

NJ LEGISLATIVE CORRESPONDENTS CLUB SHOW

May 17
6-10 pm
The Manor, Hamilton

Webinar:
**DO YOU KNOW
THE RULES?**
Online Marketing & Privacy
June 2
2-3 pm
with John Bussian
and Charles Marshall

NJPA EXECUTIVE COMMITTEE MEETING

June 30
10 am
Location to be announced

NJ PRESS FOUNDATION TRUSTEES MEETING

June 30
12 noon
Location to be announced

GOVERNMENT AFFAIRS COMMITTEE MEETING

June 7
11 am
teleconference

Webinar:
**CIRCULATION
TUNE-UP**
June 24
2-3 pm
with Steve Wagenlander

Hold the Date: NJPA ANNUAL MEETING & LUNCHEON

November 11
12-2 pm
Forsgate Country Club

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

Your next issue of *InPrint*
will arrive in late September.
The advertising and editorial
deadline is Sept. 12.



KILGORE AWARD: Yuhui Liang is honored at NJPA's Press Night as the 2011 winner of the Bernard Kilgore Scholarship Award. She is a senior at John P. Stevens High School, Edison. Joining Yuhui at the April 7 celebration are, from left, NJ Press Foundation Director John O'Brien; Jim Kilgore, son of the late Bernard Kilgore; her school newspaper advisor, Louis Andreuzzi; and her parents Amy and Mark Liang. Yuhui starts college this fall at Princeton University.



PULITZER WINNER: *Star-Ledger* reporter Amy Nutt reacts to the announcement that she has won a Pulitzer Prize for her in-depth look at the mysterious wreck of a New Jersey fishing boat, the *Lady Mary*.

Amy Nutt wins Pulitzer Prize

The Star-Ledger's Amy Ellis Nutt has earned a Pulitzer Prize. Her feature, "The Wreck of the *Lady Mary*," ran as a 20-page section in November 2010. Nutt and videographer/graphic artist Andre

Malok investigated the mysterious sinking of a fishing boat off the New Jersey coast in 2009. They spent more than seven months reporting the project and, in addition to the newspaper articles, Malok produced a 24-minute documentary. (Read the complete story and see the documentary video at nj.com/ladymary.)

"We are honored and grateful," said *Star-Ledger* Editor Kevin Whitmer. "Amy had a passion for this
— Continues on Page 6

NJPA can argue in NJ libel case

In a libel case considered by many to be of extreme importance to the news media, NJPA has been granted leave to argue orally before the N.J. Supreme Court. The date for oral arguments is expected to be early summer or fall.

Last fall, 14 NJPA members responded to the Executive Committee's request for contributions to fund NJPA's intervention as an amicus in this case.

Given the court's permission to argue in the matter, NJPA is seeking new contributions from members and interested parties to fund NJPA General Counsel Thomas Cafferty's preparation and delivery of the oral arguments.

Background on the case: On September 27, 2010, the Appellate Division reversed a trial court's grant of a motion for summary judgment dismissing the plaintiff's defamation action arising out of Internet postings that accused the plaintiff of sexually molesting his nephew, the defendant.

The case began with a complaint in a separate matter filed by the nephew, in which he accused his uncle of sexually assaulting him when he was a minor. The uncle filed counterclaims for, among other things, libel and slander.

The nephew's complaint was dismissed due to the expiration of the statute of limitations, his uncle's counterclaims remained. At trial the jury returned a verdict in favor of the uncle and awarded a judgment against the nephew.

The nephew filed for bankruptcy and filed a motion seeking relief from the judgment. While that
— Continues on Page 4

Keith Dawn elected NJPA's VP/Dailies

Keith Dawn, publisher of *The Press of Atlantic City*, was elected NJPA's vice president/dailies at the association's recent board meeting.

He succeeds Joseph Cavone, who resigned when he left the *Daily Journal* and Gannett in April. Cavone had been president and publisher of the *Daily Record*.

Dawn, who served as NJPA's president in 2005, has been publisher and chief operating officer of *The Press of Atlantic City Media Group* since 2001. He joined the company in 1996 as advertising manager. In 2000, Dawn was named its general manager.

He began his newspaper career in 1985 selling advertising for Journal Newspapers, a group of weekly papers in the Poconos.

In 1992, Dawn joined Gannett as advertising man-
— Continues on Page 6



Dawn

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NJPA matters —

Three pillars of service

Does NJPA deliver what matters most to you? The three pillars of essential NJPA services discussed by President Jennifer Borg on Page 3 are serving as effective guideposts for your staff in West Trenton. Here's an update on each of the three areas:

I. Government monitoring

Two court cases for which NJPA intervened as an amicus in 2010 are still in progress.

NJPA has been granted leave to argue orally before the Supreme Court in the *WJA v. DA libel* case. The date of the arguments is expected to be scheduled for either early summer or early fall. An article about this development appears on Page 1.

- In another court case dealing with summary judgment, the state Supreme Court has heard the Durando case and is expected to render its decision this spring.

- Legislatively, NJPA testified on May 5 at a "discussion only" hearing before the Assembly Judiciary Committee regarding bill A3297. Introduced in response to a dressing room incident, the bill as written would prohibit photographing a child without the permission of a "reasonable parent."

The sponsors hope to develop a constitutionally viable legislative directive on the subject. For news media, problems with the bill include the requirement that one must know the child's age and must know what type of photo reproduction would be objectionable to the parent. Other obvious problems include the ramifications of filming one's own child while capturing images of other children, or of a child taking photos of him or herself.

The bill was first scheduled for "discussion-only" in March but was pulled beforehand. We will continue to monitor it closely and be available as a sounding board to the sponsor as expected amendments follow.



George H. White
Executive Director
NJPA

- The public notice issue continues to be monitored closely and NJPA's aggregated statewide website – www.njpublicnotices.com – continues to operate well. As of April 30 there are 150 "smart-search" subscribers. More than 53,000 notices have been uploaded to the site. Overall there have been more than 225,000 searches and almost 580,000 page views through April 30.

- NJPA's Government Affairs Committee met at Tom Cafferty's offices on March 25, teleconferenced on May 3, and will do so again on June 14. Copies of those meeting synopses are available to members on request.

II. Revenue

- At the April 28 board meeting, Amy Lear reported the very welcome news that NJNN finished 32.5% ahead of plan for the first quarter. The strong results have continued through April. Much of the gain in the first four months has been due to new state business, several issue-advocacy campaigns, and increased activity by banks and healthcare organizations.

Amy and her lean staff do an exceptionally professional job serving both your ad clients and your ad departments to make NJNN the win-win everyone involved deserves and has come to expect.

As a sidebar, Treasurer Rich Vezza reported that the combination of strong ad network results and tight expense management put NJPA substantially ahead of plan on its operating budget through March 31.

- As scheduled, the Executive Com-

mittee is meeting June 30 to evaluate NJPA's projected financial position for the first six months, and to look ahead at the balance of the year.

III. Communications

- Among the many comments I've heard from members since becoming executive director six months ago, are genuine accolades for the weekly *NJPA Notes* Catherine Langley produces and emails to your inbox every Tuesday morning. Many of accolades also have included constructive suggestions and ideas. Please keep them coming. And continue to submit items or links you believe will benefit your fellow publishers and news personnel. Contact Catherine at clangley@njpa.org.

- This issue of *InPrint* introduces a new regular column penned by one of NJPA's Executive Committee members. Thanks to President Jennifer Borg for launching what I believe will be a regular dose of helpful insight for all NJPA members. Her column on the facing page discusses an issue of importance that is being addressed head on. Chairman Raymond Worrall is on deck for the column in the fall issue.

And more...

Of course this only scratches the surface of what's going on here at NJPA. For instance, attendance was up for the recent annual awards banquets. The Legislative Correspondents Club Show on May 17 was a sell-out and will benefit the New Jersey Press Foundation's internship programs. Relatively few are registering for the regular offering of Online Media Campus webinars. However, those who do take advantage of this low-cost, high-impact training uniformly give these programs high marks. Remember, the price is just \$35 for unlimited participation in the convenience of your own conference room or at your desktop.

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New Jersey Newspaper Network



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Advance promotions

Two top managers with Advance Publications have been promoted and have assumed new titles.

The announcements came from Richard Vezza, publisher of *The Star Ledger*.

