

NJPA BOARD OF DIRECTORS MEETING

September 20 • 10:30 am
NJPA, West Trenton

ADVERTISING COMMITTEE MEETING

September 21 • 12 noon
Hunterdon County Democrat,
Flemington

GOVERNMENT AFFAIRS COMMITTEE MEETING

October 16 • 11 am
teleconference

NJPA EXECUTIVE COMMITTEE MEETING

October 25 • 10:30 am
Gibbons P.C., Newark

NJ PRESS FOUNDATION BOARD OF TRUSTEES MEETING

October 25 • 12 noon
Gibbons P.C., Newark

NJPA BOARD OF DIRECTORS MEETING

November 9 • 10:00 am
Forsgate Country Club,
Monroe Township

NJPA ANNUAL LUNCHEON MEETING

November 9 • 12 noon
Forsgate Country Club,
Monroe Township
with **Ken Paulson**, CEO,
First Amendment Center

GOVERNMENT AFFAIRS COMMITTEE MEETING

November 9 • 2 pm
Forsgate Country Club,
Monroe Township

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

Your next issue of *InPrint* will arrive in mid-December. The advertising and editorial deadline is November 26.



NEW MEDIA INTERN Rachel Auerbach gains valuable experience working this summer in the newsroom at the *Asbury Park Press*. She is the first recipient of the Mac Borg New Media internship.

Foundation interns describe summers in the newsroom

By John O'Brien

Five student journalists, all winners of 2012 internships from the New Jersey Press Foundation, recently completed their assignments at media outlets across the state—and we asked them to report back to us on what they have learned.

Four of these college students participated in the NJPF Summer Internship Program and the fifth was our first Mac Borg New Media Internship placement.

NJPF's Summer Internship Program began more than 20 years ago as a way to place budding young journalists in NJPA member newspapers' newsrooms for an 8-week summer job experience. The press foundation pays 75% of student's salary and the member newspaper picks up 25%.

The program is very competitive and a record number of stu-

dents applied in 2012.

The Mac Borg New Media Internship is a similar program, six weeks in length, that places a student in a digital newsroom at a NJPA member digital media outlet. The internship is named for Malcolm Borg, chairman of North Jersey Media Group, a former NJPA president and former chairman of the NJPF Trustees.

We asked this year's student journalists to submit a few paragraphs describing their summer internship activities. And just to keep things straight, we asked their supervisors to report on each intern's progress.

Here are their comments:

Andy Polhamus, from Glassboro, is entering his senior year at Stony Brook University in East Setauket, NY, majoring in journalism.

"My internship at the *Glouces-*
— *Continues on Page 6*

NJPA Annual Meeting:

Dollars and democracy

Dynamic speaker Ken Paulson will challenge conventional thinking at NJPA's annual luncheon meeting on Friday, Nov. 9, at Forsgate Country Club.

He will discuss "Paid Content and the Free Press," and why newspapers are so valuable to all Americans.

"You won't want to miss this," says George White, NJPA's executive director. "I've heard Ken speak. He's very thought-provoking and engaging."

The meeting starts at noon at Forsgate, 375 Forsgate Drive, Monroe Township – just off NJ Turnpike exit 8-A. Invitations will arrive soon.

In addition to hearing Paulson, members will conduct association business and install new officers.

Paulson is president and CEO of the First Amendment Center at Vanderbilt University, a program of the Freedom Forum. He is associated with the Newseum and the Diversity Institute.

Paulson was on the team that founded *USA Today* in 1982, later serving as editor and senior vice president/news of that newspaper.

He is still a columnist on its board of contributors, writing about First Amendment issues and the news media.

Throughout his career, Paulson has drawn on his background as both a jour-

nalist and lawyer, serving as the editor or managing editor of newspapers in five different states.

He also is past-president of the American Society of News Editors, the nation's largest organization of news media leaders.

Paulson has hosted the Emmy-honored television program "Speaking Freely," seen in more than 60 PBS markets nationwide for five seasons, and he wrote "Freedom Sings," a multimedia stage show celebrating the First Amendment that continues to tour the nation's campuses.



Paulson

Papers fight low-postage deal

Newspaper organizations will fight the sweetheart rates the Postal Regulatory Commission has promised direct mailer Vallassis if it develops a weekend insert package to compete with newspapers.

