

## GOVERNMENT AFFAIRS COMMITTEE MEETING

March 25 • 11 am  
Location to be announced

Webinar:  
**SOCIAL MEDIA ETHICS**  
April 7 • 2-3 pm  
with Christine Steinman

## NJPA EXECUTIVE COMMITTEE MEETING

April 7 • 10 am  
NJPA conference room

## PRESS NIGHT AWARDS BANQUET

April 7 • 5 pm  
Crowne Plaza Hotel, Jamesburg

## NJ COLLEGIATE PRESS CONFERENCE & AWARDS LUNCHEON

April 16 • 10 am  
Trenton Marriott Downtown  
Guest Speaker: C.L. Lindsay III

## NJPA BOARD OF DIRECTORS MEETING

April 28 • 3 pm  
Trenton Marriott Downtown

## SPRING ADVERTISING AWARDS BANQUET

April 28 • 5 pm  
Trenton Marriott Downtown

## NJ PRESS FOUNDATION TRUSTEES MEETING

May 5 • 11 am  
NJPA conference room

## Webinar: RETURN TO SALES BASICS

May 12 • 2-3 pm  
with Larry Maynard

## NJ LEGISLATIVE CORRESPONDENTS CLUB SHOW

May 17 • 6-10 pm  
The Manor, Hamilton

Your next issue of *InPrint* will arrive in late May. The advertising and editorial deadline is May 9.

For more information about these webinars and events:  
[www.njpa.org](http://www.njpa.org)



Tim Dowd



Joe Gioioso



Bill Murray

## 3 join NJPA board

Three new directors have joined the board of the New Jersey Press Association.

New board members from daily newspapers are:

William (Bill) T. Murray, publisher of *The Trentonian*, who is also publisher of *El Latino Expresso* and the ING newspaper group, which consists of five weekly publications in southern New Jersey.

Timothy (Tim) Dowd, who is president and publisher of the *Courier Post* in Cherry Hill.

The new board member on the weekly side is Joe Gioioso,

president and publisher of NJN Publishing, whose newspapers include *The Independent Press*, *The Messenger-Gazette* and the *Hunterdon County Democrat*.

Bill Murray started his career in 1984 at *The Paterson Evening News*, then in 1985 moved to its competitor, *The Passaic Herald News*. He has been with *The Trentonian* for 18 of his 28 years in newspapers.

Previously, Murray served as publisher of *The Register Citizen* in Torrington, Conn., *The Times Herald* in Norristown, Pa., and

— *Continues on Page 4*

## Public Notice concerns ease

Recent statements about the proposed public notice bill by New Jersey's legislative leaders have been good news for NJPA members.

"I'm not pushing S2072 at all and I don't think it's going to go anywhere," said Senate President Stephen Sweeney (D-Gloucester) to *The Star-Ledger's* editorial board, as reported by Matt Friedman on Feb. 18.

Sweeney also opined that passage of S2072 would likely lead to a loss of jobs.

Tom Hester, Jr., a spokesman for the Assembly Democrats, was quoted by Friedman as saying, "After reviewing the bill and issues and questions surround-

ing it, Assembly Speaker Sheila Oliver (D-Newark) has no plans to post A2082 for a vote."

The Assembly version of the public notice bill, which would let governments fulfill their legal public notification requirements by self-posting to their own websites — instead of publishing notices in newspapers — was moved out of its Assembly committee on Feb. 3.

NJPA members and good government activists immediately braced for the possibility the bill could be posted on the floor of either house for a full vote as early as Feb. 17. The companion Senate version had cleared its committee back in July, 2010.

## Budget approved by NJPA board

NJPA's operating budget for 2011 was approved unanimously by the Board of Directors at its meeting on Feb. 25.

Getting there wasn't easy.

Expecting substantial losses in 2010, the NJPA Executive Committee began revising its entire operational game-plan for 2011 back in October. It was a challenging process involving each officer (see George White's column on Page 2).

According to NJPA Treasurer Rich Vezza, publisher of *The Star-Ledger*, "We immediately understood that the association

lacks the reserves to withstand a similar financial outcome in 2011. It's really that simple. Like many newspapers, NJPA has experienced several years of losses since most of its revenue stream is advertising related. We no longer have the reserves to cover such losses."

In response, the officers became a working NJPA Budget Committee and met seven times over 17 weeks. Individual officers also visited NJPA to gather data and brainstorm with staffers.

"The approved 2011 budget — *Continues on Page 4*

## Awards banquets in April

"Our favorite time of year is coming up," says NJPA President Jennifer Borg of *The Record/North Jersey Media Group*. "We look forward to honoring the winners of our 2010 newspaper contests at Press Night and the Spring Awards Banquet."

Press Night will be Thursday, April 7 at the Crowne Plaza, Jamesburg, NJ Turnpike exit 8A. Winners in the editorial daily, weekly, online, and photogra-

phy contests will receive their awards. The cocktail reception begins at 5 p.m. Dinner will start at 6 p.m., followed by award presentations.

Also being given at Press Night is the Bernard Kilgore Memorial Scholarship, awarded to an outstanding high school student journalist who intends to study journalism in college. That winner also will be named the New — *Continues on Page 4*



**HELPING OUT:** Ron Morano of FirstEnergy/JCP&L, center, presents a \$2,500 check to the New Jersey Press Foundation for its 9/11 Student-Journalism Project, which is underway at Rutgers. The class proved so popular that many students had to be turned away. NJPA President Jennifer Borg and NJPF President Raymond Worrall thanked FirstEnergy Foundation for its support. Read more about the project on Pages 6 and 16.

# INPRINT

PUBLISHER  
George H. White

EDITOR  
Catherine Langley

A PUBLICATION OF

## New Jersey Press Association

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

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

EXECUTIVE DIRECTOR George H. White  
NJNN DIRECTOR Amy C. Lear  
NJPF DIRECTOR John J. O'Brien  
COMMUNICATIONS MGR Catherine Langley  
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Find newspaper news and resources quickly on NJPA's Facebook page.

## NJPA matters —

# All eyes on the future

For an established association like NJPA, approval of the annual operating budget wouldn't normally be breaking news.

But for NJPA 2011 is about as far from normal as possible. It has been described quite properly as a watershed year; one which will indelibly shape this association for many years to come.

Because advertising has been down across our industry, NJPA's ad network revenues are way down, as well. For many years our association used its ad network revenues to offset its costs and to stabilize member dues. Thus those dues are still at 1993 levels, a situation that is being considered in discussions about the 2012 budget.

But our immediate problem has been the budget for 2011. Despite deep cuts to staff, payroll, and benefits, balancing the budget was a challenge requiring a great deal of commitment by both NJPA's officers and its senior staff. Their names are listed in the left-hand column on this page.

### Side-stepping trouble

As noted in the related story on Page 1, the association's officers met in October and immediately recognized the major problem: NJPA's dwindling reserves coupled with a steep operating loss forecast for 2010 spelled major trouble.

The combination of declining ad



**George H. White**  
Executive Director  
NJPA

network revenues, spiraling expenses, and dwindling reserves created this dismal scenario. And it was painfully apparent that a similar financial result in 2011 would cripple our 153-year-old organization.

NJPA's revenues for 2010 finished \$270,000 under plan. Its expenses finished \$83,000 over plan, mainly due to higher legal expenses. That's a \$353,000 problem.

So the executive committee immediately morphed into a full scale working budget committee and pledged to meet as often as needed to ensure an achievable operational plan for 2011. That they did.

Led by NJPA President Jennifer Borg and Treasurer Rich Vezza, the committee met seven times over a 17-week period to prepare an achievable budget. We analyzed all the numbers since 2008, year by year and line by line.

Considerable time was spent helping officers understand NJPA's economics, various ad network commissions,

holdbacks, and rebates; the reasons for the steep revenue declines; plus all manner of plausible scenarios for reducing expenses and increasing revenues. NJPA Ad Director Amy Lear and Business Manager Denise Sawicki were invaluable resources to the entire committee throughout this process.

On Feb. 15, the committee finalized its proposed 2011 operating budget which was adopted unanimously by the full board on Feb. 25.