"I'm very pleased to announce

the promotion of Martin Till, publisher of the *Express-Times*, Easton, Pa., to the position of President of Penn Jersey Advance, the *Express-Times'* parent company," Vezza said in March.

Till has been with Penn Jersey Advance since its inception in 2000. Publishers of South Jersey Newspapers and North Jersey Newspapers will report to Till and he will continue in his current role as publisher in Easton.

"I am also announcing the promotion of Richard Diamond to the position of Director at *The Star-Ledger* from Executive Vice-President at Penn Jersey

Advance," said Vezza. "Publishers at *The Times* of Trenton and *The Jersey Journal* will continue

to report to Richard. The Director's position at *The Star-Ledger* is a department head level position.

Richard will function as

an executive with various critical assignments that will change as our needs dictate. Right now and for the foreseeable future he will be working with Lou Stancampiano, *The Star-Ledger's* Director of Advertising, and John Dennon, our General Manager. I anticipate that Richard will be working at this assignment at least through the end of year, possibly longer."

Meanwhile, Vezza said, "Richard will continue to supervise the online efforts at Penn Jersey Advance."

After serving as a sergeant in

— Continues on Page 6



Till



Diamond

NJMG names new CFO

North Jersey Media Group has named Tom Heffernan as Chief Financial Officer. He succeeds Charlie Gibney, who announced his retirement late last year after more than 22 years of service.

Heffernan comes to NJMG from Ferrari Maserati of Central New Jersey, where he was an owner and the president. He also acted as Chief Operating Officer (COO) and CFO of Ferrari Maserati North America and was COO at Luxury Media Corporation, publisher of the Robb Report.

In addition, Heffernan has ex-

tensive accounting experience, having worked at both Price Waterhouse and Coopers & Lybrand and as controller for Buitoni Foods in Hackensack for many years. He is a graduate of Georgetown University.

"What separates Tom from other candidates is his product and brand-building experience," said NJMG President Stephen Borg. "As COO of Ferrari North America, he significantly increased their presence and revenue. Tom will help us grow our existing brands and develop new ones."



Heffernan

Press of AC 'does it right'

When *Editor & Publisher* set out to feature newspapers that "do it right," we asked for the best you've got – your brightest "a-ha!" moments and your most successful "we may as well try" endeavors.

The Press of Atlantic City had a goal: Stop the bleeding. Stop it in circulation, both daily and Sunday. Do it by engaging the reader, both in person and in

print. Do it by digging deep into local issues and doing in-depths with local people. The result 18 months later was a 0.2 percent increase in Sunday circulation and a slight decline (0.6 percent) in daily circulation.

The newspaper, which is New Jersey's fourth largest, finished first in percentage of circulation change among the largest news-

— Continues on Page 6

People & Papers

Asbury Park Press wins two awards

The *Asbury Park Press* has won two top national journalism awards for its coverage of the property tax crisis in New Jersey.

In March, the *Press's* 2009 "Tax Crush" series won the 2010 Joseph L. Brechner Freedom of Information Award, presented by the University of Florida's Brechner Center for Freedom of Information.

Then, last year's follow-up series, "Breaking Point: Personal Tales of New Jersey's Tax Crush," won the 2011 National Headliner Award for the best news series in a major U.S. daily newspaper.

The judges for the Brechner Award, which carries a \$3,000 prize, cited the *Press's* use of public records to expose six-figure government salaries and loopholes in New Jersey's public records access law.

As part of its investigation, the *Press* teamed with five other Gannett dailies — the *Courier-Post*, *Home New Tribune*, *Courier News*, *Daily Record* and the *Daily Journal* — to request payroll records from 150 municipalities in their respective coverage areas.

While scores of towns complied, many refused, or charged high fees to provide the data in the electronic format the newspapers requested. The fees were set by private vendors that handle the towns' payrolls.

Gannett subsequently filed a lawsuit against the borough of Raritan in Somerset County, claiming its vendor's \$1,100 fee was excessive and in conflict with the state's Open Public Records Act. The case is still pending in state Superior Court.

DO YOU GET NJPA NOTES

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

Don't miss out!

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



Notes from NJPA's President

Jennifer Borg
The Record

SCAN and dues

I am the first to contribute to this new InPrint column. On a rotating basis, each member of the Executive Committee will offer additional perspectives on our Association's key projects and activities, and will update members on important developments.

At the board's Feb. 25 meeting, we agreed that it is more important than ever for NJPA to focus on its core functions, the services that are critical to its members, as opposed to merely "nice to have." We identified three key areas – three "pillars" of NJPA, if you will – that simply must continue:

- (1) Protecting our interests with the government and the courts;
- (2) Generating ad network revenues; and
- (3) Communicating effectively with our members about industry news that impacts them.

From October through February, as the Executive Committee worked diligently with George White and his staff on the 2011 budgeting process, we closely examined the key pieces of that revenue pillar: the Statewide Classified Ad Network (SCAN), the 2x2 Network, and the NJ Newspaper Network (NJNN).

While the NJNN and 2x2 programs seem to be generating reasonable levels of incremental revenue for both the participating newspapers and the Association, we determined that the SCAN program needs serious evaluation for a likely revamp.

As background, SCAN is the oldest of NJPA's ad programs. Since its launch in the mid-1980s, it has offered advertisers statewide classified ad placements at cost-effective rates. Here's how it works:

Each week, NJPA sends participating newspapers a list of classified ads for publication. Dailies run the ads one time during the week, on the day of their choosing. Weeklies run them on their publication day. NJPA collects the ad payments, allocates 40% to a "Rebate Pool" and keeps 60% as Association revenue. Each December, the accumulated Rebate Pool for the prior 12 months is divided out among the participating SCAN newspapers and dispersed in the form of rebate checks.

Since the program's inception, however, SCAN rebates have been capped at 50% of a member's annual dues. No such cap exists for rebates paid to NJPA's 2x2 Network participants. And while the SCAN ad rate has increased steadily over the past 25 years, NJPA's member-dues have not increased since 1993.

Therefore, while 40% of SCAN revenues are initially "allocated" to the SCAN Rebate Pool, over time the newspapers collectively have been rebated substantially less than that, because of the dues-related cap on their rebates.

Further, each newspaper's rebate has been calculated

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NJPA Hotline answers your legal questions

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

Q I have been subpoenaed by an attorney who is seeking the identities of people who have posted comments on my Internet news website. Do I have to disclose the identities or are they protected under the New Jersey Shield Law?

A *Gastman v. North Jersey Newspapers Co.*, 254 N.J. Super. 140 (App. Div. 1992) holds that the identities of authors of letters to the editor are protected from disclosure under the New Jersey Shield Law. During your deposition, you should cite to this case and argue that Internet posts are the electronic equivalent of letters to the editor, and thus, equally protected from disclosure. Make sure that you do not discuss any aspect of the posts with the attorney. If you do, he might be able to argue that you have waived the Shield Law and must disclose the identities of the posters.

Q Is there any problem with a reporter tape recording a telephone interview without the knowledge of the caller?

A As long as the reporter is a party to the call and both the reporter and the caller are physically located in the State of New Jersey, the reporter is permitted to record the telephone conversation without the knowledge or consent of the other person – as long as the call is not recorded or used for the purpose of committing any criminal or tortious act, or for the purpose of committing any other injurious act. See *N.J.S.A. 2A:156-4(d)*, which provides, in pertinent part:

2A:156A-4. Lawful interception activities; exceptions

4. It shall not be unlawful under this act for: ...

d. A person not acting under color of law to intercept a wire, electronic or oral communication, where such person is a party to the communication or one of the parties to the communication has given prior consent to such interception unless such communication is intercepted or used for the purpose of committing any criminal or tortious act in violation of the Constitution or laws of the United States or of this State or for the purpose of committing any other injurious act. The fact that such person is the subscriber to a particular telephone does not constitute consent effective to authorize interception of communications among parties not including such person on that telephone. Any person who unlawfully intercepts or uses such communication as provided in this paragraph shall be subject to the civil liability established in section 24 of P.L.1968, c.409 (C.2A:156A-24), in addition to any other criminal or civil liability imposed by law;

A problem arises, however, if either the caller or reporter are physically located outside of the State, in which case the recording of the conversation is governed by federal law, which requires consent. Of course, with the use of cell phones, it may be difficult, if not impossible, for a reporter to know where the caller is physically located, even though the phone number has a New Jersey exchange.

