

**NATIONAL NEWSPAPER WEEK** • October 2–8**Webinar: UNDERSTANDING THE NEW LOCAL ONLINE COMPETITORS**October 7 • 2–3 pm  
with Mel Taylor**Workshop: NEWS-TRAIN IN NEW JERSEY**October 13–14  
Ramapo College, Mahwah  
sponsored by APME**NJPA EXECUTIVE COMMITTEE MEETING**October 28 • 10 am  
NJPA office, West Trenton**NJ PRESS FOUNDATION TRUSTEES MEETING**October 28 • 12 noon  
NJPA office, West Trenton**NJPA BOARD OF DIRECTORS MEETING**November 11 • 10 am  
Crowne Plaza Hotel, Jamesburg**NJPA ANNUAL MEETING & LUNCHEON**November 11 • 12–2 pm  
Crowne Plaza Hotel, Jamesburg  
**Speaker: Tony Casale,**  
American Opinion Research**GOVERNMENT AFFAIRS COMMITTEE MEETING**November 11 • 2 pm  
Crowne Plaza Hotel, JamesburgFor more information about these events and webinars:  
[www.njpa.org](http://www.njpa.org)Your next issue of *InPrint* will arrive in mid-November. The advertising and editorial deadline is October 31.

**EMOTIONAL REACTIONS** range from somber reflection, to laughter, to tears for viewers of the documentary that Rutgers students produced about the 9/11 Project. Parents, professors, publishers and fellow students attended the premier showing of the documentary, which concluded the year-long joint venture between Rutgers and New Jersey Press Foundation. For more pictures and articles about the success of this project, see Pages 8-10.

## The Princeton Packet celebrates 225 years

June 22, 2011 marked the 225th anniversary of *The Princeton Packet*.Its name in 1786 was *The Princeton Packet and The General Advertiser*. It was a typical newspaper of its day, four pages, each page about 10 inches wide by 16 long, printed on high rag content paper that has held up rather well in extant copies. Early press runs may have been as small as 100-200 copies.Cash flow was a problem for many businesses in a developing nation. Financial problems almost certainly doomed the original *Packet*, which lasted about a year. No. 54, dated June 22, 1787 – a year to the day after No. 1 – is the last known edition. Publisher James Tod moved on.

Other papers came and went over the years, and then in 1916 a group of local businessmen purchased

— *Continues on Page 11*

### NJPA Annual Meeting:

## New research: Being where the eyeballs are

“Consumers aren’t less interested in news and information,” says Tony Casale, CEO of American Opinion Research, Princeton.

“They are, however, increasingly discriminating in using different platforms for different types of content.

Through its research, AOR has gleaned specifics that demonstrate what types of information consumers will seek from newspapers, and when they will turn to other products that newspapers offer.

“The results are different than many editors and publishers think,” he says.

Casale will discuss the results of his research at NJPA’s annual meeting and luncheon on Friday, Nov. 11 at the Crowne Plaza Hotel, Jamesburg – just off Turnpike Exit 8A. The luncheon starts at 12 noon.

NJPA members and associate members are encouraged to attend.

“These days, newspapers need the best information they can get to make sound decisions about their futures,” said

NJPA President Jennifer Borg, who is general counsel for *The Record and Herald News*.

“Here’s your chance to learn more. Don’t miss this opportunity to learn about Tony Casale’s important newspaper research.”

During the Annual Meeting preceding Casale’s presentation, NJPA members will vote on the 2012 officers and board of directors. Publishers will receive the proposed slate in early October via email.

Other matters of interest to NJPA members will also be presented.

Invitations to the annual meeting will be sent in early October. For more information and to register, call Peggy Stephan, NJPA’s member services manager, at (609) 406-0600, ext. 14, or email her at [pastephan@njpa.org](mailto:pastephan@njpa.org).

**Casale**

## NJPA amendment adopted

With an amendment sought by NJPA’s Government Affairs Committee, a bill creating the “New Jersey Trade Secrets Act” was moved by the Senate Commerce Committee on Sept. 19.

Sponsors of Bill A921/S2456 noted its similarity to legislation adopted in 46 states and the District of Columbia and its primary goal of helping “to ensure that New Jersey’s innovations and ideas remain protected from piracy and theft.”

NJPA’s requested amendment involved concerns with language found in Section 7, which provided, “In an action under this act, a court shall preserve the secrecy of an alleged trade secret by reasonable means. There shall be a presumption in favor of granting protective orders in connection with discovery proceedings pursuant to section 4:10-3(g) of the Rules of Court as adopted by the Supreme Court of New Jersey, which may include provisions limiting access to confidential information to only the attorneys for the parties and their experts, holding in-camera hearings, sealing the records of the action, and order-

ing any person involved in the litigation not to disclose an alleged trade secret without prior court approval.”

NJPA’s position paper was prepared by NJPA Attorneys Lauren James-Weir and Tom Cafferty. It noted that the bill’s language in Section 7 “creates a presumption of secrecy and conflicts with the provisions set forth in New Jersey Court Rules...which promote open access to court records.”

The paper further stated that, “New Jersey Court Rules were carefully crafted to foster and promote open access to court records. Access is presumed and should be routinely granted, except under certain circumstances. The bill’s Section 7 “turns the Rules on their head by making access to such records the exception rather than the rule.”

The paper requested that the bill be made consistent with the New Jersey Court Rules, and that information should be accessible to the public, unless the party seeking to seal a record meets its burden of demonstrating that good

— *Continues on Page 4*

# INPRINT

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Find newspaper news and resources quickly on NJPA's Facebook page.

## NJPA matters —

# Recovery on plan

Through the first eight months of 2011, the revenue and expense measures implemented by NJPA's board for this year's operating budget have had the desired result. We are ahead of plan for revenue and under plan for expenses versus both the budget and last year's actuals.

Through Aug. 31, revenue is ahead of plan by 5% and expenses are less than plan by 3%. Therefore, as was hoped, this summer the Executive Committee postponed the budgeted mid-year dues assessment.

Looking ahead, September's numbers look to be on track after a dip in July and August. The board is understandably hopeful for a positive year-end financial result. Meanwhile, the 2012 budgeting process, led by NJPA Treasurer Rich Vezza, publisher of *The Star-Ledger*, is well underway.

### Dues and SCAN

NJPA Chairman Ray Worrall, of Worrall Community Newspapers, is leading the Executive Committee's effort to revamp NJPA's circulation-based dues structure. A proposal in 2010 to overhaul the dues structure and go to one based upon ad rates, was tabled by the board last year for further review.

After its analysis, the Executive Committee is expected to propose and recommend a new dues structure for consideration and adoption by the full board this fall, for implementation in 2012. One outcome of the process has been deciding that an ad-rates basis isn't the best way to go. Should the proposed structure, as now expected, remain circulation-based as long re-



**George H. White**  
Executive Director  
NJPA

quired by NJPA's by-laws, no by-laws change or vote of the full membership shall be necessary.

In the last issue of *InPrint*, NJPA President Jennifer Borg, VP/General Counsel for *The Record/Herald News*, addressed the Executive Committee's determination to review and recommend changes to NJPA's Statewide Classified Ad Network (SCAN) program. This proposal is being completed for board consideration and action this fall.

The goal is to make SCAN's benefits more equitable and to provide more incentive for its members to participate. In addition to compensating participating newspapers, the SCAN program provides income to NJPA that helps to avoid increasing members' dues.

### Government Affairs

Our Government Affairs Committee continued meeting monthly through the summer. The public notice issue and about a thousand other "bills of NJPA interest" continue to be tracked closely as the state legislature's two-year session will come to an end the first week of January. At that time, everything begins anew for another two-year session ending January, 2014.

Oral arguments for the *WJA v. DA*

libel/defamation case are expected to be held in October. As directed by the NJPA board, contributions are now being solicited from all interested members in order to make possible our participation in these oral arguments. Similar fundraising helped to make NJPA's successful amicus effort possible last November.

### Communications

The next issue of *InPrint* will be a special issue published in conjunction with NJPA's Annual Meeting/Luncheon set for Nov. 11 at the Crowne Plaza Hotel in Jamesburg – Turnpike Exit 8A. It will be a special "State of the NJPA" format, a useful overview of NJPA with emphasis on our commitment to provide you an "indispensable" member experience.

We also are taking a look at the weekly *NJPA Notes* email newsletter. Its content is widely appreciated, but we are always open to suggestions for making it better. If you have ideas, please contact Communications Manager Catherine Langley at [clangley@njpa.org](mailto:clangley@njpa.org) or (609) 406-0600, ext. 17.

### Staff change

Business Manager Denise Sawicki is leaving our staff to return to the same organization (St. Matthias Church, Somerset) she came from in 2006. Denise has been a key member of NJPA's management team and a real asset providing excellent support to me and to the Executive Committee throughout the intense 2011 budgeting process last fall and winter. I know those of you who have worked closely with her join me in wishing her all the best as we seek to fill her position.

## Promote National Newspaper Week

October 2–8 is National Newspaper Week – the annual celebration of newspapers, a time to remind our readers that newspapers are important to inform their daily lives and to protect their freedoms. Especially in these difficult times, National Newspaper Week deserves the support of all newspapers.

This year's theme is "Newspapers – the number one source for local news."

For promotional materials: <http://www.nationalnewspaperweek.com/nnw/>

## NewsTrain: Two days on digital media

NewsTrain will feature two days of programs focused on digital media on Oct. 13-14, 2011, at Ramapo College of New Jersey, Mahwah.

### Workshop Sessions:

- Planning & Coaching Content Across Platforms
- Mobilizing Your Mobile Strategy
- Social Media: Channeling the News Brand
- Social Media: Creating Your Individual Brand
- Social Media: Copyright & Terms of Use
- Social Media: Internal Policy

- Continuous Coverage: How to manage news coverage
  - Quick Video Tactics
  - SEO for Writers & Editors
- Registration: \$50. To register, go to [http://www.apme.com/events/event\\_details.asp?id=161231](http://www.apme.com/events/event_details.asp?id=161231).

For more information: <http://www.apme.com/?page=NJNewsTrain>, or email Michael Roberts at [mroberts.newstrain@gmail.com](mailto:mroberts.newstrain@gmail.com).

NewsTrain is sponsored by APME. The workshop is hosted by *The Record* of Bergen County, Ramapo College, *Asbury Park Press*, New Jersey Press Association and Associated Press of New Jersey.

## Recorder wins NNA awards

Recorder Community Newspapers received six awards in the National Newspaper Association's 2011 Better Newspaper Contest:

*The Madison Eagle* won first place for best editorial page for non-dailies with less than 3,000 circulation. It also earned third place for excellence in typography.

*The Roxbury Register* won first place for best sports photo among non-dailies with less than 3,000 circulation.

*The Bernardsville News* received second place for best sports story among non-dailies with circulation of 6,000 to 9,999, and third place in the category for best special news, sports or feature section.