### Another 20% cut

The outcome is a balanced \$1.2 million operating budget for 2011, one that's 20% below the organization's 2010 budget of \$1.5 million. Still, much is being asked of all members to make 2011's balanced budget possible on both fronts – revenues and expenses.

Details have been sent to all publishers and I am happy to review the specifics should there be any questions.

Having a dedicated executive committee whose members are willing to roll up their sleeves is a great tribute to our organization.

I know that each member of the executive committee is committed to ensuring that NJPA improves and solidifies its position as the indispensable resource its members deserve.

NJPA has a great history. But this outstanding level of commitment and cooperative leadership is a great harbinger for what lies ahead.

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### New Jersey Education Association

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

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

### Media Relations:

Steve Wollmer Kathy Coulibaly Steve Baker Christy Kanaby



### John K. Tiene

Vice President, Strategic Business Initiatives & Corporate Relations

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

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



NEW JERSEY HOSPITAL ASSOCIATION

KERRY McKEAN KELLY  
Vice President, Communications  
and Member Services

kmckean@njha.com  
(609) 275-4069 ■ Fax: (609) 275-4273  
760 Alexander Road ■ CN-1 ■ Princeton, NJ 08543-0001  
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Partners

## Courier-Post ad director is back home

Bill Janus, who delivered the *Courier-Post* as a boy, has come home to the newspaper as its director of advertising.

Janus, 51, brings a background in both print and digital media. He previously was ad director for the *Baltimore Sun* and the *News Journal* in Wilmington, Del.



Janus

Most recently, he was eastern division sales director for digital publishing for Comcast.

"I'm excited to be a part of the paper I grew up with," he said. "Nobody reaches readers in South Jersey like the *Courier-Post*."

Janus will oversee the paper's Thrive program, in which the *Courier-Post* will give away \$500,000 in advertising to help businesses generate profits. He also will focus on sales training.

Janus is a graduate of Cherry Hill High School West, where he was named to the Athletic Hall of Fame with honors in baseball and basketball. He is a graduate of Widener University and is an avid golfer.

"We're excited to have Bill on board and are expecting great things from him," said Tim Dowd, *Courier-Post* president and publisher.

Janus and his wife Karen have three children. They now live in Middletown, Del.

## People & Papers

### Packet names editor

Calhoun J. Killeen Jr. has been named editor of *The Princeton Packet*.

Killeen has more than 30 years of experience in community journalism. He was editor of the *Daily News* of Newburyport, Mass., for two decades.

Under his leadership the paper was named New England Newspaper of the Year in its circulation category three times. It also won public service reporting awards from the Associated Press and United Press International.

Twice Killeen was a copy editor for the *Boston Globe*. Recently he was with Seacoast Media Group, a member of the Dow Jones Local Media Group in Portsmouth, N.H., where he edited the *Seacoast Sunday* section for three papers, and edited the *Hampton Union*, a twice-weekly paper.

"We are thrilled to have someone of Cal Killeen's caliber and experience join *The Packet*," said Aubrey Huston, group editor.



Killeen

"Cal will bring a new perspective on our communities and how we can best serve our readers."

"Cal has deep roots in community journalism and his past work exhibits the very high editorial standards which *The Packet* strives for," said James B. Kilgore, publisher.

"I'm excited to be joining the Packet and working with the staff and members of such

a dynamic and diverse community," said Killeen. I look forward to learning about local issues and continuing a tradition of the *Packet* being a vital information resource.

In addition to his work experience, Killeen was on the board of the New England Press Association and has been a consultant for the American Press Institute.

He is married and has two daughters, one a sophomore at the College of the Holy Cross, and one who will enter George Washington University next fall.

### A.F.L. Web Printing hires CFO

A.F.L. Web Printing has a new CFO. Jeffrey D. Patterson has joined the company after holding executive level finance positions in other firms for 17 years.

He was CFO at International Graphics, a private equity owned manufacturer of pressure sensitive adhesive products for U.S. and European graphics markets. Most recently he was a finance

executive with API Foils, Inc. a publicly traded manufacturer of specialty foils for packaging and graphic applications.

"Jeff has extensive experience as chief financial officer in both privately held and publicly traded manufacturing and distribution organizations. He brings a knowledge base that will help grow our business and better serve our customers," said Antoinette Franceschini, president and CEO of AFL Web Printing.

"I am very excited to work for such a dynamic and diverse printer and look forward to making a contribution to its expansion and success," said Patterson.

## New managers at Times

Changes in the top management of *The Times* of Trenton took effect March 1.

Publisher Brian Malone, 64, retired and he was succeeded by Sheila Gallagher Montone, 54. She had been the advertising director and she will carry the dual title of publisher/advertising director.

The paper's new editor is Matthew Dowling, 36, who was assistant managing editor for *The Star-Ledger* and its online content at NJ.com.

"This is an exciting time for *The Times*," said Malone. "I've worked with Sheila for many years and know of her skills, drive and enthusiasm for newspapers and her understanding of the critical role they play in the community."

"Matt Dowling, who has lived in both Hamilton and Lawrence when he was a reporter, is a perfect fit for leading the editorial side of the paper, especially with his knowledge and expertise in new media."

"I think after 42 years it's time to step away from the daily pressure of publishing a newspaper," said Malone, who lives in Lam-

bertville with his wife Nancy. "It's been an incredibly rewarding career."

Montone has been at *The Times* twice in her career which began in 1979. Her first newspaper job was as an ad sales representative for a weekly newspaper group in Philadelphia. In 1990, she joined *The Times*. Newspapers are in her blood. Her father, John Gallagher, worked for the *Philadelphia Bulletin* for 48 years. She and her husband, Dennis Montone, live in Palmyra.

"It's a privilege to be part of the team at *The Times*," Montone said. "It's been our mission and our good fortune to serve the greater Mercer County community for more than 128 years. As we move forward together with our staff, readers and advertisers, it will be with an eye toward ways we can build upon this foundation in print and online."

Dowling worked for *The Star-Ledger* for a decade. He previously was Middlesex County bureau chief and had been a reporter in the Somerset and Hunterdon bureaus. Dowling lives in Howell with his wife Kelly.



Montone



Malone



Dowling

### 2011 schedule for InPrint

*InPrint* introduces its new publishing schedule, starting with this issue, the "Spring" edition.

"For 2011, *InPrint* will be published quarterly, with a fifth issue that will be an annual report," said George White, NJPA's executive director, after the recent board of directors meeting.

"The quarterly issues will be delivered in March, May, September and January. The annual report will be distributed at NJPA's annual meeting in November, as well as being mailed.

"NJPA's board will review the decision later this year, before making any long-term change," White said.

New deadlines info is at [www.njpa.org/inprint/index.html](http://www.njpa.org/inprint/index.html).

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Amy Lear, Director  
(609) 406-0600, ext. 15  
[aclear@njpa.org](mailto:aclear@njpa.org)  
[www.njpa.org](http://www.njpa.org)



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

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Member  
NJPA

## NJPA Hotline answers your legal questions

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

**Q** Does there exist any prohibition against the publication by a government entity of a newspaper.

**A** Based upon a review of New Jersey Statutes and case law it does not appear that there exists any prohibition against the publication by a government entity of a newspaper. N.J.S.A. 40:48-2 grants a municipality broad authority to pass ordinances, regulations, rules and bylaws and, in effect, take actions as it deems necessary and proper for

“the good government, order and protection of persons and property, and for the preservation of the public health, safety and welfare of the municipality and its inhabitants, and as may be necessary to carry into effect the powers and duties conferred and imposed by this subtitle, or by any law.”

It seems as though the publication of a government newspaper could qualify under the statute, provided that the publication of said newspaper is necessary and proper for good government and the protection of the public and necessary for the government entity to fulfill its duties.

In *NJ Election Law Enforcement Commission v. Brown*, 206 N.J. Super. 206 (App. Div. 1985), a newsletter was published by the Asbury Park Board of Education. The Court took no issue with the fact that the Board of Education published a newsletter and instead focused on the fact that an article contained in that publication urged the reelection of three school board members, and thus, qualified as a campaign contribution under the Election Law Enforcement Commission (“ELEC”).