Q Is there any problem with a newspaper offering to a Funeral Home Director a commission for placement of death notices in a particular newspaper?

A Yes, such an offer could be deemed “Commercial Bribery” in violation of *N.J.S.A. 2C:21-10*, which provides in pertinent part:

A person commits a crime if he solicits, accepts or agrees to accept any benefit as consideration for knowingly vio-

— Continues on Page 14

NJPA names two new board members

Two new directors have joined the NJPA board in the daily category; they are Thomas Donovan, of the *Asbury Park Press*, and James Flachsenhaar, of the *Daily Record*, Parsippany.

The two men will fill out the terms left open when daily directors Joe Cavone and Tim Dowd left their positions with New Jersey newspapers and resigned from the NJPA board.

Thomas M. Donovan is president and publisher of New Jersey Press Media Solutions, a Gannett company which includes the *Asbury Park Press*; the *Home News Tribune*; the *Courier News*; and the *Daily Record*.

He is a vice president of Gannett’s East Newspaper Group.

Before coming to *Asbury Park*, Donovan was president and publisher of *The Journal News*, serving Westchester, Rockland and Putnam counties in New York. Before being named president and publisher there in June, 2005, he oversaw its advertising and circulation units.

Prior to joining *The Journal News*, Donovan served as classified advertising director at the

Rockford (Illinois) *Register Star* and as director of advertising at *The Indianapolis Star*. He began his career in 1987 at *The News Journal* in Wilmington, Delaware, in retail advertising.



Donovan

He is filling the unexpired board term, ending in 2012, that was held by Keith Dawn, publisher, *The Press of Atlantic City*. Dawn became Vice President/Dailies when Joe Cavone resigned from that role because he was leaving the *Daily Record*. (See Page 1 article.)

Flachsenhaar has been active in NJPA projects and on various committees for decades, chiefly on the editorial side. He is a past chair of NJPA’s Editorial Committee and has held many other responsibilities.

He was an investigative researcher, a reporter, a copy editor, then travel editor and news editor at *The Record*, Bergen County, then managing editor

of the *Daily Record*, from 1984 to 1987.

At that point he became managing editor at *The News Tribune*, becoming its executive editor in 1990.

He was targeted marketing manager back at *The Record* from 1995 through 1998,

then news editor and associate editor for strategic planning for Gannett’s *Courier News*, before becoming its executive editor in 2000.

In 2007 Flachsenhaar became executive editor of the *Daily Record*, where he was named editor and general manager in April. The *Daily Record* won NJPA’s General Excellence Award in Editorial for its circulation category this year and last.

Flachsenhaar fills the unexpired term, ending in 2012, left vacant by the recent resignation of Tim Dowd, who was publisher at the *Courier-Post*.



Flachsenhaar

NJPA can argue Supreme Court libel case

Continues from Page 1

motion was pending, he created a website whereon he discussed his dissatisfaction with the justice system and accused his uncle of molesting him when he was a minor. The uncle filed a subsequent complaint alleging that the statements on his nephew’s website were defamatory.

The uncle filed a motion for summary judgment as to this latter complaint. The court denied the motion but found that the statements on the Internet were defamatory as a matter of law. When discovery was completed, the nephew filed a motion for summary judgment and the uncle cross-moved.

The trial judge granted summary judgment in favor of the nephew. The judge determined that the nephew’s statements were defamatory as a matter of law and characterized the statements as defamatory per se. Nevertheless, the judge granted summary judgment because the uncle had presented no proof of damages. The Appellate Division reversed the grant of summary judgment.

The Appellate Division deter-

mined that *Rocci v. Ecole Secondaire Macdonald-Cartier*, 165 N.J. 149, 160 (2000), which held that when defamation cases involve matters of public concern, a plaintiff’s failure to prove damages precludes his/her claim, was not controlling because this was a matter involving a private figure plaintiff and did not implicate public concern.

The nephew petitioned the New Jersey Supreme Court for Certification. NJPA filed a Motion to Intervene as an amicus before the Supreme Court ruled on the Petition for Certification. The Supreme Court granted Certification and NJPA’s Motion to Intervene and permitted NJPA to argue orally.

NJPA’s interest in this case is exceptionally high, according to Executive Director George White.

“We think it’s important mainly because the doctrine of presumed damages is so antiquated and unfair. It affects the news media’s ability to dispose of defamation cases on summary judgment and it gives juries a way to punish speech.”

According to Cafferty, the

brief submitted by the nephew’s counsel in support of his Petition for Certification focused on the case’s specific facts, rather than the broader implications that the Appellate Division decision raises for the news media. The brief does not focus on the inequity of the doctrine of presumed damages and fails to challenge the characterization of the defamation in this case as “private.”

Cafferty noted further that the Appellate Division focused on the identity of the speaker and the popularity of his website, rather than on the content of the speech, in determining whether a matter is private or one involving the public interest. “The fact that the audience may be small, or that the speech arose from a private dispute, should not be determinative of whether or not the issue is a matter of public concern,” he said.

NJPA will be contacting member publishers directly seeking the funding to argue this case. Anyone wishing further information on the case or a copy of the related amicus may contact George White at 609-406-0600, ext. 30 or gwhite@njpa.org.

Notes from NJPA's President

Continues from Page 3

since SCAN's beginnings by dividing the year's Rebate Pool equally among what are now 150 participating mastheads. A newspaper's actual circulation has never been a factor in determining its rebate. Thus, a daily with a circulation of over 150,000 gets the same rebate each year as smaller dailies and weeklies that have just a fraction of its circulation.

On a related issue, you may recall that last fall NJPA's By-Laws Committee recommended a revamped dues structure, which was tabled in October for further study in 2011. Since SCAN is such a vital source of needed NJPA revenue, and since the amount of a member's annual SCAN rebate is impacted by the long-time 50%-of-dues cap, we believe it is necessary to evaluate both our NJPA's dues structure and SCAN program simultaneously, and to recommend modi-

fications and improvements to both.

NJPA 2011 Chairman Raymond Worrall, of Worrall Community Newspapers, has kindly offered to chair the NJPA Revenue Task Force. Its charge is to evaluate the SCAN program and recommend changes, in the context of its continuing work on developing a more equitable NJPA dues structure. We hope to have the task force's recommendations early this fall for review by the NJPA board and membership – in time for a full member vote at this year's NJPA Annual Meeting on Friday, Nov. 11.

More will follow directly to member publishers on the task force's make-up, its goals and its working agenda.

If you are interested in learning more, please contact Ray or Executive Director George White at 609-406-0600, ext. 30; gwhite@njpa.org

How contests went digital

For its Better Newspaper Contests this year, NJPA turned to a company based in Washington state.

SmallTownPapers, Inc. (STP) had responded back in 2006 to a plea from the Washington Newspaper Publishers Association (WNPA) to create a digital platform to simplify the process for newspaper contest entry, judging and administration. That inquiry has led to what are now over 50 journalism organizations using the Better Newspaper Contest platform at www.BetterBNC.com.

About half the current users are press associations, and the other half are AP Bureaus and Society of Professional Journalist chapters throughout the U.S. and Canada.

Known mainly in the past for its digital archiving capabilities for newspapers, STP worked closely with WNPA on the new venture to build an online platform for the traditional newspaper contest tear sheet entry and judging process, the same process press associations and their members have known for years.

According to Paul Jeffko, president of SmallTownPapers, Inc., "WNPA's guidance was invaluable early on in the development process of the BetterBNC platform. And the input we are now getting from NJPA has also been very valuable."

Since its launch, the online contest platform has seen numerous updates and added features, largely due to user feedback, said Jeffko. A recent upgrade was the judging interface which allows contest judges to easily access and review entries from any internet connection.

According to NJPA Executive Director George White, the experience BetterBNC had working closely with NJPA staff during the recent digital launch led the company to seek an ongoing relationship with NJPA both as a sounding board and for its direct input on desired upgrades and enhancements. As a result, SmallTownPapers is now an associate member of NJPA and an active sponsor of NJPA events.

Peggy Stephan, NJPA's member services manager, says making the conversion was a worthwhile effort. "After all these years of doing it the 'NJPA way,' the transition did go smoothly. There were a few bumps that have already been addressed for next year." One such example, according to Stephan, is the problem a few members had uploading larger files. "But most NJPA members indicated they were satisfied with this major change for us," she added.

