

GOVERNMENT AFFAIRS COMMITTEE MEETING

December 13 • 11 am
teleconference

NJPA'S BETTER NEWSPAPER CONTEST DEADLINE

January 13 • 4 pm
NJPA office, West Trenton
Contest rules are available on NJPA's website: www.njpa.org

NJPA EXECUTIVE COMMITTEE MEETING

January 19 • 10:30 am
Location to be determined

NJPA BOARD OF DIRECTORS MEETING

February 2 • 10 am
NJPA office, West Trenton

SPRING AWARDS BANQUET

Honoring winners in the Retail, Classified and Online Advertising contests
April 12 • 5 pm
The Hamilton Manor
30 Route 156, Hamilton

PRESS NIGHT

Honoring winners in the Editorial, Photography and Online contests
April 26 • 5 pm
The Hamilton Manor
30 Route 156, Hamilton

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

Your next issue of *InPrint* will arrive in mid-March. The advertising and editorial deadline is March 5.



NJPA LEADERS get together at the association's annual meeting. From left: immediate past chairman and former president Raymond Worrall of Worrall Community Newspapers; past president and newly elected Chairman Jennifer Borg of *The Record* and *Herald News*; newly elected President Jennifer Chciuk of *The West Essex Tribune*; and Treasurer Richard Vezza of *The Star-Ledger*, also a past president and former chairman.

Jennifer Chciuk to head NJPA

New Jersey Press Association's president in 2012 will be Jennifer Chciuk, who topped the slate of officers approved unanimously by NJPA members at the organization's annual meeting on Nov. 11.

Chciuk is a second-generation owner and publisher of *The West Essex Tribune*, an independent weekly based in Livingston.

Also elected as officers at the luncheon last month were Chairman Jennifer Borg of *The Record*, *Herald News* and Community Newspapers of North Jersey Media Group, who served as NJPA's president in 2011; daily VP Keith Dawn of *The Press of Atlantic City*; weekly VP Stephan Parker of Recorder Community Newspapers; Treasurer Richard Vezza of *The Star Ledger*; and Secretary George White, who is executive director of NJPA.

New directors elected were Brett Ainsworth of *The Retrospect*, Collingswood; and Michael Lawson of Community Newspapers of North Jersey Media Group. Both fill unexpired terms that end in 2012.

Current directors re-elected to new two-year terms through 2013 were: Ben Cannizzaro of Greater Media Newspapers; Stan Ellis of *Burlington County Times*; Joe Gioioso of NJN Publishing; and Bill Murray of *The Trentonian*.

Re-elected for new one-year terms were associate directors Ronald Morano of First En-

ergy/JCP&L; and John Pavlik, who chairs the Department of Journalism and Media Studies at Rutgers University.

Rounding out the board are directors whose current terms run through 2012. They are: Tom Donovan of the *Asbury Park Press* and Jim Flachsenhaar of the *Daily Record*.

Outgoing Chairman Raymond Worrall of the Worrall Community Newspapers was honored for his years of service on the NJPA board.

SCAN rebate program enhanced

Statewide Classified Ad Network (SCAN) participants will benefit widely from a new rebate structure approved in November by NJPA's Board of Directors.

"The Executive Committee charged us to come up with a rebate program that motivates current SCAN members to continue their vital support and causes non-participants large and small to reassess the opportunity for 2012," said Executive Director George White.

For 25 years, NJPA has allocated 40% of its SCAN revenues into a rebate pool for participants to divide equally at the end of each year. In 2011, White said, that included 147 newspapers. However, the rebates paid

out to each member newspaper have long been capped at 50% of that member's dues — thereby reducing the actual annual payout overall from the 40% basis to approximately 10-12%.

Changes explained

Changes to the program will take effect January 1, 2012, and include:

- Reducing the rebate pool from 40% to 15% of revenues while removing the rebate cap described above (resulting in an estimated increased overall annual rebate payout of at least 25%)
- Calculating each newspaper's rebate based upon:

— *Continues on Page 6*

Get ready! Contest is coming right up.

Are you ready? NJPA's annual contest deadline is just a month away: Friday, January 13. All print category submissions, entry forms and payments must be received at NJPA's office in West Trenton no later than 4 p.m. that day. All other entries must be submitted online at www.BetterNewspaperContest.com before midnight. For the contest rules, go to NJPA's website: www.njpa.org

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BOARD OF DIRECTORS • 2012

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NJPA matters —

Team accomplishments

It's been a year of important accomplishments for NJPA. Even more important is the new and exciting year ahead.

NJPA's financial picture, though still a work in progress, is considerably brighter than it was a year ago. Your association will finish the current year in the black, and substantially ahead of plan.

The 2012 operating budget was developed in the fall and met the goal of early approval by the board of directors at its meeting Nov. 11.

The association's infrastructure has been strengthened considerably this year with the long-anticipated revamp of NJPA's dues structure, and important revisions to the SCAN rebates program (see related news items in this issue). Both take effect for 2012.

The Government Affairs Committee dutifully and successfully coordinated the association's response to many challenges, both legislatively and in the courts, with no losses to report as the two-year state legislative session draws to a close.