Therefore, while we have not performed an extensive review of the law, we are reasonably satisfied that a government entity is permitted to publish a newspaper and that such newspaper is subject to the same laws and regulations that apply to private newspapers.

**Q** Does OPRA and Executive Order 69 require the release of names of those charged with a crime?

**A** OPRA exempts from disclosure anything made non-disclosable by any other statute, rule or regulation. The Domestic Violence Act renders non-disclosable records of Domestic Violence.

**Q** Does a reporter have to testify in response to a subpoena when the information he has regarding the matter was obtained in the course of pursuing his professional activities? Can a reporter testify but assert the newsperson's privilege in response to specific questions that he does not want to answer? Can a reporter be sued for what he says under oath during a court proceeding?

**A** Because the reporter obtained the information while pursuing his professional activities, he can assert the Newsperson's Privilege (N.J.S.A. 2A: 84A-21(a)) and refuse to answer any questions regarding that information.

If the reporter chooses to testify, he may have difficulty asserting the privilege in response to specific questions. Once the reporter testified regarding a topic and/or information he obtained, he waives the privilege as to that topic and/or information. He may be asked, and must answer, questions regarding that topic and/or information or questions following logically from his testimony.

No. He cannot be sued for defamation because there is a privilege for statements made during the course of a legal proceeding. However, if his testimony recounts things he said outside of court or if he repeats his testimony outside of court, he

— Continues on Page 14

## 3 new NJPA board members

Continues from Page 1

*The Lansdale Reporter* in Lansdale, Pa. All three papers are owned by the Journal Register Company, which also owns *The Trentonian*.

Murray has been honored by many organizations, including by NJPA early on for his success as the top classified ad sales performer in the state. He was also honored for his ad designs. Under his leadership *The Trentonian* earned the American Society of Newspaper Editors Diversity Pace Setter Award, which recognizes the top newspapers in the country for their diversity in hiring.

In 2007 the Mercer Regional Chamber of Commerce named *The Trentonian* its Corporation of The Year. In 2003, while Murray was publisher of *The Times*

## April's awards banquets honor contest winners

Continues from Page 1

Jersey High School Journalist of the Year by the Garden State Scholastic Press Association.

Capping off Press Night will be the announcement of the 2010 General Excellence Awards, recognizing the daily and weekly newspapers that earned the most points in their contest divisions.

The Spring Awards Banquet, honoring winners in the retail, classified and online advertising contests, will be Thursday, April 28 at the Trenton Marriott Downtown. The cocktail reception begins at 5 p.m. and dinner follows at 6 p.m.

The after-dinner awards presentation will feature a slide show of the winning entries. The grand finale will be presentation of the General Excellence Awards and the Obie Award. The Obie goes to the newspaper that receives the “Best of Show” award — for the best work of the entire year. This winner is selected from among all of the retail and classified category winners.

The cost for each banquet is \$85 per person until March 25, after which the price is \$95.

To register, download the forms from NJPA's website. Visit [www.njpa.org](http://www.njpa.org) and click on “Events.” Or contact Peggy Stephan, NJPA's member services manager at (609) 406-0600, ext. 14, or [stephan@njpa.org](mailto:stephan@njpa.org).

*Herald*, it was recognized as Newspaper of the Year by The Suburban Newspaper Association. *The Trentonian* also was recognized by that organization for producing the Best Section of The Year in 2009 for its History of The World Series tab.

Murray graduated from Glassboro State College and he lives in Chesterfield, with his wife Susan and children Max and Amanda.

Tim Dowd started out in 1980 as a retail account executive at Gannett's *Times Herald* in Port Huron, Mich. He was promoted through several managerial jobs until 1995, when he left as ad manager at the *Times Herald* to become the publisher at Thompson Newspaper's *The Marion Star* in Marion, Ohio. In 1999 he became a group publisher at the *Times Standard* in Eureka, Calif., a MediaNews property.

Dowd returned to Gannett in 2001, as president and publisher at the *Salinas Californian*. He held the same titles through promotions back to the *Times Herald*, in Port Huron, Mich.; and on to the *Battle Creek Enquirer*, in Battle Creek, Mich. He came to the *Courier-Post* from Battle Creek in 2009.

He has earned several of Gannett's top awards for excellence.

Dowd studied journalism at St. Clair Community College, Mich., and earned his BA degree in advertising at Michigan State University.

## 2011 budget approved

Continues from Page 1

represents achievable objectives,” said NJPA President Jennifer Borg, VP/General Counsel at *The Record/NJMG*. “And it puts our program emphasis squarely on three critical functions: government affairs, advertising revenue, and communications. The board and the executive committee believe that these are the core areas of member service for which NJPA must excel as an organization — especially in these challenging times.”

Executive Director George White said, “To increase revenues and reduce expenses to levels necessary for a balanced budget, we ran through all manner of possible cost-cutting and revenue-generating initiatives.”

“Much is being asked of NJPA members to make this a successful year that the organization can

Joseph (Joe) Gioioso came to the U.S. at age 13, in 1956. He and his parents emigrated from a small town in Italy that was still recovering from WW II. They settled in Elizabeth and he went to Catholic schools before entering Rutgers. He later served with the U.S. Army in Germany.

After earning a BA degree in accounting at Rutgers College and an MBA at Monmouth, Gioioso began his career in 1969 at the *New York Daily News*, as an accountant. He bridged into management of operations and production, so that when he left the *News* in 1980 he was its budget director.

At the *Morristown Daily Record*, from 1980 to 1984, he helped the Tomlinson family revamp *New Jersey Monthly* magazine. Thereafter he worked as a general manager for North Jersey Newspapers, and in 1987 went to the *Passaic Herald News*. In recent years he has worked on various projects for Advance Publications.

Gioioso lives in Morristown. He has three adult children and five grandchildren.

“They're my circle of friends now,” he said. “Family, grandkids. We get together often.”

He jogs a few miles on weekends to stay in shape.

He devours history books, especially volumes about the American Civil War, and biographies.

build upon,” said Chairman Raymond Worrall, of Worrall Community Newspapers. “And much has been asked of NJPA's staff as well.”

He said all NJPA staff salaries were frozen in 2008, and then reduced by 6.7% in 2009 when NJPA's official work week was cut from 37.5 to 35 hours.

After another budget-related layoff in January, NJPA's staff, including NJPF, is now eight full-time and two part-time — down from 18 full-time and one part-time prior to the recession.

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Our weekly email newsletter “NJPA Notes” contains news & topics of interest to NJ newspaper people.

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To request, email: [clangley@njpa.org](mailto:clangley@njpa.org)  
Include “NJPA Notes” in subject line.

## The Record earns national awards

For the third year running, *The Record* has won first place for its circulation category in the 2011 America East Print Quality Contest.

The contest is one of the few print quality competitions remaining. It aims to improve print quality by giving extensive feedback on black ink laydown, color ink laydown, color registration, halftone quality, page alignment and overall print appearance. All entrants receive marked newspapers and detailed evaluations from four independent judges.

"Winning for the third year in a row is quite an accomplishment; it is great to have the efforts of a skilled team recognized," said Bob Konig, VP of Manufacturing for *The Record*. "We should all be proud of the products we produce every day."

The award will be presented during the America East Technology and Operations conference, March 14-16 in Hershey, Pa.

## Group-buy site launched

NorthJersey.com has begun a group-buying deal site: NorthJerseyDeals.com. It joins the efforts of Coupious, a mobile coupon app launched by the brand in Oct. 2010. NorthJersey.com is produced by North Jersey Media Group, publishers of *The Record*.

NorthJersey.com offers advertisers 1.7 million unique visitors. The group-buying site promises "the deepest discounts available on local products and services." It claims "users can save 50-90% on fashion, fine dining, spa services, furniture and home décor, medical/dental consultations, fitness classes and more."

"We are local, so we know local," said Brian Burns, interactive media sales manager for NorthJersey.com.