For questions on any of NJPA's contest programs, contact Peggy Stephan at 609-406-0600, ext. 14 or stephan@njpa.org.



NJNN Update

Amy Lear
Director
New Jersey Newspaper Network

From awards to rewards

Anyone who attended the annual NJPA Spring Advertising Banquet witnessed the impressive creativity of our talented membership. Congratulations to all the winners in the Better Newspaper Contest!

The combination of creative messaging, expert design and significant penetration of local markets brings results for newspaper advertisers. That's why the New Jersey Newspaper Network staff juggles endless requests for information each day. We answer questions ranging from, "Which newspapers cover these ZIP Codes?" to "When is the last possible moment I can send you that ad material?" to "What is the direct response rate for a full, half and quarter page ad in these papers?" to "Can you provide the best competitive recruitment rate for 10 full-page, 4-color ads?"

NJNN's reputation as a reliable, expert resource depends on maintaining current and accurate information about NJPA's member newspapers. This is especially relevant when it comes to quoting costs. Though I fully understand the implications of recent holdback changes, please remember that NJNN is part of your team. We want to bring you new business. In fact, we emphasize to advertisers that our member newspapers provide this one-stop-shopping tool at no mark-up because they value the business we can generate by doing so.

That's why customers like the NJ Office of the Attorney General call NJNN when they need to notify state residents promptly

about an important message. And ad agencies like Brushfire, who recently placed a statewide campaign for the NJ Lottery, rely on NJNN to prepare a concise package of planning information – and to reduce the paperwork involved in placing a schedule of print and web ads in 18 newspapers!

We and your customers thank you for supporting this valuable service.

So if we agree that newspaper ads, especially those with award-winning design elements, make an impact, imagine what frequent newspaper ads in multiple newspapers can do for an advertiser's business.

I challenge you to think beyond your geographic boundaries and reach for another gadget in your toolbox. One that can help your advertisers expand their customer base.

NJNN's 2x2 Network is easy to promote and simple to buy. All NJPA-member newspapers can sell this package. Ever have a customer ask you about other newspapers outside your immediate coverage area? Maybe you have a large advertiser who needs an extra boost for a limited-time event.

Become a trusted advisor by suggesting the 2x2 Network! The cost for a 3.79-inch x 2-inch standard ad in 125+ participating weekly newspapers statewide is \$1,300 or less. A selling newspaper can earn up to \$650 for each network ad sold. For details, call Diane Trent at (609) 406-6000, ext. 24.

It's as easy for you as it is for the advertiser! And oh so rewarding for both!

New law on recruitment ads

A new law takes effect June 1, 2011 that prohibits the requirement of "current employment" as a qualification for an advertised job opportunity.

The new statute (N.J.S.A. 34:8B-1 & 2) also provides that any employer who violates this act "shall be subject to a civil penalty in an amount not to exceed \$1,000 for the first violation, \$5,000 for the second violation and \$10,000 for each subsequent violation."

Of note, the statutes apply only to "employers or employ-

ers' agents, representatives, or designees." According to NJPA Counsel Thomas Cafferty, "The statutes, therefore, likely impact advertisers placing recruitment advertising in newspapers, but will not directly impact newspapers."

NJPA member publishers and ad directors have been notified directly of this measure. Any member seeking a more detailed explanation or copies of the referenced statutes, may contact George White at (609) 306-0600, ext. 30; gwhite@njpa.org.

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Record runs North Jersey Spelling Bee

More than 800 people attended the three events of the 74th annual North Jersey Spelling Bee that culminated in the crowning of a new winner – Kira Paley, an eighth grader from Teaneck who is a student at Rosenbaum Yeshiva of North Jersey in River Edge. She will now compete in the Scripps National Bee in Washington, D.C.

Planning for the Bee, organized by *The Record's* marketing department, starts in September with mailings to schools (grades 4 through 8) in Bergen, Passaic, Essex and Morris counties. This year winners from 130 schools went on to semifinals held at Bergen Community College.

Pat Tuohey, marketing coordinator at *The Record*, headed the school and parent outreach this year.

The semifinals yielded 26 finalists who went on to compete at the college's Ciccone Theatre on March 17.

After three rounds in the final event, only 14 students remained, spelling words such as

NJPA board elects Dawn VP/Dailies

Continues from Page 1

ager for *The Valley News Dispatch*, a Pittsburgh area newspaper.

Two years later, he joined Journal Register Company as advertising director of *The Times Herald*, Norristown, Pa., the publisher of *The Phoenix*, Phoenixville, Pa.

Dawn graduated from Radford University with his bachelor's degree in journalism. He has taken additional courses at Northwestern University – Kellogg School of Management's Advanced Executive Program in media, and Harvard Business School's Executive Education Program in business.



BEST SPELLER: Kira Paley, an eighth grader from Teaneck holds her trophy for winning the North Jersey Spelling Bee. She is a student at Rosenbaum Yeshiva of North Jersey in River Edge

“truncheon,” “pasteurize” and “ambrosial.” The final continued for more seven rounds before the champ and runners-up were named.

“We were extremely happy that Bergen Community College was willing to sponsor the Bee with us,” said Cynthia Forster, community manager for *The Record*.

Provident Bank gave \$3,000 to send the winner to compete in Washington, D.C.

Retailers P.C. Richards pro-

vided a computer and iPods for the winners.

A poignant addition this year was a three-minute video of 89-year-old Margaret Karle Schak, who was the first winner of the Bee in 1935. Tom Franklin, videographer and Multimedia Manager/Internet Division, met with Ms. Schak for two hours, transforming those discussions into a short spot that was shown both on NorthJersey.com and at the two semifinal events.

Amy Nutt wins Pulitzer Prize

Continues from Page 1

project from the beginning, and I'd like to think the judges recognized her relentless reporting just as much as the writing.

“In Andre, she had a partner who pushed her, challenged her and helped her deliver a landmark set of stories.”

Publisher Richard Vezza called it “a great day for *The Star-Ledger* and all the people who work here. The Pulitzer Prize is something every newspaper dreams of winning. It's an honor to be associated with such a talented and committed group of journalists.”

This is the first Pulitzer for

Nutt, who was a finalist in 2009 – also for feature writing. It is the third Pulitzer for *The Star-Ledger*. In 2001, Matt Rainey won for feature photography and in 2005 the staff won in the breaking news category for its coverage of former Gov. James E. McGreevey's resignation.

Nutt, who has been at *The Star-Ledger* since 1997, is a graduate of Smith College, and holds master's degrees from the Massachusetts Institute of Technology (philosophy) and the Columbia University Graduate School of Journalism. She also was a Nieman Fellow at Harvard University in 2004-05.

Press of AC 'does it right'

Continues from Page 3

papers in the state, according to ABC September 2010 FAS-FAX.

“We're holding our own,” said Neill Borowski, executive editor and content director for the *Press*. “Time will tell if it's permanent and if the curve will start going up again.”

To ensure that it does, the *Press* carefully plans each day to emphasize local and watchdog journalism.

The Sunday front page is planned six weeks in advance, changing only for breaking news. Many days, there are five substantial local news and enterprise stories on Page 1. Readers asked for more, so the *Press* formed a community editorial board and listened eagerly to praise and brickbats.

Everything local became fair game. Newspaper executives accepted all invitations to speak with organizations. No gathering was too small. Borowski even

munched lox and bagels with 15 Jewish leaders in a living room on a Sunday morning.

The *Press* started two popular newspaper columns: “Everyone Has a Story,” tells uplifting vignettes about local people, and “A Life Lived” expands an obit into a story. It dished out “Legacy Recipes,” giving readers a chance to send in the recipe for Grandma's prized peach pie, and it hyperlocalized the business page. Mom-and-pops that never would have been covered on the traditional pages suddenly were the subject of write-ups. And the *Press* hired mom bloggers to cover locals and tourists who frequent the shore.

“It's not doing one huge thing and saying we did it; it's doing a million small things,” Borowski said. “The key is to be passionate about it. Allow your passion to grow for the small stuff that is so meaningful to the audience.”

— from Editor & Publisher

Advance promotions

Continues from Page 3

the U.S. Army Special Forces, Till embarked on a newspaper career at the Times-Journal Newspapers in Springfield, VA. He held executive positions with Gannett and MediaNews Group before joining the Easton Publishing Company in 1998.

