

**Webinar:
SEARCH ENGINE
MARKETING &
OPTIMIZATION**

December 8
2–3 pm
See article on Page 3 for details.

**NJPA EXECUTIVE
COMMITTEE MEETING**

December 13
10 am
North Jersey Media Group
1 Garret Mountain Plaza
Wooland Park

**NJPA EXECUTIVE
COMMITTEE MEETING**

January 14
10 am

**NJPA BOARD OF
DIRECTORS MEETING**

January 28
10 am
NJPA Conference Room

**PRESS NIGHT
AWARDS BANQUET**

April 7
Crowne Plaza Hotel, Jamesburg

**SPRING ADVERTISING
AWARDS BANQUET**

April 28
Trenton Marriott Downtown

Other items of note:

NJPA CONTEST RULES

have been sent to newspapers via email. This year, entries will be submitted online as PDFs.

**PRESS CREDENTIAL
APPLICATIONS**

for 2011 are being processed.

Your next issue of *InPrint* will arrive in early January. The advertising and editorial deadline is December 27.

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



FLANKING GUEST SPEAKER Frank Newport at NJPA's annual meeting are 2011 President Jennifer Borg and other officers. From left are Executive Director George White; 2011 board Chairman Raymond Worrall, Worrall Community Newspapers; Mr. Newport, editor in chief of The Gallup Poll; Ms. Borg, *The Record*, Bergen County; and immediate past Chairman Bruce Tomlinson, *New Jersey Herald*.

Pollster predicts election results

A good showing by Republicans in the Nov. 2 election was predicted by Frank Newport, editor-in-chief at The Gallup Poll, in his talk to NJPA members at their annual luncheon meeting on Oct. 28.

He listed several "predictors" that would add up to Congressional losses for the political party in power — in this case the Democrats. Among these predictors were:

- That it was a mid-term election and mid-term voters traditionally vote against the entrenched party;
- That his pollsters found very low satisfaction in general among likely voters;
- Low consumer confidence and a feeling that the economy, while recovering, was still seen as "bad" by a large majority of poll responders;
- Growing antipathy for federal government, in general, paired with strong emotions on the right side of the political spectrum;
- An "enthusiasm gap" between the electorate of two years ago — when many new, young voters were excited by the Obama campaign — and the likely voters of 2010, who trended both older and much more conservative.

— Continues on Page 14

Jennifer Borg to lead NJPA

New Jersey Press Association's president in 2011 will be Jennifer Borg, who topped the slate of officers approved unanimously by NJPA members at the organization's annual meeting on Oct. 28.

A fourth generation newspaper executive, Borg is vice president, general counsel and secretary of the North Jersey Media Group, which includes *The Record*, the *Herald News* and more than 45 community newspapers.

Also elected as officers at the Forsgate Country Club luncheon last month were Chairman Raymond Worrall of Worrall Community Newspapers, who served as NJPA's president in 2010; weekly VP Jennifer Chciuk of *The West Essex Tribune*; daily VP Joseph Cavone of the *Daily Record*; Treasurer Richard Vezza of *The Star Ledger*; and Secretary George White, who is executive director of NJPA.

New directors elected were Joseph Gioioso of NJN Publishing, to fill an unexpired term

ending in 2011; and Timothy Dowd of *The Courier-Post*, to a fill two-year term through 2012.

Current directors re-elected to new two-year terms through 2012 were: Kathleen Hivish of North Jersey Media Group's community and weekly newspapers; Stephen Parker of Recorder Community Newspapers; and Keith Dawn of *The Press of Atlantic City*.

Re-elected for new one-year terms were associate directors Ronald Morano of First Energy/JCP&L; and John Pavlik, who chairs the Department of Journalism and Media Studies at Rutgers University.

Rounding out the board are directors whose current terms run through 2011. They are: Ben Canizzaro of Greater Media Newspapers; Stan Ellis of the *Burlington County Times*; and Charles Nutt of *The Daily Journal*.

Outgoing Chairman Bruce Tomlinson of the *New Jersey Herald* was honored for his years of service on the NJPA board.



We're making the leap!

NJPA's Contest is going digital.

Entries to 2010 Better Newspaper Contest will be submitted online. For details see Page 2.

Deadline for entries is Friday, January 14, 2011 at 4 p.m.

INPRINT

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SCAN/2x2 NETWORKS MGR Diane Trent

BOARD OF DIRECTORS • 2010

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Kathleen M. Hivish
Community Newspapers of North Jersey
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Nomi Lowy

Lauren James
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NJPA matters —

NJPA's change imperative

This is a wake-up call. NJPA must change. Like many of our members, we are facing a tough financial situation.

The need for change is obvious, the challenge straightforward, and NJPA is ready. Our executive committee is dedicated to getting NJPA headed in a new self-sustaining direction. With the help of our forward-looking directors and deeply committed staff, it's going to be exciting.

Among the focal points of NJPA's change-imperative:

- NJPA income from the ad networks has fallen off markedly in the grip of recession and declining ad placements, notably by advertisers in what for years have been key network categories. Still, our networks continue selling and placing more than \$10 million annually in NJPA member newspapers.
- Other revenue sources, such as training programs and newspaper contests, have declined substantially. Much of this is a result of revenue declines and related profitability issues at member newspapers, along with reduced demand for training resulting from newspaper consolidations.
- Previously, the ad networks provided the bulk of NJPA's income, so member dues have not been increased since 1993. Now, as member circulation levels have generally fallen, so has NJPA dues income. (See related dues item on Page 3).
- NJPA's expenses, including legal services, employee healthcare and overhead, continue to rise.



George H. White
Executive Director
New Jersey Press Association

- Over many years, the association intentionally built up its reserve funds. However, drawing them down in recent years to cover operational deficits, has reduced them to a worrisome level going into 2011.
- To stem the losses of the past few years, NJPA has already cut its staff by 45%. There are 11 of us now, with approximately half our effort spent on association services and half on ad sales and placement.

At the Oct. 28 board meeting, the executive committee reported its concerns and announced that monthly executive committee meetings have been added to the schedule: on Nov. 18 at the *Daily Record*, Parsippany; on Dec. 13 at *The Record/North Jersey Media Group*, Woodland Park; and on Jan. 14 at a location to be determined.

At these meetings the executive committee will draw up a comprehensive 2011 budget and an operating plan that will be presented at the next board of directors meeting, on Jan. 28

at NJPA's office in West Trenton.

Meanwhile, austerity has been the word for quite some time at NJPA. In addition to the staff cuts, the work week was reduced this year from 37.5 to 35 hours, resulting in a 6.7% pay-cut for all staff.

Yet the staff remains motivated. We know that the work we do matters greatly—for the newspapers we serve, for the industry we love, for freedom of the press.

Good news

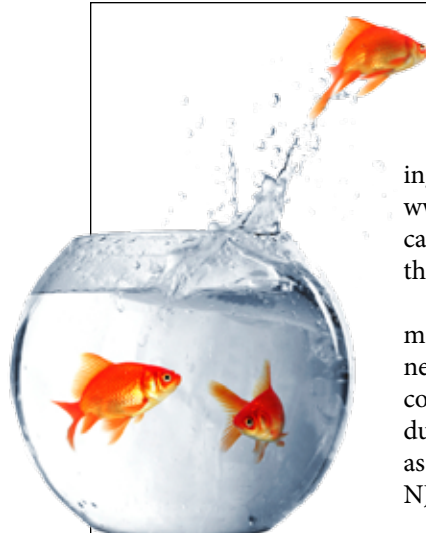
While NJPA works to regain a firm footing and prepare for the future, good things continue to happen. This year many of our member publishers did a tremendous job of educating our state legislators about the legitimate importance of keeping public notices in print. They helped to put across the facts about the bad economic impacts and the terrible public relations disasters that local governments would face if they tried taking over the business of legal public notification.

