complaint, there is an absolute privilege afforded to the newspaper/reporter for that report against suits for defamation — regardless of whether the reporter believed the contents of the pleading to be true or false. This was precisely the position advanced by NJPA in its amicus brief and in oral argument before the Court.

In determining what constitutes a "full, fair and accurate" report, the Court reiterated that "[I]t is not necessary that [the account] be exact in every immaterial detail. ... It is enough that it conveys to the persons who read it a substantially correct account of the [contents of the official document]."

"A 'fair' report need not be a verbatim

report; it is enough that the report be a 'rough-and-ready summary that is substantially correct.'" The headline of the report is not to be read in a vacuum and the Court will presume, in assessing the fairness and accuracy of a report, that the public reads the entire article. The Supreme Court was divided equally as to whether the report in question was a full fair and accurate report and, thus, the Appellate Division determination that the report was full, fair and accurate was affirmed.

In reaching its decision that the fair report privilege attaches to first filed pleadings, the Supreme Court recognized that it is impossible for citizens to monitor all of the operations of our system of justice and that "we rely upon the press for vital information about such matters."

Significant effort was expended by NJPA in preparing its brief after extensive consultation and exchange of drafts with the numerous Amici who participated with NJPA on the brief. Additionally, there was extensive preparation for oral argument before the Supreme Court.

Finally, Salzano has now filed a Motion with the Supreme Court to reconsider. The effect of the motion, if granted, would be to undercut significant parts of the fair report privilege endorsed by the Supreme Court in its Opinion. In order to protect its victory, NJPA will be seeking permission of the Court to respond to the Motion for Reconsideration.

G.D. v. Kenny et al.

This case involves an election campaign for the New Jersey State Senate in 2007. Defendants mailed more than 17,000 flyers to more than 8,000 households. The flyers accused the Plaintiff, who had worked as a part-time aide some six years prior for Brian Stack, a candidate for the senate seat. The flyer included the Plaintiff's name and photograph and accused the Plaintiff of being a drug dealer who went to jail for five years for selling cocaine near a public school.

Factually, the Plaintiff had been arrested in 1990 at age 18 and subsequently

pled guilty to a charge of possession of CDs with intent to distribute. Plaintiff did not sell drugs, there was no public school involved, and Plaintiff did not go to jail for five years. Plaintiff's criminal record was expunged in 2006.

The Plaintiff sued Defendants for defamation, infliction of emotional distress, invasion of privacy and conspiracy. Defendants moved for summary judgment and Plaintiff moved for partial summary judgment as to liability on the defamation claim. The trial court denied all motions because discovery was required. The Appellate Division granted leave to appeal and held that the expungement of Plaintiff's prior criminal conviction did not render the contents of the flyers untrue. The Appellate Division dismissed all of Plaintiff's claims.

Plaintiff then petitioned the New Jersey Supreme Court presenting three questions:

1. Does use of an expunged criminal history to prove the "truth" of otherwise defamatory communications violate the expungement statute?

2. Is an expunged criminal record a "matter of public record" that precludes causes of action for the privacy torts of false light, publication of private facts and invasion of privacy?

3. Does an individual have a reasonable expectation of privacy in expunged criminal records?

The Supreme Court has granted certification. The question of whether expunged records foreclose a newspaper from reporting on the expunged conviction, and if sued for libel or invasion of privacy as a result thereof asserting the defense of truth, is not an uncommon one in newsrooms.

The result of a decision that expungement forecloses the defense of truth can have serious adverse consequences. In light of these concerns, NJPA's Government Affairs Committee recommended in June and the Executive Committee authorized the filing of a Motion to Intervene as Amicus and argue orally. We have filed that motion together with an extensive brief on the three questions posed by the Supreme Court.

Drukker Memorial Scholarship award presented

The New Jersey Press Foundation has awarded its 2010 Richard Drukker Memorial Scholarship to Katherine Milsop of Wood-Ridge.



Milsop

The award is made each year to an outstanding collegiate journalist at Montclair State University. NJPF Director George White presented the \$2,000 award at the school's awards night on May 5.

Next year, as a junior, Katherine will be managing editor of *The Montclarion*, the award-winning newspaper for the MSU community. She has served previously as opinions editor and assistant opinions editor. She is majoring in Anthropology with a Journalism minor.

In her application, Katherine discussed her news articles and editorial columns as satisfying ways to help people and to achieve meaningful change.

For example, one of her clips examined the challenges of being physically disabled on the MSU campus. She included a sidebar detailing the understandable anxieties one student has about campus fire drills and evacuation procedures.

Judges of the 12 entries were editors Anthony Attrino of *Verona-Cedar Grove Times* and Owen Proctor of *Nutley Sun*.

The award memorializes Richard Drukker, former publisher of the *Herald News*, Passaic, and president of the New Jersey Press Association in 1969.