Born in England, Till has lived in France, Belgium and Germany. He is a graduate of American University.

Diamond is a native of Staten Island and a graduate of the University of Denver. He began his

career with Advance Publications in 1990 in New Orleans at *The Times-Picayune*. There he worked in all phases of newspapering, working as a reporter, ad sales representative, circulation district manager and press operator.

Diamond later became assistant to the publisher at *The Times* of Trenton. In 2006 he became executive VP at Penn Jersey Advance.


He chairs the Government Affairs Committee for the New Jersey Press Association.



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GENERAL EXCELLENCE, EDITORIAL – Weekly Under 6,500: Kelly Ebbels, Ed Virgin and Michael Sedon of *The Ridgewood News* are proud of their big win!



GENERAL EXCELLENCE, EDITORIAL – Weekly Over 6,500: The Montclair Times staff celebrates after receiving their award from NJPA President Jennifer Borg of *The Record*, left.



GENERAL EXCELLENCE, RETAIL – Weeklies: *The SandPaper* Advertising Director Cindy Linkous and Artist Adrian Antonio receive this award for the third year in a row, presented by NJPA President Jennifer Borg, right.



GENERAL EXCELLENCE, EDITORIAL – Daily Over 45,000: NJPA President Jennifer Borg presents *Star-Ledger* Publisher Rich Vezza and Managing Editor Dave Tucker their award.

Press Night, Spring Banquet honor NJPA's newspaper contest winners

NJPA's annual awards banquets brought together journalists, photographers, sales representatives and artists to celebrate their accomplishments over the past year. Press Night, held on April 7 at the Crowne Plaza Hotel in Jamesburg, honored winners in the 2010 editorial, photography and editorial online contests. Retail, classified and online advertising

awards for 2010 were presented at the Spring Awards Banquet on April 28 at the Trenton Marriott Downtown. Attendance at both events was up significantly over recent years, a hopeful sign of an improving economy! For complete lists of winners and to view the slide presentations shown at the events, go to njpa.org.

NJPA thanks AFL Web Printing for donating these three pages for coverage of the awards banquets. NJPA thanks SmallTownPapers, Inc., for sponsoring the banquets.



GENERAL EXCELLENCE, RETAIL – Dailies Under 45,000: The *Courier News* staff crowds around to show off winning the top award for its circulation group.



GENERAL EXCELLENCE, RETAIL – Dailies Over 45,000: *The Times* of Trenton staff is delighted to accept this award.



GENERAL EXCELLENCE, EDITORIAL – Daily Under 45,000: *Daily Record* Publisher Jim Flachsenhaar accepts the award from Jennifer Borg.



BEST OF SHOW, ADVERTISING: David Peterson's winning ad is bringing the "Obie Award" to *The Star-Ledger* until next year.



BEST OF SHOW, PHOTOGRAPHY: Aristide Economopoulos of *The Star-Ledger* receives his award for a photo taken as part of a series called "Haiti Six Months After the Quake" of a family living in a make-shift tent.



GENERAL EXCELLENCE, CLASSIFIED – Weeklies: The staff of *The West Essex Tribune* always has fun, but especially when they win awards. Here, NJPA President Jennifer Borg, right, joins in their laughter.



GENERAL EXCELLENCE, CLASSIFIED – Dailies: *The Star-Ledger* staff celebrates winning a top classified award in this year's NJPA Better Newspaper Contest.

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'Be careful online,' expert tells award-winners

"If you wouldn't do it out in public, in broad daylight – then don't do it online," said C.L. Lindsay. "And for goodness sake, don't post Facebook photos of yourself doing it!"

Lindsay is a rapid-fire expert in such matters. He founded an organization called CO-STAR, whose 500 attorneys nationwide field up to 10,000 requests per year from college students seeking pro-bono help with their legal problems. A lawyer himself, Lindsay spends much of his time speaking on campuses across America, urging students to think first, and then act preventatively. He wants them to be careful – both online and in real life.

"Everything you would tell a little kid about staying safe in the world – quadruple it about your own actions online," Lindsay told student award-winners at the 2010-2011 College Newspaper Contest luncheon on April 16. The contest is conducted each year by the New Jersey Collegiate Press Association and the New Jersey Press Foundation, NJPA's charitable wing.

CO-STAR is the Coalition for Students & Academic Rights. Lindsay is its executive director. He started the organization more than a decade ago, when he realized that there was little help available to professors and college students who became embroiled in legal problems.

"We thought we'd be advising professors who were fighting for their academic rights," Lindsay told his audience. "But then, in the first month we had 150 calls for help, and 149 of them were about underage drinking. Obviously, there was a need for education on that topic, too."

Since then, CO-STAR has advised students on everything from planning police-free parties to preventing online stalking, online blackmail, and online sexting. He discussed online libel and other potential problems with the student journalists at their awards luncheon.



SPEAKING THEIR LANGUAGE: Legal expert C.L. Lindsay uses humor to make his points effectively with students seeking advice after his presentation.

Lindsay's book, *The College Student's Guide to the Law* (Taylor Trade Publishing), has 20 chapters of legal advice in layman's terms, on everything from "academic dishonesty" to "off-campus housing," and covering all the hot-button topics in between.

His website is www.co-star.org/lindsay.html.



TOP PRIZE: *The Setonian*, Seton Hall University's student newspaper, received the NJCPA Sweepstakes Award for four-year colleges by winning the most points in its division.



A BEST OF THE BEST: Bergen Community College's student newspaper, *The Torch*, won a NJCPA Sweepstakes Award by earning the most points among two-year colleges in the annual contest.



MANY REACTIONS: Collegiate journalists, their newspaper advisors and parents hear thought-provoking remarks by keynote speaker C.L. Lindsay at NJ Collegiate Press Association's spring conference and awards luncheon.

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Foundation Update

John J. O'Brien
Director
New Jersey Press Foundation

Ahh, to be young again

One of the best things about being the director of your foundation is the ability to interact with students who are pursuing careers as journalists.

"Not many of them, are there?" was a recent comment from a newspaper veteran friend.

"Not true!" I shot back. "As many as I've ever seen!"

He and many other folks I meet make the same mistake... they mix up the future of newspapers (and their current money troubles) with the future of journalists and their need to write and broadcast, to dig for the truth and present it to the public. In my travels in academic circles recently, I have not seen any dramatic drop-off in students pursuing careers in journalism.

Yes, newspapers have been the delivery vehicle for journalist's work during our lifetimes and for many generations before. But previously it was parchment, before that it was animal skins, and way back it was stone tablets.

Our democracy doesn't need newspapers or stone tablets or animal skins to survive... but it does need journalists. Thus, the need to educate and train them is as strong as ever. A better question might be how are we going to pay them? But that's fodder for another column.

I find it gratifying and exciting to be around these young people who are so focused about becoming productive members of the media.

I believe they have the same fire in their bellies that budding young journalists had decades ago when I started out. They are more inquisitive than many I have met over the years and they certainly are more adept at using technology to the fullest.

At the recent NJPF-sponsored luncheon honoring the winners of our NJ Collegiate Better Newspaper Contest, I found myself surrounded by what I believe will be future media leaders here in New Jersey and across the nation. They were excited about their entries being chosen as winners and they were eager to ask questions of the "real journalists" scattered about the room. Their advisors were sharp and well aware of the tremendous changes taking place in media around the globe.

Now one might say that this was an elite group because, after all, they were contest winners. But I sensed that they were fairly representative of what our colleges and universities are producing; those who will carry the flag over the next hill in this changing media landscape. They are bright, unafraid to challenge and extremely focused.

If you get a chance, hang around with some young people... they might change your mind about the future of journalism and the future of democracy.

They changed mine!

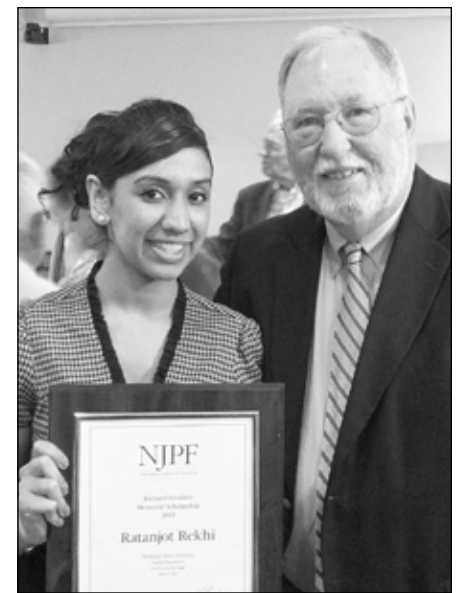
Drukker scholarship is awarded

The Richard Drukker Memorial Scholarship for 2011 was awarded to Ratanjot Rekhi of Howell. "Tanja" is finishing her junior year at Montclair State University. She carries a double major in English and Broadcasting. This year she served as news editor of the school newspaper, *The Montclarion*.

