

NJ PRESS FOUNDATION TRUSTEES MEETING

March 12
12:30-2:30 pm
NJPA conference room

Webinar: AD SALES 101

March 12 • 2 – 3 pm
Register by March 8

GOVERNMENT AFFAIRS COMMITTEE MEETING

March 16 • 10:30 am
Scarinci & Hollenbeck

NIE STATEWIDE TELECONFERENCE

March 25 • 12:30 pm

Webinar: SOCIAL NETWORKING: CONNECTING TO YOUR COMMUNITY

April 2 • 2 – 3 pm
Register by March 29

PRESS NIGHT Editorial & Photography Awards, including Online

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

NJPA EXECUTIVE COMMITTEE MEETING

April 8 • 10:30 am
teleconference

NJPA BOARD OF DIRECTORS MEETING

April 23 • 4:30 pm
teleconference

SPRING BANQUET Advertising & Circulation Awards, including Online

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

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

NJ's Digital News Media



EXCITING NEWS TO SHARE!

NJPA members are encouraged to invite their key advertisers and ad contacts to a special event on March 17. Belden Interactive will present the results of its recent study of New Jersey's digital media audience. For more information, go to: www.njpa.org and click on "Events."

NJPA, Senate president meet

By George White

NJPA Government Affairs

A group of NJPA publishers met recently with state Senate President Stephen Sweeney (D-4) regarding the reports that he was considering public notice legislation a personal priority. At his request, the meeting was held at the *Gloucester County Times*.

Sen. Sweeney said he found the information NJPA supplied on the "digital divide" – the lack of Internet access by minorities, seniors, low-income earners, etc. – a compelling argument for keeping notices in print.

Another eye-opener for the senator was the fraction of municipal spending now going to pay for public notices – on average 0.05% to 0.08% of a municipality's total operating budget. That reads, for instance, "FIVE TO EIGHT ONE-HUNDREDTHS of one percent." And that number includes the high percentage of public notices for which the government is reimbursed in full by private parties; therefore amounting to a zero expenditure of public tax dollars.

However, Sen. Sweeney cautioned that the state's municipal fiscal issues do warrant undertaking a "constructive evaluation of how it's now done." He submitted good questions of his own along with requests for additional clarification on some of our

main points. He said many lawmakers still seem to think that tens of millions of dollars could be saved if municipalities posted public notices on their own websites "for free." (Note: It is easy enough to refute the notion that government's entry and self-operation of the public notice business would be "cost-free.")

In short, this first meeting with the new Senate president was considered beneficial by all. A good rapport was established with agreement to continue the constructive dialogue.

Meanwhile, NJPA is collecting information from member publishers to be used in future discussions. Publishers are encouraged to provide the requested information as soon as possible.

Representing NJPA at the meeting were Charlie Nutt, publisher of the *Daily Journal*, Vineland, who chairs NJPA's Government Affairs Committee; Stephen Borg, publisher of *The Record/North Jersey Media Group*; Keith Dawn, publisher of *The Press of Atlantic City*; Frank Gargano, publisher of the *Gloucester County Times*; Ceil Smith, publisher of *Today's Sunbeam*, Salem; Rich Vezza, publisher of *The Star Ledger*; and John O'Brien, George White and Tom Cafferty. Former Assembly Speaker Jack Collins joined the group, representing Princeton Public Affairs, NJPA's consultants in this public notices legislative project.

Contest results are in!

The 2009 Better Newspaper Contest winners are named. NJPA has sent the results to the participating newspapers. Publishers, editors, photo and ad managers received lists of their papers' winners via email.

The combined contest results will be available on NJPA's website after each of the awards banquets in April. Editorial and photography results will be posted after Press Night, which will be held on April 8. Advertising winners will be available after the Spring Awards Banquet, which will be on April 23. For information about the banquets, go to www.njpa.org and click on "Events."

Contact Peggy Stephan, NJPA's member services manager, with any questions: (609) 406-0600, ext. 14 or pastephan@njpa.org

Webinar series offers training on ad sales, social networking

Is your staff ready to make hay in an economic turnaround? Training will be the key.

Stay ahead of the competition and prepare to profit in 2010 with NJPA webinars.

"These sessions are a real bargain, both for our members and for our association," said John O'Brien, executive director of NJPA. "They're helpful and they're cost-effective. They increase staff expertise without all the expense, logistics and travel time that was built into old-style seminars."

Registration is only \$35. All it takes on the member's end 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 schedule of webinars:

**Ad Sales 101:
"The Self-Starter's Toolbox"**
Friday, March 12, 2–3 p.m.



Build an effective sales approach!

Advertising sales can be extremely rewarding and exciting. One of the biggest challenges to being successful in this competitive career is starting out with the right plan and the proper tools. In this session, we will outline a "self-starter's" plan and provide the "toolbox" that new sales executives need to become effective and successful – for themselves and for their newspapers.

Discussion led by Steve Fisher, group publisher, Woodward Communications; and Cindi Gyger, retail ad manager at the *Dubuque Telegraph Herald*.

Registrations made after Monday, March 8 will be charged a \$10 late fee.

**Social Networking:
Connecting to Your Community**
Friday, April 2, 2-3 p.m.

— Continues on Page 5

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As I see it...

Keeping our public officials honest

I recently read a column written by my good friend and counterpart at the Oklahoma Press Association, Mark Thomas. With the current rumblings regarding public notices in the New Jersey Legislature, I asked Mark if I could reprint his thoughts for you. I hope you enjoy Mark's message as much as I did.

**CITIES ATTEMPT TO ELIMINATE
ACCOUNTABILITY NOTICES**
By Mark Thomas
Executive Vice President
Oklahoma Press Association

Little things can make a big difference. Printed public notices in newspapers are little things, but they make a big difference when keeping government accountable to citizens and taxpayers.

It is no surprise the Oklahoma Municipal League (OML) has introduced legislative proposals to eliminate printed notices in newspapers. The OML wants you to swallow their concept that a notice on a city website is sufficient when they want to annex your property, build a dump next to your homestead or have an election.

But Oklahoma legislators understand the value of local newspapers and the printed public notices that are required to be in the paper. Oklahomans also value printed notices in local newspapers.

In a recent statewide survey Oklahomans were asked if notices should appear only on a government website. 70% said no; 12% said yes. Those are percentages everybody can understand.

Oklahomans were also asked if local governments should be required to print notices in local newspapers. 68% said yes and 16% said no.

Some people want you to believe that newspapers and their readers



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

are nearly dead. This is not the case. In fact, newspaper readership is high especially in local areas – and newspaper readers are the most informed, active citizens in town. You're proving that point right now!

Here are a few nasty truths about city-operated websites and cable channels. They don't carry any bad news about the city. It's all fluffy stuff about how wonderful things are in the city.

Go visit your city website. Search for stories about the embezzling employee, police brutality cases, questionable expenditures by city management or legal actions against the city. Let me know if it is on the home page. You may have witnessed a local miracle.

Here's another problem. City-operated websites don't push notices out to anyone. While accessible to everyone with a computer, they notify no one.