Most assuredly, change brings opportunity, and it is time for everyone involved in this top-shelf state press association to consider what services matter most. We want your input. What should NJPA keep doing, stop doing, start doing, or do better, to be indispensable in the months and years ahead?

Your executive committee begins the process anew on Nov. 18. The clear imperative is to develop a new road map of worthwhile services and financial sustainability.

Contribute your thoughts and ideas to me at 609-406-0600, ext. 30, or gwhite@njpa.org.

NJPA's contest is digital this year



NJPA's 2010 Better Newspaper Contest is going digital. Entries will be submitted online at www.BetterNewspaperContest.com. For most categories, entries are full page PDF tearsheets that will be uploaded to the site.

"Because the entry process is new to NJPA members, we strongly recommend that each newspaper designate one person to be its contest coordinator, someone who will learn the procedure early and be available to help departments as they submit their entries," said Peggy Stephan, NJPA's member services manager.

"The process isn't difficult, but it does take time to become familiar with it," she said.

"Don't wait until the last minute to submit your entries. The deadline is Friday, January 14, 2011 at 4 p.m. Entries received after this time will be ineligible."

The contest rules and entry instructions were emailed last week to NJPA members. They also are available at www.njpa.org. Click on the link.

If you did not receive them or have questions about the contest, contact Peggy at (609) 406-0600, ext. 14 or pastephan@njpa.org.

Join NJPA on Facebook

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

Your legal questions answered

Here are some questions NJPA members recently asked our Legal Hotline:

Q Are police incident reports public records? For example, police are called to a scene but no arrests are made and no investigation takes place.

A Yes. We take the position that these records do not fall into the “criminal investigatory records” exemption in the Open Public Records Act (OPRA) because no investigation has been initiated.

Q A reporter is being denied access to jury selection for a murder trial because she is not on “the list.” What can she do?

A She cannot be denied access to the public trial. However, if there is no room for her because the courtroom is at maximum capacity, the court can refuse her entry.

Q The Clerk in a town says that she doesn't have the documents requested pertaining to the special improvement district. What can I do?

A OPRA only requires custodians to produce the records that are made, maintained or kept on file by the municipality. There is no obligation on the part of the custodian to collect information/documents from other sources in response to a request. However, if the special improvement district is a division within the municipality, rather than a separate legal entity, then the clerk is the custodian of its records and must look to that division and produce documents made, maintained or kept on file by it, in order to satisfy the request.

— Continues on Page 6

Find good people.

Place your help-wanted ads where NJ newspaper people look — in *InPrint* and on NJPA's website. Just \$40 for 3 month listing. Send your ad clangley@njpa.org



ATTENTIVE listeners at NJPA's annual meeting gain insights from speaker Frank Newport, who is editor in chief of The Gallup Poll. Newport gave some background about the Gallup organization and made a few predictions about the Nov. 2 election. He explained why Gallup's data bolstered his assertions and how careful surveys can assess the public's mood.

Members support NJPA as amicus in libel case

In a libel/defamation case, a recent Appellate Division decision of Sept. 27, 2010 presents NJPA with two troubling issues.

The association's Government Affairs Committee recommended that NJPA intervene in the case, which is now being appealed to the N.J. Supreme Court. The Executive Committee approved doing so, but in light of NJPA's dwindling financial reserves, the approval was contingent upon raising some \$14,000 to cover the legal expenses. That amount was pledged quickly by member media organizations.

According to NJPA Counsel Thomas J. Cafferty, the Appellate Division's decision presents two troubling issues. First, the court refused to extend the ruling in *Rocci v. Ecole Secondaire Macdonald-Cartier*, 165 N.J. 149 (2000) — that a plaintiff's failure to allege and prove reputational or pecuniary harm precludes the plaintiff's defamation claim in case involving a matter of public concern — to cases involving private figure plaintiffs which do not implicate matters of public concern.

Cafferty said this is important because the ability of private plaintiffs to recover for defamation without proving any damage will impact the media industry's ability to report on such matters without the fear of a judgment

unrelated to actual injury.

That impact likely would be minimal, he said, since most articles published by reputable media organizations involve matters of public concern and, thus, would be subject to the *Rocci* holding.

Second, and more disturbing, Cafferty said, the court said that the case (involving a charge of child molestation) did not involve a matter of public concern because it involves private parties.

NJPA's Government Affairs Committee and Executive Committee determined that this narrow view of what constitutes public concern is significant, not only because it removes child abuse from the realm of public concern, but also because it could invite future courts to narrowly interpret similar issues of public concern.

Beyond worries that the case creates a dangerous precedent regarding the scope of what may be viewed as involving the public's interest, NJPA hopes that its arguments will enhance the likelihood that the Supreme Court will take the case, and that they will aid the justices in focusing on the broader implications that the Appellate decision, especially the question of what constitutes a matter of public concern, will

— Continues on Page 11

Rethinking NJPA dues

A proposal to amend NJPA's bylaws was referred back to the Bylaws Committee by the board of directors on Oct. 28.

The proposal suggested changing the association's dues structure from the current one, based on members' circulation, to one based on members' advertising rates.

The board's decision came after the proposal was distributed for comment and several members raised concerns.

The Dues Committee was asked to review the proposal further, to consider the comments, and to solicit additional opinions

before reporting back at the next board meeting, on Jan. 28, 2011.

The action means that the current dues structure will remain in place for NJPA's 2011 dues billings.

2010 President Raymond Worrall, of Worrall Community Newspapers, said, “Fortunately, the proposed dues conversion for 2011 was intentionally ‘revenue-neutral’ overall — meaning this decision won't negatively impact the association for 2011. The primary intent is simply making sure that we get this right on behalf of current and future NJPA members.”

New members approved

Five weekly newspapers were approved for NJPA membership at the board of directors meeting on Oct. 28.

The papers are ABC-audited free-distribution publications and belong to the Community Newspapers of North Jersey Media Group, which publishes more than 45 community weekly and bi-weekly papers.

The *Bogota Bulletin*, established in 2007, is distributed to 2,897 homes.

The *Cliffside Park Citizen*, founded in 2006, has a circulation of 9,991.

Leonia Life, first published in 2005, has a circulation of 3,240.

Little Ferry Local started in 2007 and goes to 4,382 homes.

The *Ridgefield Park Patriot* was established in 2006 and has a circulation of 4,970.

Janice Friedman is the publisher of the five papers, which operate out of NJMG's Cresskill office.

NJPA webinar:

'Search' grows web traffic, revenue

What are search engine optimization (SEO) and search engine marketing (SEM)?

They sound so geeky! Simply put, they help people find your website.

NJPA's upcoming webinar will explain how SEO and SEM can build your site's traffic and revenue. And it will be presented in a down-to-earth manner that the average Internet user can grasp.