On Aug. 23 the PRC voted 4-1 against newspapers' united opposition to the contract, which both the National Newspaper Association and the Newspaper Association of America labeled harmful to the marketplace. Both groups have joined in seeking a stay of the deal, asking to have its progress suspended until a court review is completed.

The PRC met again on Sept.

12 but any discussion of pending litigation was in closed session, and was not available in time for our publication.

NNA and NAA are also working on Capitol Hill to explain how damaging this deal is, not only to newspapers, but to faith in the Postal Service.

NAA's comments, filed with the PRC, said that granting this special rate to one major competitor in the mailing business will cause significant financial harm to newspapers throughout the country, and will not improve the financial condition of the postal system.

— *Continues on Page 4*

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

NJPA matters —

Mark your calendar

NJPA's Annual Membership Meeting Luncheon returns this fall to Forsgate Country Club on Friday, Nov. 9 at noon (N.J. Turnpike exit 8-A).

All members are encouraged to attend this important association event. I've had the privilege of seeing our luncheon speaker Ken Paulson first hand. His powerful message is reason enough to make sure you don't miss this. (See details on Page 1.)

Government Affairs

The Government Affairs Committee dealt this spring and early summer with a slew of bills requiring position papers and testimony at the Statehouse—and with good outcomes thus far. The committee continues meeting monthly, usually by teleconference. We are tracking 800 bills; bills that could affect open government, freedom of the press, and/or the business of publishing news.

NJPA Chairman Jennifer Borg, general counsel for North Jersey Media Group, and NJPA General Counsel Thomas Cafferty have been providing input to Senate Majority Leader Loretta Weinberg (D-37), lead sponsor of the bills updating New Jersey's two acts addressing Open Public Records and Open Public Meetings. The bills are expected to be posted for full votes in both houses this fall.

The GAC is also addressing this fall the NJ Department of Labor's application of independent contractor guidelines. Expect to see more on this directly.



George H. White
Executive Director

Public Notices

NJPA's Public Notice Task Force is closely reviewing NJPA's statewide aggregation website: www.njpublicnotices.com. The aim moving forward is to ensure the site has what's needed to serve both public notice advertisers and the needs of the general public exceptionally well.

Other states have recently updated their legal public notice statutes while maintaining the requirement for newspaper publication and required posting to the statewide website. The task force is reviewing the language of these bills as well.

Ad Committee re-launched

The NJPA Advertising Committee regrouped this summer, to renew and improve the NJPA's Annual Better Newspaper Contest program—including its contest categories and the related program for the contest's Awards Banquet held each spring.

NJPA President Jennifer Chciuk, publisher, *The West Essex Tribune*, has appointed Penn-Jersey Advance's Tony Roselli to chair this effort.

Contest categories have been reviewed and made current. The rules

brochure is being redesigned, and the committee is developing a plan to grow NJPA member support and attendance.

The committee will meet Sept. 21 at the *Hunterdon County Democrat*, Flemington. NJPA member senior ad managers are encouraged to contact NJPA's Peggy Stephan Arbitell to get involved.

Training webinars

NJPA continues supporting the Online Media Campus, offered by a sizeable consortium of state press associations nationwide and led by the Iowa Newspaper Association.

Of note is an upcoming certificate program called "Mobile Sales: How to Succeed in this Key Digital Growth Area." The first of its three sessions begins Sept. 27.

Next up for reporters is the Oct. 4 webinar on "Smartphones—Smart Journalism: Helping Journalists Report Faster and More Efficiently."

Visit www.njpa.org and click "events" for the current line-up and registration info.

Office lease

NJPA's lease for our long-time space in West Trenton expires the end of 2013. We are undertaking a thorough examination of alternatives with the intent to be centrally located in space that serves the association well, but with the best possible terms.

Finally — Don't forget to mark your calendar and plan to attend the Annual Meeting/Luncheon on Nov. 9.

NJPA Hotline answers your legal questions

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

Q Are police reports government records?

A Police reports are generally not accessible under OPRA, as they fall within the "criminal investigatory" exemption to the definition of "government record."

We take the position that incident logs or police blotters, on the other hand, are "government records" because they are made before a criminal investigation takes place.

Therefore, even though an investigation may ultimately take place, at the time the incident log/police blotter is made, because there is no active investigation, those records are not "criminal investigatory records."

Furthermore, OPRA provides in *N.J.S.A.*

47:1A-3(b) that when an arrest is made, certain information is required to be disclosed within 24 hours of a request. We suggest citing to this section of OPRA when calling a police department seeking information.