The annexation or eminent domain notice intended to warn citizens the city is about to take their property just sits on a computer server until you get the urge to cruise their website. But local newspapers print and push out these notices, making them widely available to everyone in the area.

Another fundamental flaw of digital public notices is that they can be altered or deleted. If there is an error, city workers can simply fix the notice to their liking. Then the city can claim that the notice was always correct and that it ran for the right amount of time. How convenient.

That is not the case with ink-on-paper notices in the local newspaper. Ink-on-paper notices cannot be hacked or altered. Newspapers are independent third parties. They provide notarized affidavits that the notice ran as required by law.

You can also find public notices in newspapers as far back as you need to look. I can't find a website I looked at last week, and when I do the information has changed or has been deleted.

These legislative proposals for on-line-only public notices – in a medium controlled by the cities – are not in line with the thinking of Oklahomans, and certainly not in line with the founding principles of this country. Government should be accountable to the people, and local newspapers are one of the few defenses that we citizens have to make sure that happens.

Cities should be required to warn you of their actions in the very medium they sometimes despise – the local newspaper that monitors and reports on their actions – both good and bad.

Public notices in local newspapers make a big difference in keeping your city government accountable. That must be why cities want them eliminated.

If they say it is the cost, then I urge citizens to ask for the city checkbook. Review how they spend every penny of your tax money. My guess is that you would find other things you would cut before accountability notices are eliminated.

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



We can create custom Web/Print combo packages for your advertisers! Or keep it simple for those who are testing the waters. Our expert online placement services expand their media options – including print and online ads, e-mail messages, rich media ads and more – to be published by NJPA member newspapers and websites.

**Just one call
gets you started!**

Call Brian Critchley for more details:
609-406-0600 x18

FBI: Driver mailed boss suspicious powder

The Star-Ledger reported that the FBI arrested one of its drivers on Feb. 19, on charges he mailed a yellow powder to the paper's Newark headquarters.

Paul Meyer of Chester, N.Y., is alleged to have sent the powder to his supervisor after having been asked to show a log of hours worked. Authorities said the envelope contained protein powder.

The FBI charged Meyer with intending to send misleading information involving the illegal transfer of a biological agent. The driver faces a maximum five-year prison term.

According to *The Star-Ledger*, the incident is not connected to recently reported deliveries of white powder to New Jersey businesses and government agencies.

— from Editor & Publisher

Two papers, one delivery

Following similar changes by four dailies in northern New Jersey in the past year, two southern New Jersey dailies will be delivered to homes by the same company this spring.

Beginning next month, *The Daily Journal* of Vineland will contract with South Jersey Publishing Co. to deliver copies to home subscribers.

South Jersey Publishing will deliver its own daily, *The Press of Atlantic City* (weekday circulation 63,449), along with the six-day Gannett-owned *Daily Journal* (weekday circulation 14,622).

The Daily Journal reported that some of its carriers will continue to deliver their papers under contract to South Jersey Publishing.

To be completed in May, the change-over in delivery will affect no other newspaper operations, according to the *Daily Journal* – which will continue delivering its own copies to stores and vending boxes and handling all customer service calls and billing.

— from Editor & Publisher

People & Papers

Record's print quality praised

The Record, Bergen County, placed first for print quality among newspapers of over 100,000 circulation in the America East contest.

The annual contest received more than 55 entries this year. Awards will be presented March 17 at the annual trade show and conference in Hershey, Pa.

Designed to be more than another award, the contest improves print quality through feedback on ink laydown, color registration, halftone quality, page alignment and overall print appearance. All newspapers entered receive marked copies and detailed evaluations from five independent judges.

This year's winners follow, from first through third places. Best of show will be announced during awards presentations.

Under 25,000 circulation: *The Standard Speaker*, Hazleton, Pa.; *Times News*, Lehighton, Pa.; *Longmont* (Colo.) *Times-Call*.

To 50,000 circulation: *The Villages* (Fla.) *Daily Sun*; *Muskegon* (Mich.) *Chronicle*; *Yakima* (Wash.) *Herald-Republic*.

To 100,000 circulation: *Kalamazoo* (Mich.) *Gazette*; *Times-Tribune*, Scranton, Pa.; *The Repository*, Canton, Ohio.

Over 100,000 circulation: *The Record*, Hackensack; *Democrat & Chronicle*, Rochester, N.Y.; *The Grand Rapids* (Mich.) *Press*.

Star-Ledger memo expects staff, assignment changes

It looks like *The Star-Ledger*, working with a smaller staff since its 2008 buyout eliminated more than a third of the newsroom, is expecting more changes.

A memo early in February from Tom Curran, an associate editor, said "any assignment in any department" was open for "discussion." The memo estimated that at least a dozen staff changes lie ahead. It hinted that more people will have to work nights and weekends.

The memo, part of a larger daily message to staffers, is below:

"A bunch of editors got together yesterday to discuss staffing and assignments. If you think you should be a candidate for a new assignment, talk to your editor. Any assign-

ment in any department – Business, CND, Editorials, Features, News, Photo or Sports – is open for discussion and we anticipate about a dozen changes once the dust settles. We also expect more people will be tapped to share in the night and weekend responsibilities as we continue to evolve into a 24/7 media company. Editors who want to do reporting, reporters who want to work on a desk, anything goes. Remember, it never hurts to talk."

Curran did not immediately respond to a request for comment.

The memo came two days before the *Star-Ledger* ended its long-standing no-layoff pledge for non-union employees.

— from *struppblog.com*

One week isn't enough; celebrate NIE all month

By Antonette Bomentre-Walter

In our ever-changing industry Newspaper In Education programs have been changing. Many have been eliminated completely; others have been consolidated, while still others have been restructured into various departments as personnel were eliminated.

As newspapers struggle to regain their circulation numbers and recreate lost revenue NIE programs seem to have taken a big hit. But that doesn't mean we are going down without a fight. A core group of NIE people continues to work in the trenches as a Statewide NIE Committee with the support of the New Jersey Press Foundation to assure that this valuable resource to educators and young readers is not lost. We keep finding ways to bring the hardworking, diverse group of people handling NIE together in order to share ideas and keep our work alive.

NIE builds skills

National Newspaper In Education Week, celebrated annually during the first full school week of March, gave us an excellent resource with this year's theme: "Critical Thinking Through Core Curriculum: Using Print and Digital Newspapers." Created by the NAA Foundation and provided free of charge, its focus was right on target – combining print and digital copies.

With rising production costs and less revenue, many NIE programs are shifting to digital editions for schools. Some newspapers have made that transition

mandatory; others are gradually weaning their teachers from print to e-editions.

NAA states: "Because newspapers cover a wide range of topics, they provide many opportunities to develop students' critical thinking skills in areas that interest them and will affect them for life... All of these [new] information sources make it ever more important

for students to be able to weigh the merits of information, draw comparisons, sift competing interests and make judgments based on the reliability and track records of sources"

To download this year's teacher's guide and other valuable resources, visit: <http://www.naa-foundation.org/>.