*The Observer-Tribune* received an honorable mention for best health story for non-dailies with circulation of 6,000 or more.

The awards were presented Sept. 24, during NNA's 125th Annual Convention & Trade Show in Albuquerque, N.M.

## Record writers win top awards

For the first time since its inception in 1977, the National Society of Newspaper Columnists (NSNC) presented its two top writing awards to columnists from the same newspaper – *The Record*. The NSNC's mission is to promote professionalism and camaraderie among North American newspaper columnists.

Mike Kelly won the General Interest category and Bill Ervolino took top honors in the Humor category – each category received nearly 80 entries from columnists across the country.

"These are what metro columns should be: elegantly written, with a clear point of view, but – above all – well-reported," said the judges of Kelly's work. Ervolino's column was praised for its "authentic and involuntary LOL moments."

This was Kelly's second first-place award from the NSNC. Ervolino is a four-time NSNC finalist who won one third-place and two second-place awards previously.

The 2011 NSNC awards were presented on June 25 in a ceremony following a dinner at the Detroit Institute of the Arts.

## People & Papers

### New publisher at NJ Herald

The *New Jersey Herald* has a new publisher.

He is Jack Findley, formerly senior vice president of newspaper relations at Parade Publications, publisher of *Parade Magazine*.

Working from Los Angeles, he was responsible for marketing, sales, and contract negotiations with Parade client newspapers in western states, and was instrumental in launching Parade's digital ad program at the newspaper level, where it now generates more than 35 million unique visitors every month.

Findley will work alongside NJPA past-president Bruce Tomlinson, who will continue to serve as general manager and executive editor of *The Herald*.

He can be reached at jfindley@njherald.com or at 973-373-1520.

Making the announcement was Mary Winters, vice president at Quincy Newspapers. She said



Findley

Findley has a reputation for turning around struggling newspaper properties. "At both Charleston (W.V.) newspapers and at the *Long Beach (Ca.) Press-Telegram*, he utilized his background in sales, communications, marketing, research and strategy to greatly improve profitability and editorial quality. On Jack's watch, the *Long Beach Press-Telegram* was named the AP's California Newspaper of the Year while simultaneously growing the business.

Earlier in his career, he served for the Times Mirror Company as a retail ad manager, ad director and circulation director for the *Dallas Times Herald* and later as the senior vp in marketing and production for the Stamford and Greenwich, Conn. papers.

A native of St. Louis, Findley is a graduate of Westminster College in Fulton, Mo. He and his wife Lynn have two teenage sons.

### Veza honored by NJ Ad Club

The New Jersey Advertising Club chose Richard Veza, publisher of *The Star-Ledger* and treasurer of NJPA, as one of its 2011 honorees inducted into the Advertising Hall of Fame of New Jersey.

The ceremony was on Sept. 21 at Mayfair Farms, West Orange.

Veza was honored for his long career that started at *The Hudson Dispatch*, his hometown newspaper, and took him to one of the nation's top newspaper positions.



Veza

After stints with North Jersey Newspapers Company and North Jersey Media Group, he has been working for Advance Publications, parent company of *The Star Ledger*, since 2000. He currently oversees all of Advance's newspapers in New Jersey.

Veza earned a political science/history degree from Upsala College in East Orange.

He resides in Berkeley Heights with his wife, Arlene; they have two grown children.

### Retrospect helps nab donut dumper

The local weekly newspaper and some observant residents have helped police solve a two-year-old problem at Newton Lake Park in Camden County.

Residents from Collingswood, Haddon Township and Oaklyn had been complaining about big green trash bags filled with donuts littering the park and about donuts and bagels strewn across the dock at Newton Lake Park.

*The Retrospect* did a big story

on the problem in August, which sparked more residents' interest. Soon an email to the freeholders tipped police about what to look for and an arrest was finally made.

An employee of a local donut shop was arrested while dumping three full bags of donuts and trash. He told police that he wanted to feed geese and other wildlife. The matter will be heard in Collingswood Court.



## Notes from NJPA's Chairman

Raymond Worrall  
Worrall Community Newspapers

## Dues and don'ts

The last issue of *InPrint*, Summer 2011, contained a column written by NJPA President Jennifer Borg. It was the first in a series of columns to be penned by Executive Committee members in order to keep NJPA members informed about how their organization is being managed.

Now it's my turn and I thought I'd review the progress our Revenue Task Force is making on restructuring NJPA's dues. If you don't think changing the dues structure is an exciting topic, bless you. Skip to George White's column; I'm sure he wrote something you'll like better.

To envision the future, we have to examine the past and on June, 8, 1990, E. Donald Lass, of the *Asbury Park Press*, wrote a memo to Malcolm A. Borg, of *The Record*, who was then president of NJPA, which said in part, "Dues structures have been modified and changed several times during the past decade, but no matter what structure is employed, there are resulting inequities."

I wish I had found that memo before I agreed to work on this committee.

Based on recommendations by Don's committee, the NJPA Board instituted dues based on a newspaper's weekly circulation. This is the same system we use today. But Don was correct – there were inequities, which became amplified by changes in the newspaper industry as years went by. And the system used to calculate dues was never updated to accommodate these changes. But in good economic times it was not a big issue.

Changing the dues structure didn't become a priority until 2003, when a sub-committee of the NJPA board was formed to study converting from a circulation-based dues formula to one based on advertising rates. This was something other state associations were employing with a minimum of problems. But when the committee tried to apply that model to NJPA, turmoil ensued and the effort was dropped.

In 2009, the board and then Executive Director John O'Brien decided the issue needed to be revisited because we still had the same problems. The members of the new sub-committee, myself included, thought we were up to the task. We met for months and put together a terrible plan. Fortunately, saner heads prevailed at the last minute and that plan was tabled last October – another good decision by the leaders of your association!

This summer we began working on the issue again with

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## NJPA Hotline answers your legal questions

Here are answers to questions NJPA members recently asked our Legal Hotline:

**Q** The newspaper covered a 9/11 Memorial and took a photograph of the child of a victim of the 9/11 attack. The surviving parent has asked that the paper not publish the photograph. May the paper legally publish the photograph?

**A** We advised that there is no privacy issue presented as the event where the photograph was taken was a public event and the child was present. Consequently, the issue is solely of editorial discretion.

**Q** We have a customer requesting an affidavit of publication with a raised seal. Are we required to have a raised seal on our affidavits?

**A** No. First, a newspaper is not required to issue an affidavit of publication. It is an extra service that a newspaper may choose to provide. Second, if the newspaper does choose to provide affidavits of publication, a seal is not required when the affidavit is notarized.

*N.J.S.A. 41:1-7 states:*

It shall not be necessary to the validity or sufficiency of any oath, affirmation or affidavit, made or taken before any of the persons named in section 41:2-1 of this title, that the same shall be certified under the official seal of the officer before whom made.

*N.J.S.A. 41:2-1 includes "Notaries public" in its lists of officials authorized to take oaths. Therefore, notarized affidavits of publication do not require a seal, raised or otherwise.*

**Q** May a municipality introduce an ordinance when the only written document is the title?

**A** *N.J.S.A. 40:49-2* sets forth the procedure for passage of an ordinance. While *N.J.S.A. 40:49-2(a)* allows an ordinance to be introduced and permits the first reading to be by title, it does not contemplate or allow there to be no text and only a title.

**Q** My OPRA request for the Final Report of the Comprehensive Review of the Freehold Borough Police Department was denied because it "is a management and personnel document which contains strategies and policies regarding public safety and crime prevention." Was this denial justified?

**A** Yes and No. This document does not qualify as a "personnel record," under *N.J.S.A. 47:1A-10*, because it is not a record of an individual, but rather a report regarding the entire Freehold Police Department ("Department"). Therefore, access cannot be denied under that section of OPRA.

However, the custodian also seems to be asserting that the report is exempt from disclosure, pursuant to the advisory, consultative and deliberative ("ACD") exemption contained in *N.J.S.A. 47:1A-1.1*. This exemption would most likely apply to the requested report because it contains strategies and policies regarding public safety and crime prevention.

When a document contains both deliberative and factual materials, the ACD exemption allows for the deliberative materials to be redacted prior to disclosure, but mandates that the factual materials be disclosed. However, material containing factual components, that is used in the deliberative process, does not have to be disclosed if its disclosure would reveal the nature of the deliberations that occurred.

Therefore, while the Department must disclose the factual material contained in the report, any deliberative material, or factual material that is inextricably intertwined with the

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## Shield Law protection broadened

By Aaron Mackey

A New Jersey Supreme Court decision announced in June should make it easier for individuals associated with online publications and traditional media to invoke the protections of the state's shield law.

While the court, in *Too Much Media LLC v. Hale*, found that the shield law does not apply to the defendant in that case, the decision threw out parts of an appellate court decision that would have required those seeking the shield law's protections to show that they adhere to professional journalistic standards or have credentials from traditional media.

The decision also streamlines the court procedure for obtaining the law's protections.

The lawsuit began when Shelley Hale posted a series of critical comments about Too Much Media and the company's leaders on an Internet message board. The company filed a defamation suit against Hale, who then sought to invoke the shield law.

The court ruled that Hale did not qualify for the shield law

because the law requires individuals seeking its protection to have some connection to a publication – online or otherwise – that is similar to traditional media. The message board where Hale posted was not similar to a newspaper or magazine, the court found.

### Victory for journalists

The decision is a victory for journalists because it rejected a lower court's decision requiring individuals to show that they adhere to a number of traditional journalism practices before obtaining the law's protections, said Bruce Rosen, a New Jersey media lawyer.

The appellate court ruled that, when determining if a party is a journalist, a court should consider a number of factors, including whether the individual had press credentials, fact checked, attempted to contact the other side for comment, and understood professional ethics related to confidential sources and disclosing conflicts of interest.

In scrubbing the lower court's requirements, the state high court ruled that whether the in-

dividual adheres to professional journalism norms is irrelevant.

The upshot of the ruling means that it should be easier for traditional and online journalists to show a court that the law applies to them, said Rosen, who filed a friend-of-the-court brief in the case on behalf of New Jersey Media Group Inc. and the NJPA. The Reporters Committee for Freedom of the Press also filed a friend-of-the-court brief in the case.

"If you collect news and it's clear you're connected to a news organization, you'll be fine," Rosen said. "If you're not connected with any news organization and you're venting online, you may not have those protections."

Another key aspect of the ruling is that individuals associated with a news organization can invoke the shield law without the court having to hold a hearing. Those individuals need only certify to a court that they are associated with the news organization to gain the law's protections.

— *The Reporters Committee for Freedom of the Press. For the rest of the article: <http://www.rcfp.org/newsitens/index.php?i=11909>*

## Chairman: Dues and don'ts

Continues from Page 3

Executive Director George White. Our goal was to keep it equitable and simple. But as the summer progressed, more and more we were convinced that switching from a circulation- to an advertising-based system just caused more problems than the current system. There had to be a better way.