Before his term as NJPA president, Mr. Drukker was instrumental in creating the press association's foundation as a way to encourage talented young journalists.

Upon his death, his family created The Richard Drukker Memorial Scholarship to recognize and to provide an award and recognition to an outstanding Montclair State University student-journalist who must either be on *The Montclarion* staff or be an MSU journalism minor.

'1 for All' launches

1 for All — which launches July 1 — is a national nonpartisan program designed to build understanding and support for First Amendment freedoms. 1 for All provides teaching materials to schools, supports educational events on college campuses and reminds the public that the First Amendment serves everyone, regardless of faith, race, gender or political leanings. The Newseum, a program sponsor, asks NJPA members to publish promotional ads to help spread awareness of the campaign. For more information, contact Ken Paulson at (202) 292-6218 or kpaulson@newseum.org.

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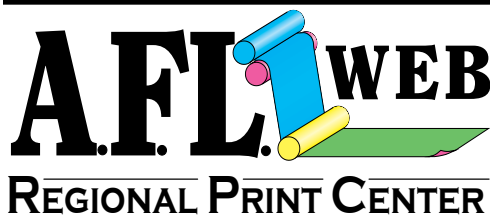
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Bryan Locasale / blocasale@aflwebprinting.com
Mike Mattiacci / mmattiacci@aflwebprinting.com

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[Michele Nesbihal](mailto:mnesbihal@aflwebprinting.com) / mnesbihal@aflwebprinting.com

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Bob Laney / blaney@aflwebprinting.com
Bryan Locasale / blocasale@aflwebprinting.com
Mike Mattiacci / mmattiacci@aflwebprinting.com

Michele Nesbihal / mnesbihal@aflwebprinting.com
Art Salayda / asalayda@aflwebprinting.com
Bob Walters / bwalters@aflwebprinting.com

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New Jersey Newspaper Network

Amy Lear
NJNN Director

Energizing ad sales

Two of our state association's more active committees are the NJNN Steering Committee and the NJPA Digital Advisory Committee.

What happens when we have a joint meeting of these two energetic groups?

We get a lot accomplished!

Last issue, I reported on NJNN's priorities for this year. Now, after our most recent joint session, we have identified action steps to bring focus to the tasks at hand. The tasks are:

1. Develop a multi-media, market-driven sales strategy for increasing revenue.
2. Strengthen and restructure product offerings.
3. Increase communication between NJNN and ad managers regarding key account activity and clients served/pursued.
4. Raise awareness among newspaper ad managers about the opportunity to earn revenue by selling NJPA's 2x2 and statewide classified networks.
5. Elevate NJNN's position as an industry ambassador and continue to educate agencies about traditional media strengths and new media trends.
6. Increase sales pressure!
7. Evaluate and enhance the NJNN portion of the NJPA website.

The two committees will meet again for a strategic planning session on July 13 at NJPA headquarters.

NJNN Staff Changes

As we prepare to enhance our services, we are also restructuring staff and recently downsized to one media specialist rather than two. This eliminated the position previously held by Adam Wilson, who served as a liaison between ad agencies and newspaper sales reps by preparing cost estimates and insertion orders. He had been with NJNN since February of 2009.

Last week, **Brian Critchley** left our staff to start a new venture as the publisher of a healthy-lifestyle quarterly magazine. While at NJPA for 3½ years, he contributed greatly to the development of our online advertising services. Brian helped to create the NJ LinkLocal online network and acted as point person for proposing digital campaigns to NJNN clients, while also serving as a research analyst.

Diane Trent, NJPA's networks sales manager, will increase her part-time hours from 3 to 4 days per week and will be the contact for online ad serving and placements.

Watch for more details in the weeks ahead.

Immersion in journalism

Continues from Page 1

When I began my freshman year at American University in Washington, D.C., I planned to join a bunch of clubs, meet a lot of people, just spend my first year soaking it all in slowly.

Well that didn't exactly go as planned.

Within the first few weeks of school,

I began my career at the student newspaper, *The Eagle*, with a trial by fire. As one of two freshmen helping to cover the student government's impeachment trial — which lasted until 3 a.m. some nights — I learned just how student politicians work. Capitol Hill could take a few tips from these guys.

Furthermore, a few more weeks in, the student involvement fair featured a table for the Newseum, a museum dedicated to the past, present and future of journalism. The Newseum was seeking volunteers. I signed up, scheduled an interview time and got ready for my first opportunity in heart of D.C.

The interview didn't go quite as planned either. I first wound up at 6th and C streets, S.E. — when I was supposed to be at 6th and C, N.W.

Second semester brought further unexpectedness.

The Eagle offered me a staff position as news assistant, with which came an *Eagle* e-mail address — quite possibly the most

exciting thing yet to happen in my college career.

I worked the administration beat, realizing quickly that college administrators are nearly impossible to get on the phone on a first try. I'd never before realized how stubborn secretaries can be.