Teleconference topics

Responding to the vast changes in the newspaper industry, our committee is asking all those who are affiliated with NIE programs to join us on March 25 to discuss the status of NIE efforts throughout the state. We will meet via teleconference at 12:30 p.m. Talking points will include:

- What is your current title? Has it changed in the past two years?
- Have your responsibilities changed? If so, have they increased or decreased.
- In your opinion, has your paper's support of NIE changed in the past five years? If so how?
- How are you keeping your program alive? What is your program's primary focus now?
- What do you feel will happen to NIE at your paper in the future?
- Do you see NIE changing nationwide?

You are not alone! Please join our teleconference on March 25 at 12:30. We specifically made it during lunchtime in hopes of drawing participants who can't get out of the office – so bring your soup, salad or sandwich along.

For more information contact me at: awalter@phillyburbs.com or sreed@pressofac.com

Antonette Bomentre-Walter is the NIE Coordinator at the Burlington County Times, and chair of the New Jersey Statewide NIE Committee.



Bomentre-Walter

SAVE THESE DATES!

PRESS NIGHT

Honoring Editorial & Photography Contest award winners

Thursday, April 8

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

SPRING

Awards

BANQUET

Honoring Advertising Award Winners

Friday, April 23

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



New Jersey Press Foundation Update

George White
Foundation Director

It's scholarship time

NJPF's program year is in full swing as the foundation's spring activity accelerates on several fronts.

Journalism scholarships

- Four paid summer intern & scholarship recipients are being placed in NJPA member newsrooms for an invaluable eight-week professional level experience. Look for details on the honored students and their newspaper placements in the April issue. Each earns \$325 per week and gets a \$1,000 academic scholarship upon the successful completion of his or her work.
- Applications from across the state are now being judged for the Bernard Kilgore Memorial Scholarship, a \$5,000 prize awarded to an outstanding high school journalist who plans to study journalism in college. Barney Kilgore was the dominant figure at The Wall Street Journal and its parent corporation, Dow Jones and Company, for more than a quarter century. In 1955 he purchased The Princeton Packet and his family is still active in operating those newspapers. Although Barney Kilgore died in 1967, his influence lives on. He was honored in 2000 by TJFR Group as the Business Journalist of the 20th Century. This scholarship was created by his family. The 2010 recipient will be honored at NJPA's Press Night on April 28. That winner will be both the New Jersey High School Journalist of the Year and the Garden State Press Association's entry in the national High School Journalist of the Year competition, sponsored by the Journalism Education Association.
- The Richard Drukker Memorial Scholarship of \$2,000 will be awarded this spring to an outstanding journalism student at Montclair State University. The application deadline is March 25 and the recipient will be honored by NJPF at MSU's English Department awards gala on May 5. Richard Drukker was publisher at the Herald News, Passaic, and was a past president of NJPA. In the early 1960s he was instrumental in creating the New Jersey Press Association Scholarship Fund, the pre-cursor to today's New Jersey Press Foundation.
- The Lloyd P. Burns Teacher at Newspapers application deadline is April 2. Mr. Burns was NJPA's executive director from 1950-1976. Known as a passionate supporter of journalism education, Mr. Burns' family has generously endowed this program which honors an outstanding New Jersey high

school newspaper adviser and provides a professional development opportunity to spend four-weeks in an NJPA member newsroom, at a stipend of \$500 per week.

- The Isaac Roth Newspaper Carrier Scholarship application deadline is April 29. The \$2,000 scholarship is awarded to an outstanding youth newspaper carrier or the son or daughter of an outstanding adult newspaper carrier.

Newspaper in Education

The NIE Committee is planning a statewide teleconference for any and all NIE personnel on Thursday, March 25 at 12:30 p.m. Notices are going out this week with details about registration and how to call in. Antonette Bomentre-Walter, NIE Coordinator at the Burlington County Times and chair of the New Jersey Statewide NIE Committee, is planning the event, with help from Sandy Reed at the Press of Atlantic City. Please see Antonette's related column on Page 3 for more details.

Collegiate Press

The 2009-2010 College Newspaper Contest deadline is March 9. The contest covers the period of March 1, 2009 – February 28, 2010. Winners will be honored at the New Jersey Collegiate Press Spring Conference and Awards Luncheon, Saturday, April 24, at the Trenton Marriott. For details visit our website via www.njcollegiatepress.org.

For the first time, in this year's contest we are using an outstanding web-based newspaper contest platform developed for the state of Washington and rapidly being embraced by other press associations across the nation. You'll be hearing more about this program later in the year, because we plan to introduce it for NJPA's own 2010 contests.

Foundation trustees & new program

The snowed-out meeting of February 25 has been rescheduled for Friday, March 12 at 12:30 p.m. at NJPA. On the agenda is approval of a new collaborative journalism education program being developed in conjunction with the 10th anniversary of the 9-11 World Trade Center attacks. That anniversary will be in 2011.

This undertaking is taking shape with the enthusiastic support of the Rutgers University's Journalism and Media Studies Department, and the Garden State Scholastic Press Association.

* * * * *

As always, please contact me at gwhite@njpa.org or 609-406-0600, ext. 30 with any questions.

NJ court reduces cost to copy public records

By Tom Howell Jr.

Recognizing the public's right to access important records, a state appeals court has ruled government agencies must charge the actual cost of self-serve paper copies instead of using a more expensive fee schedule described in the state open records law.

The state Appellate Division's ruling sided with three plaintiffs who filed separate suits against three counties claiming the common law right to access and certain wording in the Open Public Records Act should supplant the fee schedule, outlined in OPRA, that charged them a quarter per copy.

The court's ruling is effective July 1.

The ruling does not require the counties to reimburse anyone for prior copying costs.

"Basically it's a win for the county in that we don't owe any back money," said Dennis McConnell, an attorney for Sussex County.

Attorney Sander Friedman, who represented all three plaintiffs, said he was pleased by the court's ruling, which included in-depth review of OPRA's legislative history and intent. He was disappointed by the lack of reimbursement and the grace period it afforded the counties.

"I think that's legislating from the bench," he said.

In its opinion, the court said the prospective order took into

account "the severe economic times that exist not only in New Jersey" but across the nation.

McConnell said the ruling saved Sussex County money compared to counties that had settled similar suits for hundreds of thousands of dollars. Still, the county will have to pay legal fees, which had not yet been compiled.

The late Martin O'Shea, a retired newspaper reporter who died in December, brought the lawsuit against the Sussex County Clerk's Office in November 2006 after it cost him a quarter per page to copy his property records. O'Shea believed the high cost of copying records was a serious barrier to public access.

"I'm only sorry he wasn't able to see the (court's) opinion," said Friedman. "He should be considered a champion for these rights."

During the litigation, Sussex County lowered its copy fees to a dime and made most public records found in the clerk's office available for free online.

A trial judge in Newton dismissed the Sussex County suit – as did judges in Hudson and Hunterdon counties – before the Appellate Division reversed their rulings in a detailed, 47-page opinion that parsed four sentences from New Jersey's public records law in great detail.