“Get Found! Search Engine Marketing & Optimization” — by Shane Petersen, an award-winning newspaper website developer — will be held on Wednesday, Dec. 8, 2-3 p.m.

Petersen will explain how SEO can generate more revenue for your website and what search engines like Google demand to drive traffic to your site. And he will talk about the five essential steps for marketing a website to search engines.

Not only will Petersen simplify the technical information, he will make these complex web development issues easy to understand, motivating and fun.

Register by Thursday, Dec. 2 to avoid a \$10 late fee. Late registration is accepted until Dec. 7 at 4 p.m. After that, you can purchase the webinar's archive version, available a day or two after the live webinar has run. The cost is the same as registration.

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

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

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 clangley@njpa.org. Include “NJPA Notes” in the subject line.



NJPF Update

John J. O'Brien
Director
New Jersey Press Foundation

Changing with our industry

If there one constant in life...it's change! I just finished up a wonderful 20-year stint as executive director of NJPA and here I am, gearing up as the director of the New Jersey Press Foundation, the charitable arm of NJPA.

I am looking forward to the opportunities and challenges of my new part-time gig. This industry has been very good to me and it's going to be exciting to help give back and create opportunities for others.

NJPF has sometimes been a rather silent partner of NJPA, while providing important encouragement and financial assistance to a host of budding young journalists and others interested in media careers. The various programs, internships, and scholarship opportunities sponsored by NJPF are well documented on our website, njpa.org/foundation, so I won't spend any time here rehashing them.

I simply want to announce that a new day is dawning at your foundation. I hope that you will help me make NJPF stronger, more widely known and appreciated, and more user-friendly to those who can benefit from our programs.

Despite our best efforts over the years, the foundation has seldom been in the forefront of most media folks' minds here in the Garden State. We hope to change that. One of my goals is to grow and re-shape the various programs supported by the foundation so that they always remain pertinent in this constantly changing media landscape. Since the rate of change in all media seems to be accelerating, we have our work cut out for us. I think I'm up to the task but I won't be doing it alone. The board of trustees of NJPF has expressed a desire to seek out new challenges for the foundation. They are wise not to let our previous successes too-tightly define our future program goals. The exciting new worlds of online and mobile journalism, for example, open broad new avenues for NJPF to explore with fresh program offerings and innovative sources of support.

2011 could well be another crossroads year in the newspaper business. More change is coming. Let's be ready for it. I'd like to hear from you if you have any ideas or suggestions. Call me if you want to help! Come help us grow!!!

jjobrien@njpa.org • (609) 406-0600, ext. 30

NIE trio taught teachers

Many thousands of NJEA members from across the state attended the annual NJEA Convention in Atlantic City on Nov. 4-5.

And so did three members of the New Jersey State Newspaper In Education Literacy Committee — Cynthia Forster, Community & Public Relations Manager for *The Record* and the *Herald News*; Sandy Reed, NIE Marketing Coordinator for *The Press of Atlantic City*; and Antonette Bomentre-Walter, co-ordinator of NIE Literacy & Youth Redership Development for the *Burlington County Times*. She also chairs the statewide NIE committee.

The three were chosen to be among 300 presenters of educational sessions and professional development workshops. Planning began in January for a 90-minute workshop. The NJEA convention committee reviewed and accepted their application for a workshop called "Bringing the Classroom World into the 21st Century with E-editions."

Teachers earned professional development credits for attending. They learned how to make their students globally literate, how to develop their communication skills, and how to apply critical thinking skills to the websites of all three newspapers. Educators had a chance to look



PROMOTING NIE: Sandy Reed of *The Press of Atlantic City*, Cynthia Forster of *The Record* and *Herald News*, and Antonette Bomentre-Walter of the *Burlington County Times* present a workshop at the New Jersey Education Association convention on how to use e-editions newspapers in the classroom.

at and compare several different E-editions in a globally green way!

"Digital newspapers are just one of the latest technology applications being used in today's classrooms," said Chairwoman Bomentre-Walter.

"In recent years NIE programs throughout the country have been forced to reduce their personnel and their budgets," she said. "We saw this as a chance for the statewide NIE committee to show educators that newspapers

and the classroom curriculum enhancement they provide are alive and well.

"The NJEA Convention is recognized as the largest educational gathering of its kind anywhere in the world, and we were there enhancing their 2010 theme: Creating a Better Tomorrow."

For information on digital editions of newspapers throughout New Jersey, contact: awalter@phillyburbs.com; sreed@pressofac.com or forster@northjersey.com.

Korean press visitors seek NIE tips

Late this month several Korean journalists will be visiting NJPA on a mission. They hope to learn as much as possible about how American news organizations and local schools interact through NIE (Newspaper In Education) and other programs.

"Along with NJPA, we plan to visit the Newspaper Association of America (NAA) in Washington D.C. and the Media Education Foundation in Massachusetts," said Young Kim, a doctoral student at Rutgers who is helping the Korea Press Foundation (KPF) with arrangements for its visit.

"One of our objectives is to get hands-on experiences by observing how local school teachers use newspapers in their classrooms. There has been a great deal of interest about NIE in Korea, and we believe that our programs back there will benefit through this opportunity to learn more

about media education practices and experiences in the U.S."

The KPF is a nonprofit independent organization established to promote quality journalism in Korea. Its group will study NIE experiences and practices in the U.S. from Nov. 29 through Dec. 3. Members of the traveling group include teachers, NIE specialists, a government official, and KPF staffers.

"In this visit, we would like to learn several news organizations' perspectives and expertise in media education. More specifically, we hope to see the media education curriculum and learn the state of media education practices," said Young Kim. "We hope to visit NJPA affiliated local newspapers and schools that are involved in media education outreach programs. And we hope to gather samples of the materials they use in working with educators and parents."

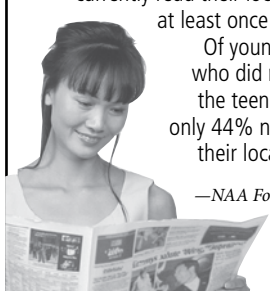
In addition, said Executive Director George White, NJPA will help coordinate a panel of news editors and publishers to speak with the visiting Korean journalists at Rutgers during their week's visit.

For more information about the NJPA visit or the Rutgers panel, call George White at (609) 406-0600, ext. 30, or email him at gwhite@njpa.org.

75% of young adults who read newspaper content for teens when they were 13 to 17 years old currently read their local paper at least once a week.

Of young adults who did not read the teen section, only 44% now read their local paper.

—NAA Foundation, 2007



To learn more about New Jersey Press Foundation and its current programs, visit our website —

www.njpressfoundation.org

A few words about opening lines

By John Foust

Aaron was telling me how he handles one of the most awkward moments in the sales process.

“When I first started selling advertising, I spent a lot of time developing opening lines that I could use with prospective customers. It reminded me of my college days, when a bunch of us would sit around in the dorm and brainstorm on clever ways to strike up conversations with girls.

“In both cases, it was a complete waste of time,” he said, “because all of the opening lines were self-centered.

“In college, it was all about ‘Let me tell you how suave and sophisticated I am.’ And in my early days in advertising, it was all about ‘Let me tell you how great my paper is.’ I’m sure it was

Basking Ridge Starbucks offers local Patch.com

Through its My Neighborhood channel, the new Starbucks Digital Network offers a direct connection to Basking Ridge Patch through the café itself, according to a release from the company.