Participants add their e-mail address to the NorthJerseyDeals.com mailing list to have the newest deals delivered directly to their inbox. If they like what they see, they buy the deal – but to get the deepest discounts "it helps if users share the deal with friends and family. Once the number of buyers is met, the user's credit card is charged and the deal becomes active. A voucher/coupon is e-mailed within 24 hours for immediate use."

New deals arrive daily.

The Associated Press Sports Editors (APSE) have named *The Record's* sports section one of the 10 best in the U.S. in its circulation category, and Bob Klapisch one of the nation's top 10 sports columnists.

The APSE awards excellence in sports journalism based on content, layout and graphics. *The Record* was recognized in the 75,001-175,000 circulation category. The APSE does not individually rank sections in the Top 10.

All awards will be given at the annual ceremony, which takes place June 22-25 in Boston.

Alfred Doblin, editorial page editor of *The Record*, won the 2010 Editorial Writing competition sponsored by The American Society of News Editors (ASNE).

## NJPA welcomes new members

Four new members were approved at NJPA's board of directors meeting on Feb. 25.

Two are Associate members. The other two are Digital News Organization members, which publish general news websites.

The new DNO members are The Jersey City Independent and The Jersey Tomato Press.

The Jersey City Independent was established in 2008 and can be found online at [www.jerseycityindependent.com](http://www.jerseycityindependent.com). Jon Whiten is the editor and co-publisher of the website.

The Jersey Tomato Press was founded in 2009. It covers news of the Caldwells, Montclair and West Essex on its website: [www.thejerseytomatopress.com](http://www.thejerseytomatopress.com). Diane Lilli is the company's chief executive.

The new Associate members

The ASNE promotes fair, principled journalism, defends and protects First Amendment rights, and fights for freedom of information and open government. The awards will be presented during this year's ASNE convention, which will be held April 6-9 in San Diego, CA.

The North American Travel Journalists Association (NATJA) gave *The Record's* section and Jill Schensul five awards for work in 2010.

The Travel section won gold for Best Newspaper Travel Section and was the only paper honored in the category. Jill Schensul won gold in the Budget Travel category. She won silver in Cover Photo, Illustration. She won bronze for both Travel Series in a newspaper and for Leisure Activity.

are Community Publications and Rfm Printing.

Community Publications is a new Associate member. Founded in 2008 and located in Hazlet, the company publishes three monthly tabloids, *Community Messenger* serving Navasink River towns; *Community Messenger* for the Bayshore area; and the *Colt's Neck & Holmdel Community Magazine*. Vin Gopal and Cliff Moore are the publishers and co-owners. The company's web address is [www.mycommunitypublications.com](http://www.mycommunitypublications.com).

Rfm Printing is a full-service commercial web printing company located in Wall. Robert McKenna is the owner, James Satterlee the general manager and Celeste Buckelew, the production manager. The web address is [www.rfmprinting.com](http://www.rfmprinting.com).



## NJNN Update

**Amy Lear**  
Director  
New Jersey Newspaper Network

## The bright side!

In recent years we've all had to face the challenges of dipping revenues and climbing expenses. NJPA is no exception.

But there's a bright side. Clients are still eager to place ads in newspapers!

Staff cuts create time crunches. I get it. I've experienced it. That's why it's even more important to provide efficiencies.

Have you ever tried to place a classified line ad in newspapers? Take it from some experienced pros, it's not an easy task. We're doing it more often now at NJNN.

Imagine this: the potential customer has money to spend, ad copy prepared, and we simply need to confirm the cost and first-possible run date. We send the text to a classified ad-taker at a member newspaper and ask for these details.

- In return, we receive a 4-page form listing all kinds of internal lingo to sift through, just to find a simple cost and run date.
- Or – it takes 3 days to get a price for a 30-word ad.
- Or – we get the price, but not the affidavit charge we requested upfront.

This is just scratching the surface. Will the ad appear in print? Will it go in all related newspaper products or just one? Will it be online on a recruitment site like Career Builder or Monster? Does it also appear on individual URLs? Is the price net or gross? Can you send a screenshot to confirm the ad is running? If a location has to be included in the online header or category, can we request a preference instead of just having one assigned that has no relation to the job being advertised?

Like a first-time traveler who doesn't know to check for a gate change before settling in to wait for a departing flight, a prospective advertiser is often unfamiliar with how to advertise in newspapers. In the case of classifieds, that customer generally comes to the table with money in hand and a timely need.

How delightful for that customer to find a service like New Jersey Newspaper Network, which can eliminate such "behind-the-scenes" frustration!

So try placing an ad in your own newspaper. Or even another newspaper.

And tell me what we can do to help.

I'll go one step further. If you think we at NJNN can improve our own communication and services, I invite you to be our critic. We want to be the best of the best. Our customers, including you, deserve nothing less.

This issue of *InPrint* includes references to the financial strain resulting from a dismal 2010. We are focused on reversing that!

Thank you for supporting NJNN and all of NJPA's advertising programs.

We're here to help you – and your future customers!

### Members: Rate cards due

NJPA needs 2011 rate cards from all members. Please send your 2011 published rate cards — for retail, national, preprints and all other categories — as soon as they become available.

If you do not have a planned rate increase for 2011, please send the rate cards that are in effect as of Jan. 1, 2011, along with a note confirming that 2010 rates are still valid.

All rate cards should be sent in PDF format and emailed to Amy Lear: [aclear@njpa.org](mailto:aclear@njpa.org).

### PLEASE SEND YOUR NEWS TO *INPrint*

Email news about your employees, staff promotions, new products, community involvement and other interesting projects to Catherine Langley: [clangley@njpa.org](mailto:clangley@njpa.org).



**SURVIVORS TALK:** Mary Fetchet, whose son died on Sept. 11, 2001, urges students to use open-ended questions to interview survivors.



**MULTIMEDIA JOURNALISM:** Students in the Project 9/11 program are experiencing modern journalism. Not only are they reporting their experiences in their school papers, they are filming guest instructors and creating a multimedia website that will include their interviews of children, now in their teens and early twenties, who lost family members in the Sept. 11 attacks.

## 9/11 Student Journalism Project gets off to a great start

So many students tried to get into a new Rutgers journalism course on reporting the 10th anniversary of 9/11 and interviewing the children of World Trade Center victims that the professors had to cut off enrollment.

Called the 9/11 Student-Journalism Project, the wildly popular spring semester course is a joint endeavor by the New Jersey Press Foundation (the charitable arm of NJPA) and the Rutgers Department of Journalism and Media Studies.

The Press Foundation gave the department a \$50,000 grant to teach the course and simultaneously to involve high school student journalists from across the state. The high school students are all members of their student newspapers. This part of the program is being organized by the Garden State Scholastic Press Association, the state's

association of high school student newspaper advisers.

In the course developed by professors Ronald Miskoff and Liz Fuerst, journalism majors are learning to use narrative journalism techniques, the web, video, and social media to cover the emotional 9/11 anniversary story.

"I really enjoy this course so far," said Megan Schuster, a junior from Readington Township who is double-majoring in journalism/media studies and cultural anthropology. "It has been a great and challenging course, unlike any I have ever seen offered at Rutgers. I feel like I am getting hands-on experience as a real journalist — finding a subject, documenting it, and going through a complete interview process.

"The books we are reading are also very interesting. They help me understand the effectiveness of narrative journalism. I am very grateful that I was selected to take part in this project and I can't wait to see the final outcome."

Professor Miskoff said the students enrolled in the course represent the best majors in the department, among them the new editor-in-chief of *The Targum*, Rutgers' daily newspaper. Even so, they all need coaching to improve their interviewing, writing, and video skills.

"We realize that journalists may need years of seasoning before they feel ready to interview victims of disaster or great trauma, but we are helping our students learn compassionate interviewing skills now," said Prof. Miskoff.

One of those helping students learn to conduct sensitive interviews is Mary Fetchet, founding director of Voices of September 11th, an advocacy group for 9/11 families. It has a membership of 11,000 and growing. Fetchet's group has an office in New Brunswick, and she and her staff talked to students at length on Feb. 23.