The Public Notice Task Force actively testified and continues monitoring the now-stalled bills aiming to remove public legal notices from newspapers in favor of governmental self-posting online. This was a total team effort involving many member publishers who actively contacted their state representatives about the issue. The two-year legislative session ends Jan. 10 as we prepare for come-what-may in the new 2012-13 session.

NJNN Director Amy Lear saw her small staff reduced further in February. Despite this, the ad networks have had a strong year overall, driven largely by the strong performance of NJNN – the statewide display ad net-



George H. White
Executive Director
NJPA

work. Amy and her team serve clients and member newspapers with professional care and distinction. And Amy is quick to point out that none of it could happen without the support and cooperation of NJPA member ad departments.

We are well-served by a strong team of professional advisers, including General Legal Counsel Tom Cafferty and his team at Gibbons Law; Public Affairs Counsel David Smith and his team at Princeton Public Affairs Group; and CPA & Auditor Richard Snyder and his team at Kreisler-Miller.

New manager, board members

We hired a new business manager in October. Scott Kutcher hit the ground running and he is doing a bang-up job keeping the association's financial affairs in shape.

NJPA's Executive Committee, led by Chairman Ray Worrall and President Jennifer Borg, continued their active oversight, guidance, and stewardship throughout the year.

Stephen Parker, Recorder Community Newspapers, will be a great addition to the Executive Committee in 2012 as its new VP of Weeklies. He recently finished a term as president of Suburban Newspapers of America.

Brett Ainsworth, of *The Retrospect*, Collingswood, will be a great addition as a new director at large on the NJPA board. He is tenacious about the prin-

ciples behind legal public notices and he served on the NJPA team of publishers who testified at the key legislative hearing in February.

We extend deepest thanks and appreciation to Kathleen Hivish, VP/publisher at North Jersey Community Newspapers, Montclair. She's stepping down from the board after several years of distinguished service.

We welcome Michael Lawson, also a long-time VP/Publisher at North Jersey Community Newspapers, to serve the remainder of Kathy's unexpired term, ending in December 2012.

Finally, we bid farewell, though not really, to outgoing board Chairman Ray Worrall. Ray leads by example, in deed, and with extraordinary vision – simply an ideal chairman for a first-year executive director. Having the courage to question, to thoughtfully consider all aspects of an issue, and to willingly roll up one's sleeves is a powerful combination, and Ray has proven repeatedly that he has it in spades; so much so that he's accepted Chairman-elect Jennifer Borg's appointment to lead a new task force charged by the board to evaluate all aspects of NJPA's membership structure and to recommend any changes and enhancements for possible implementation later in 2012 (see related story on Page 3).

* * *

2012 is sure to bring opportunities and challenges. Some we don't even know about yet. But I know first-hand that this association's volunteer leaders and its staff in West Trenton are inspired at having the opportunity to assist our member newspapers and this industry that matters so much to us all. Please contact me anytime at (609) 406-0600, ext. 30 or gwhite@njpa.org.

Every little gift adds up!



Your donation to New Jersey Press Foundation supports programs like summer internships and journalism scholarships.

www.njpressfoundation.org/giving

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People & Papers

Mollie Gray named editor

Mollie Gray has been named editor of two of North Jersey Media Group's Essex County weekly papers, the *Belleville Times* and *Glen Ridge Voice*.

She joined Community Newspapers of North Jersey Media Group in 2007 as a reporter for the *Clifton Journal*. She then worked as a reporter, and most recently, managing editor at the *Verona-Cedar Grove Times*.

Gray will report to Owen Proctor, the senior editor of four NJMG Essex newspapers, including the *Bloomfield Life* and the *Nutley Sun* for which he has direct editing responsibility.

Kestenbaum named editor of Jewish News

Rick Kestenbaum has been named chief operating officer/general manager of *New Jersey Jewish News*.



Kestenbaum

A veteran of New Jersey media, he started in newspapers in 1989 as an account rep for the *Hudson Dispatch* in Union.

Kestenbaum became ad director at North Jersey Newspapers, Forbes Newspapers, and Bergen Newspaper Group before moving to the digital side and serving in a variety of roles for NJ.com.

More recently, he worked for two companies in the online advertising technology space and for the top 20 ad exchange CONTEXTWEB.

In his newspaper days, Kestenbaum earned many industry awards in Better Newspaper Contests. He was a frequent speaker at industry events and for a number of years wrote the column "Inch by Inch" which appeared in *InPrint* and other trade publications nationwide.

A Rutgers graduate, Kestenbaum lives in Branchburg with his wife Beverly and three daughters.

Ainsworth, Lawson join NJPA's board

Two publishers have been named to NJPA's board of directors – one from an independent weekly newspaper in Camden County and one from a group of 10 community newspapers owned by the North Jersey Media Group. Their terms run through 2012.



Ainsworth

Brett Ainsworth and his wife Susan own *The Retrospect*, a 5,600-circulation independent weekly in Collingswood. They purchased the operation in 1999. Brett is the paper's fifth publisher in its 109 years and Susan handles legal ads and classifieds. The Ainsworths live in Haddonfield, with their son Patrick.

A 1992 graduate of Cornell University with a degree in science communication, Brett came up on the news side, having served in editorial posts for Dixon Media and Intercounty Newspaper Group.