She received her award at the annual MSU English Department honors program on May 5. The \$2,000 scholarship will help pay costs for her fall semester.

"Tanja is a delightful person," said John O'Brien, NJPF director, who presented her the award. "She has a vibrant personality and a seasoned reporter's nose for news. She has done a terrific job at *The Montclarion* and is destined for a prominent place in the changing media landscape of the future."

The Drukker scholarship is awarded annually to an MSU journalism minor or staff member of *The Montclarion*.



DRUKKER WINNER: Tanja Rekhi, a junior at Montclair State University, receives her scholarship award from NJPF Director John O'Brien.

2011 Internship winners named

New Jersey Press Foundation HAS announced the winners of its 2011 Internship/Scholarship competition.

"The judges had a tough time this year," said Foundation Director John O'Brien. "The quality of the entries and the skills these students demonstrated at their institutions made picking only four winners a tough task. There's no doubt that the newspapers where they will work this summer are getting the cream of the crop!"

Each student will serve an eight-week paid internship at an NJPA member newspaper and, upon successful completion of the internship, each will receive a \$1,000 scholarship award. The interns are paid \$325 per week, funded by NJPF and the newspapers at which they are working.

This year's winners are:

Stefanie Dazio, from Red Bank, is a sophomore at American University majoring in print journalism. She is managing editor of *The Eagle*, the student newspaper of American University and is a former Student Press Law center intern.

In 2009, she received the Bernard Kilgore Memorial Scholarship Award and was named the New Jersey High School Journalist of the Year by the Garden State Scholastic Press Association.

Stefanie said, "I truly believe journalism can make a difference in the world, and I

want to be a part of that." She will serve her NJPF internship at *The Star-Ledger* this summer.

Chelsea Radler will spend her summer at the *Asbury Park Press*. She is a resident of Morganville and is finishing her junior year at George Washington University. Chelsea recently spent a semester abroad in Paris, studying globalism of the media.

She is a senior writer for *The Hatchet*, the GW independent student newspaper. She spent last summer working as a writer at the *Princeton Packet*.

The *Courier-News* in Bridgewater will be home to Elizabeth Gyori this summer.

Elizabeth lives in Warren, and is finishing her sophomore year at New York University, majoring in journalism. She is deputy editor of the *Washington Square News*, is on the NYU Dean's List, is a member of the NYU Fencing Team and is fluent in Mandarin Chinese.

Nathaniel Mulberg will spend his summer "down the shore" at the *Atlantic City Weekly*. A resident of Cherry Hill, he is wrapping up his freshman year at the University of Rochester.

Nathan is an English major with a concentration in language, media and communication. He is a staff writer for U of R newspaper, the *Campus Times*. He is also a radio broadcaster for the soccer and basketball teams.



Dazio



Radler



Gyori



Mulberg

NJPF

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Record hosts anti-bullying event: 'Taunts, Texts and Torment'

By Cynthia Forster

The Record recently examined the issue of bullying with a four-way media punch that grew audience on a number of platforms and raised visibility in ways that newspapers often don't consider.

The Newsroom and Community Affairs Department partnered with Verizon FiOS to provide news content to the North Jersey community in print, online, on TV, and even in person, through a daylong conference that brought in more than 300 attendees. Now the Newsroom and the Marketing Department are finalizing a mobile application of the series that will be sold to consumers and will keep the series alive in eBook reader format. For details, contact marketing@northjersey.com.

"This started with the idea that an anti-bullying conference could bring educators, parents and the public together to hear from victims and experts, and discuss problems with New Jer-



PEACEMAKERS: Students nominated by Bergen, Passaic and Hudson county schools receive their Young Peacemaker Awards at the Record's anti-bullying conference for their winning essays.

sey's new law," said Cynthia Forster, who organized the April 1 conference of 17 presenters with eight community sponsors. The conference drew more than 300 people to a snowy Ramapo College of New Jersey campus. One of the panels became part of a two-hour FiOS production that aired the following week, and then was segmented for use on NorthJersey.com.

The newsroom staff saw the news value and timeliness of the topic and brought in their content partner, Verizon FiOS, to create a series that has received extraordinary response from North Jersey readers and viewers.

"We saw from the outset that the subject was right in the wheelhouse of our readership," said Editor Frank Scandale. "We've been hearing about the bullying

in our schools for a while and we have been reporting incidents, but this holistic look by the staff provided the kind of context and understanding that fulfills our local news mission.

"Our reporters, editors, photographers and graphic artists did a great job compiling this information and presenting it in a way that resonated with our readers. In addition, our television partners at FiOS provided great video coverage of the subject."

Titled "Taunts, Texts, Torment," the series appeared in three parts. Besides focusing on the new state law, it featured individual stories of bullying and the responses to it – both in person and online. Sidebars and information boxes offered resources for parents.

Meeting weekly by conference call, Scandale, Projects Editor Tim Nostrand, Multimedia Manager Tom Franklin, Web Editor Sean Oates and Forster co-

ordinated with FiOS to provide school and community shooting locations for more TV material. This allowed reader/viewer penetration and response in a number of formats, including the widespread use of NorthJersey.com for shared video, the in-paper stories, blogs and Twitter.

One author of the series, Colleen Diskin, a specialty writer, also took on the job of moderating a panel at the live event. In addition, Circulation was able to use the conference for some easy marketing research to see how many attendees were actually subscribers.

Community Affairs and Newspapers In Education extended the anti-bullying message through a five-week in-paper educational series and a Young Peacemaker contest.

Cynthia Forster is the community & public relations manager for The Record and Herald News, and chair of New Jersey Press Foundation's NIE/Youth Readership Committee.

Obituaries

George Mayer dies at 75

George J. Mayer, 75, of Middletown, passed away peacefully on Jan. 30, 2011 at Riverview Medical Center, surrounded by his loving family.

Born and raised in Keansburg, he and his wife Marian married in 1956 and lived in Middletown. He was regional sales manager of Garden State Paper Company for 20 years, retiring in 2000. George was previously business administrator at *The Daily Register*, Red Bank for 25 years.

George enjoyed spending time with his family, traveling with his wife, playing golf and fishing with his beloved grandchildren. He was an active member of the Middletown Lions Club, where he served as president. He also served as Eucharistic Minister at St. James Church, Red Bank, past president of the Red Bank Jaycees, was an officer of the Shadow Lake Lakers, an active member of the New Jersey Press Association, former member of River Plaza Hose Company, and a volunteer for ARC of Monmouth County.

He was predeceased by his father, George J. Mayer, his mother Edith Horner Mayer, and his sister Shirley Riddle.

A kind and caring man, George will be deeply missed and fondly remembered by all who were privileged to know him. Surviving are his loving wife Marian LoPresti Mayer; his three loving daughters, Debbie and her husband Harold Bentley of West Long Branch, Linda and her husband Greg Patterson of Middletown, Sharon and her husband Jason Krellin of Middletown; his brother DuWayne Mayer; his three sisters, Carol Dowens, Betty Rosenberg, and Donna Worth; and eight grandchildren.

Arrangements were by the John E. Day Funeral Home, 85 Riverside Avenue, Red Bank. In lieu of flowers memorial donations can be made in George's honor, to the American Cancer Society, 801 Broad Street, Shrewsbury, NJ 07702 or St. Jude's Children's Research Hospital, 501 St. Jude Place, Memphis, TN 38105.

Rose Golden, 89, retired NJPA manager

Former long-time NJPA staffer Rose C. Golden, 89, died on March 14, 2011, after a brief illness.

She retired from NJPA in 1992 and moved to Augusta, Maine in 1995.

John O'Brien remembered: "I first met Rose Golden when I was publisher of Forbes Newspapers and served on the NJPA Board of Directors. Even those who had an "arms length" relationship with NJPA were aware of her contribution to the association. To those of us who worked with Rose on a regular basis, her constant drive and determination to keep NJPA relevant and important to its members was always evident and quite remarkable.