I also worked as a part-time intern for the Student Press Law Center, where I frequently

forgot that California is three hours behind D.C. Besides quick news flashes about the state of student free expression, I wrote an investigative piece about a company that sells school policies — including a publications policy that can severely limit student press freedoms.

I worked myself to the bone this past year. Between an internship, volunteering, *The Eagle* and classes, soaking anything in "slowly" quickly became impossible. But I finished with a 3.91 GPA as a print journalist/CLEG (Communications, Legal Institutions, Economics and Government) major, an acceptance into the University Honors program, a position as the Administration and Local News Editor for *The Eagle* next year and invaluable work experience.

But none of that was on my 'to do' list a year ago. And once journalism sucks you in, any lists go right out the window. But the way those paper airplanes fly — that is what makes this an art and not just a craft.



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New Jersey Newspaper Network



Amy Lear, Director
(609) 406-0600, ext.15
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NIE committee to host e-edition workshop at NJEA convention

NIE coordinators from New Jersey newspapers will run a workshop for teachers about newspaper e-editions at the annual NJ Education Association convention in November.

Leading the workshop will be members of NJ Press Foundation's NIE Statewide Committee, including Antonette Bomentre-Walter of the *Burlington County Times*, and Cynthia Forster of *The Record*, Bergen County.

Title workshop, titled "Bringing the World into 21st-century Classrooms with E-editions," will be Friday, Nov. 5, from 9:30 to 11 a.m., at the Atlantic City Convention Center.

For several years, Forster has

conducted workshops on using newspapers in New Jersey classrooms at the convention, but this is the first time that the committee will conduct one that incorporates information from all statewide newspaper partners.

DO YOU GET NJPA NOTES

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

Don't miss out!

To request your copy, email: clangle@njpa.org
Include "NJPA Notes" in subject line.

Train your staff this summer

Continues from Page 1

Register by Thursday, July 15 to avoid the \$10 late fee.

Ad Sales 301 — session three, with Steve Fisher, Woodward Communications, and Cindi Gyger of the *Debuque Telegraph Herald*, has been rescheduled to Friday, July 23, 2-3 p.m.

A continuation of Fisher and Gyger's popular sales training sessions, this session will teach account representatives to build trust with their clients by providing marketing and needs analysis. The goal is to better influence accounts' advertising budgets.

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

Healthcare Reform: What Employers Need to Know — by Sheldon Bulling, benefits and

compliance attorney at Fisher & Phillips, on Wednesday, July 28, 2-3 p.m.

There's lots of information in the news about the new health-care reform acts — much of it vague, some of it incorrect and most of it overwhelming.

Some the changes become effective in 2011, while others won't take effect until 2014. This overview will focus on how the legislation affects employers, particularly in the near term.

Register by Thursday, July 22 to avoid the \$10 late fee.

Webinars frequently are being added to the schedule. Be sure to check NJPA's website for information about the newest sessions: www.njpa.org and click on Events.

Classified Ads!

Advertising

Online Sales Specialist

We are seeking an Online Sales Specialist to represent nj.com, the online home for The Times of Trenton.

This position reports to the Advertising Director and is accountable for meeting and exceeding revenue objectives by providing consultative services through aggressive cold-calling throughout greater Mercer County. The right candidate will lead the effort to gain new business by demonstrating The Times ability to meet advertisers needs through newsmedia website advertising.

We are offering the right candidate a competitive, uncapped, incentive plan that includes a base salary plus bonuses and commissions. Our compensation package also includes a 401(k) program with company match, comprehensive health care including major medical, vision and prescription plan.

Excellent presentation and communication skills are required. 3-5 years of outside sales experience a must to be considered. Car and valid driver's license required. Good computer skills required. Position is full time.

If you would like to represent The Times newspaper online, send your resume and cover-letter to:

The Times
Atn: Training Department
500 Perry Street
Trenton, NJ 08605
or email to aroselli@penjerseyadvance.com E-093010

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

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

Seeking Editor with Vision

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

Responsibilities include assignments for reporters as well as community involvement. This new publication will be an addition to a family of niche publications from a publisher with a 16-year track record.

The right person will have a vision of a new media model that will include print, web and mobile platforms.

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

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.

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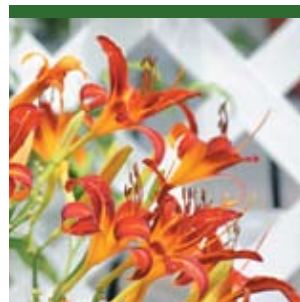
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- Work Wanted
- For Sale

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Display classified ads are just \$5 per column inch, per month; minimum 2 column inches.

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Contact Diane for details:
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dtrent@njpa.org

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

Send us your resume

NJPA is getting calls from New Jersey newspapers and media companies seeking editors, reporters, advertising sales representatives and managers.

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

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

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