"We have interviewed literally hun-

dreds of families," said Fetchet, who lost her own son, Brad, in the Sept. 11, 2001 terror attacks. Brad was 24.

Based on those interviews, she urged students to ask "open-ended questions and let their subjects talk." She told students that they must be ready to stop for a moment if an interview gets too emotional. And there may be topics that some children don't want to touch on at all. She recommended that student interviewers work with the surviving parents before sitting down to interview the children.

In preparation for the interviews, the Rutgers journalism majors have had tutorials in making videos, have learned about narrative journalism, and have gone through an intensive session with writer Daniel Zegart, of Lambertville, on how to ask questions that will elicit quotable answers.

Zegart is the author, with Lyz Glick, of *Your Father's Voice*, a book about Jeremy Glick, one of the "Let's Roll" passengers aboard United Flight 93 that was hijacked on 9/11 and later crashed in a field in Shanksville, Pa.

*Your Father's Voice* was one of the five textbooks for the 9/11 Student-Journalism Project course, along with books on the collapse of the Twin Towers and one on the findings of the 9/11 Commission, *The Ground Truth*, written by counsel to the commission John Farmer, of Flemington.

Farmer will speak to the 9/11 class this week. On Feb. 16, former New Jersey Gov. Thomas Kean, who headed the 9/11 Commission, captivated the class as he spoke for more than two hours about the millions of documents he and his staff pored over to determine what led to the attacks and what might have prevented them.

Some of the lessons underscored in the commission report have not been heeded, Kean told the students. A criti-

cal one is that rival intelligence agencies must do a better job of sharing vital information — an issue before the attacks — and must avoid underestimating al-Qaida, even though its operations have been disrupted as a result of wars in Afghanistan and Iraq.

Kean said he believes that terrorists will stage another attack on U.S. soil, perhaps nuclear or cyber. He said that the intelligence services should focus more on staying a step ahead of terrorists.

"Osama bin Laden has written that he would like to do it with nuclear weapons," Kean said. "Bin Laden said that he thought if there were two nuclear explosions in the United States, we would get out of the Arabian Peninsula and stop supporting Israel."

One regret Kean had was that the commission was not allowed to directly interview detainees who were confirmed by intelligence agencies as terrorists.

"Speakers like Gov. Kean provide a powerful resource for students who may have been quite young when the World Trade Center attacks happened," said Prof. Fuerst. Still to come are lectures by newspaper reporters who covered the story at Ground Zero that day and by photographers who never stopped snapping photographs.

One exciting speaker was Frank Scandale, editor and vice-president of *The Record*, who spoke last week about his newspaper's exhaustive reporting of the Twin Towers collapse, the staff's chilling photographic coverage of the events, and the journalistic portrayal of a community's grief in the days, weeks, and months after the event.

Scandale is one of a group of New Jersey print editors, reporters, and web editors who will mentor the college and high school students later this spring when they begin to write up their profiles of the 9/11 children. These profiles

— Continues on Page 11



**GETTING THE QUOTE:** Daniel Zegart advises students on how to get insightful answers from the people they interview. He is co-author of *Your Father's Voice*, a book about the United Flight 93 passengers who tried to take back their plane from its hijackers on Sept. 11, 2001.

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## Foundation Update

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

### Busy season at NJPF

I'm still getting my feet wet as the (part-time) director of your foundation and it has quickly become "indoctrination by fire!"

Early spring is an especially busy time here at NJPF. Here's our lineup...

Our New Jersey College Newspaper Contest is in full swing. This year's awards are based on content of collegiate newspapers published between March 1, 2010 and February 28, 2011. Newspapers may submit three entries for each of the 12 contest categories and one entry for each of the two newspaper categories. That's a total of 38 possible entries per collegiate newspaper. Newspapers from four-year and two-year colleges are judged as separate divisions with separate awards presented to each. Last year we had over 300 entries in the contest so you can quickly see that judging this competition is not an easy matter.

We have a core group of New Jersey editors, journalists and retired news people who volunteer each year. However, we can always use more. If you are so inclined, drop me an email ([jjobrien@njpa.org](mailto:jjobrien@njpa.org)) or a phone call (609-406-0600, ext. 13) and I'll put you on the judging list. Most of the entries are submitted in digital format, so judging can be done where and when you find it convenient.

Also in full swing is our annual NJPF Internship/Scholarship competition. Collegiate journalists apply for an eight-week paid internship at a NJPA member newspaper and those who successfully complete the program receive a \$1,000 scholarship for their next academic year. Winners will be announced shortly. Applications are up over last year, which is an encouraging sign.

Under way as well is the judging for our annual Bernard Kilgore Memorial Scholarship completion. The recipient of this award is also named the Garden State (high

school) Scholastic Press Association's Journalist of the Year and is automatically entered in a competition for the National High School Journalist of the Year. The folks at GSSPA are always integral in helping NJPF making this competition a success. The scholarship is named after Bernard Kilgore, often called the father of *The Wall Street Journal* and its parent corporation, Dow Jones and Company. Mr. Kilgore also was responsible for making *The Princeton Packet* one of the most successful weekly newspapers in America.

Coming up are deadlines for the Isaac Roth Scholarship Competition and the Richard Drukker Memorial Scholarship.

The Isaac Roth Scholarship for Newspaper Carriers was established in 1926 by the estate of Mr. Roth. He was a former youth carrier for the now defunct *Newark Daily News* who was extremely successful in various businesses throughout his life. He always credited his work ethic and success to his days as a newspaper carrier. He wanted current and future carriers to gain from his good fortune. NJPF has been administering the fund since 1983. The Roth scholarship is open to youth and adult carriers and children of adult carriers. The application deadline is May 13.

Richard Drukker, the owner and publisher of the *Passaic Herald News*, helped create the New Jersey Press Foundation in 1962. The scholarship that bears his name is awarded to a deserving Montclair State University journalism student each year. The application deadline is March 31.

More details about all of NJPF's scholarships are available at [www.njpa.org/foundation/other.html](http://www.njpa.org/foundation/other.html).

As I said earlier, these are busy days at your foundation. Let me know if you want to assist us in the future. Like most non-profit organizations, volunteers are always needed and welcomed!

## From free speech to Facebook: how to avoid online legal woes

"There's trouble online," says C.L. Lindsay III, nationally-reknowned expert on students rights and academic freedom.

"Social networking sites like Facebook are a precarious and largely undefined dimension for universities and students alike."

Especially for the students who, Lindsay says, are commonly accused of online harassment, electronic stalking and copyright infringement. Throw student journalism into the mix, and the problems can be even greater.

Lindsay will be the featured speaker at the New Jersey Collegiate Press Association's Annual Conference on Saturday, April 16 at the Trenton Marriott Downtown. The event starts at 10 a.m. and goes through lunch, at which NJCPA's annual newspaper contest awards will be presented. The cost is \$15 per person.

College journalists will learn not only how to protect themselves, but what they legally can and cannot do using social media like Facebook and Twitter to gather and disseminate news. They will learn what their rights are, how the laws operate and what potential liabilities await them.

Think this session is just for college kids? Think again!

Journalists of all ages can learn from

Lindsay, an engaging, wise-cracking professional who is one of the most popular speakers on college campuses today.

Lindsay is an attorney who left his practice in New York City in 1998 to found the Coalition for Student & Academic Rights (CO-STAR). He has built CO-STAR into a national student rights organization that helps thousands of college students with their legal problems, free of charge, every year.

Lindsay is author of the book *The College Student's Guide to the Law: Get a Grade Changed, Keep Your Stuff Private, Throw a Police-Free Party, and More!*

He also writes a weekly column that is one of Knight Ridder/Tribune's most popular features.

Lindsay has appeared on national television and radio, and been featured in publications, such as *The Washington Post*, *The Chicago Tribune*, *The Cleveland Plain Dealer*, *New York Daily News*, *Newsday*, and *The Christian Science Monitor*.

He teaches courses in law and literature at the University of Pennsylvania.

For more information and to register, go to [www.njpa.org](http://www.njpa.org) and click on Events. Or contact Peggy Stephan at (609) 406-0600, ext. 14, or [pastephan@njpa.org](mailto:pastephan@njpa.org).