Starbucks announced the launch of the digital network in October, in partnership with Yahoo! The network, which is Wi-Fi and available only in Starbucks, provides patrons with hand-picked news, entertainment and lifestyle content.

The content, which is hand-picked by Starbucks, is categorized on six channels: news, entertainment, wellness, business & career, my neighborhood and Starbucks. Starbucks patrons will be able to get Patch feeds on all Basking Ridge-based stories while they are in the café, but only on Wi-Fi enabled devices.

Patch websites offer up-to-date news about more than 250 towns across the nation, through articles, announcements, videos, photos and business listings.

The Basking Ridge Starbucks is at 665 Martinsville Road, in the Riverwalk Center.

a blur of meaningless chatter to those poor people on the receiving end of my monologues.

“Then I learned a simple technique which has made people more receptive in conversations. It has even increased the return rate from my voice mail messages and e-mails. I simply say, ‘Hello, I’m Aaron (and last name) with *The Gazette*. I’d like to learn about your business and see how we can help you generate more customers.”

Let’s take a closer look at the dynamics of Aaron’s simple opening:

1. “I’m Aaron with *The Gazette*.” Don’t keep your identity a secret. Right up front, let people know your company’s name.

“Some sales experts say you should withhold that information until later in the conversation, but I disagree,” Aaron said. “When I get calls at work or at home, I want to know their company names. And I believe most people feel the same way.”

2. “I’d like to learn about your business.” This puts the focus squarely on the prospect, and lets that person know that you are interested and that you are going to ask questions.

“To tell people that you would like to learn about their businesses is different from what they

hear from most sales people,” Aaron explained. “It’s a welcome break from the typical me-me-me opening line. People love to talk about themselves. I’ve found that prospects are more willing to give me a few minutes of their time, when I tell them I want to learn about them and their businesses.”

3. “... and see how we can help you generate more customers.” This answers the classic “What’s in it for me” question. It promises a benefit which appeals to business owners and marketing departments.

“I think this is an important part of the opening, because it lets other people know that you might have a solution to a specific problem—the need for more customers,” Aaron said. “You’re letting them know, before the conversation really begins, that you’re there to help.”

Aaron’s technique takes only a couple of seconds. But those brief moments can create positive first impressions. Which can lead to sales presentations. Which can lead to sales. Which can lead to long term advertisers. Which can lead to referrals.

Copyright 2010 by John Foust.
E-mail him for information about his advertising training videos:
jffoust@mindspring.com

New hyperlocal site in Paterson

The Citizens’ Campaign last month unveiled PatersonPress.com—a full-fledged, real-time hyperlocal news site covering Paterson government, politics, sports, arts, community nonprofits, entertainment and more.

Heading the effort is Joe Malinconico, a Bayonne-born “Jersey Guy” whose 20-year journalism career took him from being a copy boy at *The New York Times* to an award-winning investigative reporter at *The Star-Ledger*.

In addition to real-time news coverage, the non-partisan Paterson Press will offer information about community nonprofits, business listings, and a community calendar of events. It will not publish editorials; its

focus is hard news.

The Paterson Press is the first hyperlocal news site dedicated to reporting on Paterson civic affairs, government, educational system, and politics. In addition to having a New Jersey State Police-credentialed editor, the Paterson Press will be hiring professional freelance journalists, with priority for Paterson residents.

The Paterson Press will be operated by the Center for Civic Responsibility and its Citizens’ Campaign and will utilize the platform developed by TheAlternativePress.com, a New Jersey all-online, daily hyperlocal newspaper founded by New Jersey native Michael Shapiro.

—from Editor & Publisher



NJNN Update

Amy Lear
Director
New Jersey Newspaper Network

Visions of sugar plums

I’m writing this column after attending a “meeting of the minds” with people from across the country who manage advertising networks for their respective press associations. We listened to Shannon Kinney, a consultant from the Aim Group, who challenged us to evaluate our current services and develop new approaches for the future.

This discussion underscored the strength in numbers and emphasized to me that positive energy fuels growth.

Following are what I considered to be the top 10 sales tips, reminders and ideas for building revenue, either at the association level, at the newspaper level, or both:

1. Remember the importance of referrals!
Tip: exchange five business cards with every satisfied customer and suggest that you recommend each other’s services.
2. Sell RESULTS, not space!
3. Activate a turnkey self-service tool for collecting classified ads online.
4. Capture remnant ad revenue that other vendors are currently reaping.
5. Prospect through LinkedIn to identify decision-makers and cut through the screening process.
6. Develop a content collection mechanism to grow traffic to websites.
7. Use data mining to set sales targets and increase market share.
8. Focus on needs assessments of prospects and sell solutions from a multi-media toolbox. Stay ahead of the curve!
9. Offer a certification program to members—TEACH consultative selling, digital ad sales, network sales, etc.
10. Create a statewide product or service that enhances member strengths in the spirit of “the whole is greater than its individual parts.” For example, can we start an NJ Travel Directory or an NJ Green Directory for each newspaper to publish and sell into, within the parameters of the 2x2 or SCAN programs?

The NJPA Executive Committee is in the process of evaluating our advertising services to identify opportunities for the future. Growing our revenue—AND YOURS!—is our number one priority!

I take this opportunity to thank the active committee members who consistently provide direction with this process. We look ahead to 2011 with enthusiasm!

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Asbury Park Press names 3 editors

The *Asbury Park Press*, in Neptune, has named three editors to new posts.

John Schoonejongen is now state editor for New Jersey Press Media (parent company Gannett's stable of Garden State newspapers), Sally Pakutka is local editor for the *Asbury Park Press*, and Keith Newman is assistant local editor/enterprise.

Schoonejongen, who most recently served as the *Press's* local editor, is an award-winning journalist who also has worked for the *Bridgeton Evening News*, *Today's Sunbeam* in Salem, *The Gloucester County Times* in Woodbury and the *Herald & News* in Passaic. He joined the *Press* in 1999.

Pakutka most recently, served as local editor/Web planning. She joined Gannett in 1989 as a copy editor on the night desk at the *Courier-News*, where she held various positions through 1995, left the paper, and returned in 1999. Pakutka joined the *Press* in 2001 as news editor in the New Publications department and became editor of New Publications the following year.

Newman most recently served as Manahawkin Bureau chief. He joined the newsroom in 1998 as a staff writer and editor, and has since served in such roles as managing editor for the *Times-Beacon* weeklies and features editor for the *Ocean County Observer*, the *Press's* sister daily, which has since been converted to a weekly and renamed the *Observer Reporter*.

New Jersey Press Media includes the *Asbury Park Press*, the *Home News Tribune* in East Brunswick, the *Courier Post* in Cherry Hill, the *Daily Record* in Morristown, the *Courier-News* in Bridgewater and the *Daily Journal* in Vineland.

Journalist's toolbox

The Society of Professional Journalists provides a list of resources for reporters and editors — from Social Media Guidelines, Twitter resources and Multi-Media Editing Tools, to sources for information about weather, medical/health, education and gas prices, to global issues and terrorism. Find it at www.journalisttoolbox.org.