The plaintiffs argued that
— *Continues on Page 14*

What's ahead for NJPF

March 9 – Deadline for the 2009-2010 New Jersey College Newspaper Contest. Details at www.njcollegiatepress.org.

March 12 – Board of Trustees meeting, 12:30 p.m., NJPA conference room

March 25 – Deadline for Montclair State University student journalists to apply for the 2010 Richard Drukker Memorial Scholarship

March 25 – N.I.E. Statewide Committee teleconference, 12:30 p.m. See the related NIE story on Page 4.

April 2 – Deadline for Lloyd P. Burns Teachers at Newspapers applications. Four-week paid internship this summer

in an NJPA member newsroom.

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

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

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

Details about all of NJPF's programs are at www.njpressfoundation.org.

Cost-effective training with NJPA webinars

Continues from Page 1

with Nathan Wright, Lava Row Consulting

What do you “need-to-know” about the latest social media? What are they? And what aren’t they?

Social media have great potential to reach more audiences and report news faster. Nathan Wright will give examples and describe best practices for reporters and news organizations to use social media platforms effectively. He will also address:

- Who is using them and how?
- How can newspapers make their web presence more “social”?
- How to become more “findable” on the web?
- What kinds of content management systems exist and which are easiest to use?

Nathan Wright has more than 10 years in social media, web culture, emerging media, user interface design, branding and digital communications. He founded Lava Row in 2007 after serving as the interactive lead at The Meyocks Group, an integrated branding firm.

More webinars

Other webinars scheduled through early July are listed below. Details will be forthcoming in future issues, along with the fall schedule.

April 16 – Intro to Photoshop, by the Graphic Arts Training & Consulting Group

May 6 – Ad Sales 201 – session two, with Steve Fisher, Woodward Communications

July 9 – Ad Sales 301 – session three, with Steve Fisher, Woodward Communications

Order duplicate plaques, certificates for winners

“Publishers, now that you have received your results in the 2009 Better Newspaper Contest, it’s time to think about the award presentations coming up in April,” says Peggy Stephan, NJPA’s member services manager.

“Many papers order duplicate plaques and certificates for their winning entries that were written or created by more than one staff person. That way, everyone has his or her own.”

Stephan says the deadline to order is March 8 – if recipients are to receive them at the awards banquets. Later requests will be

mailed, adding a shipping and handling cost.

The order form was sent to publishers along with their results. It is also available for download on NJPA’s website at: www.njpa.org/njpa/better_newspaper_contest/

Individuals who won awards, including those who are no longer at those newspapers – may order copies for themselves.

Contact Peggy Stephan, NJPA’s member services manager, with any questions: (609) 406-0600, ext. 14 or pastephan@njpa.org

Join NJPA on Facebook

“Our objective is to create a convenient site for our members, one place where they can go to get lots of resources they need,” said George White, who spearheaded the project. “But we need members’ help!” White, who stays on top of government affairs for NJPA, said, “We encourage members and friends to become fans of the page and tell us how to make it better. “Just go to www.facebook.com and search for New Jersey Press Association.”

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New Jersey Newspaper Network

Amy Lear
NJNN Director

The need for speed – and good service!

Customer service, or the lack of it, can leave a lasting impression. We see examples of it every day, but let me share a case in point that began with frustration and ended in relief.

Here at NJNN we work with many media staffs. It is common for us to speak with dozens of different sales reps or media planners in a day. Recently, when requesting prices for a legal ad placement, I interacted with seven legal “ad-takers” to place one multi-paper order. Our customer needed the information and needed it fast. (Speed is one of the reasons our clients like using NJNN services!)

A good start

I sent the ad copy out via email and within an hour, I had received 5 out of 7 responses. A successful start! For the two remaining papers, I sent a second request and requested confirmation that my first email had been received. I also called to speak directly to the ad-takers.

Within 15 minutes, I had a cost from the sixth paper. Things were looking good! I was feeling happy that we’d be able to impress our advertising client and gain another satisfied customer, one who would likely place future business through NJNN for New Jersey newspapers.

But the seventh paper had not responded. Wait! Just as I heaved a heavy sigh, an email popped up: “I have received your request and am working up the cost. I will get back to you as soon as I have it.”

An hour later, my customer and I were still waiting. How could it be taking so long to price a couple of paragraphs of ad copy? Four and a half hours after the initial request, I received a price from the seventh paper, plugged it into our quote and sent it to our customer for approval.

The next day, the 7-paper placement was ordered to run for 3 consecutive days the following week. Paperwork processed. Order confirmed. Customer happy.

Though I fully understand how many factors can influence turn-around time, I am

using this example to make a point. NJNN was the middleman here, so we could recognize the difference between prompt, caring attention and troubling indifference. For customers, this treatment can make or break a sale.

A happy ending

Happily, the story doesn’t end here. A couple of days later, after these ads had been booked, I received a call from the classified ad manager at Newspaper #7. He told me that through internal controls, he had learned that our ad placement experience was less than satisfactory. He wanted to understand how we communicated our request so he could make improvements to the process.

I was impressed! We were not placing full page ads here. Yet, this manager took the time to follow up on a “red flag.” That simple act of reaching out turned a negative into a positive and I commend this manager for being proactive.

It’s a good lesson for all of us.

Revenue rebounding

I’m hearing from newspaper reps that business is starting to pick up and that days “on the road” have been frantically busy. NJNN revenue is climbing slowly, but at this writing it is still behind goal for February. The NJPA 2x2 network is performing well above goal. Classifieds are trending down for the first two months.

Snow shovel sales, on the other hand, have been up dramatically.

Hold on, everyone – Spring is coming!

Special ad presentation

Invite your key accounts and ad agency contacts to hear the results of our recent research of NJ’s Digital News Media Audience on Wednesday, March 17 at the Trenton Marriott Hotel.

Ed Efchak, managing director and senior consultant for Belden Interactive, will present the results.

For the newspaper registration form, go to: www.njpa.org/njnn/DigitalNewsMedia-form.pdf.

Lessons in working with international journalists

By Jerome Aumente

Internationally, journalists are eager to interact with their American counterparts and learn from our news media experiences. The interplay of cultures and values is mutually rewarding if we make the experience a genuine exchange of ideas – more conversation and less one-way lecturing.

Since the fall of communism in Poland in 1989 and the subsequent dismemberment of the Soviet bloc, I have worked in many programs with foreign journalists and journalism students, many in Europe, and more recently in the Middle East and Asia.

These efforts grew out of my work as professor and founding chairman of the journalism department, and founding director of the Journalism Resources Institute, both units in the School of Communication and Information at Rutgers University. JRI was strongly supported by the New Jersey Press Association and its member publishers and editors, enabling us to share our experiences internationally.

Catherine Langley, the editor of *InPrint* recently posed some questions to me regarding my experiences with foreign journalists. These coincide with my current research and writing project on what we can learn from our encounter with overseas journalists and, more broadly, how we design future exchange, training and educational initiatives, both in the U.S. and globally, in this age of newer media and the Internet.