Lindsay

## Project 9/11 gets off to a great start

*Continues from Page 6*

will go up on a special website run by the Rutgers Department of Journalism and Media Studies. NJPA member newspapers will be able to download content from the site in August and September when media across the nation and around the world observe the 10-year anniversary of the 9/11 attacks.

Finding receptive children to interview has been the most challenging component of the course. Megan Schuster spent several weeks before she met the children she is profiling, three sisters from her hometown — Corinne, Casey, and Amy Hargrave, who lost their father on 9/11.

"The prospect of interviewing the Hargrave family is very emotional," said Schuster. "I know it will be a challenge for me because this family is so close to home, but I know it will be rewarding. I hope to get a great story that continues the legacy of Timothy Hargrave and shares the family's story about how to cope with tragedy. I know I will learn a lot from this experience about people and the realities they face."

Other enterprising students have gone back to their high school directories and culled through lists provided by newspapers to reach out to young people who want their stories told. Several students in

the class developed a Facebook page and invited 9/11 children on Facebook to get in touch.

NJPA President Jennifer Borg, vice president and general counsel of North Jersey Media Group, is one of several newspaper executives and NJPA officials spearheading this project. She attended the organizing meeting of the course on Feb. 2 and met most of the students enrolled as well as the high school participants.

"I was most impressed with the caliber of the student journalists," she said. "Each of them expressed an understanding that the interviews with the children would be of a sensitive nature. And I was touched they were so interested in the subject matter of 9/11."

According to Borg, the progress of the course "has exceeded" her group's expectations.

"All NJPA members I have spoken with are thrilled that the NJPF is sponsoring this project," she said.

The best media in the world will be pulling out all stops to cover this story, she said. New Jersey newspapers can't compete with warmed-over coverage.

"This is a really new perspective," Borg said. "Young adults interviewing other young people on a matter of vital interest to us all."

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www.njha.com  
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## William Gordon, 80, newsman

William Gordon chased mobster Vito Genovese through the streets of Long Branch, and watched James Meredith break



Gordon

an infamous segregation barrier when he entered "Ole Miss." He captured a country in grief during President John F. Kennedy's funeral, and he conveyed the terror and boredom of G.I.s as they slogged through the jungles of the Vietnam War.

Mr. Gordon, a veteran of the newspaper business since the 1950s and a longtime reporter for *The Star-Ledger*, died Jan. 12, 2011, due to complications of melanoma. He was 80.

"My father had three passions: Reading, writing, and his family," said daughter Katherine Gordon. "He died with all of us around him, reminiscing over the last 50 years."

In 1955, Mr. Gordon began at the *Citizen-Register* in Ossining, N.Y. He had already traveled the country and fought as a Marine in the Korean War. His appreciation and understanding of the military would be a constant throughout his career.

"He wrote movingly and compassionately on veterans and the experience they had in the wars," said Susan Olds, a former assistant managing editor at *The Star-Ledger*. "He took you right into the foxholes with those soldiers."

Mr. Gordon retired in 2004, after more than 20 years with *The Star-Ledger*. In a 2004 farewell column, he lamented the bygone clamor of the newsroom, but maintained his belief in the mission of newspapers.

In addition to Katherine Gordon, Mr. Gordon is survived by four other daughters, a son and 10 grandchildren.

Funeral arrangements were by Shook's Funeral Home, Cedar Grove. Memorial donations may be made to the Atlantic Hospice, 33 Bleeker St., Millburn, NJ 07041, or the Cedar Grove Ambulance and Rescue Squad.

## Obituaries

### Eleanor Barrett, 46, reporter

Eleanor Barrett a former *Star-Ledger* staff reporter, died of a heart attack at her Califon home on Jan. 2, 2011. She was 46.

Ms. Barrett is remembered as a devoted mother who fulfilled her professional dreams and personal passions.

"But for all she accomplished herself, she always seemed to look for the best in other people," said her mother, Cathy Barrett.

Eleanor Barrett's daughter, Kristy, said her mother rose to the challenge of being a single parent at age 22, while going to college to embark on a career in journalism. She also fit in some fun by singing in local stage productions.

"She fought for everything she had and she won," said Kristy Barrett. "She was just the sweetest person you could ever hope to meet."

Ms. Barrett was born in Kearny and grew up in Neptune. She graduated from Rutgers in 1992 with a degree in journalism, following a one-year internship at



Barrett

*The Star-Ledger*.

After working for Forbes Newspapers from 1992-94 and a year at the *Courier-News* in Bridgewater, Ms. Barrett returned to *The Star-Ledger* from 1995 until 2003, working as a reporter in the Somerset County news bureau.

Former *Star-Ledger* colleague Bev McCarron recalled how Ms. Barrett once fell while covering a parade and ended up in the emergency room.

"She wound up next to a man who had just been arrested for murder — and she started trying to get that story, too!" said McCarron.

After leaving the *Star-Ledger*, Ms. Barrett worked as a senior associate editor for insurance publisher A.M. Best from 2004 to 2007. She then joined Deloitte LLP, the New York-based management consulting firm, where she was a writer and senior manager until her death.

Arrangements were by the Rezem Funeral Home, in East Brunswick.

### John Famulary, 90, publisher

Former ad manager John F. Famulary, Sr., 90, of Middletown, died Feb. 13, 2011.

During WW II, he was with the US Army and served in Bora Bora, South Pacific. Later he attended Columbia University for advertising.

Mr. Famulary was ad manager for the *Red Bank Register*, where he worked from 1950-1983. He opened his own agency, Franklin Advertising, in the early 1980's. He was ad manager at *The Two River Times* during its first year of operation. He then became publisher of *The Courier*, a local weekly in Middletown, where he remained until age 80.

Mr. Famulary was president of the Red Bank Area Chamber of Commerce, chaired NJPA's Ad Conference, and was active in the Red Cross, the United Way and Rotary.

Mr. Famulary was predeceased by his wife, Emilia, and his sisters, Anna White, Mary Daust and Eleanor Berry. He is survived by two sons, John, Jr. and his wife Nan Krotick of New York City, Thomas and his wife Michele of Rumson; a daughter, Karen Black and her husband Lawrence of Fayetteville, NC; three brothers, Joseph of Toms River, Russell of Macungie, PA and Phillip of Long Branch; one sister, Theresa Moody of Long Branch; four grandchildren and a great-grandchild.

The family asks that memorial donations be made in his memory to The FoodBank of Monmouth & Ocean Counties, 3300 Rt. 66, Neptune, NJ 07753 or online at [www.foodbankmoc.org](http://www.foodbankmoc.org). Arrangements were by the Thompson Memorial Home, Red Bank.

## Dusty McNichol, 54, reporter

Dunstan McNichol, a veteran Statehouse reporter and Pulitzer Prize-winner, died suddenly on Jan. 4, 2011, at home in Ewing. He was 54.

Known as Dusty, Mr. McNichol was part of the team that won a Pulitzer in 2005 for *The Star-Ledger's* coverage of Gov. McGreevey's resignation.

It was Mr. McNichol who, with a series of relentless scoops, exposed the misbegotten auto inspection system in 1998, when inspection lines stretched for blocks. It was he who, in 2006, brought down the School Construction Corporation by exposing billions of dollars of waste and fraud. And it was Mr. McNichol who, in 2008, ripped the lid off the New Jersey workmen's compensation system, showing how it routinely failed the people who needed it most.

He exposed problems and scandals with the state's pension system long before it became a front-burner issue in Trenton, including showing how politicians padded their pensions. He deciphered complicated subjects, showing how state government blunders cost taxpayers millions.

"Dusty was never, ever shy about aiming high and he leaves us with the clips to prove it," said *Star-Ledger* Editor Kevin Whitmer. "I'm sure there may be a handful of others, but I don't know of many reporters who single-handedly exposed billions of dollars — and that's billions with a

'B' — worth of waste, corruption and incompetence in all levels of state government. His work on the Schools Construction Corp. alone put an end to an agency that burned through more than \$6 billion in taxpayer money with not a lot to show."