So, we designed a hybrid system – part circulation, part advertising rates. I was sure it was the answer. Unfortunately, while the hybrid system was more equitable than previous plans, it was complicated and confusing. Too complicated and too confusing.

So we got smart. We decid-

ed that the most equitable and simple solution was just to correct the inequities in the current system. It's not perfect, but I'm convinced that we finally have the answer.

The members of the executive committee will be reviewing the proposal in October and they will present it to the full board in November. I have no doubt they will all feel the same way I do about it.

I also have no doubt that, about 10 years from now, the new leaders on the board will look at this plan and say, "Let's see if we can change this to an advertising-based model...that shouldn't be too difficult."

## NJPA amendment adopted

Continues from Page 1

cause exists for secrecy. As such, NJPA suggested the bill be amended consistent with New Jersey Court Rules 1:38-1 through 1:38-13 so as to permit access to the court records unless there is showing that good cause exists to deny access. The Committee, including the

bill's sponsor, agreed with NJPA's proposed amendment. It was moved unanimously as amended with Section revised to read: "In an action under this act, a court shall preserve the secrecy of an alleged trade secret by reasonable means consistent with the Rules of Court as adopted by the Supreme Court of New Jersey."

## USPS hearing

Liz Parker, who is co-publisher of Recorder Community Newspapers, past president of NJPA, and current president of the National Newspaper Association, sent us this report and a link to the video:

"I thought of you might be interested in this link to the Senate Hearing recently on the US Postal Service. Of note is the testimony of Tonda Rush of NNA for community newspapers. For her and NNA to be allowed a seat at the table for the hearing is quite a testament to the respect we community newspapers have on the Hill. The direct mail folks were not given a seat. Newspapers represent a very small piece of the USPS revenue pie but when the Senate Homeland Security Committee wanted to know effects to the USPS problems, they pushed aside the big guys and wanted to hear from the grass roots."

For the video: <http://www.senate.gov/fplayers/jw57/urlMPlayer.cfm?fn=govtaff090611&st=1020&dur=12450>

## Court: Release public cell phone details

New Jersey officials who use taxpayer funded cell phones cannot keep information on the destination of outgoing calls secret, a state appellate court ruled in July.

In *Livecchia v. Borough of Mount Arlington*, the Superior Court of New Jersey, Appellate Division, ruled that the public interest in information on the city and state of the location of cell phone calls outweighed the privacy interests of state officials. It also rejected an effort by the state to absolutely bar such information from becoming public.

The case began when resident Gayle Ann Livecchia submitted a public records request for two months' worth of cell phone records documenting the use of publicly funded phones by all employees in the borough.

Livecchia wanted to use the records to see whether employees exceeded limits placed on the taxpayer-funded phones and also whether individuals were using the phones for personal reasons without reimbursing the borough, according to the court.

The borough released the cell phone records, but redacted the number and destinations listed on the itemized call lists because officials thought that, by releasing those details, they would invade the privacy of borough employees.

"Municipal employees are public servants," the court said. "Rooting out the possible misuse of the public fisc [sic] and abuse of the taxpayer's trust is the bedrock upon which (the state's public records law) rests."

— *The Reporters Committee for Freedom of the Press*

## New role for former NJ publisher

Former New Jersey publisher William "Skip" Hidlay is the new executive director of communications for Via Christi Health, which operates many hospitals and other health facilities in Wichita, Kansas. He began his new job on Aug. 28, after serving as a consultant at Via Christi for three months.

Hidlay had been president and publisher at the *Wichita Eagle* from March 2010 to May 2011.

Prior to that he was president

## People & Papers

### NJPA welcomes new members

NJPA welcomes three new associate members, who were approved at the board meeting on Sept. 15.

Annlo Communications is a publishing and media services company, owned by Charles Nutt, publisher and editor at Gannett daily newspapers in New Jersey. His services include newspaper management consultation for print and online, media relations and marketing guidance, book publishing, and writing services for everything from freelance articles to press releases to speeches. To contact Annlo Communications, call (856) 641-2136 or email [cwnutt@annlo.com](mailto:cwnutt@annlo.com). The web address is [www.annlocommunications.com](http://www.annlocommunications.com).

Athlon Sports, established in 1967, publishes monthly newspaper magazine inserts about sports. The company is based in

Nashville, Tenn., (615) 440-5522. Its website is [www.athlonsports.com](http://www.athlonsports.com). Stephen Duggan is Athlon's CEO and Anthony Flaccavento is its publisher. Jerry Lyles, the senior vice president of publisher relations, is the company's representative to NJPA. He can be reached at (615) 440-5523 or [jerry.lyles@athlonsports.com](mailto:jerry.lyles@athlonsports.com). Additional representatives to NJPA are Karen Coleman, marketing coordinator, and Michael Gardner, public relations director.

Gunther Enterprises publishes three monthly newspapers in New Jersey — *The Monmouth Family Times*, *The Ocean Family Times* and *The Millstone Times*. Cami Gunther is the owner and publisher. Her phone number is (732) 995-3456 and her email address is [tmfi@optonline.net](mailto:tmfi@optonline.net). The company's web address is [www.themonmouthfamilytimes.com](http://www.themonmouthfamilytimes.com).

Welcome, new members!

### 2 free apps from northjersey.com

Two free apps — "Latest News" for news updates and "Fire & Ice" for hockey fans — have been launched by NorthJersey.com.

Both apps are available free for iPhone platforms. Latest News is available for Android platforms, as well.

Latest News delivers news on the town, county, state, national and international levels. It is North Jersey's first and only news app, bringing users breaking news from around the world, as well as local news from towns covered by North Jersey Media Group (NJMG), the parent company of NorthJersey.com.

"The app's function is to inform you quickly of major news,

whether it happens internationally or in your town," said Stephen Borg, president of NJMG.

"High school sports scores are included, as well as road closures and commuting information; basically, if you live or work in North Jersey, our app will deliver what you need to know in a timely manner so you can make the most of your day."

NorthJersey.com has also launched Fire & Ice, based on the site's popular blog of the same name that provides news about the New Jersey Devils hockey team from veteran reporter Tom Gulitti. Currently available only for iPhone, this app has an Android version coming soon.

Devils fans will get all the insider news they crave about their favorite team, plus the ability to comment and keep up with the conversation on the go. Opening the app brings users Gulitti's latest posts. With one tap, they can instantly connect and share via Facebook, Twitter, text, email or by commenting to share their thoughts with other fans.

The Fire & Ice app has archives for the blog back to 2007, so fans can reference past seasons and player trades. Users can easily connect via links to follow Tom Gulitti on Facebook and Twitter.



## NJNN Update

**Amy Lear**  
Director  
New Jersey Newspaper Network

### On target, on course

How are we doing?

Thanks for asking. We're doing pretty well. As we approach the fourth quarter, I am pleased to report that NJNN advertising programs are meeting budget thus far.

While the 2x2 ad network is under goal, our statewide classifieds are over goal. Display and website advertising categories are ahead of plan through 8 months and we are hopeful that this trend will continue.

Three out of four isn't bad! But just as it appears a trend is developing, a significant dip (or a welcome spike!) throws any hope for an accurate forecast out the window. Display ad schedules fell way below plan in August — but then September activity bounced them right back to make up for that decline.

Looking ahead, it is likely we'll see increased business from the NJ Lottery and several bank mergers.

NJNN projects on the horizon:

- Exploring the revenue potential and capabilities of forming a Mobile Marketing Network.
- Possible rebranding of our NJNN name, including a new landing page on NJPA's website for advertising-related services.
- Conversion to a web-based data entry system for advertising placement and billing.
- Budget forecasting for 2012 to formulate a plan for growth.

What's new with you? Give us a "shout out."

Be on the lookout for requests to update information about new products, ad rates, circulation details and production specs. NJNN takes pride in responding quickly with accurate and up-to-date data to assist advertisers and ad agencies with planning their media buys. We rely on you to keep us current.

And in the months ahead we plan to strengthen our marketing tools even more.

So keep asking!

### Special apps from nj.com

*The Star-Ledger*, powering NJ.com, just launched the New Jersey Special Reports iPad and Android tablet apps, digital magazines with a premier issue that provides "Enduring Memories of September 11," including photo, text and video retrospectives 10 years after the terrorist attacks.

The New Jersey Special Reports apps will deliver to iPads and Android tablets periodic

digital magazine issues with in-depth coverage of local news, sports and entertainment from the newsrooms of *The Star-Ledger* and 11 other affiliated newspapers across New Jersey, plus NJ.com.

Download the New Jersey Special Reports iPad and Android tablet apps with "Enduring Memories of September 11" for free from the iTunes App Store and the Android Market today.

# Rethinking newspaper websites: We got it wrong. It's time to fix it.

By Charles W. Nutt

There were some flaws in our thinking and our assumptions when community newspapers rushed to create websites 10 to 15 years ago.

Three of those flaws stand out:

- The decision that most of us made to give away our content for free. (We shouldn't.)
- The expectation that a new audience would flock to our websites even though they were not reading our newspapers. (They won't.)
- The belief that the increase in online ad revenue would offset the decline in print ad revenue. (It doesn't.)

Today we are sadder, wiser and poorer.

So where do we go from here? For starters, we need to differentiate between community newspaper sites (weeklies and small dailies) and the industry giants like nytimes.com and usatoday.com. I'm concentrating here on the community newspaper sites

## Options for local news

The difference between small newspaper websites and larger ones is enormous, and it's not just a matter of more visitors. Yes, nytimes.com draws millions of visitors each day while 5,000 or 10,000 views might be a good day for a little community daily's site. The most important difference, however, is the type of news or information the visitor is seeking.

No one goes to nytimes.com to find out what happened at last night's city council meeting in Peoria, Ill. They go to nytimes.com for the same things they find in the print version: national and world news, business news, lifestyle news, arts and entertainment news, cultural news, etc. They can get much of that same news – sometimes at the same time, and sometimes a day or two later once it has been picked up and rewritten – on the sites of other news agencies.

People living in Peoria can get

all that news on nytimes.com, usatoday.com, msnbc.com or a host of other news sites. But if Peoria folks want news about last night's city council meeting, the odds are good they will have to buy the *Peoria Journal Star* or visit its website, pjstar.com.

That localness – not the volume of traffic – is what distinguishes the websites. If *The New York Times* stops posting its news stories – or puts them behind a pay wall, as it is now doing to some extent – then people looking for news can still go to other news sites to get similar material. That's not true for the Peorias of the nation.

The relative uniqueness of content is what gives community newspapers two very clear options for local news: either collect money somehow for it – or stop posting it (at least most of it).

Giving away the news we spend so much time and money to gather is counterproductive.

Who is reading that free news online? Our former paying customers, that's who.