People & Papers

The Record's circulation outperforms competition

The Record, Bergen County, outperformed competitive New Jersey and New York paid daily newspapers, with circulation remaining flat daily (Monday-Friday) at 137,269 and declining just 2.3% Sunday to 171,348 in the individually-paid category based on September FAS-FAX numbers published by the Audit Bureau of Circulations (ABC). *The Record* expects its Sunday number to increase to 174,000 by year-end.

The paper's latest report reflects the company's focus on quality, independently-paid circulation and the elimination of bulk, third-party circulation, said Record executives.

Home delivery circulation remained stable with a small increase daily and a slight decline on Sunday, reflecting the paper's

continued focus on core, loyal readership. "Our most loyal readers who get the paper delivered to their homes continue to rely on us every day," said Publisher Stephen Borg. "As the economic climate starts to improve moving into 2011, we expect single copy sales to stabilize and our retail partners to get better store traffic."

The Record has held its circulation with continued dedication to the editorial product, Borg said. "Every day, we evaluate the product looking for ways to make it better. We listen to customers. We try new things. I think the paper is a good buy for 50 cents and we plan to keep it that way. *The Record* remains the only way to reach almost a half million people with one ad on one day in north Jersey."

Travel writer wins more gold

She's done it again. Jill Schensul, writer for the award-winning Travel section of *The Record*, has earned recognition in the 26th Annual Lowell Thomas Travel Journalism Competition sponsored by the Society for American Travel Writers Foundation.

Schensul won first place in the Special Package/Project category for chronicling her experience in Namibia. The judges' comments:

"Jill Schensul took her audience along for the ride when she went to Africa. The readers voted to send her there on a volunteer vacation, and she picked a project helping to rescue big cats and restore their habitat in Namibia.

"Starting with pre-departure

preparations, she posted blogs about the experience the entire way and, despite limited electricity, sent reports and photos from the field.

"She wrote insightful narratives for the newspaper and incorporated audio and video in coverage. Each medium was used to its best."

Schensul has worked for *The Record* since 1986. She began writing for the expanded 16-page color Travel section in 1994. Both she and the feature section have garnered many awards, including previous Lowell Thomas awards for Travel Journalist of the Year and Best Travel Section, among many others.

Express-Times expands distribution

The Express-Times, of Easton, Pa., increased its distribution in Hunterdon County by about 9,000 copies, beginning Oct. 3, according to a letter Publisher Martin Till sent last month to advertisers.

He said, "This affluent, educated and engaged market has been asking for *The Express-Times*, and now through a unique partnership with our sister paper, the *Hunterdon County Democrat*, we

will deliver *The Express-Times* to them every Sunday."

This new distribution partnership increased the paper's Sunday circulation to 52,704 which is "20 percent greater than daily," Till said.

He also announced that the rate for Sunday advertising would increase, effective Oct. 3.

The Monday to Saturday distribution and ad rates were not changed.

Legal questions *Continue from Page 3*

Q Reporter was previously given some documentary evidence from a Board of Education member. A former board member has asked for copies of that information. There was no promise of confidentiality to the source.

A The privilege accorded by the Shield Law would protect the reporter in refusing to release the information. The privilege belongs to the reporter and not the source. In the absence of a specific promise of confidentiality which could give rise to a cause for action for breach of that promise, such as promissory estoppel, it is the decision of the reporter whether to give the requestor copies of the documents.

Q Can a governing body vote by email to pass an ordinance?

A Pursuant to the Open Public Meetings Act, a governing body can hold a meeting electronically but it must permit public access to the meeting. If the members are voting via telephone, they must have a speaker phone available for the public to listen. The governing body must also act in accordance with its by-laws.

Q Is a public figure's cell phone number private? How about when he uses the cell phone number on Election Law Enforcement Commission (ELEC) forms?

A Because the public figure used his cell phone number as his contact number on the ELEC forms, which are public documents, his argument that he had an expectation of privacy in that cell phone number is weak. If he kept his cell phone number private, did not disclose it on public documents and did not list it as public, his argument would be much stronger.

Q If a public body has an executive session and the reason for the executive session still exists, must it respond to an OPRA request for the minutes?

A It must respond to the OPRA request by indicating that the minutes are rendered confidential by the Open Public Records Act.

Q President Obama is landing via helicopter. The Secret Service has said that no media can photograph the landing. Our reporter is in a friend's backyard and has a clear shot of the landing. He is clocking out of work at 5:00 p.m. The landing is at 5:30 p.m. Can he take the photo as a member of the public?

A Yes. As long as his friend has given him permission to be on his property to take the photo, he should take the photo.

Q When must the affidavit of average net paid circulation for the 12-month period preceding September 30, required by law, be submitted?

A While the statute is silent as to a date, the statute does provide that the rates specified in the statute may not be charged by a newspaper unless it has filed the required affidavit of the average net paid circulation for the 12-month period preceding September 30. Thus, it is evident that the affidavit should be filed as soon as possible after September 30.

Q A Spanish restaurant wants to advertise a complimentary glass of Sangria with dinner. Is this allowed?

A No. State law prohibits the advertisement of free alcoholic beverages. Alcohol can only be sold or advertised for sale at or above the cost to the retailer.

NJPA's "Legal Hotline" is a free service to member newspapers. If you have a newspaper-related legal question, contact NJPA's Legal Counsel at Gibbons, P.C.: (973) 596-4863 • fax (973) 639-6267

Tom Cafferty • tcafferty@gibbonslaw.com

Nomi Lowey • nlowey@gibbonslaw.com

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This service does not include pre-publication review of articles. Services beyond the first call may be billed.

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Obituaries

Neal Cocchia, editorial chief

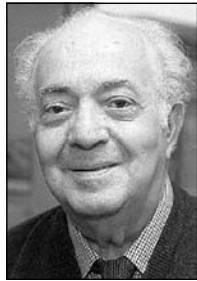
Born in Newark to a family of nine children, Neal Cocchia dropped out of Central High School at 15 to work as a copy boy for the *Newark Sunday Call*. Over the next six decades, he rose to the top of his field, becoming chief of the editorial section of *The Star-Ledger* before retiring in 1995.

Cocchia died Aug. 26, 2010 after a brief illness. He was 93.

After starting as a copy boy, Cocchia became a reporter, covering Newark public schools and writing feature stories for the *Call*, a paper owned partly by the owners of the old *Newark Evening News*. He joined *The Star-Ledger* in 1939, when two of the city's ailing papers, the *Ledger* and the *Star-Eagle*, were merged.

He made his mark covering Newark City Hall. It was there he met his wife, now retired Superior Court Judge Frances (Ciccolini) Cocchia. At the time, she worked for the city's Central Planning Board in offices next to the press room. They were married for 59 years.

After City Hall, Cocchia became an editorial writer, and then editorial page editor. He



Cocchia

retired in 1995 and moved from Newark to Roseland.

Chick Harrison, former managing editor of *The Star-Ledger*, described Cocchia as "the quintessential newspaper man." He recalled that during the Cuban missile crisis in 1962, Cocchia kept the entire staff around in the event of a late-breaking incident. "He was deeply concerned we were about to enter another war," Harrison said.

In the early 1950s, Andy Baglivo was a reporter for the rival *Newark Evening News*. Baglivo recalled how Cocchia went out of his way to help him and others understand the political landscape and the intricacies of city government.