A requestor can also make a formal OPRA request and common law request for the incident log/police blotter.

Q Are mug shots available under OPRA?

A No. OPRA exempts from access any document made non-disclosable by statute, rule, regulation or Executive Order. Executive Order 9, issued by then Governor Hughes, exempts from public access "fingerprint cards, plates and photographs and other similar investigative records."

Q Do tree cutters need to place a license or registration number in their ads?

A If the tree cutter is a "Certified Tree Expert" who wishes to use the Certified Tree Expert designation in advertising, then *N.J.A.C. 7:3-4.4(a)* provides that he/she "shall include his or her name and certificate number in any form or medium of advertisement relating to tree care."

Furthermore, *N.J.S.A. 45:1-9* provides:

Any contractor licensed by the State shall indicate his license or certificate number on all contracts, subcontracts, bids and all forms of advertising as a contractor.

Thus, even if a tree cutter is not a "Certified

— Continues on Page 12

People & Papers

Star-Ledger promotes its eZ Real Estate ads

Advertising in *The Star-Ledger* and on NJ.com is easier and more convenient than ever, the company says, with eZ Real Estate, a streamlined, interactive system that puts the process of building and booking ad space at the customer's fingertips.

A web-based system accessible at ezads.nj.com, eZ Real Estate enables Realtors, builders and property owners to create and build their own ads remotely using preconfigured templates.

The ads can be built for both print in *The Star-Ledger* and on-line delivery to NJ.com.

Providing a choice of styles and design rules, eZ Real Estate

Greater Media has promoted Brian Donohue

Brian Donohue has become copy desk chief at Greater Media Newspapers. The announcement was made July 30 by Publisher Ben Cannizzaro.

Donohue was a college intern at Greater Media and, following his graduation in 1995, he became a staff writer for the News Transcript and Examiner. Later, he was a reporter for the Asbury Park Press. Donohue returned to Greater Media in 2001 as managing editor of the East Brunswick Sentinel and the Suburban. Since 2010, he also has served as managing editor of the Edison-Metuchen Sentinel.

Donohue has earned several NJPA awards for reporting and editing.

He was born and raised in Freehold Township, where he lives with his wife Carla and their 8-month-old son, Keegan.

automatically constructs an ad based on the input.

Advertisers now will be able to build and manage their ads remotely at their convenience, 24 hours a day, with the latitude to create advertising content and book available dates. Advertisers will have more control than ever over the advertising process.

There are six different packages, including three that enable them — after an initial round of inputting information — to automatically populate fields with Multiple Listing Service (MLS) data.

With clients afforded more freedom, flexibility, convenience and efficiency, the eZReal Estate system figures to be a win-win for advertisers by facilitating the process of creating and booking ads.

Advertisers can access EZ Real Estate at ezads.nj.com.

For more details, email: ezrealestate@starledger.com or contact *The Star-Ledger's* Classified Department at (973) 392-4065.

HarrisonRand earns awards

Hudson County ad agency HarrisonRand has been recognized by the NJ Ad Club with 17 awards.

The company is an Associate Member of NJPA.

Brothers Jason and David Rand built the firm on the foundation of excellence set by their founder and grandfather Harold Harrison, a NJ Ad Club Hall of Fame recipient, and their mother Daryl Rand, also a member of the Hall of Fame and vice chair of the Hudson County Chamber of Commerce.

This year HarrisonRand also earned three awards from the Insurance Marketing and Communications Association.

"We are thrilled to receive such tremendous recognition," said David Rand, "although it is owed in large part to our clients, who have trusted and believed in us since day one. Our approach is a 24/7 commitment to our clients, with obsessive attention to detail."

Gannett wins major OPRA suit

In a decision that expands public access to government records, a Superior Court judge ruled last month that a municipality must turn over its computerized payroll records to Gannett newspapers.

Raritan Borough, in Somerset County, said that its private payroll vendor held the documents, which could not be extracted from its computer unless the newspaper group paid \$1,100.

Judge Yolanda Ciccone ruled that it was irrelevant if a private company held the documents. The borough must provide the digital records without cost.

The opinion clears a gray area of the state's Open Public Records Act (OPRA). A number of municipalities have used the law's ambiguity to deny access to documents.