He was editor-in-chief of the Chronicle newspapers for Dixon Media and he helped launch the *Haddon Herald* for the Intercounty Newspaper Group. Earlier he served as editor of the *Washington Township News Report* and the *Moorestown News-*

Weekly for Intercounty.

Michael Lawson is VP/publisher of the Passaic/Morris/Sussex division of Community Newspapers for NJMG.



Lawson

He lives with his wife and two sons in Kinmelon, where he coaches recreational baseball and also coaches a Destination Imagination academic team. He graduated from high school in West Milford Township, and then from Kean University with a degree in Technology Education. Lawson also holds a New Jersey teacher's certification.

He came up on the advertising side, starting in 1988 at the *Clifton Journal*. He served as retail advertising director at the *Herald & News* from 1994 to 1998 and then was appointed publisher of the *Nutley Sun*, *Belleville Times*, *Bloomfield Life* and *Glen Ridge Voice*.

In 2000, he was named publisher of what is now a 10-paper division for NJMG. The flags are: *Aim Jefferson*, *Aim Vernon*, *Aim West Milford*, *Argus*, *Clifton Journal*, *Neighbor News*, *Parsippany Life*, *Passaic Valley Today*, *Suburban Trends* and *Wayne Today*.

Membership task force

A new task force has been created by NJPA's Board of Directors to evaluate all aspects of NJPA's current membership program including current criteria for eligibility, member categories, access to programs, and processes for new applicants.

Immediate Past-Chairman Ray Worrall, of Worrall Community Newspapers, will chair the task force which will include Executive Director George White, a 2012 officer, an at-large director, and a member-at-large.

The work of the task force is expected to occur during the first two quarters of 2012 for presentation to the NJPA Executive Committee for recommendation

to the NJPA Board of Directors. In the event the board approves resulting recommendations that affect NJPA's bylaws, a vote of the full membership is required and that could occur at next fall's 2012 Annual Membership Meeting.

At-large newspaper members interested in serving on the task force is encouraged to contact George White at 609-406-0600, ext. 30 or gwhite@njpa.org.



Worrall

Find good people.

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



Notes from NJPA's President

Jennifer Cone Chciuk
The West Essex Tribune

Looking ahead

As I write this column, I am honored to address the best and brightest of the newspaper industry in New Jersey. Some of you started in this business in the days of Smith-Corona typewriters, Linotype machines and sheet-fed presses, when a good rewrite man – and they were all men – was worth his weight in gold. Others among you write news articles today on laptop computers right on the scene, and send them in without ever seeing an office. I started out in this business 31 years ago, at age 14, developing film and making prints in the darkroom at the *West Essex Tribune* in Livingston, and taking classified ads on the phone. Back then, it would never have occurred to me that I would ever be serving as your president.

I couldn't possibly write this column without acknowledging the amazing work done by the NJPA Executive Board over the last year or so. When John O'Brien asked me to serve on this board a few years back, he said, "It's no big deal... a few meetings a year, some conference calls... it won't disrupt your life very much." Well, those "few meetings a year" turned into tough, lengthy monthly meetings as the Board worked to get the dire financial situation of NJPA in order last fall and through the winter.

Monthly meetings continued through the spring of 2011, as the Executive Board carefully tracked the progress of the plans we'd set in motion. Ray Worrall, Jennifer Borg, Rich Vezza, former board member Joe Cavone, Keith Dawn, George White, and the entire NJPA staff worked distressingly long hours, and succeeded in the goal of keeping the NJPA alive and well.

Are the hard times over? Not by a long shot, not for newspapers, and not for NJPA. But your NJPA is in a considerably better place than it was at this time last year, due primarily to the hard work and dedication of the board members and the NJPA staff.

The next couple of years will be busy, interesting ones for the NJPA. The only constant these days is change, and our association is looking towards the future, working to stay current so as to best serve you. Our three-pronged approach – focusing on government affairs, communica-

— Continues on Page 6

Bylaws change approved

At NJPA's Annual Meeting held November 11 in Jamesburg, the general membership unanimously approved a proposed bylaws change affecting members in the digital news organization (DNO) category.

As recommended by the NJPA Board of Directors, DNO members now will have all rights and

privileges of association membership, with the exception of voting.

In addition, the change eliminates the requirement that a DNO director be appointed to NJPA's board once the number of DNO members exceeds 14.

The proposed amendment was approved unanimously.



NJNN Update

Amy Lear
Director
New Jersey Newspaper Network

Most wonderful time

“It’s the Most Wonderful Time...of the Year”

I hear Andy Williams singing that classic holiday tune as I write this.

And 2011 has been “most wonderful” in many ways!

Each week, in print and online, newspapers reach nearly 75% of adults aged 35 and up. (Source: Scarborough USA+ 2011 Release 1 *Total* (Feb 2010–Mar 2011)).

In New Jersey, advertisers recognize this strong reach by continuing to place steady campaigns in a variety of NJPA-member dailies, weeklies, specialty publications, and websites.

Among the most steady clients of NJNN are agencies who plan and place advertising schedules for banks, hospitals, colleges, energy companies, and New Jersey state government.

In 2011, NJNN processed more than 5,550 ads for 110 advertisers. Ten of those advertisers ran steady 12-month ad schedules. Another 50 accounts invested in plans running 3 months or more. Keep in mind that each advertiser is buying multiple newspapers throughout the state and sometimes in other states, too.