"His disposition was always to assist young people whenever he could. No matter how busy he was, he always take the time to answer their questions or discuss their careers," said Baglivo.

In addition to his wife, Cocchia's survivors include two sisters-in-law, Dolores Cicenica of Roseland and Janet Ciccolini of Verona, and their husbands, James Cicenica and Robert Ciccolini, and many nieces and nephews.

Hal Neitzel, publisher

Hal B. Neitzel, publisher of *The Express*, Easton, Pa., during 1980s, when it added a Sunday edition and converted from afternoon to morning publication, died Aug. 31.

He was 82, lived just outside Easton, and had been in declining health.

Under Neitzel, the paper that today is *The Express-Times* changed from local ownership to group ownership under Thomp-

son Newspapers. The newspaper is now a part of a New Jersey-Pennsylvania group of papers published by Advance Publications, headquartered nearby.

An appreciation published in the Sept. 3 *Express-Times* recalled that Neitzel had worked to keep the American Newspaper Publishers Association's Research Institute in Easton—a battle lost to those who wanted it moved to ANPA's Virginia headquarters.

Lifelong newspaperman Wilson L. Barto Sr., 83, died Monday, Nov. 1, 2010, in the Grand View Hospital in Sellersville, Pa.

A 1945 graduate of Weatherly (Pa.) High School, Barto was drafted upon graduation to serve in the U.S. Army in Germany. Upon returning, he entered Penn State, graduating in 1951 with a degree in journalism.

He began his career in newspapers with the *Standard Sentinel* of Hazleton, and moved to the *New Brunswick Home News*, where he was political editor. He moved to *The Trenton Times*, serving as Washington correspondent for a year and later as city editor. He finished his daily newspaper career as city editor of *The Trentonian*.

After retiring in 1991, he worked part-time for *The Weekly Hearthstone Town and Country Newspaper* in Red Hill, Pa., until September.

Barto was known for mentoring young journalists. He was the founding president of the Sigma Delta Chi Journalism Society of New Jersey, which offered the Wilson Barto Annual Award for First-Year Reporters. He was a member of the National Press Club.

"He was the ultimate professional and an old-fashioned newspaperman who wanted to get the story, get the facts and get them right," said *Times* columnist Sharon Schlegel, who began working for Barto in 1968, when he was city editor and she was a new feature writer.

"He was very welcoming and he was eager to help young reporters. I never heard him complain. There was a graciousness about him and he had a sense of humor. He had a love of his profession that was catching."

"Wilson Barto was the consummate newspaperman who

Newspapers; Star News Group; and *The West Essex Tribune*.

According to Mr. Cafferty, the brief supporting the petition for certification will be filed by Nov. 22. Thereafter, the court will decide whether to grant the petition. Should the court grant the petition, it will then schedule the matter for oral argument.

Wilson Barto, newspaperman

always went out of his way to assist NJPA whenever we asked," said John O'Brien, recently-retired executive director of NJPA.

"He was a wealth of knowledge about the rich history of New Jersey's newspapers, the publishers who ran them and the journalists who wrote for them. All of us at NJPA will miss his bright smile and irreplaceable insight into what made stories informative and well read."

An energetic man with a shock of white hair, glasses and a seemingly irrepressible good spirit as he walked through the newsroom with his shirt sleeves rolled up, Barto so loved hot-type printing that he carted a collection of vintage printing presses around with him whenever he and wife June moved from home to home. At Christmas, he sent out cards he printed on the old machines.

"I was sad to read in *NJPA Notes* that Wilson Barto died. He was a friend and NJPA colleague on the Editorial Committee for



Barto

eons," said Kit Cone, retired publisher of the *The West Essex Tribune*.

"And it's just sinking in that I won't be getting one of his wonderful home-printed Christmas cards this year."

Born in Weatherly, he was the son of the late Wilson and Lottie (Rinker) Barto.

He is survived by his wife of 58 years, June S. (Reinmiller) Barto; one daughter, Gwen (Barto) Shoemaker and her husband Brent, of Perkiomenville, Pa.; one son, James Barto and his wife Susan, of Harleysville, Pa.; four grandchildren and one great-grandchild. He was preceded in death by a son, Wilson L. Barto Jr., in 2007.

Arrangements were by Philip J. Jeffries Funeral Home, 211 First Street, Weatherly, Pa. In lieu of flowers, gifts in his memory may be made to the Advent Lutheran Church, 470 Landis Road, Harleysville, PA. 19438. Online registry and condolences may be signed at www.griffithsfuneralhomes.com.

Gordon Parker, editor

Former *Times* of Trenton editor Gordon Parker died Sept. 12 at Chandler Hall Hospice in Newtown, Pa. He was 85.

He was remembered by former colleagues as a dedicated and enthusiastic editor who was well-liked and respected by the staff.

"He was a gentleman, a top-flight editor, and he really knew his stuff," said Richard Sabatini, who was a *Times* reporter from 1964 to 1966.

Parker was a Trenton city editor when he came on board in the early 1960s and ended his career as business editor in the early 1980s. He later worked for the state Department of Human Services.

"Gordon had an unbelievable mastery of the procedures for putting out a daily newspaper," said Wilson Barto (whose obituary appears above).

"He was a tremendous idea man. He was always very pleasant and very friendly with the staff. He had a good bunch of people working under him and

they were a loyal bunch, too."

Parker was born in Philadelphia in 1925, to the late Elizabeth (nee Archibald) and Victor Paciocco. He lived in Levittown for 50 years, and in Bensalem for the past six years.

Parker was a World War II Army Air Corps veteran. In 1951 he graduated from Temple University.

He worked with the *North Penn Reporter* in Lansdale, the *Bucks County Courier Times*, and the *Trenton Times*.

He was also employed as a writer by the New Jersey Department of Human Services and the Sheet Metal Contractors Association.

He was the husband of Joan (Shay) for 58 years, and the father of Sandra Parker and Victor Parker and his wife Vicki.

Condolences may be posted at www.doughertyfuneralhome.com. Memorial contributions may be made to the St. Jude Children's Research Hospital, 501 St. Jude Place, Memphis, TN 38105.

Members support NJPA as amicus in libel case

Continues from Page 3

have both generally and on the news media specifically.

The effort to raise the funding brought pledges of \$14,600 from 12 NJPA member newspapers, a libel insurance company, and an

anonymous contributor. Contributing media organizations were: First Media Insurance; *The Star-Ledger/NJ Advance*; *The Record/North Jersey Media Group*; Gannett New Jersey; *The Trentonian*; *Burlington County Times*; Greater Media Newspapers; *New Jersey Law Journal*; *The Princeton Packet*; Recorder Community

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Newsprint prices on the increase

North American newsprint pricing is up some 22% this year, sitting this week at \$621.52 for standard 30-lb newsprint, and that \$111 per metric tonne hike since January is beginning to bite in spite of newspapers using less.

Producers had wanted the price increases to be much more, and they were able to contract the North American markets a bit by higher exports, but those are now falling back, meaning more supply in the North American market so could pricing stabilize, even drop a bit?

The price has stayed pretty stable for the past eight weeks — up only some \$5 — indicating it's not easy getting prices up. Producers are still 20% shy of where they want to be — at the 2009 January price of \$749. Consequently, producers will continue to do what they can to keep supplies short to get prices up — for instance, look for extended production breaks between Christmas and New Year.