The ruling potentially allows anyone to ask for the payroll, or any other government document held in a computer, to be produced in an easy-to-use format at virtually no cost. A resident, for example, who wants to find out who was paid the most overtime, can obtain a spreadsheet that can be easily sorted by a computer program.

4-year battle

The order comes after a nearly-four-year battle between Gannett newspapers and the borough, backed by the N.J. State League of Municipalities. The defendant said providing paper records to the public is all that is required under the law.

State open-government advocates applauded the decision.

"We are very pleased with the opinion," said Gannett attorney Thomas J. Cafferty (also NJPA's general counsel), of the Newark law firm Gibbons P.C. "We think it makes clear that certain electronic copies of documents are government records and the opinion is an important one not only for the newspaper, which waged this long battle, but for the public's right to know."

The case pivoted on Gannett's request for computerized payroll records that were not in a Portable Document Format, or PDF. PDFs are commonly used to produce records that look like paper printouts, but can be difficult or impossible to analyze with a computer. A digital payroll, for example, can be quickly sorted by a program like Microsoft Excel to find the highest salaries or

overtime payments among tens of thousands of employees.

That cannot be done with a PDF.

Borough Attorney Mark Anderson did not return calls for comment.

League attorney Matthew Weng said the opinion was disappointing to the organization, which had filed a friend-of-the-court brief backing Raritan at the appellate level. "It's important to note that at no point was Gannett prevented from getting this information," Weng said. "Gannett could have gotten the information in PDF format and could have come to the municipi-

pal building to see it in person. Gannett wanted it in a very specific way."

The judge's opinion would be a victory for investigative reporters and citizen activists who can use computer programs to analyze government data, said Ron Miskoff, associate director for the Journalism Research Institute at Rutgers University.

"This decision will put more records in those formats so that municipalities and other government agencies can't bury their information in a distant computer somewhere and say it's not available," he said.

— from *Asbury Park Press*

Digital circulation helping Press of Atlantic City grow

The Audit Bureau of Circulation FAS Fax report shows *The Press of Atlantic City* grew in combined circulation numbers for the six months ending in March. Growth reflected reader interaction with all branded editions including print, digital, replica e-edition, and Sunday Saver products.

According to the report, *The Press* increased daily circulation by 6.72%, well above the 1.88% state average for all newspapers. For Sunday circulation, it showed a 10.10% increase against the 6.58% state average.

"Counter to popular myth, the news industry is vibrant," says Keith Dawn, publisher. "What's changed is simply how people access it — from print to smart-

phones and the web."

According to a Poynter Institute 2012 study, digital news audiences are brand loyal. "Brands still matter," it notes. "Of the 25 most popular U.S. news sites, two-thirds are run by traditional news organizations."

Locally, the PressofAtlanticCity.com news site has seen its audience grow by 30% in the last two-years, says Dawn. "Our commitment, regardless of platform, is to provide the local news others don't touch, and our coverage speaks for itself."

In an average month, the site attracts more than 4 million page views and over half a million unique visitors.

Dawn is NJPA's vice president for dailies.

New feature section gets new editor at The Record

Veteran editor and reporter Alan Finder, who began his career at *The Record* more than three decades ago, has rejoined the staff as editor of its new weekly news-feature section, *Signature*.

Debuting this month, *Signature* features stylish writing and vibrant photography and graphics to capture life in North Jersey in ways that go beyond *The Record's* daily news report.

Finder covered Ridgewood, Elmwood Park and other communities for *The Record* before rising to become a front-page enterprise and special-feature

writer. He has also worked at *Newsday* and *The New York Times*.

"I'm delighted to welcome Alan back," said Editor Martin Gottlieb. "He's performed with distinction in each of his roles, with thoughtfulness, imagination and great professionalism, and also with collegiality and good humor."

Signature appears in Thursday editions of *The Record*.

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

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JRC files for second bankruptcy

The Journal Register Co. newspaper chain, which has been a leader in digital innovation within old-media news organizations, has filed for bankruptcy for the second time since 2009.

In announcing the move on his blog, CEO John Paton said his company has more than doubled its digital audience and tripled digital revenues since its last bankruptcy (its digital expenses have also more than doubled), but that hasn't been enough to offset continued declines in print advertising and circulation.

Paton said the company has signed a stalking horse bid with an investment fund affiliated with its current owner, hedge fund Alden Global Capital, so it doesn't appear that ownership will be changing hands.

Poynter's Andrew Beaujon put together a few more details using the company's employee Q&A, and Jim Romenesko published the requisite email from a disgruntled employee.