Catherine asked, “How do you adapt your presentations for foreign journalists?”

You begin by learning as much about your audience as possible before ever meeting with them. Their differing cultures, history, political, economic and educational conditions all come into play. Understanding the news media environments in which they must function – and survive – is crucial. A serious error would be to shovel First Amendment boiler plate advice as if America had a monopoly on a free press. Your audience might include journalists who risked their own lives, and those of their families, for a free press – working in an underground press and going to jail when caught; having their papers or stations censored or shut down; enduring physical attacks; mourning colleagues who were killed. Some journalists temporarily left journalism and chose menial jobs as window washers or hospital orderlies rather than submit to press censorship under a totalitarian regime.

They deeply respect the First Amendment traditions of the American Press, but rather than sermons, they want practical guidance on promoting and enforcing Freedom of Information regulations; creating sunshine and open meetings laws; resisting harassing libel and slander



SEMINARS ABROAD: Jerry Aumente has worked with journalists around the world for more than 20 years. In Washington, D.C. in 2008 (above, center), he meets with ABC Nightline staff and a group of journalists from the Middle East. In Belgrade, Serbia, in 2006 (below), students listen as Aumente discusses a journalistic concept.



laws, and designing realistic codes of ethics to reassure the public that there is true movement toward an independent press, and away from a state-controlled news media.

They value our national reporters committees that provide legal hotline assistance or assist journalists in peril. In sessions in Poland years ago, we worked hard to convince journalists to resist a carryover of “authorization” laws which during Communist times required reporters to read back their quotes to public officials who would then “authorize” them before publication. It might protect lazy reporters from committing mistakes, but it stifled enterprise reporting and fostered censorship.

Agree to disagree

We, in turn, admired the Polish journalists’ greater sensitivity to the right of privacy in their reporting, and their puzzlement at our exploitation of politicians and their families in scandal reporting, or our sensational coverage of gratuitous violence and mayhem to attract audiences.

We differed over the European tradition of inserting opinion into reporting and sought common ground in having opinion clearly labeled in separate analytical and editorial pieces. The discussions over what is “objectivity” and whether it is attainable seemed endless until we agreed to disagree – pursuing the elusive

goal, while acknowledging that objectivity is never completely attainable as long as journalists are human beings.

Early on, as Poland and other countries in Central and Eastern Europe transitioned to an independent press, I recruited experts with New Jersey roots to go with me overseas and share with those newspapers, broadcasters and magazines their practical guidance. These included John O’Brien, executive director of NJPA; the late and much-beloved Edward Mack of the *Hunterdon County Democrat*; John Kolesar from AP and later *The Record* and Gannett newspapers; Watson Sims from *The Home News*, and, among broadcasters, Tom Petner, then of WOR-TV; CBS financial journalist Stephani Shelton, and Michael Fairhurst from New Jersey Public Broadcasting.

In recent years, numerous programs I have done with Arab and Muslim journalists from the Middle East were warmly supported by American news media who found the encounters valuable in raising their learning curve and sensitivity to covering stories about the Muslim community. In New Jersey, we scheduled regular visits to *The Record* with editor Frank Scandale and his colleagues, and then met in Bergen County’s Arab-American community over Middle Eastern food to discuss concerns. Visits to NBC, ABC, CBS, CNN and MSNBC, Associated Press,

Reuters and *The New York Times* generated dialogues about better ways to attain international coverage on both sides. We were learning from each other.

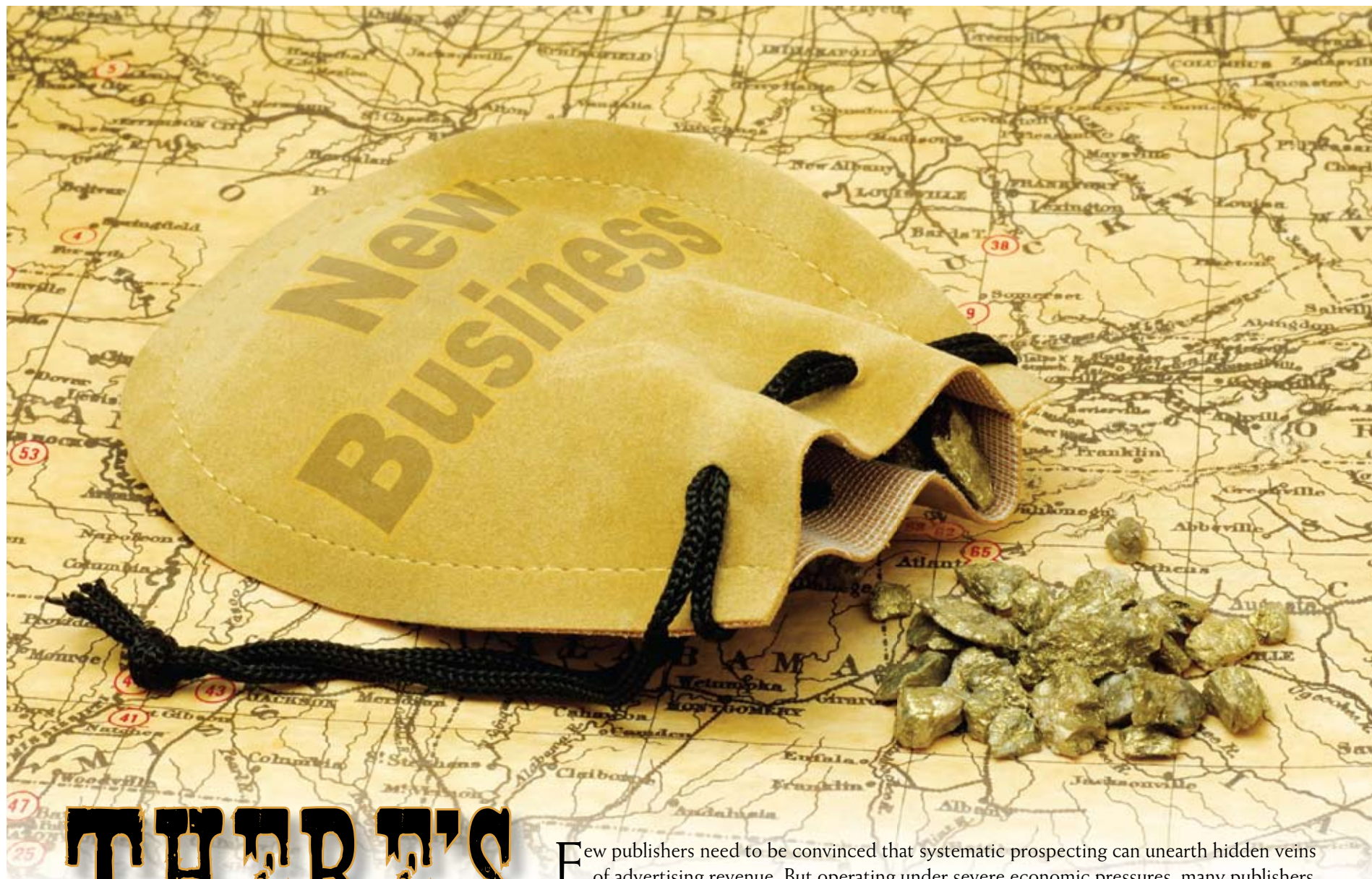
It is important to plan well in advance with the program sponsors to define the priorities for the training or exchange projects. Get the participants to submit topics of most concern to them. Understand the economic and political context in which the international journalists function and be realistic in planning a ladder approach to the presentations. Knowing the audience will tell you how basic, middle level or advanced to be. Always leave room for 11th hour adjustments for the inevitable surprises that occur when you arrive and find a mismatch between what you were told to expect and the realities on the ground. Recruit expert interpreters who are skilled in simultaneous translation and knowledgeable of the news media. Often, they are key to sensing the successful flow of the seminar and can provide invaluable assessment of how things are going, and where mid-course adjustments will help.