These clients can attest to the fact that newspaper advertising works! Simply put, why else would they keep coming back for more?

Behind the scenes

That “most wonderful time of the year” (otherwise known as “year-end”) also challenges us to meet the demands of agencies who work hard and fast to serve their newspaper advertisers.

NJNN serves as a clearing house for information, providing speedy and accurate answers to help turn inquiries into sales.

Here are a few recent ad agency requests:

- “My associate told me to call you and I hope you can help. We’re a newly formed agency and I’m not well-equipped to pull this information together quickly. We just acquired a new bank client. We need costs for quarter and half-page, black and white and 4-color ads in newspapers targeting ‘X’ county. I need to present the plan next week. We’d like to show 3 different spending levels.”

- “We have this super idea we’re really excited about pitching. The creative is striking for a double-truck newspaper spread in spot color. What would it cost? We’re presenting to the client on Tuesday (question was posed after 3 p.m. on Friday) and we need to know if our budget will accommodate this idea.”

In the midst of this daily frenzy, NJNN calls on newspaper members to help us present your very best story (in terms of advertising opportunities, that is). It’s the time of year when details must be confirmed and updated. Accurate circulation numbers and current rate cards help us all maintain high marks for reliability and credibility.

We like to think we’re fun to work with, too!

I hope you agree.

As the year comes to a close and a new one approaches, we extend our thanks to all you ad managers, top-notch sales reps, and administrators who add to our collective success;

To NJPA’s extremely supportive board members;

And to the NJNN staff, a super bunch of professionals whose tireless efforts keep us afloat.

Cheers for the year ahead!

NJPA’s new business manager

Scott Kutcher has been named business manager for New Jersey Press Association.

“We are pleased to have Scott join our team at NJPA,” said Executive Director George White.

“He brings a wide range of skills and experience that will benefit the association, and have helped him hit the ground running as we work on the budget for 2012 and year-end reports for 2011.”

Kutcher replaces Denise Sawicki. After five years at NJPA,

she left in October to take another position.

Prior to joining NJPA, he was a senior accountant at Tyco International, Princeton.



Kutcher

Earlier, Kutcher was controller at AON, Inc., in Parsippany and Somerset; controller at Jamco/Sprint Transportation in Edison; and purchasing/logistics manager at Agro Dynamics in East Brunswick.

He is a Rutgers graduate with a bachelor’s degree in economics.

Kutcher lives in Hightstown and has three children.

“Free to Tweet” celebration

Next week, during a daylong “tweet-a-thon” honoring our First Amendment rights, 22 scholarships of \$5,000 each will be awarded to participants.

Beginning at midnight on Dec. 15, students aged 14 to 22 can tweet their support for the First Amendment with the hash tag #freetotweet, which will enter them in the “Free to Tweet” scholarship competition. Students are encouraged to freely express themselves in their entries, which can be on any publicly viewable social media platform, including blogs.

Honoring free speech

The idea is to celebrate the 220th anniversary of the Bill of Rights – the first 10 amendments to the U.S. Constitution – and specifically to honor our right to free expression. Newspapers and other media across the U.S. are participating.

The initiative is funded by the John S. and James L. Knight Foundation and organized by *1 for All*, an educational and public service campaign that builds understanding of the First Amendment and its guarantees of five distinct freedoms: speech, press, religion, assembly and petition.

“It matters what young people say about the First Amendment because each generation re-interprets these fundamental rights, often using the latest tools and technologies,” said Michael Maness, vice president of journalism and media innovation for the Knight Foundation.

“Today’s high school and college students are tomorrow’s defenders of the First Amendment and all the other freedoms set forth in the Bill of Rights.”

First Amendment experts will review the entries and award \$5,000 scholarships to 22 of the tweeters who qualify, one for every decade since the ratification of the Bill of Rights. Judging criteria and complete rules can be found at www.lforall.us/freetotweet.

As part of *1 for All’s* daylong celebration of the First Amendment on Dec. 15, the Newseum in Washington D.C. will host a conference for educators on how to use social media to teach about freedom of expression. The event will also be webcast and available to teachers nationwide.

More information is at lforall.us.



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PAST PRESIDENTS: Showing ongoing support of NJPA, seven past presidents attended the association's annual meeting and luncheon in November. From left are Stan Ellis of the *Burlington County Times*, president in 2002; Keith Dawn of *The Press of Atlantic City*, 2005; Anne Moreau Thomas, former owner of the *Hunterdon County Democrat* newspapers, 1984; Christopher "Kit" Cone, former publisher of *The West Essex Tribune*, 1987; Raymond Worrall of Worrall Community Newspapers, 2010; Richard Vezza of *The Star-Ledger* was at Penn-Jersey Advance in 2000; and Elizabeth Parker, co-publisher of Recorder Community Newspapers, 2001.



PROUD PAPA: NJPA Past President Kit Cone is beaming because his daughter Jennifer Chciuk has just been elected president for 2012.

President: Looking ahead

Continues from Page 3
tion/information, and revenue – has been working well, and seems to have played a significant role in turning around NJPA's bleak financial outlook. Our goal is to be a successful, indispensable resource for our members, and we always welcome your feedback.