Look at the demographics of the visitors to the news portions of your site. You will find the profile is very similar to the profile of regular print readers. The reason they aren't buying the newspaper as faithfully today is that we are giving them the news for free.

Meanwhile, those who don't much care about the news – typically the younger people – don't find it any more inviting online than it was in print.

Remember how we worried in the 1980s and 1990s that we weren't attracting the younger readers? That hasn't changed. But the issue was never that they disliked the delivery method (print). They simply didn't care about the news. Read sociologist Robert Putnam's book *Bowling Alone. The Collapse and Revival of American Community*. The younger people (and there's a



Nutt

distinct correlation to age) aren't reading newspapers, but they also aren't going to church, aren't voting, aren't participating in community organizations. It's a generational issue, not a technological problem.

We don't have to give up, however. There's a way to keep our paying readers and attract our nonreaders.

## Three websites in one

I propose that we think about our community news websites in three categories.

**1. Breaking news.** Free, fast and brief. Include the headlines and a paragraph or so of the top stories from that day's (or week's newspaper). But don't give the whole story.

The Gannett Co.'s theory is to break news online and then come back the next day in print with more detail, context and analysis. It's a good concept, and for the bigger newspapers on the bigger stories, that might be possible. For most newspapers on most stories, however, it's unrealistic. News staffs have shrunk in the past few years to the point where they have difficulty even covering that breaking news item the first day. They can't go back and essentially re-report or rewrite it for the next day because they are already off and running on the next breaking story.

So the solution is to put the bare bones of the breaking story online immediately, followed by a teaser line saying, "Read all the details in tomorrow's *Daily Planet*." The news portion of the website in effect becomes a tip service on what's happening, and at the same time it promotes the print product and paid portions of the website. The reason this

works for a community newspaper – unlike the national news websites – is that there is seldom a competing news organization that can go after the local story.

**2. Full news report.** Paid subscription or pay-per-use. The only real question here is what's the best way to get paid.

The easiest approach for most community newspapers is probably an electronic edition that's an exact replica of the print version. It's not hard to find a vendor who will take a newspaper's page files and upload them into an e-edition. Print subscribers would get a password for the e-edition either at no cost or at a nominal additional fee. That gives them the option of getting their news and advertising however they prefer.

I would argue against a lower subscription cost for the e-edition alone (except maybe for out-of-area customers). A lower price would give readers an incentive to drop the print version. It would also undermine the newspaper's efforts to deliver preprints to the readers. For the same reason, tablet applications should be priced in line with the print version.

Other pay-per-use options are gradually coming on the scene, and that pattern is likely to accelerate. The best option might be something along the lines of an iTunes-like arrangement where an independent company handles all billing from a central location with a credit card already registered.

**3. "Eat, Shop, Play" package.** Free. This is where we bring in all the people who don't really have much – if any – interest in traditional local news.

The content would be all about places to go and things to do. Restaurant items. Shopping and consumer items. Events. Concerts. Night life. Sporting events. Parks. Daytrips.

Most community newspapers do this badly on their websites.

They simply pick up what's in their weekly entertainment sections and post the package without any thought to links or enhancements.

There are some programs like Metromix that have good packages of this type of news, but they are focused almost exclusively on the major markets.

Community newspapers have the opportunity to own this line of information. With the right search engine optimization efforts, pages of this kind can also boost the newspaper's website when visitors are coming to the area.

Unlike the more traditional news stories that draw the same profile of print readers and online visitors, an "Eat, Shop, Play" package can attract a much wider audience and offer a great opportunity for advertisers who want to reach that audience. Promoting this new and expanded portion of the website is essential. And the promotion can't be limited to the existing newspaper and news website – that's the old audience, not the new one.


It makes sense to do this portion of the site without a fee because the appeal goes far beyond the readership of the print products. It supplements print rather than competing against it.

## Looking ahead

For more than a decade we have been steadily undermining our print products by devaluing the news and information they provide.

For community newspapers in particular, it's time for a new approach.


*Charles Nutt retired from Gannett Company in 2010. He is the former publisher of two Gannett NJ dailies, a former board member of New Jersey Press Association, former chairman of NJPA's Government Affairs Committee, and an award-winning writer. He owns Annlo Communications, a newspaper consulting business: (856) 641-2136 or cwnutt@annlo.com.*



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**ENJOYING THE RECEPTION:** Joe Kuchie, Michelle Berman and Megan Schuster at the reception prior to the panel discussion and video presentation that wrapped up the year-long 9/11 Student-Journalism Project.



**STUDENT PANELISTS** Jennifer Lilonski, Mary Diduch, Travis Fedschun, Danielle Gaglioti, Michelle Berman, Megan Schuster and Joe Kuchie discuss their experiences participating in the 9/11 Student-Journalism Project. The panel was a feature at the project's final event on September 13, which included the premier of the student-created documentary about the project.



**HIS EXPERIENCE:** Student reporter and photographer David Seamon tells what the 9/11 Project meant to him. He took most of the pictures on these pages.



**RIVETING STORIES:** Friends and family in the audience are moved by the stories the 9/11 Project journalism students tell about interviewing children who lost family members in the attacks on the World Trade Center ten years ago.



**SPELLBOUND:** Publishers, professors and parents listen intently to the video presentation and the students' stories.

# NJPF's 9/11 project praised widely

By Liz Fuerst

Rutgers journalism major Megan Schuster knew she had done a good job writing an article about the children of 9/11 when she received an email from the mother of three teenage sisters who were her subjects.

"Thanks for all you did," wrote Pat Hargrave of Readington Township, the widow of T.J. Hargrave, who worked for Cantor Fitzgerald. "Hope you are proud."

Last semester Schuster took a unique course, the 9/11 Student-Journalism Project, a joint endeavor of the Rutgers Department of Journalism and Media Studies and the New Jersey Press Foundation (NJPF).

The Press Foundation provided a \$50,000 grant to teach the course and oversee stories about New Jersey children whose parents perished a decade ago in the World Trade Center.

As part of the project, the Foundation asked NJPA editors to work with the students to streamline their stories and polish their prose.

The course was taught by journalism professors Ronald Miskoff and Liz Fuerst. They assigned books on narrative journalism, brought in guest lecturers, and identified people for the students to interview. They became writing coaches once the interviews were completed.

All 21 stories, along with photos, videos, and sidebars, were published on a Rutgers website, <https://the911project.rutgers.edu>, and were avail-

able for downloading by media everywhere.

In the days before and after Sept. 11 this year, the Rutgers stories of loss, grief, and growing up appeared in dozens of New Jersey newspapers and media websites. Among them were *The Record*, *The Star-Ledger*, the *Asbury Park Press*, the *Home News Tribune*, the *Courier News*, the *News Transcript* and other Greater Media papers, and the *Hunterdon County Democrat*.

### Widespread coverage

The Rutgers stories also went international, appearing in papers in the UK and China. An opinion piece in the *Arizona Republic* featured a story written by student Krystle Rich on Jacqueline D'Ambrosi of Woodcliff Lake, whose father died when the North Tower collapsed.

Senior Mary Diduch's story on Gina DiFazio of Hampton appeared in five newspapers: the *Hunterdon County Democrat*, *Today in Hunterdon*, *The Express-Times*, the *Home News Tribune*, and the *Courier News*.

DiFazio, a Rider University student whose father died on 9/11, entrusted Diduch with personal information about the obsessive-compulsive dis-

order she developed after 9/11 and her treatment for it. "When Gina told me, I knew right then and there during the interview that that would be my angle, because it was such a personal and unusual revelation," said Diduch, who is editor of *The Targum*, Rutgers' daily student newspaper.

"She does not tell many people that, so I felt honored that she told me. At first I had difficulty using that bit of insight to write my article, because I felt I was revealing something she maybe didn't feel comfortable having the whole world know, but as I got to writing, I realized it was OK. She wouldn't have told me if she didn't want to share her story."

As publication loomed, her subject "was nervous to see the result, but she thought I handled her story gracefully," said Diduch. "She had never been interviewed before, and my interview helped her speak to more people, prepare for this upcoming anniversary, and ultimately take one more step toward becoming healed."

Schuster, a senior, had her story published on NJ.com, in the *Hunterdon County Democrat*, [mycentraljersey.com](http://mycentraljersey.com) and the *Courier News*, *The Express-Times* and [lehighvalleylive.com](http://lehighvalleylive.com), as well as

the *Hunterdon Review*.

"The days preceding 9/11 and on the day of 9/11, I was so proud to search my name and find my byline come up," she said. "I was so proud to read my story over and over again. I received so many compliments from peers, editors, and neighbors. I received messages on my home phone about how impressed they were with the story. I received thanks as well – for sharing a story with people in the community who always wondered what it was like for children of 9/11 over the past decade. I couldn't have asked for a better response."

Diduch, Schuster, and several other students were at a special event on Sept. 13 at Rutgers' Alexander Library to celebrate completion of the project. NJPA officials were there as were professors and deans from the Rutgers School of Communication and Information.

### Money well spent

John O'Brien, director of the NJPF, praised the program and said the foundation's grant was well spent. He was impressed with the quality of the students' stories.

Margaret Burns Velden, daughter of the late NJPA General Manager Lloyd P. Burns, said she was thrilled that a part of a donation her family gave to the NJPF had gone toward the 9/11 Student-Journalism Project. She said her father would have been extremely proud to be associated with the NJPF-Rutgers partnership.

— Continues on Page 10

The 9/11 Student-Journalism Project was sponsored by these organizations:



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**SHARING FINAL THOUGHTS** about their participation in the 9/11 Project are Travis Fedschun and Danielle Gaglioti.



**IN APPRECIATION**, Jim Flachsenhaar, publisher of the *Daily Record*, ponders what the students are saying.





## Foundation Update

**John J. O'Brien**  
Director  
New Jersey Press Foundation

# A wonderful project

The Rutgers/New Jersey Press Foundation project on the Children of 9/11 is now history, but the words, photos and videos live on as monuments to a terrific concept brought to reality by a host of dedicated journalists and students.

From the NJPA editors who helped edit and finalize the content to the trustees of NJPF who had the vision to provide the finances to make it a reality, everyone from New Jersey's newspaper industry should be honored to be a part of this special effort. And these talented student writers, photographers and videographers should be extremely proud of their accomplishments.

Here's what several of our member publishers had to say about the project.

- Jennifer Chciuk, publisher, *The West Essex Tribune*: "I am so proud that we were part of the Sept. 11 project. Retired publisher Kit Cone volunteered to edit two of the stories, which were wonderfully written and required very little "tweaking." Sifting through them, we saw that Rutgers student Roxanne Belloni had written about Livingston resident Taylor Jones, whose father perished on 9/11. Taylor is the granddaughter of retired Livingston Police Chief Don Jones, who is well known in Livingston. We published her story in the Tribune. The Sept. 11 project gave new perspective on the tragedy, and fresh faces, both those of the children interviewed and those of the Rutgers students who participated."