But according to Gracia Martore, Gannett President and CEO, newsprint producers won't have an easy time getting prices much higher. She told financial analysts in a telephone conference call following the announcement of Gannett's poor newspaper Q3 earnings, "Here in North America a pattern of regional fragmentation persists, with a continuing east-west price divide; in fact, an announced increase for October failed to garner support, confirming that market conditions remained inconsistent across the U.S. We expect fourth quarter newsprint usage prices will be higher than a year ago, but consumption is expected to be lower once again."

— Editor & Publisher

New CEO at AFL Web Printing

A.F.L. Web Printing has a new CEO and president. The board named Antoinette Franceschini to assume managerial responsibility, effective immediately.

Franceschini has spent virtually her entire career with Gannett, where she most recently served as vice president of production at *The News Journal* in Wilmington, Delaware, and as production director of The Gannett East Newspaper Group.

James W. Schubauer II, president and CEO of Westbury Investment Partners, A.F.L.'s majority shareholder, said the board selected Franceschini unanimously, for her broad-based experience in the publishing industry, as well as her strong executive and personal qualities.

"We conducted a very thorough search for the seasoned executive we thought could best lead A.F.L. in these turbulent times and easily

concluded that Antoinette was the clear choice. Her extensive experience in the newspaper industry, production knowledge and well-known work ethic made the choice an easy one," said Schubauer.

"Under Antoinette's leadership, we feel confident A.F.L. will continue to be at the forefront of the printing industry in service excellence and quality."

Franceschini said, "I look forward to this outstanding opportunity. A.F.L. is the leading resource for publishers who wish to outsource the printing of their publications. It is highly regarded and represents the standard of excellence in the industry."

"I have spent my entire career in printing and publishing and will bring a customer's perspective to A.F.L. I look forward to working with the entire A.F.L. team and helping the company execute its strategic vision, which I share."



Franceschini

Evergreen adds to its portfolio

Two major publishing companies recently selected Evergreen Printing to produce their some of their publications.

Philadelphia Business Journal has started printing and mailing their weekly publication at Evergreen. Since 2008, Evergreen printed many *Philadelphia Business Journal* special sections, including the renowned "Book of Lists." Philadelphia Business Journal's parent company, American City Business Journals, Charlotte, N.C., has local business newspapers in 40 other markets.

Evergreen began printing supplements for several Media General newspapers. This group of newspapers, serving Media General's Virginia/Tennessee market segment, has chosen Evergreen as the printer for two new monthly niche publications. Media General is a leading provider of news, information and entertainment across multiple media platforms primarily in the southeastern United States.



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Experts review budget basics

By Amanda Hernandez

“We want you to go home not just with more knowledge, but with more understanding of the principles of budgets.” That’s what presenter Claude Deltieure told attendees at the Budget Reporting 101 session on Nov. 11 at Rutgers University.

Deltieure was one of five speakers at the seminar held each year for reporters who want to understand municipal budgets. Over the years, the program has also given detailed help in using the Open Public Records Act (OPRA). This year, for the first time, there was an extra session on using social networking to improve news coverage.

Better reporting

The program is co-sponsored by NJPA and the Journalism Research Institute (JRI) at Rutgers. Its aim is to help reporters do their jobs better by improving their ability to cover budgets, perhaps the most important ongoing subject in local reporting.

Deltieure, a reporter and editor from *The Record*, Bergen County, and Jan Barry, a former reporter there, broke down the principles of budgets and taxes for the attendees. They discussed what reporters need to understand when covering municipal and school budgets, including taxable value, state and federal aid,

debt service, tax points, capital outlay, surplus, current expense, and miscellaneous revenue.

Deltieure said, “By learning the basic math of government budgeting, the reporter becomes absolutely prepared to tackle the underlying social issues that those systems address.” He said reporters must make sure that a public system run by public officials is using the public’s dollars to provide the best value. “Only by understanding government spending will a journalist be able to do so.”

The Open Public Records Act was discussed by John Paff, chair of the New Jersey Libertarian Party’s Open Government Advocacy Project, and Ron Miskoff, associate director of JRI. They discussed how to request records, what to do when you do not get what you requested, and how to enforce the provisions of OPRA to hold public officials accountable.

Paff said, “OPRA is a valuable tool for journalists and citizens alike, and it needs to be used properly and enforced when necessary.”

His talk was peppered with discussions of court cases that affected OPRA. The law itself was adopted in 2002, and in the eight years since, a number of decisions have reinterpreted

how it is applied. Paff discussed many of the relevant cases and took questions about problems individual reporters have had in obtaining public documents.

Using social networking

A presentation on using social networking for newsgathering was given by Frank Bridges, a Ph.D. student at Rutgers’ School of Communication and Information. Bridges specializes in new media. He stressed the importance of Facebook, Twitter, geo-location tools, and blogging. He said, “Social media sites are a way to take a pulse of what’s going on and can be news sources.”

Miskoff gave tips on finding the actual names of documents so reporters could request them from recalcitrant records custodians.

Amanda Hernandez is the winner of this year’s Laurie Ackerman scholarship. She is a senior at Rutgers, majoring in Journalism and Media Studies.

Former professor discusses media

Jerome Aumente, retired Rutgers journalism professor and founding director of the Journalism Resources Institute, appeared on public television program “The Open Mind” in September.

This episode explored newer media and its impact on traditional media; international training of journalists; new approaches to university education; and support of innovative training by foundations.

View the entire program at: <http://video.pbs.org/video/1601145715/>

USPS: Some newsracks must go

Some newspapers have received notices from the U.S. Postal Service demanding they remove newsracks from postal property within 30 days or face fines and penalties.

Postal Service regulations established in 1998 prohibit “soliciting, electioneering, collecting debts, vending and advertising.” Among other activities, vending of newspapers and other publications was prohibited in areas that impede ingress to or egress from post offices. In 2005, the Postal Service amended the rules to clarify that the regulations are

not applicable to certain types of perimeter sidewalks surrounding postal property.

Newspapers are concerned that local postal officials may not be properly interpreting the regulations. After conversations with Postal Service headquarters, NAA recommends that newspapers receiving letters should contact their local postmasters. If the issue is not resolved, newspapers should encourage their local postmasters to contact the legal staff at the Postal Service “Area Office” for an interpretation of the regulations.



RON MISKOFF, RUTGERS/JRI

TO THE POINT: Claude Deltieure, a reporter at *The Record*, Bergen County, explains how to mine government budgets for details, then make them understandable for newspaper readers.



RON MISKOFF, RUTGERS/JRI

SOCIAL SOURCES: Frank Bridges, a Rutgers journalism Ph.D. student, talks with reporters about the importance of using Facebook, Twitter, geo-location tools and blogging as sources for news.

Pollster predicts election results

Continues from Page 1

Newport gave a quick history of Dr. George Gallup, who had once taught journalism at Northwestern, and of the polling organization he founded in the 1930s. It was the presidential election of 1936, Newport said, that proved Gallup’s methods to the public. Gallup’s random sampling methods predicted that Franklin Roosevelt would win re-election against Alf Landon, and it proved to be the only major organization to predict the outcome accurately.

Today the Gallup Poll performs 95% of its surveys for private businesses, Newport said, but public interest questions drew 370,000 unique visitors to its website the day before his NJPA talk.