On the other side, Steve Buttry—who runs social media for Digital First Media, which is intertwined with the Journal Register Co.—was optimistic that bankruptcy wouldn't derail the company's digital progress, and Matt DeRienzo, who edits several papers for Journal Register, said that the company's focus on local digital journalism would remain intact.

NY Times president from BBC

The New York Times Company has named Mark Thompson, departing director general of the BBC, as its new president and chief executive. Mr. Thompson, 55, will join the company in November. In addition to his executive roles, he will sit on the board.

In choosing Mr. Thompson, a veteran of television who has spent nearly his entire career at the BBC, *The Times* reached outside its own company, its own industry and even its own country to find a leader to guide it in an uncharted digital future.

"We have people who understand print very well, the best in the business," said Arthur Sulzberger Jr., chairman of the Times Company and publisher of the newspaper.

"We have people who understand advertising well, the best

CUNY journalism professor and Journal Register adviser Jeff Jarvis supported the move, calling it a necessary step for newspapers transforming to digital sustainability.

Paton told *The New York Times* the bankruptcy is necessary to deal with debt the company built several years ago, when it was much bigger and much more old-media.

A big chunk of that debt comes from an underfunded pension program, and as Poynter's Rick Edmonds described, that's a problem that numerous other newspaper companies are grappling with.

Paton and Journal Register may be the first of several, he said, to undergo a strategic bankruptcy to try to shed some of those obligations without overhauling the company's structure or ownership.

Mathew Ingram of GigaOM compared newspapers' situation to that of industries like autos and airlines.

At the Nieman Lab, Martin Langeveld was skeptical of the strategic bankruptcy, saying it may be part of a strip-it-and-profit plan by Alden rather than continued investment in the news industry.

The Columbia Journalism Review's Ryan Chittum also raised questions about information missing from Paton's statements, suggesting he's trying to ditch the company's former ways and

in the business. But our future is on to video, to social, to mobile. It doesn't mirror what we've done. It broadens what we are going to do."

Mr. Thompson's reign at the BBC has been one of digital expansion and of developing the BBC internationally. His candidacy had been rumored for several months.

Unorthodox choice

He was regarded as an unorthodox choice not just because he was from television but because he worked for a public broadcaster and had no experience running a publicly traded concern like the Times Company.

He also rose through the editorial ranks of the BBC, whereas publishers in the United States typically emerge from the business side.

— from *The New York Times*

forgo digital subscriptions "in favor of vague pronouncements about reader engagement and the use of social media, which are already widely adopted across the newspaper business."

The Lab's Josh Benton delivered a thorough analysis of how Journal Register and other newspaper companies got into this debt-and-pension mess and what it might take to get out.

The problem, Benton contended, isn't that old-media companies have forgotten how to make money—"It's that they can no longer make that money at the scale they could 10 years ago—but their cost structures are still tied to that old scale."

This bankruptcy gives Journal Register a chance at the first full reboot from that old scale we've seen in the newspaper industry, Benton said.

— from *Nieman Journalism Lab* and *The Associated Press*

Carl Bernstein talk set Oct. 12

Carl Bernstein, the award-winning investigative reporter and author who shared a Pulitzer Prize for covering Watergate, will discuss the 40th anniversary of that scandal and address the current political climate on Friday, Oct. 12, at 7 p.m. as part of the Distinguished Lecturer Series at William Paterson University in Wayne.

Bernstein will address weaknesses in the political system and the strength of the media, while analyzing the 2012 presidential campaign.

Tickets for the lecture are \$25; \$20 for seniors, William Paterson alumni, faculty and staff; and free to William Paterson students with valid ID. For tickets, call 973-720-2371 or visit www.wpunj.edu/dls. The lecture will be at Shea Center on the campus in Wayne.

Bernstein and fellow reporter Bob Woodward broke the Watergate story while working at *The Washington Post*. Their aggressive reporting ultimately resulted in the resignation of President Richard Nixon. Bernstein, Woodward and *The Washington Post* were awarded a Pulitzer Prize for Public Service in 1973.

After the Watergate burglary, Bernstein and Woodward wrote the book "All the President's Men." The book became a best seller and was followed by an-

Papers fight low-postage deal

Continues from Page 1

"This case represents the first time USPS has directly targeted newspapers as competitors," said an NNA statement. To join an NNA list for email updates, contact: tonda@nna.org.