Everyone finds his or her own rhythm, but I prefer an interactive format in a seminar setting, encouraging everyone to speak (especially the shy), but keeping the discussions on course. The participants value concrete examples, analytical case studies of stories that work or fail and the challenge of adapting these examples to their own press conditions. In an investigative reporting workshop, for example, get the participants to identify a multi-faceted problem in their actual readership or audience areas and then build strategies for reporting, writing and presentation within the realistic limits of time, resources and interests. Make the group into an editorial team whose members critique and guide one another.

Common bonds

What is especially fascinating after working in so many different national settings is to see the common bond shared by journalists globally that transcends language or culture. They desire to dig deeply into an issue, report and explain it to the public, bring about change and affect public policy. They want to do this accurately, while having some creative fun in crafting the presentation. This binds journalists together regardless of their different international zip codes. They share a common occupational DNA to investigate, to expose wrong-doing and to savor the fleeting fame of a byline or broadcast credit. This is universal.

Copyright 2010 by Jerome Aumente. He is distinguished professor emeritus and special counselor to the dean in the Rutgers’ School of Communication and Information. His recent book, “From Ink on Paper to the Internet” won the Society of Professional Journalists’ national award for journalism research. Contact him at aumente@rutgers.edu or 540-635-6395.



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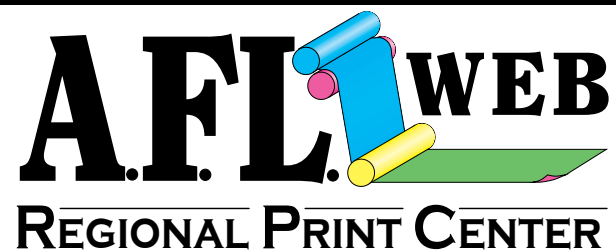
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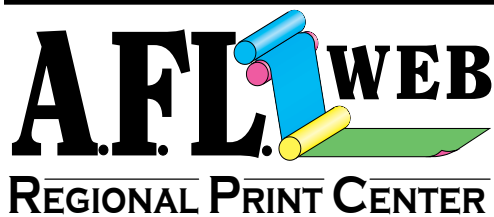
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Newspaper websites: Most valued local news sites online

Newspaper websites continue to be the most used and valued sites for consumers seeking credible and trustworthy local content and advertising online, according to a new survey conducted by comScore for the Newspaper Association of America. Approximately 57 percent of the 3,050 respondents identified local newspaper websites as the top online source for local information – ahead of the totals for all other media. That percentage grows for upper income households (63 percent) and for the college educated (60 percent).

Most trusted source for local news

The strength of local newspaper websites was made clear when respondents to the survey, entitled “Site Matters: The Value of Local Newspaper Web Sites,” were asked to identify sites they used most often for specific types of local content.

Newspaper sites ranked first as a source for local information (29 percent), local sports (27 percent), local entertainment (26 percent) and local classifieds (39 percent), ahead of both local television websites and online portals.

“This important research provides further evidence of newspapers’ successful multiplatform transition, with the medium serving as a continuous local resource for consumers,” said NAA President and CEO John F. Sturm.

“While newspaper websites often face dozens of competitors touting their own local offerings in any given market, they have been able to thrive by leveraging trusted brands and strong local content to appeal to consumers and advertisers alike.”

Local newspaper websites ranked first among all sources for trustworthiness, credibility and being the most informative place to find local content of all types – including news, information, entertainment, sports and classified advertising.

When respondents were asked what sources were most trustworthy or reliable, local newspaper websites bested local television sites by twelve percentage points for local information (34 percent vs. 22 percent), by six points for local sports (30 percent vs. 24 percent), by 10 points for local entertainment (30 percent vs. 20 percent) and by 29

points for local classifieds (42 percent vs. 13 percent).

Most trusted source for advertising

The survey also found that consumers consider local newspaper websites to be the most trusted source of online advertising, with ads that are perceived to be more current, credible and relevant to them.

Four-in-ten adults (40 percent) agreed that their opinion of online advertising is influenced by the type of website on which the ad appears. Of those, local newspaper sites ranked first in trustworthiness of advertising. More than one-third (36 percent) selected local newspaper websites for trustworthy advertising compared to less than one-fourth (23 percent) for local television websites and less than one-in-eight (12 percent) for online portals. And local newspaper sites were the clear winner across all demographic categories – even among the younger 18 – 34 age group, leading the second-ranked television websites by 13 percentage points (35 percent vs. 22 percent), and online portals by 24 percentage points (35 percent vs. 11 percent).

“This survey reinforces the notion that consumers value and trust the premium-quality content found at newspaper websites as well as the advertising on those sites,” said Randy Bennett, NAA’s senior vice president of Business Development. “It also provides further evidence that newspapers, which attracted a record 75 million visitors in January, offer advertisers a high-value audience that no other medium can match.”

Other data from the comScore survey include:

Local newspaper websites are most informative:

Newspaper websites ranked first in all five content types, edging out local television websites for local news (34 percent vs. 32 percent), with wider margins for local information (32 percent vs. 23 percent), local sports (30 percent vs. 24 percent) local entertainment (29 percent vs. 18 percent) and local classifieds (43 percent vs. 12 percent).

Local newspaper websites are most credible:

Newspaper websites ranked first for being the most credible source, beating second-ranked local television websites for all content types, from local news

(35 percent vs. 32 percent), local information (34 percent vs. 23 percent), local sports (30 percent vs. 24 percent), local entertainment (30 percent vs. 19 percent) and local classifieds (43 percent vs. 13 percent).

Advertising on newspaper sites more trustworthy:

Nearly eight-in-ten respondents (78 percent) across all demographic groups rated “more likely to be current” as the top reason advertising on local newspaper Websites are most trustworthy.

Credibility and local relevance were also important factors with close to 50 percent of respondents citing these attributes for reasons behind local newspapers

advertising trustworthiness.

The comScore survey results follow initial data from “Consumer Insights,” a new study conducted by MORI Research, that indicates newspaper advertising remains the leading advertising medium cited by consumers in planning, shopping and making purchasing decisions. The survey of more than 3,000 adults found that 82 percent of adults said they “took action” as a result of newspaper advertising – from clipping a coupon or making a purchase to visiting a website. More information on this study is available here.