Newport makes many public appearances across America and is interviewed regularly on National Public Radio.

During the Q&A session, Jim



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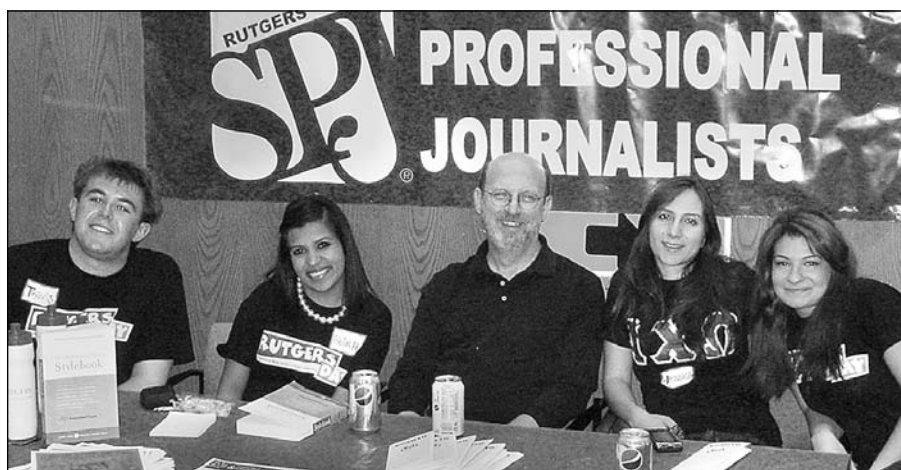
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VIBRANT JOURNALISM: The Rutgers SPJ chapter was named the 2010 chapter of the year for the Northeast. Here, Jorge Schement, dean of the School of Communication and Information, center, joins Travis Fedschun, SPJ president; Abira Sangupta, treasurer; Jessica Parrotta, former treasurer; and Jennifer Lilonsky, vice president, during Rutgers Day activities last spring.

SPJ honors Rutgers chapter

The Rutgers student chapter of the Society of Professional Journalists is the 2010 Chapter of the Year for the entire Northeast.

The distinction recognizes the chapter for its efforts in fulfilling SPJ requirements. It means the chapter submitted its annual report on time; the chapter was represented at regional conference and the national convention; it met its membership requirement; it held a minimum of eight meetings per year including four on journalism related topics such as diversity, Freedom of Information, Project Watchdog, campus crime reporting, ethics or any other topic currently relevant to SPJ missions.

During the past year, the Rutgers chapter held many meetings that met this requirement, including its Campus Media Forum, in which representatives of the campus media met with the Rutgers community to defend their news judgment.

The Rutgers chapter also brought well-known journalists to campus and held a session to acquaint students and the public with the Open Public Records Act.

The honor means that the Rutgers chapter was the best at doing these things among the 28 college chapters in the region which includes New York, New Jersey, all of New England and the eastern half of Pennsylvania. Eleven chapters were selected for Chapter of the Year out

of hundreds across the United States.

“Being a leader requires an ability to do what is right, not what is popular,” said Luther Turmelle, regional director of SPJ. “It means listening to what others have to say and sometimes modifying your opinion because others have made a case for something you might not have thought of before.”

Rutgers students attending the SPJ National Convention in Las Vegas in early October accepted the award.

“I was so moved by the announcement,” said Ron Miskoff, who teaches journalism at Rutgers and is one of two advisers of the group. “I have worked with students toward this goal for 15 years, and each group of students built on the one before.”

The chapter’s advising duties are shared by Dr. Barbara Reed, who also teaches in the Department of Journalism and Media Studies. The department is part of the School of Communication and Information (SC&I).

Founded in 1909 as Sigma Delta Chi, SPJ promotes the free flow of information vital to a well-informed citizenry; works to inspire and educate the next generation of journalists; and protects First Amendment guarantees of freedom of speech and press. For more about SPJ, visit www.spj.org.

The campus chapter’s website is www.ruspj.org.

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Project 9-11

Student Journalism

How are they now—the children of Sept. 11?

And what are their perspectives, 10 years on?

Such questions are at the heart of a program being launched by NJPA and Rutgers University in which student journalists will ask children of those who perished in the 9-11 attacks how they're doing, where they are, and what they're doing now. What trials and triumphs have the decade brought?

The program will involve both college and high school journalists, working under the supervision of Rutgers professors and some of New Jersey's top newspaper editors.

The results will be available in NJPA member newspapers and on the web next September, when media across the nation and around the world are observing the 10-year anniversary of the Sept. 11, 2001 terror attacks.

"The 9-11 Student-Journalism Project" will start officially next spring, although the necessary groundwork has been underway for months. The aim of the project is to be informative for the public, as well as being educational for the student journalists and meaningful for their sources.

Because of New Jersey's location, the emphasis will be on interviewing those who lost parents and other family at the World Trade Center.

"It's a multi-phased enterprise," said Ron Miskoff, a lecturer in journalism at Rutgers and the person who will be running the project at the university. "High school and college journalists will be interviewing, essentially, their peers—other young people who were affected deeply and personally by one of the most powerful and formative events of our time."

In addition to articles for NJPA member newspapers, the project will result in a new multi-media website, which will display the articles and photographs that the students produce, along with ancillary materials, public comments and reactions.

The program is being funded by a New Jersey Press Foundation grant and by generous support from the North Jersey Media Group Foundation. George White, NJPA's executive director, worked with Miskoff to create a program to inspire young journalists about a serious issue and, at the same time, show them the future viability of journalism in New Jersey—whether in print or online.



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"The planning is going well," said White. "We are coordinating the Rutgers efforts with those by the Garden State Scholastic Press Association (GSSPA), and by NJPA-member publishers, editors, and photographers who will provide hands-on coaching as the students generate their work."

Next spring, about 20 collegiate journalists will take an upper-class 3-credit course taught by Miskoff. They will be teamed with exceptional high school journalists selected by the GSSPA, the statewide organization of high-school newspaper advisers, and these teams will be encouraged to write articles about the project for their high school and college newspapers. The high school students will have access to all the material taught in the college course, to webinar-style sessions, and to online chats with the college students.

Experienced newspaper and web editors will be matched with student teams, preparing them to conduct sensitive interviews of victims' children who are now their peers. These interviews will chronicle their personal stories of loss and its aftermath; of how they have been coping and moving forward; of how their experience has influenced or shaped their current views; and of ways they are now remembering their parent.

The project is being administered at Rutgers by its Journalism Resources Institute and the Department of Journalism and Media Studies, all headed by Prof. John Pavlik—who also serves on the NJPA board of directors.

Rutgers and the GSSPA will work with NJPA member newspapers to assist the student journalists with concepts, storytelling, editing, photography and art, production and publishing. All participants will use a Rutgers computer system called Sakai to stay in touch with each other and the professional news staffers, but they will also meet in person three times during the semester.

"Technically, this is just a course in narrative journalism," said Pavlik, "but it will involve an unprecedented level of cooperation with NJPA members and staff, the GSSPA teachers, Rutgers professors support people. In the end, we hope to have a product that will teach the students good journalism, tell the stories of the victims' children in a compelling, respectful way, and serve the readers of New Jersey newspapers."

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For details on how you can support this exciting initiative,
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