Answers to FAQs are available at: www.njpa.org/NJPA-Notes/faqvalassis2.pdf.

The PRC said, "The commission understands that both newspapers and the Postal Service are experiencing declining revenues.... Today's decision affirms that fair competition between these two important institutions is consistent with the law."

It said, "Newspapers have a *de facto* monopoly on the weekend advertising of national retailers of durable and semi-durable goods.... The Postal Service has long been in the market for distribution of such advertising, but it has not competed effectively.

Newspapers have provided no explanation demonstrating why they would be precluded from competing effectively by adjusting their advertising rates and/or negotiating different rates for delivery."

NNA President Reed Anfinson, publisher of the *Swift County Monitor-News* in Benson, MN, said the association was deeply disappointed in the PRC's analysis.

"The commission begins with the presumption that having a federal enterprise competing head-on with the newspaper industry is a good thing, but it does not explain how any business can be on a level playing field when competing with its own government.

"We know that in thousands of communities around this nation that newspapers remain the most vigorous watchdog of government as well as the primary source of community news.... However, it appears the Postal Service is abandoning this founding principal to compete with rather than support newspapers."

"In reaching this decision, the Postal Regulatory Commission ignored the many compelling comments it received objecting to a profoundly anti-competitive proposal," said Caroline H. Little, NAA president and CEO.

Lose-lose proposition

"In fact, the Public Representative appointed by the Commission itself to represent the views of the general public pointed out that this is the 'first NSA that is designed to manipulate prices and to alter the balance of market forces.' The Public Representative also said that 'this NSA as currently structured is a lose-lose proposition for both the newspaper industry and the Postal Service.'"

NNA represents approximately 2,400 members. Its community newspapers include weekly and small daily newspapers that rely heavily upon the mail for distribution to readers.

NAA represents nearly 2,000 newspapers and their multiplatform businesses in the United States and Canada, including daily and non-daily newspapers, as well as other print publications and online products.

Send InPrint your news!

Please send news about your employees, publications, awards and new projects to Catherine Langley: clangley@njpa.org

other book, "Final Days."

Bernstein left *The Post* in 1977 but continued his investigative reporting on politics and American media. He published articles in *Rolling Stone*, *Time*, *The New Republic*, *Vanity Fair* and *USA Today*; he also worked as Washington bureau chief for ABC News.

Bernstein continued his career as an author, writing and co-writing books, including "A Woman in Charge: The Life of Hillary Rodham Clinton," "Loyalties: A Son's Memoir," "The Secret Man" with Bob Woodward, and "His Holiness: John Paul II" with Marco Politi.

He is often a guest on television news programs and recently published an article comparing Rupert Murdoch's *News of the World* scandal to Watergate. Bernstein continues to serve as a contributing editor for *Vanity Fair*.

The William Paterson University Distinguished Lecture Series, now in its 33rd season, provides a campus and regional audience with the opportunity to hear world-renowned figures from politics, government, the arts, literature, science, business and sports. The series provides an inviting setting in which audiences can connect with some of the nation's most interesting people.

Free legal app for reporters

If only there were an app for that — and now there is!

The Reporters Committee for Freedom of the Press has launched “RCFP FirstAid,” a mobile application that gives reporters in the field immediate access to legal resources, particularly in situations where newsgathering or access may be stymied.

If reporters need more help, the app provides an instant connection to the Reporters Committee website and its 24/7 media law hotline.

RCFP FirstAid is available free for iPhone, iPad and Android devices.

To find the app, users can visit the Apple, Google or Amazon app stores or search them for “Reporters Committee.”

Users can view legal topics covering: gathering the news; court access; public meetings; public records; reporter’s Privilege; and libel.

Within each category, users can narrow in on their particular need. ... Many of the questions also include state-specific laws if the user has selected a state.

For more information, go to: www.rcfp.org/app.

AFL Web Printing names Michele Nesbihal VP/sales

AFL Web Printing has named Michele Nesbihal to the newly formed position of vice president of sales and operations, reporting to Bob Walters, vice president of major accounts.

“Michele’s knowledge of the printing industry is very strong,” he said. “She has the technical and sales expertise to help our customers renew and refresh their products.

Prior to joining AFL, Nesbihal was director of circulation at Greater Media Newspapers in East Brunswick.



Nesbihal

In other news, AFL announced that Tanya Erickson, its director of customer integration, has been elected Industry Co-Chair of the South Jersey Postal Customer Council.