This comScore survey, fielded in November 2009, measured consumer attitudes and behav-

iors regarding local newspaper websites and content compared with other online sources of local news and information. The survey is based on a nationally representative sample of adults who use websites within the comScore panel. Participants received an e-mail invitation to take the online survey, which took approximately 10 minutes to complete. There were 3,055 completed interviews. Data were weighted on age, gender, income, and region to match national online targets prior to analysis.

More information on the study, including a sales presentation for advertising executives, is available at www.newspapermedia.com.

How a master writes:

Studying Ernie Pyle

By Jim Stasiowski

Growing up Stasiowski meant shouting a lot.

I was the youngest of three kids, the “pipsqueak,” my mom used to say.

By the time I was old enough to talk, I knew I would have to. No one would give me a break just because of my age. Sarcasm was the Stasiowski currency, and nobody would lend me a nickel.

Yeah, I’m writing about me today, but only to set the scene. I want to establish the importance of voice.

Whatever success I had as a reporter came because I applied my loquacious nature to my writing. I overwrote many of my stories, but fortunately, I had editors who iced down my overheated prose.

But that’s who I am. I describe lavishly, I explain intricately. As I wrote, I would think: This is going to be long, but they can cut somebody else’s story to make mine fit, that’s how good it will be.

Was I wrong?

Often. But the two most important lessons I learned were: (1) Commit to refining your voice, but don’t surrender it. (2) A newspaper needs many voices, the loud, the subtle and all stops in between.

I recently bought a book called *Ernie’s War: The Best of Ernie Pyle’s World War II Dispatches*.

Some of you are too young to know who Ernie Pyle was. (I’m going to assume none of you is

too young to know what World War II was.)

Pyle was the most widely read war correspondent in U.S. history. He covered the war in Europe, then the Pacific. On Aug. 18, 1945, in a battle on Ie Shima, a small island just west of Okinawa, he was shot and killed. He is buried there.

But as long as words are written about combat, he’ll be alive. This is from a column about the aftermath of D-Day:

“They brought in a young (German officer) the other day who was furious. He considered it thoroughly unethical that we fought so hard. The Americans had attacked all night, and the Germans don’t like night attacks.”

Notice the scarcity of emphatic words. Only “thoroughly” qualifies. Notice, too, the tight-lipped sentence structures, with every clause the same subject-verb word order. You can picture a battle-hardened veteran, a cigarette between his lips, spitting out that brisk, unembellished yarn and barking a mirthless laugh.

Finally, notice the humor. There is no attempt at telling or selling a joke; but the portrayal is hilarious.

If I had written that scene, I would have been pleading with



Jim Stasiowski
Writing Coach

readers to laugh. Pyle knew he didn’t need to.

In Tunisia in February 1943, Pyle wrote about the lack of physical comfort. “Outside of food and cigarets, you have absolutely none of the little things that made life normal back home,” he wrote.

He followed with a list of privations, then ended with surpassing eloquence: “The velvet is all gone from living.”

A remarkable aspect of Pyle’s writing is how little he relies on quotations. I just opened the book to a random spot, and in two facing pages, he used only two quotations, each just one sentence. He was on a South Pacific island, covering a U.S. bomber squadron about a month before he was killed.

Pyle was writing about what the men did between missions. Some exercised, but Capt. Bill Gifford refused, explaining: “Hell no, I’m too old to get out there and jump up and down like a goddamned Russian ballet dancer.”

Imagine that: Pyle, roaming the island, notebook in hand, spent probably 1,200 words describing the men, their activities, etc., and he used only two direct quotations.

Think we can cut back on our quotations?

Pyle wrote his most famous
— Continues on Page 14



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Bartash earns six awards

The awards keep coming, according to Sidney Simon, owner and CEO of Bartash, the Philadelphia manufacturer of magazines, newspapers, and niche publications.

He said his company recently won six printing industry awards in the 2010 Web Offset Association's print awards competition. Bartash earned top honors in three categories, second place in two categories and one third.

Brenda Ragan, manager of customer service at Bartash, said, "These awards are more than something to brag about. Internally, they give us a benchmark standard to live up to.

"Externally, they represent third-party validation of our abilities from a respected organization. They also validate our existing clients' decisions to work with us, and reassure new prospects that they are dealing with the

best possible supplier."

Awards went to Bartash-produced issues of *Long Island Bride to Be*, a niche-shopping compact magazine; *Hill Rag* and *The Hook*, alternative monthly and weekly metro magazines; *Fire News*, a monthly niche newspaper aimed at first responders; *The Connection Warren-Watchung Edition*, a monthly lifestyle and shopping tabloid magazine; and *The NY Medical College Sesquicentennial Dinner Program Book*.

Bartash specializes in newspaper and magazine manufacturing, printing, fulfillment and distribution, variable data imaging, detached address labels and cards, inserts and FSIs, production consulting and internet publishing.

In 2009 *Publishing Executive Magazine* ranked Bartash Printing one of the top 20 magazine printers in the US.

Evergreen's work honored

Evergreen Printing's work has been selected by the International Association of Printing House Craftsmen for several gold, silver and bronze awards from among thousands of entries in the IAPHC's worldwide competition.

The South Jersey printing firm earned first place awards for its work on *National Law Journal*, *Politico* and *Back Stage*. Other winning titles were *The Guardian Weekly* and *American Banker*.

Evergreen also was recognized in the De-

cember issue of *Printing Impressions* magazine as ranking in the top 30% of the 400 leading printing companies. While most of those companies showed a decrease in sales, a spokesman said, Evergreen Printing saw an 8% increase in total sales from 2008 to 2009.

In addition to full printing services, Evergreen offers circulation management and mailing services for business, trade and national publishers, community newspapers, and institutions such as colleges and universities.

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ABC makes changes in 2010

In the months ahead, the Audit Bureau of Circulations is revamping its U.S. newspaper qualification and reporting support center. The new center will include new and updated guidebooks, a comprehensive review of new circulation categories and definitions, prototypes, rule language, and tools to help newspapers translate their current circulation into the revised 2010 circulation categories.

To start off the year, ABC compiled an overview of the important changes occurring in 2010:

April 1, 2010 (for September 2010 and March 2011 Publisher's Statements): Bonus Days Limited to 25 for the 12-month period April 1, 2010, to March 31, 2011, regardless of audit period.

October 1, 2010 (for March 2011 Publisher's Statements and December 2010 Audit Reports):

- **Zone reporting** becomes optional for all U.S. newspapers. If a newspaper chooses to establish different basic prices by zone, it must also report circulation by ABC zone.

- **ZIP code reporting** becomes mandatory for all U.S. papers.

- Paragraph 2 of ABC reports is revised to reflect circulation by **distribution channel**, i.e., home delivery, single copy, etc.

- New **business/traveler** circulation category is added to ABC reports, which includes copies purchased by businesses for designated employees; or by hotels for distribution to guests

Court cuts cost to copy records

Continues from Page 4

wording in the passage mandates charging the actual cost of duplicating a government record. The defendants countered that the passage sets a clear fee schedule that has been used by government entities in good faith.