Raised in the Philadelphia suburbs, Mr. McNichol graduated from Devon Preparatory School and Middlebury College. His first job in journalism was at the *Herald-News* in Passaic. He later worked at the *Kansas City Star*, the *Fort Lauderdale News Sun-Sentinel*, the *Indianapolis News*, States News Service in Washington D.C., *The Record* of Hackensack and *The Star-Ledger*.

In 2009, he joined Bloomberg, where he continued his award-winning ways.

Mr. McNichol was an avid runner who competed in marathons.

He is survived by his wife Michelle, and his son, Jake; sisters and brothers-in-law, Deirdre and Frank Greco, Jane McNichol and Hank Hoffman, Liz McNichol, Ann McNichol and Bill Martin. He was predeceased by his parents, Dunstan McNichol and Yvonne Dye McNichol, and brother-in-law, Paul Boldin.

Contributions may be made to Home Front, 1880 Princeton Ave., Lawrenceville, NJ 08648. Arrangements were by the Wilson-Apple Funeral Home, Pennington.

## Ron Drogo, 61, sports editor

Ron Drogo's prodigious memory and unbridled zeal for games made him an indispensable utility man in sports departments at both *The Record* and *The Star-Ledger* for 38 years, died Feb. 20, 2011, at his Wood-Ridge home. He was 61.

He was most recently the local sports editor for *The Record*.

"Nobody was more passionate about local sports than Ron, and no one knew more," said *Record* Sports Editor John Balkun. "He was just an incredibly valuable guy to have around."

"It was ridiculous to hear the facts he had at his disposal, but it was truly a gift," said Rob Tanenbaum, the *Record's* local assignment editor.

Raised in East Rutherford,

and schooled at Bergen Catholic High School and Rider College, Mr. Drogo began part-time at *The Record* in 1971. Within a year, he was covering the Knicks' second championship season. He left in 1981 for *The Star-Ledger*, where he embraced every writing or editing role the sports department had with his trademark enthusiasm.

Mr. Drogo is survived by a sister, Janet. The family asks that memorial donations be made in his name to the North Jersey Media Group Foundation, PO Box 75, Hackensack, NJ, 07602; or Bergen Catholic High School development office, 1040 Oradell Ave., Oradell, NJ, 07649.

Arrangements were by the Kimmak Funeral Home, Carlstadt.

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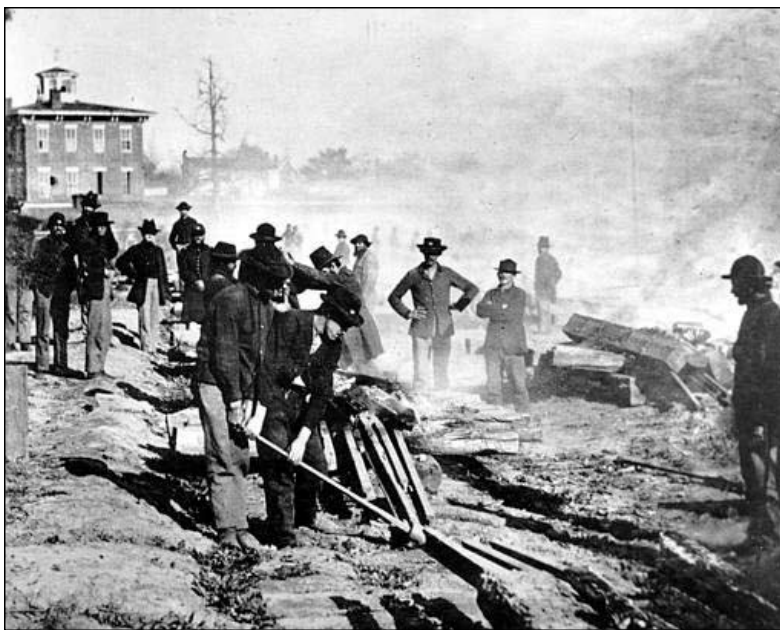
## AP offers Civil War photos to newspapers

The Associated Press has compiled a special collection of historical photographs from the American Civil War for use in print and online commemorations about the War Between the States that began 150 years ago on April 12.

The collection of 55 photos captures the visual history of the four-year war. It depicts the soldiers, forts, encampments, battlefields and ruined cities of the South.

"As newspapers across the country plan their Civil War sections, commemorative tabs and photo galleries for their websites, we urge them to include photos that capture the rich history of the Civil War," said Randy Picht, AP's product manager for U.S. newspapers.

The photos, obtained from the Library of Congress and pulled from AP's own archives, include portraits of Gen. Robert E. Lee, Gen. Ulysses S. Grant and abolitionist Frederick Douglass. Photos from the battles at Gettysburg, Chattanooga and Fort Sumter are included, as well as an image from President Lincoln's 1865 funeral.



AP/LIBRARY OF CONGRESS

**TWISTING RAILS:** Gen. William T. Sherman's Union troops use a lever especially designed by his engineers to tear apart train rails as they march through Georgia during the American Civil War in 1864. The rails were half the weight of present-day rails and were pried up easily. To make Confederate pursuit impossible, they were destroyed beyond repair using a technique called "Sherman's neck ties."

The photos are available to newspapers, both daily and weekly, and affiliated publications, for purchase

at: <http://exposure.apimages.com/content/photos-american-civil-war-apimages.com>

## NJPA Hotline answers your legal questions

*Continues from Page 4*

can be sued for defamation arising from the things he said outside of the legal proceeding. The privilege only protects speech uttered during a legal proceeding.

**Q** A reporter made an OPRA request for a settlement agreement entered into between a township and a former township employee. Her request was denied, despite the former employee's consent to disclosure of the agreement. The reason given for the denial was that the agreement is a personnel record which is exempt under OPRA. Was this denial proper? If not, what can the reporter do?

**A** No, the denial was not proper. Pursuant to *Asbury Park Press v. County of Monmouth et seq.*, 201 N.J. 986 (2010), OPRA requires disclosure of a settlement agreement between a public entity and a former employee.

Furthermore, in addition to requesting the document under OPRA the reporter should also request it under the common law. This triggers a balancing test that is not triggered under OPRA and may be a separate avenue by which she can obtain the document. The common law requires a balancing between the privacy interests implicated by

disclosure and the public's right of access. Because this agreement pertains to a former employee who does not object to its disclosure and because it involves the payment of public monies, the balance should be struck in favor of disclosure, as the public entity has no legitimate privacy interest in keeping the agreement confidential.

**Q** May a municipality change the time for the start of a meeting listed on the Annual Notice of Meetings?

**A** It may do so if it provides "adequate notice" – 48 hours – or if there is an emergency it may by resolution declare such emergency and provide as much notice as possible.

**Q** May a municipality, in addition to publishing in a newspaper a summary of an ordinance, also refer the public to an online copy of the full ordinance?

**A** Yes. The law only requires publication by summary. There is nothing illegal in also providing a reference to a full copy of the ordinance online.

**Q** What is the law for giving public notice in a newspaper for a zoning board issue or any meeting?

**A** Pursuant to N.J.S.A. 40:55D-12\*, an applicant seeking a use variance must give public notice of such application at least 10 days prior to the date of a hearing on the application, by publishing said notice in the official newspaper of the municipality, if there be one, or in a newspaper of general circulation in the municipality.

N.J.S.A. 40:55-1 provides for the designation of an official newspaper by a municipality and N.J.S.A. 40:53-21 sets forth the requirements of an official newspaper.

\*N.J.S.A. 40:55D-12 provides: All ordinances or other public notices which any municipality, except cities, may be required by law to publish, where the manner of publication is not otherwise specifically provided for, shall be published in at least one newspaper published and circulating in the municipality, and if there be no such newspaper, then at least one newspaper published in the county in which the municipality is located and circulating in the municipality.