She will be working to educate mailers and strengthen the region’s mailing industry.

The company also announced that it has added high speed inserting equipment to its Voorhees and Secaucus facility. The new machinery will help AFL handle sophisticated zoned inserts at press speed.

ABC’s Media360 conference focus is brand engagement

Today’s publishers and advertisers are creating and transforming brands to reach readers in a cross-media world. But no matter how many ways they are distributing their content, readers remain the focus. And the industry is figuring out how best to combine data, distribution platforms, and content marketing to reach those readers.

To take part in the conversation, attend ABC’s 2012 annual conference, Media 360: Creating a Circle of Brand Engagement, Nov. 14-15, 2012, at The Westin New York at Times Square.

ABC’s conference brings to-

gether publishers, advertisers and agencies to talk about the right ways to reach customers. Figure out how to build relationships through content and marketing. Build your brand across media channels. Use technology and extract useful data. Turn connections into results.

Visit ABC’s conference website for more information about this year’s lineup, registration, sponsorships and much more: www.abc-conference.com

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NJNN Update

Amy Lear
Director
New Jersey Newspaper Network

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Election Day is coming and it’s time to do more than just “lean forward.”

I am challenging NJPA-member newspapers to take a LEAP!

You can help both your newspaper *and* your association by jumping into NJNN’s advertising sales efforts to grow new revenue.

NJNN overall ad revenue so far in 2012 is equal to 84% of budgeted projections. This includes ads placed in print and digital products, as well as the statewide 2x2 and classified network programs. Not a bad performance, but I know we can do better!

We’re all searching for ways to do more with less.

What if we looked at the big picture in a different way?

What if we thought, instead, about doing more with MORE?

That’s where you, NJPA-member newspaper ad staffs come in.

Did you know that you can earn up to **\$650 for your newspaper by selling just ONE statewide 2x2 display ad** in NJPA’s network of community weeklies?

Newspaper ad staffs in several other states have discovered this winning formula, and we want to start bragging about our great team in New Jersey!

Maybe you have too much on your plate and \$650 is small change? Or, maybe I need to cheer louder?

OK, forget about the money for a minute. (Although **selling just one ad per week could up your annual sales revenue by \$33,800!**)

Think instead about the benefit you can offer your customers, particularly those who want to reach a broader audience. By suggesting NJPA’s statewide 2x2 program, you can help those advertisers extend their message beyond the scope of your distribution area, and as a result, you become even more of a trusted advisor.

With NJPA as your back office, simply share the parameters of the program with your client:

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- One PDF, 3.792 inches by 2 inches

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* * *

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Foundation interns describe their summers in the newsroom

Continues from Page 1

ter *County Times*, in Woodbury, didn't teach me how to write, or interview sources, or hit the street in search of a story," Andy said.

"What it did do was teach me how to work. I had never poured in as much effort to a job as I did at the *Times*. Whether it was walking around a park in the middle of a heat wave in search of anyone brave enough to jog on a 98-degree morning or attending the heart-rending funeral of a police officer, the work I did taught me the hustle of hopping in the car, getting the quote and running back to the newsroom to file online and in print before the workday ended.

"The difference between journalism school and a real life newsroom was like night and day. Here, the only grades were the reactions I got from readers and superiors. I made some mistakes — embarrassing ones — but more often than not, I triumphed. That first solidly written and reported story with my name on the front page gave me a feeling I'll never forget. When I began my internship, I was a student. When I finished it, I was a journalist."

Jessica Beym, managing editor of the *GCT*, told us, "The *Gloucester County Times* was very pleased to have Andy Pulhamus placed with us for his summer internship. Right from the start, Andy was very eager to gain as much experience as possible, and while he initially expressed more of an interest in feature stories and the arts, he was quick to dig into breaking news stories. Because we are a media company — not just a print newspaper — all of our reporters are required to post their stories online, complete with photos and links. Andy was quick to learn the skills required for this, including how to optimize a story for search engines, as well as the importance of taking photos and getting the story online as soon as possible.

"During his time here, Andy wrote about 50 articles, many of which were stories we often assign to our full-time reporters. We wanted to make sure Andy felt like he was a full-fledged member of our staff during his internship. Some of the topics he tackled included weather stories, Fourth of July parades, high school graduation coverage, and a few trend stories such as wild turkeys showing up in neighborhood yards, how the county was treating mosquito issues and black bears showing up in parts of South Jersey.