The court said the "actual cost" can be approximated and averaged among the counties. Prior calculations and information from the opinion and attorneys suggest that the actual cost could be less than a dime.

"A margin of error of a penny or two in the per-page rate will be tolerable," the court said.

The court said the actual cost should be re-calibrated periodically – at least annually, but not continuously.

— from the *New Jersey Herald*

in common areas or room delivery. For room delivery, the guest is offered a refund if delivery is declined.

- New **verified circulation** category is added to ABC reports. Verified circulation is newspapers available for use by individual consumers that are either non-paid or paid for by someone other than the individual. Financial transactions may occur, but they are not considered for classification or qualification on ABC reports.

There are five subclasses of verified circulation:

- **Home-Delivered: Requested** – the resident requested the subscription, which must be delivered for at least 12 weeks.

- **Home-Delivered: Targeted** – the resident requested circulation for a term of less than 12 consecutive weeks; the circulation was distributed at the publisher's discretion (samples); or at the request of a third party.

Metro celebrates 100 years

Since 1910, when Moses Shapiro and his five sons launched the nation's first syndicated art service, Metro Creative Services has been helping publishers, advertisers and readers. This year the company is celebrating its centennial by doing what it has done for 100 years – deliver creative content and revenue-generating solutions to its clients in the publishing industry.

From day one, Metro has had two key principles – seize the opportunities that spring from technological advances and build strong partnerships with clients. For the Shapiro brothers, that meant using molds to reproduce and distribute art images, as well as pioneering the idea of special sections. Today, members of the Shapiro family still help ensure that Metro's traditions of innovation and partnership live on. Robert Zimmerman – a great-grandson of Moses Shapiro – is president and CEO. Executive VP Debra Shapiro Weiss is the daughter of former Chairman Andy Shapiro, who led Metro for many years.

"The one thing that hasn't changed in the last 100 years is our dedication to developing content and resources that not only meet our clients' current needs, but anticipate what's coming down the road," said Zimmerman. "Today's publica-

Educational Programs – copies requested by and distributed to accredited classroom settings for use by instructors as part of the curriculum. Also includes campus copies for college students. Copies cannot exceed the number of students enrolled per school, plus an additional copy for the teacher.

Employee Copies – delivered to employees, retirees, agents, contractors or correspondents of the newspaper.

Retail/Business – ordered or requested by a business for re-occurring distribution to its patrons.

- "Other" paid circulation is eliminated from ABC reports. Circulation previously classified as other paid will migrate to the verified and unpaid circulation categories depending on the nature of the program.

For more information, go to: www.accessabc.com/newsbulletin/qandr_0110.htm

tions are increasingly challenged to boost ad revenue both in print and online with less time and fewer staff at their disposal. We help our clients meet these challenges with online tools such as Metro Interactive Ad Designer (MiAD™), which creates high-quality ads within an Internet browser in a matter of minutes."

Another innovation is Metro's Online Special Section Micro-Sites – self-contained Web sites, complete with online media kits, that are designed to be customized, downloaded, and launched within minutes. To ensure that publications can get the sites up and running with minimal time and technology, Metro developed tools which let users post the sites without any knowledge of HTML.

Metro's partnership with its clients has led the company to actively support press associations across the nation.

America East offers cutting-edge sessions

More than just a dynamic trade show, America East showcases the latest in publishing strategies and solutions.

America East will host more than 25 sessions and roundtables over three action-packed days – March 15-17 – at the Hershey Lodge in Hershey, Pa. Newspaper professionals will explore

NNA fights 78% postal rate increase for 'flimsy' papers

National Newspaper Association has had preliminary success in its campaign to help community newspapers avoid a postage up-charge on lightweight publications. A 78% in-county piece rate increase that would have taken effect in June has been averted.

The Postal Service said it will not assess a charge on carrier-routed newspapers entered at delivery offices. The charge may still apply to outside-county carrier-routed newspapers that fail a "droop" test. The test applies to flat mail that droops more than 4 inches when extended 5 inches off a flat surface.

NNA President Cheryl Kaechele, publisher of the *Allegan County (MI) News*, said the charge was proposed last fall. NNA Postal Committee Chairman Max Heath immediately took action to fight it. The "droop" test is imposed to find items that are too lightweight to

be handled by sorting machinery, but in the latest iteration, USPS wanted even publications not sorted by machine to be assessed the charge.

"We were greatly concerned," Kaechele said, "The Postal Service had said there would be no postage increases during this very challenging economy. Then to suddenly find this charge looming because of a mere rules change was very bad news indeed. We congratulate the Postal Committee and Max Heath for effective advocacy to turn back this threat to our industry."

The final rule, effective June 7, indicates that the test will be applied to periodicals, such as magazines, that don't enter at Destination Delivery Units.

Heath said, "I encourage publishers to maximize their DDU drops if at all possible to avoid this nasty penalty if they have a concern that their newspaper could fail the droop test."

Studying Ernie Pyle

Continues from Page 11

column on Jan. 10, 1944, from "the front lines in Italy."

Capt. Henry T. Waskow had been killed in a battle on a mountainside, and under a full moon, a mule tended by American soldiers carried Waskow's body down to flat ground. Waskow, Pyle wrote, was more "beloved" than any officer he had ever known.

Waskow's soldiers stopped by, one-by-one:

"Then the first man squatted down, and he reached down and took the dead hand, and he sat there for a full five minutes, holding the dead hand in his own and looking intently into the dead face, and he never uttered a sound all the time he sat there."

Fifty words, one sentence. But

of those 50 words, 44 are one syllable, and the remaining six have two syllables each. I never, ever, would have written that scene so simply.

When I am in the company of a giant, I realize my mom was right: I'm a pipsqueak.

The final word

I'm noticing a rash of unnecessary uses of the prefix "re-" recently. For instance, "reinvigorated" is becoming standard. "To invigorate" means to give strength or energy to. If it happens more than once, "reinvigorate" is accurate, but in any situation, "invigorate" stands sturdily without the "re."

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

nalism's core mission of truthfully reporting the big issues and stories of today while exploring ways to rebuild the industry's business model. Kaiser works at the *Milwaukee Journal Sentinel* and is president of the American Society of News Editors.

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No phone calls, please. Interviews will begin immediately and continue until the position is filled. E-053010

For Sale

Equipment for Sale

The Record-Journal of Meriden, Conn., is now printing offsite and has closed its pressroom, mailroom and sheet-fed printing operation.

A list of equipment for sale, including photos and details, is available at this link: <http://docs.google.com/Doc?docid=0Ac3eCayBrUJKZGN6cDZ3NXdfMTcxZ2piYjN6dms&hl=en>

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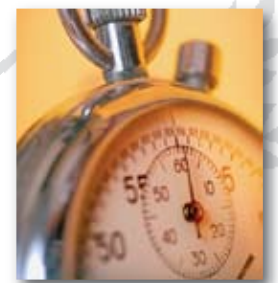


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