"When I joined NJPA as executive director in 1991, Rose was the first to welcome me aboard. She had served as interim general manager following the departure of the previous executive director and she had done a commendable job of maintaining the stature of the association during some turbulent times.

"While I was learning the

ropes of my new job, Rose never said, 'This is the way we do it.' She always said, 'This is the way we did it.' That subtle difference meant a lot to me as I never felt she was telling me how to do things, only giving me some history as to how they had been done.



Golden

Rose stayed in touch with my wife Chris and me over the years, and it was so great to enjoy her company when she joined us at the 150th anniversary celebration of NJPA several years ago. I will miss her."

Long-time NJPA co-worker Liz Hagen recalled that, "Rose was a great character and her tour of duty as GM was marked by intense dedication and energy. I respected her enormously."

Rose was born in Chicago, Ill., the daughter of William and Frieda Cohen. She married Gerald Golden in 1942, and they eventually settled in Pennington, where they raised their family.

She worked for Town Topics, a weekly newspaper in Princeton for many years, before becoming membership services manager and event planner for the New

Jersey Press Association. From June 1989 to April 1990, she served as the association's acting general manager.

Rose embraced her new community and became an active volunteer at the Maine General Medical Center and its Early Learning Center. Reading to the children each week was an important part of her life.

She was a member of Temple Beth El and served on its board and committees. As a tribute to her dedication and commitment, in 2001 she received the Community Volunteer award from the Spirit of America Foundation.

Rose was predeceased by her husband, Gerald. She is survived by her three children, Richard and Jane Golden of South China, Ellen Golden and Duane Paluska of Woolwich; and William of Fort Lauderdale, Fla.; as well as by her four grandchildren, Michael, Jeremy, Sarah and Samantha; two step-grandchildren John and Peter; and two great-grandchildren, Daniel and Weston.

Donations in her memory may be made to Temple Beth-El at PO Box 871, Augusta, ME 04332.

— from *Kennebec Journal*

Send us **YOUR** news! Please email *InPrint* news about your newspaper, employees and other big changes: clangley@njpa.org

Aumente gets grant for Romanian workshops

Under a U.S. State Department grant, Jerome Aumente recently completed a series of economic reporting workshops in Romania, in cooperation with the American Embassy.

Aumente, who is Distinguished Professor Emeritus and Special Counselor to the Dean in the School of Communication and Information (SC&I) at Rutgers, completed the workshops for journalists in the capitol city of Bucharest and in three cities to the north – Galati, Bacau and Iasi. The focus was on economic, business and financial reporting. He also discussed the impact of digital media and the Internet on the news media.

Aumente had discussions with the staffs of *Ziarul Financiar*, a major financial daily, and “The Money Channel” where he did an extended interview at the cable television station. He gave interviews to other

news media outlets, and for the embassy’s Facebook site.

“Romania has joined the European Union,” Aumente said, “and it is struggling with the global economic crisis, the fragile beginnings of a stock market and the need for its news media to conduct tough enterprise and investigative reporting as the economy moves toward a more transparent and open market. So there was plenty to talk about, including the major changes in the news media landscape as we all transition to a challenging digital and Internet environment for news and information.”

Other events on Aumente’s calendar include:

Speaking May 6 at a conference on international training of journalists at Harvard, sponsored by the Nieman Foundation for Journalism.

Receiving a “legacy” award on

May 14 from the Livingston College Alumni Association, for his role in founding the journalism and urban communications department at Livingston College, Rutgers University, which became SC&I at Rutgers and is today the Department of Journalism and Media Studies.

“It will be fun and an honor to see my former students, many successful journalists four decades later,” Aumente said. “NJPA played a key role in the founding of these journalism departments.”

Aumente has been overseas more than 170 times conducting programs for journalists and universities in Europe, the Middle East, Latin America and Asia, and will soon begin a new project in Africa. His most recent book, “From Ink on Paper to the Internet”, won the Society of Professional Journalists national award for journalism research.

NJPA Hotline answers your legal questions

Continues from Page 4

lating or agreeing to violate a duty of fidelity to which he is subject as: ...

(4) An officer, director, manager or other participant in the direction of the affairs of an incorporated or unincorporated association; ...

b. A person who holds himself out to the public as being engaged in the business of making disinterested selection, appraisal, or criticism of commodities, real properties or services commits a crime if he solicits, accepts or agrees to accept any benefit to influence his selection, appraisal or criticism.

c. A person commits a crime if he confers, or offers or agrees to confer, any benefit the acceptance of which would be criminal under this section.

d. If the benefit offered, conferred, agreed to be conferred, solicited, accepted or agreed to be accepted in violation of this section is \$75,000.00 or more, the offender is guilty of a crime of the second degree. If the benefit exceeds \$1,000.00, but is less than \$75,000.00, the offender is guilty of a crime of the third degree. If the benefit is \$1,000.00 or less, the offender is guilty of a crime of the fourth degree.

Q Can a liquor store or a restaurant sell a gift certificate for alcohol at a discounted rate?

A No. N.J.A.C. 13:2-23.16 provides:

(a) Except for consumer alcoholic beverage tasting events conducted in accordance with N.J.A.C.

13:2-37, and promotions permitted in this section, no licensee, permittee or brand registrant shall, directly or indirectly, allow, permit or suffer any practice or promotion that: ...

4. Offers any prize, gift or award which consists of alcoholic beverages or coupons or gift certificates which may be redeemed for alcoholic beverages, such as two for one, and the like, except for a prize consisting of alcoholic beverages in sealed containers offered in a raffle licensed pursuant to N.J.S.A. 5:8-50. A coupon or gift certificate, other than a certificate purchased by a consumer for an amount equal to the dollar value of the certificate, shall expressly state that the certificate shall not be applied toward the purchase or consumption of alcoholic beverages;

Therefore, any gift certificate that is intended to be applied toward the purchase or consumption of alcoholic beverages must be sold for an amount equal to the dollar value of the certificate. If the certificate is sold at a discount, it must expressly state that it shall not be applied toward the purchase or consumption of alcoholic beverages.

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@gibbonslaw.com

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Ad Director

Packet Publications, based in Princeton, NJ, 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.

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 with the subject line of AD-NJPA

E-083011

Vice President of Advertising

If you bring a history of results, creativity, an innovative spirit and exceptional leadership skills then the Lehigh Valley Media Group wants to hear from you.

Our company requires a leader that values people, inspires others to excel and brings vision and purpose to work each day. This leader will understand the power of creating and fostering a culture of success.

The ideal candidate must have a strong background in media sales and management. You should excel in Excel and understand numbers. If being in a competitive media market is a concern, this won't be the place for you. If you have experience driving results while making your people better and smarter. If you thrive on creating new processes and structure for future growth. If you believe that training, practice and more training help build successful organizations. If you are a team player that listens as well as you talk. If you want to work for a great organization that values its customers, employees and owners equally. If you really want to be great, we want to talk to you.

Please send your resume to: Angela Connell, HR Director Lehigh Valley Media Group 30 N. 4th Street Easton, PA 18042

Or email aconnell@express-times.com

No Phone Calls Please.

E-083011

Oline 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 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

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 with the subject line of AAE-NJPA.

For more information about Packet Publications, please visit www.centraljersey.com.

E-053011



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Email your resume to: hr@centraljersey.com with the subject line of: ISR-NJPA E-083011

Commercial Print - Sales Representative

Packet Media seeks a dynamic, self-starter to represent our commercial printing division in the Central New Jersey region. The successful candidate should have 2-5 years experience selling commercial print and related services. Packet Media Group includes the Princeton Packet and eleven other community newspapers, as well as PM, TimeOFF and centraljersey.com. Send resume to hr@centraljersey.com with the subject line of AAACP-PP. E-083011

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. EOE/M/F/D/V E-083011

Editorial

Assistant Content Editor

Do you have a desire to utilize your traditional and modern journalism experience in service of a beautiful seashore county?

The Cape May County Herald is a 44 year old, 32,000-circulation family-owned weekly in print with a comparable audience online.

Our editor told the publisher the other day that if he owned the Herald, he would seek to hire an experienced assistant to build succession continuity.

Take a look at cmcherald.com online and the print PDF, read what is below, and send your resume to resumes@cmcherald.com.