As I said earlier, I never expected to be serving as president of this association, but my father, Kit Cone, was president in 2007, and his predecessor at the *Tribune*, the late Bill Klaber, served as president, as well.

There have been lots of newspaper "families" in New Jersey throughout the years – the Borgs, the Worralls, the Parkers,

the Thomases, the Boyds, and the Drukkers, just to name a few. But it's not often that three NJPA presidents have come from one little independent community newspaper, with two of those three from the same family.

I thank my dad, Kit Cone, for instilling in me a deep-seated belief in the value of newspapers, for teaching me much of what I know about this business and for showing me how to lead by example, always with an eye towards community service and making the world a better place.

I thank you for your faith in my abilities, and I look forward to working with you and for you during the year to come.

New dues structure approved

Continues from Page 1

NJPA's Statewide Classified Advertising Network (SCAN) rebate structure is also being revamped to coincide with the new dues structure.

"Our intention with SCAN is to ensure there's reasonable motivation for all NJPA members to support the program," said Worrall. "All members benefit due to those who voluntarily participate."

Therefore, SCAN's new rebate structure, also approved by the board on Nov. 11, includes larger end-of-year rebates for the participants and provides a new 10% discount on their dues. (See related story on Page 1.)

NJPA President-elect Jennifer Chciuk, *The West Essex Tribune*, lauded Worrall for his leadership on the project.

"This project was a bear," she said. "The entire association owes Ray and the NJPA staff heartfelt thanks for the perseverance it took to achieve this outcome. It was a long time coming, with several fits and starts, but we now have a dues structure that makes sense however you slice it."

Also, included in the new dues structure is a new "Individual" category of Associate Member, at annual dues of \$125. According to Executive Director George White, this category is referenced in the current bylaws and is intended to help retired or relocated news executives, freelance jour-

nalists, and other friends of the newspaper industry who wish to remain connected with NJPA and visibly support the association.

For any questions or comments regarding the new dues structure, please contact George White at 609-406-0600, ext. 30, or gwhite@njpa.org.

SCAN rebates revised

Continues from Page 1

\$50 flat for each masthead regardless of circulation

Proportional sharing of the remainder of the pool based on a straight percentage of dues paid.

- Providing SCAN participants a 10% discount on their annual dues bill.

NJPA Chairman Ray Worrall, of Worrall Community Newspapers, said, "The aim was to increase the benefit to SCAN participants and to more equitably distribute the rebate pool. The new plan clearly does that and I hope those who haven't been participating will reassess the opportunity. More participants means a more powerful value for advertisers, higher rebates for SCAN participants, and increased non-dues revenue for NJPA."

For more information on the benefits of becoming a SCAN participant, contact George White at 609-406-0600, ext. 30 or gwhite@njpa.org.

DID YOU KNOW ...?

AFL can stitch your tab or glue your minitab inline. If your job is currently diverted to the bindery, call Michele Nesbihal at 856-566-1270 to discuss how AFL can save you time and money.





GOOD NEWS KEYNOTE: At NJPA's Annual Meeting luncheon, keynote speaker Tony Casale, CEO of American Opinion Research, told members that newspapers will survive if they emphasize what they do best – local news, investigation and analysis. But he warns that readers want real news, not fluff – and they want to look ahead.

NJPA Annual Meeting:

Casale: Newspapers need to think harder

Newspapers are doing many things right. That's what marketing analyst Tony Casale told NJPA's members and friends at the organization's annual meeting in November.

For instance, Casale's research shows that newspapers are the general population's most trusted source of news and information.

But that isn't enough in a changing landscape for media.

Readers and viewers are now in charge of the news business, Casale said. That means newspapers must be more audience-driven than ever before.

And it won't do simply to distribute the same content on paper that we upload first onto our websites.

Casale is chairman and CEO at Integrated Market Services, a Princeton-based firm whose American Opinion Research division focuses on media issues – audience loyalty, advertising success, branding, online research, and subscriber satisfaction.

He began in newspapers, as a reporter and editor for Gannett, and then as part of the start-up team for *USA Today*. Along the way, Casale earned a graduate degree from George Washington University, and he is a two-time Pulitzer Prize nominee. He wrote



Casale

the book, "Tracking Tomorrow's Trends," about the future of media.

People use different types of media for different purposes, Casale told his NJPA audience. Big breaking news stories have become the province of electronic media – mobile and online feeds, television, and radio.