NJPA's "Legal Hotline" is a free service to member newspapers. If you have a newspaper-related legal question, contact the Hotline at Gibbons, P.C. phone (973) 596-4863 fax (973) 639-6267 Tom Cafferty, [tcafferty@gibbonslaw.com](mailto:tcafferty@gibbonslaw.com) Nomi Lowey, [nlowey@gibbonslaw.com](mailto:nlowey@gibbonslaw.com) Lauren James, [lames@gibbonslaw.com](mailto:lames@gibbonslaw.com)

## Classified Ads!

### Advertising

#### Ad Director

Packet Publications, based in Princeton, New Jersey, seeks a dynamic, motivated sales professional to lead our 25+ person sales team in this upscale market.

The successful candidate will have 5+ years of sales and sales management experience, preferably at a weekly newspaper group and will demonstrate the ability to generate new business while leading sales teams focused on retail, classified (telesales) and online.

Join our family-owned group of 11 award winning paid community newspapers, 7 free weekly total market coverage tabs, a weekly arts and entertainment magazine, a semi-monthly glossy magazine, numerous special focus newsprint magazines, a commercial printing operation and a growing web presence – [centraljersey.com](http://centraljersey.com).

Come grow with us, a company with a future and a history dating back to its flagship newspaper, The Princeton Packet, first published in 1786!

Send resume to [hr@centraljersey.com](mailto:hr@centraljersey.com) with the subject line of AD-NJPA

E-053011

#### Advertising Account Executive

Self-motivated sales professional sought for growing community publishing group. The Princeton Packet is seeking a dynamic individual driven to meet and exceed sales goals by servicing and growing an existing sales territory.

Excellent communication skills, professional presentation and solid track record of success are required.

Our group publishes 19 weekly publications, a regional website and a bimonthly glossy magazine serving the communities of central New Jersey, and our roots date back to the founding of The Princeton Packet in 1786.

If you're a self-motivated sales professional looking for an opportunity to be rewarded for hard work and success, come join our team.

Requirements include 3-5 years of outside sales experience, car and valid driver's license, and computer skills. Position is full time. Women and Minorities are encouraged to apply.

Send resume, including salary requirements to The Princeton Packet, Inc., Attn: Advertising

Director, PO Box 350, Princeton, NJ 08542; fax to (609)921-2714 or e-mail to [hr@centraljersey.com](mailto:hr@centraljersey.com) with the subject line of AAE-NJPA.

For more information about Packet Publications, please visit [www.centraljersey.com](http://www.centraljersey.com). E-053011

#### Online Advertising Sales Manager

Community newspaper group – circulating throughout Hunterdon, Somerset, Union, and Warren counties – is seeking an experienced online sales executive to improve online sales proficiency and maximize sales results in all sales initiatives on nj.com.

Responsibilities include achieving interactive sales goals through coaching, and four-legged sales-calls. Grow existing business, and secure new business through aggressive prospecting.

Qualified candidates will have 2+ years experience selling online advertising, a proven sales and sales management history, proficiency at handling numerous projects, the ability to work independently, within a team and as a teamleader. Outstanding interpersonal, written and verbal communication skills with a closer's attitude is essential.

Competitive base salary plus attractive commission plan. Medical, prescription, dental, vision, and life insurance, 401(k), paid vacation and personal days.

For immediate consideration please send your cover letter, resume and salary history to: [aroselli@pennjerseyadvance.com](mailto:aroselli@pennjerseyadvance.com)

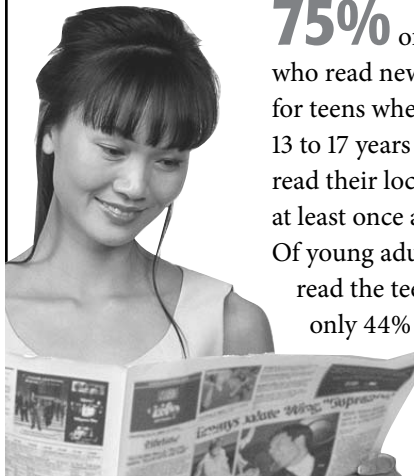
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#### Advertising Online Sales Specialist

Are you ready to inspire an energetic sales team to its next level of success? **The Jersey Journal** newspaper group, Hudson County's leading daily newspaper along with a network of community newspapers, seeks an Online Sales Specialist to lead our company's Internet advertising sales. Through the Garden State's largest website for local news and information, NJ.com, the Jersey Journal and the community weekly newspapers reach more than 7,000,000 unique browsers every month.

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

— *Continues on Page 15*



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

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

—NAA Foundation 2007

# Classified Ads!

Continues from Page 14  
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 sales team's "go-to" person for the Internet, the Online Sales Specialist will help newspaper representatives identify marketing needs of their clients that can be addressed with Internet solutions. He/she will join representatives for four-legged calls to important prospects, providing the extra measure of expertise that completes the sale. He/she 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.

**Key Responsibilities:**  
Achieve online sales goals by working with and developing the newspaper sales force

Be the sales team's point person for Internet products

Identify opportunities, qualify prospects, and secure new online business

Utilize newspaper resources to develop creative presentations  
Coach and practice consultative sales techniques

Assist account executives in preparing proposals, securing signed agreements, and managing customer service after the sale  
Assist account executives in monitoring campaigns for effectiveness, communicating results to clients, and renewing business

**Required Skills & Abilities:**  
Proven sales and management experience, including online 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 ability to self-supervise

Outstanding interpersonal, written, and verbal communication skills

Outstanding computer skills and knowledge of Internet tools and tactics

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.

Send resume and cover letter to ARoselli@pennjerseyadvance.com. E-033010

## Advertising Online Sales Specialist

Are you ready to inspire an energetic sales team to its next level of success? **NJN Publishing**, one of New Jersey's biggest networks of community newspapers, seeks an Online Sales Specialist to lead our company's Internet advertising sales. Through the Garden State's largest web site for local news and information, NJ.com, our eight weekly newspapers reach more than 7,000,000 unique browsers every month.

The Online 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

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Send resume and cover letter to ARoselli@pennjerseyadvance.com. E-033010

## Circulation

### Circulation Sales Manager

Packet Publications seeks a dynamic circulation sales manager to lead our circulation sales team.

The successful candidate will be a "hands-on manager" with a sense of urgency willing to work with staff and independently to generate circulation sales and retain customers, both single copy and mailed home delivery.

Experience in the newspaper publishing field, specifically group weeklies, is preferred. Should have five or more years experience in publication sales and retention preferably at a weekly or group of weekly newspapers, preferably at least two as a manager or director.

Packet Publications publishes 11 award winning paid community

newspapers, as well as seven free papers, an arts and entertainment weekly, a glossy monthly magazine and centraljersey.com.

Come join our team as we prepare to celebrate the 225th anniversary of the Princeton Packet's first issue, published in 1786.

Send resume to The Princeton Packet, Inc. (PP), Attn: Human Resources, PO Box 350, Princeton, NJ 08542, or email: hr@centraljersey.com with the subject line of CSM-NJPA.

Visit our website at [www.centraljersey.com](http://www.centraljersey.com). EOE/M/F/D/V E-053011

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# Project 9-11

## Student Journalism

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

And what are their perspectives, 10 years on?

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

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

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

"The 9-11 Student-Journalism Project" officially started this spring, but the necessary groundwork started months earlier. The aims of the project are to be informative for the public, educational for the student journalists and meaningful for their sources.

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

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

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

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



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White said, "NJPA helped coordinate the Rutgers efforts with those of the Garden State Scholastic Press Association (GSSPA), and the NJPA-member publishers, editors, and photographers who will provide hands-on coaching as the students generate their work."

About 20 collegiate journalists are taking the 3-credit course taught by Miskoff. They are being teamed with exceptional high school journalists selected by the GSSPA, the statewide organization of high-school newspaper advisers. The teams are encouraged to write articles about the project for their high school and college newspapers. The high school students have access to all the material taught in the college course, to webinar-style sessions, and to online chats with the college students.

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

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

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

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

Funded by New Jersey Press Foundation and generous sponsors and donors like you.

For details on how you can support this exciting initiative, contact

NJ Press Foundation Director John O'Brien:

609-406-0600, ext. 13

[njpressfoundation@njpa.org](mailto:njpressfoundation@njpa.org)



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