- Paul C. Grzella, general manager/editor, *Courier News/Home News Tribune*: "The 9/11 project stories were sensitive profiles, written with passion, precision and care. I thought they broadened our own coverage. I was proud to be able to use two on our daily covers as well as another five in our special section. Taken as a whole, I think the coverage gave our readers a strong pic-

ture of what these families live with 10 years after the attacks. I also believe it is important to encourage and applaud the work of young people who want to enter the field of journalism."

- Jim Flachsenhaar, general manager/editor, *The Daily Record*: "The stories helped complete our understanding of 9/11 by harvesting, for the first time, the recollections and perspectives of children of the victims. For 10 years they have been growing up in families missing a parent, coming to deeper terms with that loss with each passing year. Their views – fresh, counterintuitive and engaging – in a sense chart a course for a nation that has looked only back, in anger and sorrow, for 10 years. Yes, we should remember our parents, these young voices say, but we must look forward, too. We are living our lives, and you must give us the space to do so."

- Suzanne Pavkovic, assistant managing editor, *The Star-Ledger*: "Early on in our planning of 9/11 tenth anniversary coverage, we decided we would end our run of stories with vignettes from children who had lost a parent on Sept. 11. Then we saw the essays from the Rutgers students and were impressed by the depth of the reporting. We knew it could add another dimension. We ultimately decided it would be nice symmetry to begin and end our coverage on the same note. We chose the story by Krystle Rich to run on our Sunday Perspective cover of Aug. 28 and felt it was a perfect kick-off to all of the 9/11 coverage ahead."

\* \* \*

Go to the project's website and see for yourself, at <http://the911project.rutgers.edu>  
Name: njpaeditor Password: newspaper9

From all of us here at NJPF and NJPA, a hearty "Thank You" to everyone concerned. Nice job!

# 9/11 Project a success

Continues from Page 9

Professor Miskoff praised the NJPF for focusing on the children left behind by victims of the World Trade Center tragedy. He cited the contributions of O'Brien, NJPA President Jennifer Borg, and Executive Director George White.

### Story of a generation

"We had what may be the greatest story of these young people's generation "9/11," he told the audience. "This story had everything – it had horrific murder, it had bewildered children, it had terror from the skies, it had high drama, it had legions of widows, it had mystery, it had greed, it had religion, it had the battle of technology and traditionalism, globalization and fundamentalism, it was a whodunit, it had politics. It even fostered two wars and major changes in the way we live our lives. There really wasn't much that moves people that it didn't have."

Miskoff specifically thanked the children of 9/11, "whose parent gave the ultimate sacrifice, and who gave so much by agreeing, many of them for the first time, to be interviewed by what was essentially non-professional journalists, and in giving these interviews, breaking the silence of a decade.

"They showed us by example the personal horrors they endured, not the political speech, the rambling commentary, and the inane talk-show speculation we hear so often. The children of 9/11 turned out to be ordinary people in many ways who, in most cases, became extraordinary human beings."

The students on the panel said repeatedly how amazed they were that their subjects were so candid with them and how much personal information they revealed, even when the students told them it was going to be public.

Jennifer Lilonsky's poignant interview with Corbin Mayo of



**RUTGERS PROFESSORS** Ron Miskoff and Liz Fuerst taught the 9/11 Student-Journalism Project at the university.

Marlboro appeared in the *News Transcript*. Lilonsky described how Mayo faced a tough road coping with the death of his father on 9/11.

"Knowing the seriousness of the topic gave me special meaning," she said. Lilonsky actually conducted two interviews "to get all I needed to produce something of high quality. You don't want to do a cut-up job. It showed in the end."

She was "surprised" when Mayo emailed his thanks for writing the piece. "I just wasn't expecting him to thank me," she said.

### Trying to be perfect

Joe Kuchie told the audience he read his story over and over. "You don't want to write the wrong thing," he said. "You don't want to offend or upset them... You want it to be perfect."

Jason Scharch, a student who did an independent study associated with the course, showed a 21-minute film he made about the classes, the guest lecturers brought in to talk about 9/11, the interviews with children, and the trip the class made to Ground Zero in May.

*Liz Fuerst teaches journalism courses at Rutgers University. Formerly she was a newspaper reporter. Rutgers student David Seamon and journalism professor Ron Miskoff took the photos on Pages 8 and 9.*

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# Teens write about today's hot issues for new app, website

By Tom Engleman

What do tomorrow's voters think about today's major social and political issues?

We've asked them. And newspaper editors are welcome to print the results.

Talented teens nationwide are writing about topics such as immigration, healthcare, terrorism, education, jobs and the economy.

For example, a Jersey City high school journalism student wrote a column titled "U.S. Should Support Education More Than War." She was a finalist in the 2011 Teen Voices of Democracy Excellence Contest.

A Pennsylvania student opined, "Political Pinocchios Deliberately Deceive Voters in Ad Campaigns." And a Maryland student wrote, "Teen Drug

Abuse Can Come Right from Home Medicine Cabinet."

Those are three of more than 450 articles written by teens and published on TeenVoicesOfDemocracy.com. New Jersey students wrote 18 of them.

## Resource for newspapers

What does Teen Voices have to offer the professional press?

- It's a source of op-ed or freelance articles that relate to content in every newspaper.

- It's a glimpse of what's on the mind of future readers, many of whom will be eligible to vote in 2012.

- It's story ideas for staff-written articles about general-interest topics today's teens are writing about.

- It's a quick look at what other professional journalists have

written recently on teen-related topics.

The issues high school students are writing about are the same ones politicians will be talking about as the presidential primaries heat up later this year and early in 2012.

All the articles selected for Teen Voices have been screened by editors and teachers to assure they follow standard journalistic practices. Articles usually are based on information students have read in newspapers.

I hope New Jersey's newspapers will print an article about Teen Voices so their young readers, their parents and teachers will see what teens across the nation are writing about. A news release that editors can use as a base for an article about Teen

Voices is located at: [www.ycjn.us/NewsReleaseNJ.doc](http://www.ycjn.us/NewsReleaseNJ.doc).

The two main tasks facing Teen Voices are attracting more readers and encouraging teens to contribute their opinions via the "Send Article" button on the website.

We've created a free iPhone/iPod Touch app named Teen Voices. Articles also are presented on an app for other mobile devices (TeenVoicesMobile.org).

We welcome essays students write for their civics and social studies classes. Teacher's guides with suggested exercises are designed to mesh with state curriculum guidelines for social studies and language arts courses.

Check us out at [www.TeenVoicesOfDemocracy.com](http://www.TeenVoicesOfDemocracy.com). Then let your readers know about Teen Voices.

Teen Voices of Democracy is a project of the Institute for Democratic Education, a non-profit educational organization based in San Juan, Puerto Rico. It is endorsed by the Newspaper Association of America, the Dow Jones News Fund, the Student Press Law Center and the



**TEEN VOICES:** Articles by teenagers on current topics are vetted by teachers and editors, then made available online and through a new app for use by newspapers.

## At 225 years, Packet still reflects its times

Continues from Page 1

the *Princeton Press* when the University Press decided to leave the newspaper business and concentrate on book and manuscript publishing.

In 1918 they hired a young man, Charles LaTourette, to edit it and eventually he bought the enterprise and ran it for 37 years. He recalled a few details in a May 19, 1947, address to the Historical Society of Princeton.

His salary was \$15 per week. A printing debt of \$2,000 had built up by then. "It was pretty hard sledding, but I managed to make it by a little hard work and the knowledge of a few tricks of the trade, and in a few months the debt was paid off," LaTourette recalled.

The directors of the paper were quite happy to exit without a major loss, and they sold the paper to him for what they had paid. By the late 1920s it was *The Packet*, subheaded "Established in 1786," a reference to Tod's paper. LaTourette produced his newspaper from the walled-in porch of his home at 96 Moore Street. During those years it was essentially a one-man operation, although the owner called his wife, "the publisher." He was assisted by Delmar Lipp starting in 1946 as his eyesight began to fail.

Meanwhile, in New York City, a small financial paper was struggling to survive. The man who saved and rebuilt *The Wall Street Journal* was Bernard Kilgore. He became a Princeton resident in



**ORIGINAL FLAG** of *The Princeton Packet* and *The General Advertiser* includes an engraving of Princeton University's Nassau Hall.

1942 and in 1955 he bought *The Packet* from LaTourette.

A magazine once lauded Mr. Kilgore as a "master of the direct approach." In the first week of February 1955, he mailed letters advising nearly 1,000 of his Princeton friends, neighbors and acquaintances that he now owned the paper. He solicited subscriptions – the direct approach – but he also requested suggestions on what readers would like to see in the paper.

## Steady growth

Dow Jones and *The Wall Street Journal* prospered and earned much respect under Mr. Kilgore. He received many awards and was named chairman of the board in 1966. But, *The Princeton Packet* was a private pursuit, unconnected with Dow Jones, a project that gave Bernard Kilgore great satisfaction until his death from cancer Nov. 14, 1967. His son James Bernard Kilgore is now the publisher.

One of the first improvements made in *The Packet* was the increased use of photos. Offices were established at 128 Nassau

St. and later on Palmer Square. In March 1961, a larger facility was opened at 44 Spring St. featuring the latest electronically operated "hot type" typesetters and some "cold type" composition equipment.

In 1964, *The Packet* built its own building, in what was the initial stage today's structure at 300 Witherspoon St. This facility soon housed state-of-the-art typesetting equipment and an offset press (one of the first in the state). On March 17, 1965, a set of three new offset printing units went into operation. Now there are eight units capable of printing 32 pages at a time. Soon came full implementation of computer technology in *Packet* newspaper work.

Today, *The Princeton Packet* produces a website with daily updates and opportunities for readers to participate in online conversations about stories and to post their upcoming events or personal achievements. Its Facebook and Twitter accounts have many followers.

It still reflects its times.

National Student/Parent Mock Election.

Send questions about Teen Voices of Democracy to Tom Engleman at [newsroom@ycjn.us](mailto:newsroom@ycjn.us) and at 215-715-9809. Engleman was director of the New Jersey Press Foundation from 2000-2009. Earlier he directed the Dow Jones News Fund for 25 years.

## Aumente in Mozambique

Jerome Aumente, professor emeritus at Rutgers, recently completed a detailed evaluation of health journalism curriculum and training needs in Mozambique after a two week visit to the southeastern African nation's capital of Maputo on the Indian Ocean.

Aumente did the evaluation for Johns Hopkins University's Bloomberg School of Public Health's Center for Communication Programs, which has a major grant from the U.S. Agency for International Development (USAID) to combat communicable diseases with a focus on HIV-AIDS.

"Mozambique is a vibrant, developing nation emerging from its Portuguese colonial history and facing serious health challenges. One in six of its people have contracted HIV-AIDS and the nation has launched a campaign to fight it," Aumente said.