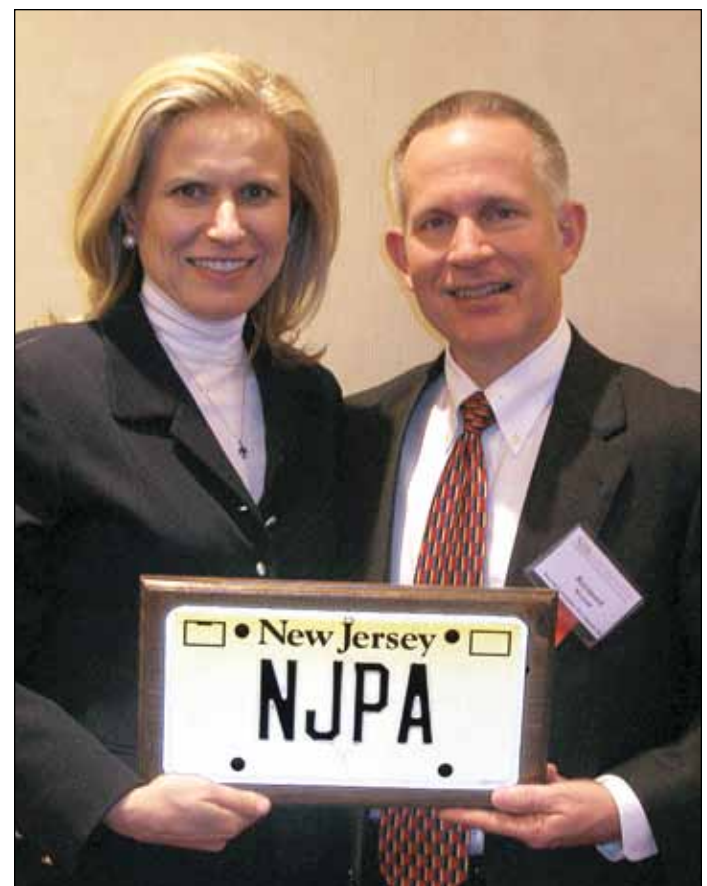
But newspapers still excel at digging up unique local news, at investigating, and at editing – at being good filters for what is important to a given audience and what is not.

Newspapers can remain useful if they become more pro-active and less reactive, Casale said. They should analyze the news and look ahead.

"Talk about tomorrow," he urged. "Set the agenda for the coming week!"

Other suggestions from his research and some 400,000 interviews:

- Readers want real news, not just features and fluff.
- Newspapers do far better than other types of media on covering local stories.
- It's important to cover the people behind the headlines, not just the infrastructure.
- Newspapers must get much, much better at self-promotion.



MORE ON HIS PLATE: Outgoing NJPA Chairman Raymond Worrall, of Worrall Community Newspapers, won't get too far with this vanity license plate on his car. Newly elected Chairman Jennifer Borg, of *The Record* and *Herald News*, says it's official that Worrall will continue working with NJPA in 2012. "He did such a tremendous job tackling NJPA's out-dated dues structure and SCAN rebate program that we are assigning him to help redefine the term "newspaper" for purposes of NJPA membership.

And DID YOU KNOW ...?

AFL provides Circulation Services for some publications that it does not print. If your printer only prints, call Michele Nesbihal at 856-566-1270 to discuss how AFL can help with your circulation needs.



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OUR FOCUS: YOUR SUCCESS

Affidavit required for legal advertising

NJPA Legal Counsel Tom Cafferty reminds newspaper publishers and general managers about a section in the New Jersey Statute that governs Public Notice Advertising (Title 35).

The following procedure is one that is neglected by many NJPA member newspapers, Cafferty said. "Please make sure that yours is not one of them."

In section 35:2-1. RATES FOR OFFICIAL ADVERTISING, after the rate schedule section, the following language appears:

"Before any newspaper can charge the foregoing rates, the publisher or business manager of such newspaper must file with the proper authorized officer of every municipality, county or governing body placing official advertising in such paper, an affidavit setting forth the average net paid circulation of such paper for 12 months period ending September 30 next proceeding and the rate to be charged for official advertising, which in no case shall be in excess of, or below, the rates provided in the foregoing schedule."

"What this means, in laymen's terms, is that sometime after September 30 and before January 1, you must send an affidavit to each municipality or governing body whose legal notices your newspaper is qualified to carry," Cafferty said.

"This affidavit must state your newspaper's average paid circulation for the previous year, between October 1 and September 30, and the rate this qualifies you to charge that governing body for their legal (public notice) advertising."

Cafferty developed sample

affidavit language for member newspapers to use if they wish. It is printed below and is available on our website: www.njpa.org/njpa/legal_hotline

For more information, contact NJPA Executive Director George White: gwhite@njpa.org or (609) 406-0600, ext. 30.



NJPA's dynamic duo

GET READY! Jennifer Borg and Jennifer Chciuk will lead NJPA in 2012. Borg, left, who is general counsel at *The Record* and *Herald News*, will serve as chairman of the board; Chciuk, publisher of *The West Essex Tribune*, will be president of the association. This is the first time in NJPA's history that women have held both positions in the same year. To celebrate, Borg presented Chciuk with matching t-shirts at the Annual Meeting on Nov. 11. The audience chuckled when the two women modeled the front of the shirt, with the headline "It's the Jen Show!" and a photo of them taken at a previous NJPA event. But when they turned around, the audience went wild. The back of the shirt declares, "Don't mess with women who buy ink by the barrel."



[Complete the affidavit by entering the information requested. Text shown within brackets does not need to appear on the form. Before January 1, submit affidavits to every governmental body whose public notices the newspaper is qualified to carry.]

AFFIDAVIT

STATE OF NEW JERSEY

COUNTY OF _____

} ss

I, _____, of full age, being duly sworn according to law, upon my oath depose and say:

1. I am the publisher [or business manager] of _____ [newspaper].
2. For the period of October 1, 2010 to September 30, 2011, the average net paid circulation for _____ [newspaper] was _____ per _____ [day/week].
3. Pursuant to N.J.S.A. 35:2-1, the rate for official advertising in _____ [newspaper] is _____ [rate].

[signature]

Sworn to and subscribed before me
this _____ day of _____, 2012.