Job responsibilities include:

Connecting with the community to attract user-generated content
Work with others in a region to produce breaking news and features

Engage with the community so your passion for their well-being is clear to them

And as you see content as you go about your work, build a repository of data and information of Cape May County of interest to residents and visitors

Necessary skills and qualifications (or in non-vital areas, skills to be quickly acquired):

A nose for news and important happenings

Ability to engage sources with difficult questions

Experience driving a website, including editing video

Versed in MS Office suite, photo processing for publication (e.g. Photoshop), pagination (e.g., InDesign)

A grasp of AP style

Adept with a variety of social media tools

Organizational, time management, and social skills

Enjoy and care deeply about modern journalism: the web, social networking, and community journalism

Be able to quickly grasp the heartbeat of the community

Thrive in the teaming environment of contemporary journalism

Possess a creative, entrepreneurial, self-starting spirit and drive tempered with sound judgment

Education and Professional background:

Ideally you will have deep professional reporting experience and a degree in journalism, English or communications

Other requirements:

Tools for the job – You must have and a car valid operators license.

This job requires a flexible work schedule, including evenings and weekends

The question:

Are you ready for the challenge of working in a small staff where you will quickly become a key player?

Do you want a career that impacts the community online and in print?

Do you possess a nose for news and a relentless drive to succeed in a highly competitive area?

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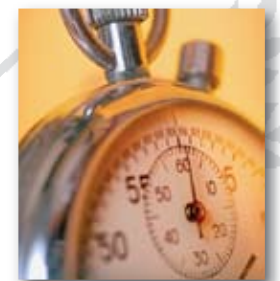


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Project 9/11:

Death of bin Laden means rewrites for students

By Liz Fuerst

Rutgers journalism majors working on the 9/11 Student-Journalism Project funded by the New Jersey Press Foundation (NJPF) know how to write fresh leads on articles. But their rewriting became frantic after the death of Osama bin Laden.

“Students had to react quickly,” said Professor Ron Miskoff, who teaches the Department of Journalism and Media Studies course with Professor Liz Fuerst. “They called everyone they had already profiled and started reworking their stories. It was a difficult coda to what had already been a tough assignment.”

Miskoff and Fuerst just finished teaching the fascinating one-time course on reporting the 10th anniversary of Sept. 11, 2001 and interviewing the children of those who died that day at Ground Zero. The professors designed the course in concert with Jennifer Borg of *The Record*, president of NJPA, and George White, its executive director. Twenty hand-picked journalism majors learned to use narrative journalism techniques, the web, video, and social media to help cover the emotional 9/11 anniversary story.

The NJPF Board of Trustees gave the department a \$50,000 grant to teach the college course and to involve high school student journalists from across the state through the Garden State Scholastic Press Association, the association of high school student newspaper advisers.

For the follow-up interviews about bin Laden, journalism major Megan Schuster didn't think tissues were necessary to wipe away the tears of three teenaged sisters from Hunterdon County. Just six weeks earlier she had taken tissues along to deal with their tears – and hers – the first time they discussed their father's death on 9/11.

Schuster said 16-year-old Casey Hargrave told her that the news Osama bin Laden had been killed was “confusing to her.” Said Schuster, “She had waited for almost 10 years for this to happen, and all of a sudden, it was there. She said after the shock wore off she was just happy – never so happy in her entire life and her stomach was turning over and over, and she had tears in her eyes.

“But after taking it all in she said she felt kind of sick for being happy that a person was murdered, even though she had every right to be. She had carried bin Laden in her subconscious for 10 years; now he's dead, and that's the end of it. But it wouldn't bring back her dad.”

Casey's sister Corinne, who turned 18 the day bin Laden died, said, “The killing of Osama bin Laden is the one exception that I feel I am allowed to have regarding the death of a human. Although some people are criticizing the joyous and celebratory reactions across the country, I think if there is anyone who deserved death, it is this man. I feel that we have been waiting 10 years too long to have some sort of closure.”

These and other thoughts by the daughters of the late Timothy John (T.J.) Hargrave will appear in newspapers statewide in early September as America observes the solemn anniversary.

NJPA newspaper editors will be able to download stories, still shots, and video of the 9/11 children from a website, <http://the911project.rutgers.edu>, soon to be activated. A group of New Jersey print editors, reporters, and web editors from papers like *The Record*, the *Star-Ledger*, and the *Courier News* have been mentoring the Rutgers students during the writing of their profiles.

Victim had been child TV star

In her first interview with the Hargrave sisters, Schuster learned that their father, who worked for Cantor Fitzgerald, had been a child actor on the TV soap opera “Guiding Light” – in fact, when he left the show actor Kevin Bacon took his place. Hargrave also had a big role in the film “The Prince of Central Park.”

Even though their father's death was very public, the girls told Schuster, their grief was kept private and their mother raised them in the “most normal” fashion. In talking with Schuster, the sisters didn't hold back their emotions. They told her that memories of their father's outsized personality and his love of life kept the family going in the decade after his death.

Many of the 9/11 children interviewed by the Rutgers students are close to them in age, which made the reporting a little different from when an adult reporter interviews a child... and perhaps a little easier for the subjects to open up.

And because of their loss, the children often knew a lot more about 9/11 and its aftermath than the interviewers did, most of whom had been in middle school when the towers went down. So the professors had their class read several books on the subject, including *The Ground Truth* by John Farmer, counsel to the 9/11 Commission. Other textbooks dealt with improving narrative storytelling.



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

Beside having to educate young journalists-in-training about 9/11, the project's biggest challenge was finding receptive children and surviving parents to interview, said Professor Fuerst, a former newspaper reporter herself.

“Newspapers gave us leads from reporting they had done in 2001 and 2002, but many of the families had moved,” she said. “Or the surviving parent had remarried and couldn't be traced. We tried to find reporters who had done those articles 10 years ago, but because of the retrenching of the news business, many had retired or been bought out.”

Complicating the picture was that many of the families had shunned media attention since the tragedy and did not want their children to dredge up sad memories.

So Fuerst followed leads from friends and colleagues; enterprising students combed their high school directories and developed a Facebook page where they invited 9/11 children to get in touch.

“Contacts were generated in many ways,” said Fuerst. “For example, Megan Schuster, after sending out numerous feelers, gained an introduction to the Hargrave family through her mother.”

All students learned sensitive interviewing techniques before venturing out on assignment. They also had tutorials in making videos, learned about narrative journalism, and went through an intensive session with writer Daniel Zegart, of Lambertville, about 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 by terrorists on 9/11 and later crashed in a field in Shanksville, PA. *Your Father's*

Voice was one of the five textbooks for the course.

Other speakers appeared almost weekly. In February, former 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 unearth what had allowed the attacks.

“Speakers like Gov. Kean and Mary Fetchet of Voices of September 11th, the largest 9/11 family group, provided a powerful resource for students,” said Fuerst.

Pulitzer finalist shows photos

One of the best lectures from a visual perspective was by photojournalist Tom Franklin of *The Record*, who took an iconic 9/11 photo of three firemen raising a flag at Ground Zero. The Pulitzer Prize finalist also showed horrific images he had taken that day.

Another lecture that spellbound students was given by economics reporter Michael McKee of Bloomberg News. He was at a meeting the morning of 9/11 at the Marriott World Trade Center and was the first reporter to see the planes hit the Twin Towers.

Speaker Frank Scandale, editor and vice-president of *The Record*, recounted his newspaper's exhaustive reporting of the Twin Towers collapse, the staff's chilling photo coverage, and the journalistic portrayal of a community's grief in the days, weeks, and months afterward.

On the last day of the semester, Miskoff and Fuerst took the class by bus to the Tribute WTC Visitor Center at 120 Liberty Street in Lower Manhattan, where they took a walking tour of the towers site with audio guides and spent time in the Visitor Center's five galleries.

“Our students were so touched just by being there,” said Miskoff. “The audio guides enabled them to get oriented and see the positions of the North and South Towers, the police and fire command centers, and the proximity to the Hudson River.”

Four days later, Osama bin Laden was killed. Although their profiles of the 9/11 children were nearly finished, students – like the professional journalists they hope to become – did not flinch when word went out to re-interview their subjects.

“The news came during exam period, which is always a stressful time at Rutgers,” said Miskoff. “But our students instinctively knew they needed fresh leads on their stories, and they went out and got them. We are very proud of their work.”

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