"A new generation of trained health journalists and health communicators is urgently

needed and my recommendations deal with new programs the university can launch, as well as practical continuing education programs for journalists already in the field."

Part of a team which is assisting with the ongoing media initiatives in Mozambique, he met with top administrators, faculty and students at Polytechnic University in Maputo. The university is establishing a new health communication center and radio station, and will create curriculum at the undergraduate level and a new Master's degree that is being designed with support from the USAID grant to Johns Hopkins.

Aumente was the founding chair of the Journalism and Media Studies Department and founding director of the Journalism Resources Institute at SC&I. He travels overseas frequently and has done training in health journalism in many nations with support from the U.S. State Department and other federal agencies.

## Send InPrint YOUR News!

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## Cavone named VP/Sales at AFL Printing

AFL Web Printing has named Joseph L. Cavone its vice president of sales and marketing, effective immediately.

Cavone, 52, has been in print and digital media for 34 years, most recently as president and publisher of the *Daily Record*, a Gannett company serving Morris County. Previously



Cavone

he was at the *Asbury Park Press* and *Home News Tribune*. He has experience in strategic and operational planning, branding and promotions, new product development, and editorial content.

“Joe has broad-based experience as a multi-faceted chief executive and marketer who will help grow AFL and better serve our customers,” said Antoinette Franceschini, president and CEO of AFL.

“He is a dynamic leader who is noted for his high energy and has earned the respect of newspaper colleagues and executives throughout New Jersey.”

Cavone previously served on the NJPA Board of Directors. Currently, he is on the board of Susan G. Komen For The Cure

South-Central Chapter. He is a resident of Upper Freehold in Monmouth County.

In other news, AFL has promoted Robert Walters to vice president, effective immediately.

He joined AFL in 2008 and has served as vice president of sales and Business Development Manager.

“Bob has a diverse sales and printing background. He is a proven leader who is dedicated to our customers,” said Ms. Franceschini. “In his new role Bob will focus on growing our company by expanding services and acquisitions.”

Prior to joining AFL, Walters was vice president of operations at *The Journal News*, a Gannett newspaper in White Plains, NY.

“I am very excited about my expanded role with AFL, and look forward to working with our team to help our customers and company to continue to grow,” Walters said.

AFL also named Segundo Ro-

sario Jr. as vice president/operations at its Voorhees facility.

Rosario has spent more than 25 years in the newspaper and printing business including the last 19 as production manager and director for the *News Journal*, a Gannett newspaper in Wilmington, DE.

“I am thrilled to be working with Segundo again,” said Ms. Franceschini. “I am confident his knowledge and background in the printing industry – particularly in commercial printing and his extraordinary experience in newspaper outsourcing and consolidation – will round out the exceptional team of seasoned professionals AFL has assembled to strengthen and grow our business.”

Rosario replaces Jim Hager, who has been named director of paper procurement & inventory.

“Commercial printing, finishing, and circulation services are what we do best,” said Rosario. “I’ve spent my entire career in printing and I look forward to helping our customers and the company grow.”

## Evergreen signs new clients

Three weekly publications and two parenting magazines have signed with Evergreen Printing.

*New Jersey Law Journal*, *Connecticut Law Tribune*, and *The Trend Midweek* magazine are new clients, as are *Indy’s Child* and *Cincinnati Parent*.

Published since 1878, *New Jersey Law Journal* is the authority for New Jersey’s legal community. *New Jersey Law Journal* is the official source for all state and federal court notices, and contains journalism from award winning reporters.

The *Connecticut Law Tribune* is that state’s only weekly newspaper devoted to the legal community, carrying the latest developments in Connecticut’s courts, law firms, and the legislature.

These publications are part of ALM, a leading provider of news and business information to the legal and real estate industries.

*The Trend Midweek* has over 600,000 circulation per week in New Jersey and Philadelphia suburbs. It was purchased by Broad Street Media from Philadelphia Media Network Inc.

*Indy’s Child* and *Cincinnati Parent* are publications of Mid-

west Parenting Publications. Both have been in production for over 25 years and reach more than 110,000 readers.

### Printing quality awards

In other news, Evergreen earned several awards for its printing quality.

Gold, silver and bronze awards from the International Association of Printing House Craftsmen for printing *The Daily-Tribeca* and the University of Pennsylvania’s *Penn Current*. Other winning titles included *Philadelphia Eagles Insider*, *Police & Security News* and Rutgers University’s *The Daily Targum*.

The Graphic Arts Association selected three titles for “Best of Category” honors – *The Daily Front Row* for Show Daily, *Politico* for Daily Newspaper and *BackStage* for Weekly Newspaper. “Franklin Awards of Excellence” were given to *Carolina Parent* and an American Automobile Association publication.

The Web Offset Association awarded Evergreen first place for *What’s Happening Long Island* in the combination heatset/ coldset category.

Evergreen is an associate member of NJPA.

## Obituaries

### Jean Conlon, former editor

Jean Elizabeth Conlon, 85, a longtime resident of West Caldwell, died on Sept. 4, 2011. She was co-owner and editor of *The Progress* newspaper, covering Caldwell, Essex Fells, Fairfield, North Caldwell, Roseland, and West Caldwell.



Conlon

A native of Brooklyn, Ms. Conlon’s avid interest in reporting began at Barnard College, after which she worked for the *Lake Land News* in Dover. She then became editor of the Suburban Publishing’s six weekly newspapers in Union and Essex counties.

Putting her master’s degree from Columbia University’s New School for Social Research to work, she became assistant director of public relations for the United Way of Newark, Irvington and West Hudson, and later was public relations director for the Council of Social Agencies. She returned to newspapering as Middlesex County bureau chief for the *Courier News*. In 1969 she went with *The Progress*, and became co-owner in 1987. She retired in 1998.

She was on the NJPA editorial committee, and was a former

member of the Society of Professional Journalists, as well as its President’s Circle.

In 1985 she earned the NJPA Responsible Journalism Award and other writing awards. The Rotary Club in Caldwell honored her with its “Service Above Self” award, and in 1998 the West Essex Chamber of Commerce honored her with its Community Service Award.

Ms. Conlon was active with the American Red Cross, the Link Community School in Newark, and the Global Youth Forum of the United Nations Environmental Program, where she helped prepare for the May 1992 Earth Summit in Brazil. She was co-founder of the Northeast Art Festival at Caldwell College and a member of the West Essex Chamber of Commerce.

In lieu of flowers, donations are suggested to the Milestone Equine Rescue, 227 Still Valley Rd., Phillipsburg, NJ 08865, or Dominican Sisters of Caldwell College, 120 Bloomfield Ave., Caldwell, NJ 07006.

Arrangements were by the Dancy Funeral Home, Caldwell.

— *The Star-Ledger*

## Metro adds InDesign files

Metro Creative Graphics, Inc. has added Adobe InDesign files to its online gateway, metrocreativeconnection.com, to answer the needs of the industry’s growing InDesign user segment.

“Beginning with the September 2011 issues, all ads in Metro’s family of services will have an InDesign component,” says Debra Shapiro Weiss, Metro’s executive vice president. “As the industry continues to split ad production between QuarkXPress and InDesign layout applications, we are pleased to be able to present Metro subscribers with ready-to-sell ad features in whichever format they choose.”

The InDesign documents are compatible with versions CS4 and CS5. Subscribers using InDesign version CS3 can utilize that version’s ability to open most QuarkXPress version 4 documents, which is also included in the downloaded ad package.

Metro is an associate member of NJPA.

## Michael Coakley, rewrite man

Michael B. Coakley III, 69, a throwback to the nights of competitive newspaper journalism at the *Evening Bulletin* and later at *The Inquirer*, died of complications of Alzheimer’s disease on July 26, 2011 at his home in Blackwood, NJ.

If any night reporters, phoning in stories to the city desk, uttered that old cliché, “Gimme rewrite,” they often got Mike Coakley. And what they got in the 1970s and 1980s was an echo of an even earlier time.

Mr. Coakley was a high school

dropout who worked at blue-collar jobs before becoming a copy boy, and then much more.

After working construction jobs, and a stint in a tannery, Mr. Coakley joined the *Camden Courier-Post* in June 1964. It was there that he earned the 1968 Best Writing Award of the Philadelphia Press Association.

He retired from the *Inquirer* in 2005 after 24 years on the paper, a personable guy with a quirky sense of humor that manifested in numerous newsroom pranks over the years.

— *Philly.com*

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### New Jersey Newspaper Network



Amy Lear, Director  
(609) 406-0600, ext. 15  
aclear@njpa.org  
www.njpa.org

## Political Ad FAQs

**Q** If a newspaper runs an advertisement without the required disclaimer, will it be held responsible?

**A** Generally speaking, it is the legal responsibility of the person or entity placing the ad to provide the appropriate disclaimer, not the newspaper. Of course, it is still good practice to ensure that all ads contain the proper disclosure language.

**Q** Can a newspaper offer discounts for political advertising?

**A** The Federal Election Commission (FEC) regulations *require* that a newspaper selling advertising space to a federal candidate may not charge an amount for the space which exceeds the comparable rate for the space for non-campaign purposes, including discounts normally available to ordinary advertisers.

While this regulation does not apply to state and local elections, a newspaper may still offer such discounts.

However, a newspaper *should not* sell ad space to a political entity at a discount not regularly available to similarly situated customers. Otherwise, that discount could be deemed an “in-kind” political contribution, which would have to be reported to the appropriate regulatory entity, and if large enough, might violate campaign contribution limits.

**Q** Can a newspaper reject a political advertisement if it does not contain the required disclosure language, or for some other reason?

**A** Newspapers have the First Amendment right to publish or reject advertisements at they see fit. Thus, if you have any concerns with respect to the failure to include proper disclosure language, you have the right to insist that the error be corrected, or to require a suitable disclosure statement even if not expressly required by law or regulation.

**Q** What about Internet advertising?

**A** Both ELEC (New Jersey Election Law Enforcement Commission) and the FEC have advised that appropriate disclaimers must appear on any political ad that appears on an Internet website.

**Q** Can political candidates sign contracts?

**A** Yes. Courts have ruled that political candidates can and should be offered the same cost reduction opportunities as other advertisers. However, your newspaper may have a separate, “political rate” that is offered to those running for office.

**Q** Can we make them pay in advance?

**A** Yes. But you should have a consistent advertising policy (not just for certain individuals or parties).

**Q** Is there a law that prohibits candidates from leveling “new charges” or introducing “new issues” in advertisements just before the election?

**A** There is no law prohibiting such action, however, many of our member newspapers have policies that disallow such activities. Most require the timing to allow the opposition to respond. In the case of weeklies, that might mean two weeks prior to the election, in the case of dailies, certainly a few days. Check with your ad manager.

# Political Advertising Refresher

With this year’s election season just around the corner, we asked NJPA’s General Counsel Tom Caferty to give us a political advertising refresher, outlining how the state’s election laws affect New Jersey newspapers.