[notary public]

NJPA Hotline answers your legal questions

Here is the answer to a question an NJPA member recently asked our Legal Hotline:

Q If a newspaper has multiple advertising accounts with the same government entity, does the newspaper have to provide an annual affidavit of publication for each account?

A If all of the accounts are with the same government entity, the newspaper only has to provide the affidavit for one of those accounts.

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, lames-weir@gibbonslaw.com

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New Jersey Press Foundation

John J. O'Brien
NJPF Director

An interesting exercise

I recently had the opportunity to spend an exciting afternoon moderating a panel discussion at Rutgers University's School of Communication and Information Studies. The topic of the event was "newspaper circulation in this changing media environment".

Participants included Dennis Carletta, VP of Circulation of the *Star-Ledger*, Steve Todd, General Manager of the *Burlington County Times* and fifteen visiting circulation executives from newspapers throughout South Korea.

I was a bit trepidatious when asked to moderate the group because I know very little about newspapers in South Korea, particularly what their strengths and weaknesses are. With U.S. newspapers taking a beating recently on paid circulation, I wasn't sure how much positive information my friends from the New Jersey newspapers could contribute to the discussion either.

Any reservations were quickly alleviated when the Q & A started. Despite the slow-down in communication because of the language barrier and having to wait for translation, the discussions quickly turned to the internet and its broad-based impact on print newspapers. It seems that newspaper's problems here in New Jersey (and throughout the rest of the U.S.) are identical to those facing circulators and publishers in South Korea.

The consensus was that paid circulation is down at Korean papers because:

- Young people prefer to get their news in electronic form.
- Loyal older readers are not being replaced by young readers.
- We have raised a generation that believes news is free.
- Today's time constraints and busy schedules curtail ones time to read.

- A sense of urgency by people today negates receiving yesterdays news today via print.
- The perception that newspapers are "the last smokestack industry".
- Classified ads, once a sought-after, well-read commodity, are fast evaporating.

There were more points, but I think you get the drift. And it sounded way too familiar.

Reaffirmation

I wish I could say that some startling revelations came out of the get-together. There were none. However it was a terrific exercise for all involved. And it once again proved that by vetting our concerns and frustrations, it allows us to step back and view the industry in a different light.

The message that came out loud and clear was that circulators must realize there is no silver bullet and success is gained by simply implementing the tried and true methods that have been honed over the years.

Efforts like telemarketing, crewing, introductory offers, bundling and more are as common in South Korea as they are in New Jersey.

There are a multitude of problems that create declining circulation and just as many projects to be undertaken to find and secure new readers to replace those who move on.

Carletta left the group with a visual image that seemed to resonate with the Korean guests. He said, "Imagine your job as simply two cigar boxes in front of you on your desk. The one on the right contains stops ... the one on the left holds starts. At the end of each day, using every tool available to you, you must make sure there are more starts in the box on the left than stops in the one on the right."

Basic ... but true.



FOREIGN EXCHANGE: New Jersey circulation executives Steve Todd of the *Burlington County Times* and Dennis Carletta of *The Star-Ledger*, far left, talk with a group of South Korean circulation managers at a seminar hosted by Rutgers University in October. NJPF Director John O'Brien served as moderator of the event. Participants covered a broad range of circulation-related topics during the afternoon-long session. See O'Brien's column at left for more details.

Foundation elects officers, trustees

New Jersey Press Foundation elected officers and trustees at its annual meeting on Nov. 11.

Jennifer Borg of *The Record*, Woodland Park, was elected president of the foundation. Other officers elected are vice president, Jennifer Chciuk of *The West Essex Tribune*, Livingston; treasurer, Richard Veza of *The Star-Ledger*, Newark; and

secretary, George White of New Jersey Press Association.

New trustees elected are Keith Dawn of *The Press of Atlantic City*, and Stephen Parker of Recorder Community Newspapers, Stirling.

Continuing as trustees are Ron Czajkowski, a communications consultant; James Kilgore of *The Princeton Packet*; Ron Morano of FirstEnergy/JCP&L; and Elizabeth Parker of Recorder Community Newspapers, Stirling.

At the bottom of this page is a chart which lists the NJPF staff and advisors, along with officers and trustees.

No other business was brought before the board at the meeting.

Editors

Next summer, your newspaper can have a national-caliber journalism student working on staff — and New Jersey Press Foundation will contribute \$2,200 toward the intern's salary.

We are recruiting students for the 2012 NJPF Summer Internship Program. Once the five winners have been selected, NJPA will make every effort to assign a student who lives in your circulation area. The intern will work for eight weeks at a minimum salary of \$400. That means your cost will be as little as \$1,000.

If you are interested in having one or more of our interns, contact John O'Brien: (609) 406-0600, ext. 13 or jjobrien@njpa.org

NJPF calendar

Dec. 30 – Application deadline for Summer Internship Program

Feb. 15 – Deadline for the Bernard Kilgore Memorial Scholarship.

Mar. 30 – Deadline for the Richard Drukker Memorial Scholarship and the Isaac Roth Newspaper Carrier Scholarship.