\* \* \*

First, a reminder that New Jersey and federal election laws require that all newspaper political advertisements contain appropriate disclaimers, better known as the “ordered and paid for” line. The required content and design of the disclaimers varies, depending on whether the ad in question pertains to an election on the federal level (U.S. Senate/U.S. House) or the state/local level (all other offices and public questions).

### I. Advertising for State and Local Elections

The New Jersey Election Law Enforcement Commission (ELEC) enforces the disclaimer requirements for state and local elections in New Jersey. ELEC regulations require that political identification statements be included on “any advertising directed towards the electorate that aids or promotes the nomination, election or defeat of a state or local candidate.” Bona fide news items or editorials are excluded.

Most newspaper political ads will be directly paid for or authorized by registered political candidates or political committees; by individual and joint candidate committees; or by the various Democratic and Republican state, local and county political organizations; and other entities registered with ELEC as a result of their political activity, such as “continuing political committees” (a.k.a. “PACs”). These entities are required to include the following information in their disclaimer:

(1) the name registered with ELEC of the entity, organization or person paying for the advertisement;

(2) language indicating that the advertisement was ordered and paid for by that entity, organization or person;

(3) the business or residence address of that entity, organization or person as it appears on a registered entity’s ELEC filings.

EXAMPLE:

**Ordered and Paid For by:  
Joe Glutz for Governor  
1 Rosebud Way  
Trenton, NJ 08628**

No other identification information is expressly required by

law, but oftentimes political entities may, and are permitted to, include in their ads information such as the name of the entity’s treasurer, a phone number or an Internet address.

If a newspaper political advertisement is paid for by a person or group that is not required to register with ELEC, that is considered to be an “independent expenditure.” Such an ad might be taken out by a concerned citizen, for example. For an “independent expenditure” ad, the following information is required in the disclaimer:

(1) the name of the person paying for the advertisement;

(2) language indicating that the advertisement was ordered and paid for by that entity, organization or person;

(3) the business or residence address of that entity, organization or person as it appears in public records or a telephone directory.

EXAMPLE:

Ordered and Paid For by:  
Cindy Concerned  
15 Elm Street  
Trenton, NJ 08628

(4) language indicating that the expenditure was not made with the cooperation or prior consent of, or in consultation with or at the request or suggestion of any candidate, or any person or committee acting on behalf of any candidate.

EXAMPLE:

**This advertisement is paid for by a private citizen, and was not authorized or approved by any political candidate or committee.**

### II. Advertising for Federal Elections

The Federal Election Commission (FEC) enforces the disclaimer requirement for all federal elections in the United States. FEC regulations require that political identification statements be included on “any public communications that expressly advocate the election or defeat of a clearly identified candidate or are paid for by a political committee.” These statements must be “clear and conspicuous,” in at least 12-point type, have sufficient contrast with the advertisement’s background and be located within a printed box set apart from the other contents of the advertisement. The disclaimer must clearly state who paid for the advertisement, but addresses are only necessary in certain circumstances.

EXAMPLE:

**Paid For by  
Smith For U.S. Senate**

If the ad is authorized by a candidate for federal office, but paid for by another person, the disclaimer must explicitly say so:

EXAMPLE:

**Paid For by John Doe  
Authorized by  
Smith For U.S. Senate**

Expenditures not authorized by a candidate for Federal office must include a disclaimer with the full name along with a street address or phone number or web address of the person paying for the communication, as well as a statement that the communication is not authorized by any candidate or candidate’s committee.

EXAMPLE:

**Paid For by  
Cindy Concerned  
15 Elm Street  
Trenton, NJ 08628  
This advertisement  
is not authorized by  
any Federal candidate  
or committee.**

### III. Vendor Records – the “Political File”

Another important provision of the law requires that anyone accepting compensation from a political entity “shall maintain a record of the transaction.” These records are commonly known in the communications industry as the “political file.”

The records that must be kept include:

(1) an exact copy of the communication;

(2) a record of which issue(s) of the paper it appeared in and the date(s);

(3) the name and address of the committee, group or individual paying for the communication and of the candidate or committee, if any, on whose behalf the individual was acting.

\* \* \*

If you have any questions about these regulations, call NJPA Executive Director George White at (609) 406-0600 or email him at [gwhite@njpa.org](mailto:gwhite@njpa.org).

# Hotline answers your legal questions

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deliberative material, is exempt from disclosure.

**Q** Are police blotters accessible? What information about a criminal investigation am I entitled to immediately?

**A** Yes. It is our position that police blotters, much like 911 tapes, do not constitute "criminal investigatory records" under OPRA. This is because entries on police blotters, at the time they are made, do not pertain to a criminal investigation. Further, the fact that a criminal investigation may subsequently commence, as a result of the entry on the police blotter, does not render the initial entry confidential. See *N.J.S.A. 47:1A-1.1* and 3.

*N.J.S.A. 47:1A-3(b)* provides: Notwithstanding the provisions of P.L. 1963, c. 73 (*C. 47:1A-1 et seq.*), as amended and supplemented, the following information concerning a criminal investigation shall be available to the public within 24 hours or as soon as practicable, of a request for such information:

- where a crime has been reported but no arrest yet made, information as to the type of crime, time, location and type of weapon, if any;
- if an arrest has been made, information as to the name, address and age of any victims unless there has not been sufficient opportunity for notification of next of kin of any victims of injury and/or death to any such victim or where the release of the names of any victim would be contrary to existing law or Court Rule. In deciding on the release of information as to the identity of a victim, the safety of the victim and the victim's family, and the integrity of any

ongoing investigation, shall be considered;

- if an arrest has been made, information as to the defendant's name, age, residence, occupation, marital status and similar background information, and the identity of the complaining party unless the release of such information is contrary to existing law or Court Rule;

- information as to the text of any charges such as the complaint, accusation and indictment unless sealed by the court or unless the release of such information is contrary to existing law or court rule;

- information as to the identity of the investigating and arresting personnel and agency and the length of the investigation;

- information of the circumstances immediately surrounding the arrest, including but not limited to the time and place of the arrest, resistance, if any, pursuit, possession and nature and use of weapons and ammunition by the suspect and by the police; and

- information as to circumstances surrounding bail, whether it was posted and the amount thereof.

Notwithstanding any other provision of this subsection, where it shall appear that the information requested or to be examined will jeopardize the safety of any person or jeopardize any investigation in progress or may be otherwise inappropriate to release, such information may be withheld. This exception shall be narrowly construed to prevent disclosure of information that would be harmful to a bona fide law enforcement purpose or the public safety. Whenever a law enforcement official determines that it is necessary to withhold information, the official shall issue a brief statement explaining the decision.

*The "Legal Hotline" is a free service to NJPA member newspapers.*

*If you have a newspaper-related legal question, contact the Hotline at Gibbons, P.C.:*  
(973) 596-4863 • fax (973) 639-6267

*Tom Cafferty, tcafferty@gibbonslaw.com • Nomi Lowy, nlowy@gibbonslaw.com  
Lauren James-Weir, ljames-weir@gibbonslaw.com*

## Send us your resume

NJPA is getting calls from New Jersey newspapers and media companies seeking editors, reporters, advertising sales reps and managers. We can send them copies of your cover letter and resume. If you are employed, we will not send your package to your company. To learn more about this FREE service, contact Catherine Langley • 609-406-0600, ext. 17 • clangley@njpa.org

# Classified Ads!

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## Financial Representative

Northwestern Mutual office in Shrewsbury, NJ, is seeking dynamic individuals with a history of personal success for open positions in our growing agency. Experience in finance is not necessary, great opportunity for career changers and recent grads. Ours is a rewarding career offering professionals the ability to control both their calendar and their income while inspiring their clients' dreams and helping them achieve financial security.

This opportunity is best suited for candidates who are entrepreneurial in nature and enjoy building relationships. We have a unique career path that allows our advisors to experience success making a positive impact on their clients' lives while achieving their personal financial goals.

Enjoy working in a fast-paced, highly productive, value-driven environment? If so, The Milano Financial Group is the place for you! For more information, visit [www.milanofinancialgroup.com](http://www.milanofinancialgroup.com) or contact Chori Aiello, Recruiting Director, at 732-544-2823. Please email resumes to [chori.aiello@nmfn.com](mailto:chori.aiello@nmfn.com)

E-093011

## Advertising

### Classified Sales Manager

Are you ready to inspire an energetic sales team to its next level of success? The Jersey Journal, the daily voice of Hudson County, seeks a Classified Advertising Sales Manager to lead our company's call-center advertising sales.

Classified advertising in The Journal is sold in combination with the Garden State's largest website for local news and information, NJ.com, as well as our five community weekly newspapers. Together, our print and digital products reach more than 7,000,000 prospects every month.

The Classified Advertising Sales Manager oversees the efforts of our newspaper telesales force to drive additional revenue and attract new business by selling print and digital advertising programs, as well as directory solutions.

The successful candidate will have a strong work history in classified advertising, including managing the sales process from prospecting through the close.

He will regularly communicate the team's results to top management, offer feedback on telesales techniques to sales representatives, and recommend strategies to improve team and individual performance.

Key responsibilities include:

- Achieve print and digital sales goals by working with and developing the telesales sales force
- Identify seasonal opportunities,

qualify prospects, and secure new print and digital business

- Utilize newspaper and digital resources to develop creative presentations
  - Coach and practice consultative telesales techniques
- Required skills and abilities:
- Proven sales and classified management experience, including digital media sales
  - Consistently meet or exceed sales objectives, demonstrating focused sales efforts and understanding of the Internet advertising environment
  - Solid leadership skills, including a proven ability to lead by example
  - Self-motivation and an ability to self-supervise
  - Outstanding interpersonal, written & verbal communication skills
  - Outstanding computer skills and knowledge of digital tools and tactics

We offer a competitive incentive plan that includes a base salary and uncapped commission. The compensation package includes a 401(k) program and comprehensive health care starting on your first day of employment, including major medical, vision, dental, and a prescription plan. This opportunity is full-time.

The Evening Journal Association is an Equal Opportunity Employer. Send resume and cover letter to [aroselli@pennjerseyadvance.com](mailto:aroselli@pennjerseyadvance.com)

E-113011

### General Manager Sales Manager

Come roll up your sleeves and help take 60+-year community newspaper chain to the next level!

New Jersey Jewish News is a group of five award-winning community newspapers, based in Whippany, NJ, with a growing web presence, numerous special supplements, and community resource guides is seeking a General Manager Sales Manager to drive all activities relating to print and on-line advertising.

Duties include leading a team of 6-8+ sales reps with weekly deadlines. Must have a proven track record of sales growth at a newspaper or media property, and ability to use hands-on leadership skills to achieve sales goals.

Candidate will also be responsible for business operations, including, but not limited to: developing and implementing revenue and expense goals, budgeting, and strategic planning.