For more information and applications, go to NJPF's website: www.njpressfoundation.org



NEW JERSEY PRESS FOUNDATION

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CLASS PICTURE: Jerry Aumente pauses during a lecture on new media with students of the International School of Law and Business in Lithuania. The session was organized by the American Embassy. Aumente was there on a Fulbright Specialist grant assignment for four weeks, teaching graduate students at the University of Vilnius.

Aumente home from classes in Lithuania

Professor Emeritus Jerome Aumente keeps on teaching!

The retired Rutgers journalism professor recently completed a Fulbright Specialist grant assignment at the University of Vilnius in Lithuania, where he lectured to graduate students on New Media and the Internet. He also advised the journalism faculty on curriculum development and research initiatives.

A highlight of Aumente's four-week visit to the 16th century university was a plan developed by Masters students to create a multimedia website on Health and Environment issues, which students in his lecture course presented as their final project.

"It was custom-designed for Lithuania and the greater Vilnius region,"

Aumente said. "The students did a superb job planning its graphic design, editorial content, budget, technology, advertising and marketing strategies.

Their theoretical study of new media and Internet wedded professionally with a real-life practical challenge they confronted."

Aumente was a guest of the Institute of Journalism and the Faculty of Communication at Vilnius University. His assignment included curriculum discussions with the institute director, dean, faculty members and staff.

The Vilnius journalism program was recently evaluated by a team of outside academics as the European Community creates uniform quality standards across borders. Aumente will help assess the results in the coming months.

The American Embassy in Vilnius also arranged for Aumente to give a public lecture on new media at the International School of Law and Business to over 200 students and faculty, and he conferred with deans on a new communication sequence introduced in the private college.

He donated copies of his own authored books (including "From Ink on Paper to the Internet," a history of the New Jersey Press Association) and one on new media by Rutgers professor and NJPA associate board member John Pavlik.

Aumente arranged for both online and paper copies of a series of studies on new media and their impact on journalism published by "Niemann Reports of Harvard University" to be donated to the institute library.

He conferred with students on their longer range career and study interests, and with Vilnius faculty who might collaborate in media research with American counterparts at Rutgers University and elsewhere.

Aumente is Distinguished Professor Emeritus at Rutgers' School of Communication and Information.

Business strategies book selling well

Sales trainer, consultant, and motivational speaker Diane Ciotta, of Long Branch, has contributed to a book that hit the Amazon.com best-seller lists in October.

The book is *Pushing to the Front: Front Line Strategies from the World's Leading Entrepreneurs*, and her chapter is entitled "Conquering Complacency."

On the day of release, the book reached best-seller status in three separate Amazon.com categories – direct marketing, communications, and entrepreneurship.

The book is available at <http://www.celebritypresspublishing.com/publications/pushing-to-the-front.php>

www.celebritypresspublishing.com/publications/pushing-to-the-front.php

Ciotta is also a member of the National Speakers Association. In her speaking engagements and skills-enhancement seminars, she urges sales professionals to increase incremental revenue by focusing on their customers' needs versus wants. Using Jersey sarcasm, Ciotta encourages participants to help her conquer what she calls the "national complacency crisis."

For more about Ciotta visit <http://www.TheKeyNoteEffect.com>

Evergreen's newest client

Long Island Parent has selected Evergreen Printing to produce its bi-monthly magazine. Founded by Liza Burby, former editor of Newsday's *Parents & Children* magazine, *Long Island Parent* was named 2011 Rookie of the Year by Parenting Publications of America – the best new large circulation parenting magazine in the nation. It distributes 65,000 copies free to 1,600 Long Island locations. Evergreen is an NJPA Associate Member.

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| | | 99.61% |
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| 17. Signature and Title of Editor, Publisher, Business Manager, or Owner <i>Catherine T. Langley</i> Editor | | Date September 14, 2011 |
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| PS Form 3526, September 2007 (Page 2 of 3) | | |



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Continued from previous page

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Internship

NJPA Internship Opportunity

\$8/hr; 100 hrs max. Minimum 8-10 hours per week, flexible schedule. The intern will gain knowledge of New Jersey newspapers and build contacts while observing the overall operation of a non-profit trade association working to meet the needs of a diverse membership of daily, non-daily, ethnic and specialty newspapers and their websites. A student equipped with marketing experience and/or graphic design skills may also contribute to collaboration on product enhancements to improve overall brand and ROI for existing advertising programs. The intern will also be exposed to print media buying and gain an understanding of invoice and compliance procedures relating to various local, regional and national newspaper and website advertising schedules. Primary duties:

- Contact ad managers at ethnic and specialty newspapers to collect current information and update existing media kit documents.
 - Verify advertising rates, coverage areas, production specs and deadlines for all NJ Press Association member newspapers.
 - Update various newspaper personnel lists and other information databases.
 - Assist NJPA Communications Manager and Ad Director with collection and verification of member newspaper ZIP Code circulation distribution.
- Additional duties:
- Recommend design improvements for database spreadsheets and media kit cohesion. Provide graphic design assistance if equipped with proper skill set.
 - Assist with accounting reports and tearsheet filing.
- Requirements/qualifications:
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- Contact: Amy C. Lear, Director New Jersey Newspaper Network 609-406-0600, ext. 15 • aclear@njpa.org • www.njpa.org E-030112

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To order, contact Peggy Stephan Arbitell (609) 406-0600, ext. 14 pastephan@njpa.org.

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