Must have experience as a management executive in a metropolitan newspaper, magazine, and/or digital news operation.

Knowledge of print and online advertising sales preferred; familiarity with Jewish community and media a plus.

<http://www.njewishnews.com/>  
Salary is competitive with

401K/403B and health benefits. Contact Mr. Andrew Silow-Carroll Email: [bkaplan@njewishnews.com](mailto:bkaplan@njewishnews.com)  
NO PHONE CALLS. Include cover letter with resume.

E-093011

### Digital Advertising Sales Specialist

Are you ready to inspire an energetic sales-team to its next level of success?

Penn Jersey Advance seeks an Digital Sales Specialist to lead our company's Internet advertising sales. Through the Garden State's largest website for local news and information, nj.com sold in combination with PJA daily and community newspapers reach more than 7,000,000 unique browsers every month.

The Digital Sales Specialist oversees the efforts of our newspaper sales force to drive additional revenue and attract nontraditional business by selling Internet advertising, search, and directory solutions.

The successful candidate will have a strong history of managing the sales process from prospecting through the close, with particular emphasis on growing the results of front-line account executives.

As the team's "go-to" person for the Internet, the Digital Sales Specialist will help newspaper representatives identify marketing needs of their clients that can be addressed with Internet solutions.



## BOOst sales for your classified advertisers!

Add statewide advertising in 150 NJ newspapers for one low price:

**Only \$520**

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

**NJPA member newspapers, keep \$208 per ad you sell.**

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

**New Jersey Press Association's Statewide Classified Advertising Network**



609/570-4131  
Cell 609/306-2523  
Fax 609/570-4075  
[tnoble@aaamidatlantic.com](mailto:tnoble@aaamidatlantic.com)

700 Horizon Drive  
Hamilton, NJ 08691

Tracy E. Noble  
Manager, Public &  
Government Affairs

## CCNJ

For information about New Jersey's largest manufacturing industry, call the:

### Chemistry Council of New Jersey

[www.chemistrycouncilnj.org](http://www.chemistrycouncilnj.org)

150 West State Street  
Trenton, NJ 08608

(609) 392-4214  
fax (609) 392-4816



Fleet of 24-ft. Trucks & Cargo Vans

Joseph Paci, Owner

Warehouse & Offices:

435 East Main Street, Suite 101, Denville, NJ 07834  
Phone: 973-625-4227 • Fax: 973-625-6931

Email: [jpaci@icapdelivery.com](mailto:jpaci@icapdelivery.com)  
Website: [www.ICAPDelivery.com](http://www.ICAPDelivery.com)

Member NJPA

# Classified Ads!

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He will join representatives for four-legged calls to important prospects, providing the extra measure of expertise that completes the sale.

He will regularly communicate the team's results to top management, offer feedback on sales techniques to representatives and their managers, and recommend strategies to improve team and individual performance.

Earn a competitive incentive plan that includes a base salary and uncapped commission. Compensation package includes a 401(k) program and comprehensive health care, including major medical, vision, dental, and prescription plan. Car and valid drivers license required. Opportunity is full time. Penn Jersey Advance is an Equal Opportunity Employer.

Send cover-letter and resume to arosellipennjerseyadvance.com

E-113011

## Media Consultant

The Jersey Journal, the voice of Hudson County, seeks experienced salespeople to join the outside sales-team. The Journal advertising programs and packages are sold in combination with the Garden State's largest web sites for local news and information, NJ.com, as well as our five community newspapers. Together, our print and digital products reach more than 7,000,000 unique browsers every month.

Are you organized, self-motivated, and able to self-supervise, with outstanding interpersonal, written, and verbal communication skills. Then we would like to meet you.

Earn a competitive incentive plan that includes a base salary, and uncapped commission. Compensation package includes comprehensive health care, starting on your first day of employment, including major medical, vision, dental, and a prescription plan. Car and valid drivers license required. Opportunity is full time. The Jersey Journal is an Equal Opportunity Employer. Send cover letter and resume to aroselli@pennjerseyadvance.com.

E-113011

## Send us your resume

NJPA is getting calls from local newspapers and media companies seeking qualified staff and managers. Let us send them your cover letter and resume. To learn more about this free service, call Catherine Langley at 609-406-0600, ext. 17, or send email to clangley@njpa.org.

## Media Consultant

NJN Publishing seeks a Media Consultant to join the company's advertising sales-team.

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

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

The NJN Publishing Network circulates throughout Hunterdon, Somerset, Union and Warren counties.

Media Consultant candidates will have a strong history with the sales process from prospecting through the close. We are not looking for the second best or the runner-up we are seeking someone who will demonstrate the power of community newspapers and nj.com website advertising programs.

Are you organized, self-motivated and able to self-supervise, with outstanding interpersonal, written, and verbal communication skills. Then we would like to meet you.

Earn a competitive incentive plan that includes a base salary and uncapped commission. Compensation package includes a 401(k) program and comprehensive health care, including major medical, vision, dental, and prescription plan. Car and valid driver's license required.

Opportunity is full time. NJN Publishing is an Equal Opportunity Employer.

Send cover-letter and resume to aroselli@pennjerseyadvance.com

E-113011

## Advertising Sales

Do you have experience selling advertising in newspapers, magazines or other media?

Are you articulate, self-motivated and goal oriented?

Are you good at prospecting and driven to close new business?

Packet Media Group, publisher of The Princeton Packet, PM Magazine, CentralJersey.com and a network of 19 community newspapers serving the Central New Jersey region, is seeking an experienced advertising sales representative to join our team in an established territory.

We offer a base salary + incentives + a comprehensive benefits package that includes health, dental and vision coverage. Reliable transportation and a clean driving record are required. Candidates must be proficient in Microsoft Office applications.

If you are looking for an opportunity to grow and enjoy working in a fast-paced environ-

ment we'd like to hear from you.

Reply with a resume and salary requirements to: HR@centraljersey.com with a subject line of AAE-NJPA via fax at: 609-921-2714, Attn: Advertising Director; or by mail to: Packet Media Group, Attn: Advertising Director, PO Box 350, Princeton, NJ 08542.

For more information, visit us at: www.centraljersey.com

E-113011

## Sales

We're moving... and we're taking you with us. As we get ready to relocate to our new home on the Trenton waterfront, we have begun a search for sales talent that will help our advertisers grow their businesses. If you are a creative thinker, have some sales experience and see yourself as an essential partner to the local business community, let's talk.

Our strategic solutions include: NJ.com

Search engine marketing  
The Times of Trenton  
Inside Jersey  
Commercial printing solutions ... and more

This Full Time career opportunity features a compensation package which includes:

Competitive base  
Commissions and bonuses  
Comprehensive benefits package – medical, prescription, vision, etc.  
Mileage reimbursement  
401K with company match  
Paid vacation and holidays  
Contact Sheila Gallagher-Montone

Email to sheilagm@njtimes.com or Fax to 609-396-5644

No phone calls please.

The Times is a Equal Opportunity Employer

E-083011

## Automotive Account Executive

NJN Publishing seeks an Automotive Account Executive to join the company's advertising sales-team.

Are you organized, self-motivated and able to self-supervise, with outstanding interpersonal written and verbal communication skills. Then we want to meet you. Automotive ad experience a plus.

Earn a competitive incentive plan that includes a base salary and uncapped commission. Compensation package includes a 401(k) program and comprehensive health care, including major medical, vision, dental, and prescription plan. Car and valid driver's license required.

Opportunity is full time. NJN Publishing is an Equal Opportunity Employer.

Send cover-letter and resume to aroselli@pennjerseyadvance.com

E-113011

## Circulation

### Circulation Marketing Manager

Lehigh Valley Media Group is seeking a creative, sales-oriented individual to manage all aspects of newspaper sales & marketing. Ideal candidate will be a multi-tasker, "out of the box" thinker, and innovator.

Sales/Marketing background is required for this position. Our local news franchise is growing, and we are looking for someone with the energy and experience to continue to move us forward.

Please send or email your resume and cover letter to: Angela Connell, Human Resources Director Lehigh Valley Media Group 30 N. 4th Street

Easton, PA 18042  
aconnell@express-times.com  
Fax: 610-258-8964  
No phone calls please.  
EOE • Visit us online at www.lehighvalleylive.com

E-093011

## Newspaper for Sale

### NY Hudson Valley Paper

Established, successful family-owned non-daily, mailed newspaper in solid New York state for sale. Lower Hudson Valley communities.

Excellent opportunity for growth. Perfect for small chain or individual wanting to own and operate.

Contact Charlie Wrubel at 201-796-3331, 201-519-6973 or chasnews@aol.com

E-093011

## CLASSIFIED ADVERTISING

- Help Wanted
- Work Wanted
- For Sale

In-column ads are only \$40 for 3 issues of *InPrint* and 3 months on our website – www.njpa.org. In-column employment ads are limited to one position per ad.

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

**DEADLINE**  
Annual Meeting Issue  
October 31

# Looking for a Complete Combination Solution for Print and Online Special Sections?

Now you can get fully-templated, full-color print special sections and companion, ready-to-post online MicroSite sections from Metro Editorial Services!



Here is what you'll get each month with print templated sections:

- Two, 24-page themed print sections per month
- Full-, half- and quarter-page ad spaces
- Professional, eye-catching page designs
- Timely, relevant editorial content
- Ready to sell
- Versions with and without spec ads in place
- Compatible with QuarkXPress® (version 4 and up) and InDesign® (CS3 and up)
- Extremely Cost Effective!

Whether you are looking to reduce the time it takes to bring a section from concept to fruition both in print and online, want to increase ad sales revenue, or have a limited production staff, Metro Templated Special Sections and Timely Features MicroSites will work for you.



Here is what you'll get each month with online MicroSites:

- Three themed sections per month, with two corresponding directly to the Templated Sections
- Ready-to-post and sell with companion MiSite online publishing tool — no HTML or programming needed!
- Professional, eye-catching designs that relate to Templated Sections
- Free Photo Gallery option for each MicroSite
- Companion online Sales Sites to e-mail prospects and print spec sheets
- Companion self-promotion ads in print and Web versions to notify readers and attract potential advertisers
- Extremely Cost Effective!

View samples and get more information from metrocreativeconnection.com, call Metro Client Services at 1-800-223-1600, or send an e-mail to service@metro-email.com

Metro Creative Graphics, Inc.

**1.800.223.1600**



www.metrocreativeconnection.com

519 Eighth Avenue, New York, NY 10018  
800.223.1600 • 212.947.5100 • service@metro-email.com

## Rake in Advertising Sales this fall!

### Upsell small ads to statewide coverage

Your newspaper's advertising staff can upsell clients to business card-size ads in 125 NJ newspapers that reach more than 4.2 million readers for just \$1,300 — about \$10.60 per publication.

**Your company earns \$625.00 per ad**

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

## New Jersey 2x2 Display Ad Network