"We were most impressed with Andy's professionalism during some heavy-hitting stories such as the localization of how the Colorado shooting was affecting movie attendance the day of the debut, and most importantly, his coverage of a Millville police officer's funeral.

"We wish Andy the best of luck in his remaining term at college and future en-



BECOMING A JOURNALIST, Andy Pulhamus enjoys his summer working at the *Gloucester County Times*.



'LOCAL NEWS MATTERS' is one lesson Steph Solis learns during her summer internship at the *Home News Tribune*.

deavors. Any newsroom should be lucky to have him."

* * *

Steph Solis, of North Brunswick, spent her summer at the *Home News Tribune*. She is starting her senior year at Boston University. A journalism major, Steph is the editor of her college newspaper.

In her report on her summer experience, Steph said, "To be honest, I was slightly apprehensive about working at a local paper at the outset. I was excited to get an internship, especially one that paid. However, the pace of Boston's news industry (even for the school newspaper) left me to assume that news in Central Jersey would be slow and dull. This internship reassures me that it's never good to assume.

"In my first week, I delved into the latest developments with the Dharun Ravi case. I covered the aftermath of the sentencing; mainly the appeals process, and what became the former Rutgers University student's less-than-30-day sentence.

"I also covered a number of unexpected events: a marriage proposal, a fire, a vigil and a few others. It exposed me to a number of topics I hadn't written about before. It also taught me to appreciate the impact of community efforts and the "caring community" stories the *Home News* ran. As a young journalist, it's easy to forget that sometimes good news is newsworthy after all.

"This internship reminded me that local news matters and that there is hope for print at the local level. Whether news will focus on caring community stories or investigative reports in the future, I am confident that it will somehow remain alive. In the meantime, I hope to use the tools and insight this internship has instilled in me to grow as a reporter."

Her supervisor at the *Home News Tribune*, Assistant Editor David Siminoff, wrote, "From her first day, Steph displayed an eagerness to report and write, and ability and maturity beyond her

years. She was an instant hit and contributor, and even tutored veteran reporters about aspects of social media. She took on any type of story and filed quality copy quickly, without fail. She has been a blessing and is so ready for the real world of 21st-century journalism that we recommend she drop out of school to save the money."

* * *

North Jersey Media Group was home to **David Pavlak** this summer. From Bloomingdale, David is a senior at Rider University in Lawrenceville. A journalism major, he is sports editor of his college newspaper, *The Rider News*.

About his experience, David said, "The internship was very rewarding in the sense that I was able to really learn how it is going to work in the real world. I am most comfortable working sports, and through this internship, I was able to cover a fair share of sporting events. However, I had to step out of my comfort zone and write news, news briefs, different features etc. I feel that this allowed me to really round out and get a taste for everything.

"The experience I gathered in eight short weeks will be with me for the rest of my life, both in the short term and long term as I begin to job hunt this year. With such a competitive job market right now, I truly believe that the experience I gained through the NJPF's summer internship will put me ahead of my competition. Thanks again for allowing me to be a part of the internship program. It was truly great."

Matt Fagan, an editor at North Jersey Media Group, said, "David is a serious young man and I mean that in the best possible way. He approached his job with determination and did what he was asked to do with the best of his ability. He had a couple of fine stories for us that showed promise as a writer. As a reporter if he didn't know something he asked. David possesses a refreshing sense of both candor and directness, and I am confident

that whatever he decides to tackle he will meet success. Overall the office enjoyed having him here and he was a tremendous help."

* * *

Jackie Tempera spent her summer 'down the shore' at the *Asbury Park Press*. She is a resident of Colts Neck, and is now a sophomore at Emerson College in Boston. Jackie is a journalism major and assistant news editor of her college newspaper, *The Berkeley Beacon*.

In her post-internship report Jackie said, "I stepped into the *Asbury Park Press's* Neptune office in June and was immediately set up with my own phone, computer, a clean new desk, and a list of stories to work on.

"My editor handed me two notebooks, a yellow pad, and a handful of pens and I haven't stopped working since.

"Each day brought new tasks, surprises, and challenges. I reported on the touristy area of Long Beach Island for most of the summer. As a girl with more of a passion for hard news, this posed a few initial challenges.

"Finding my narrative voice was difficult, but I got the hang of it and am now comfortable writing in a more casual, yet informative tone.

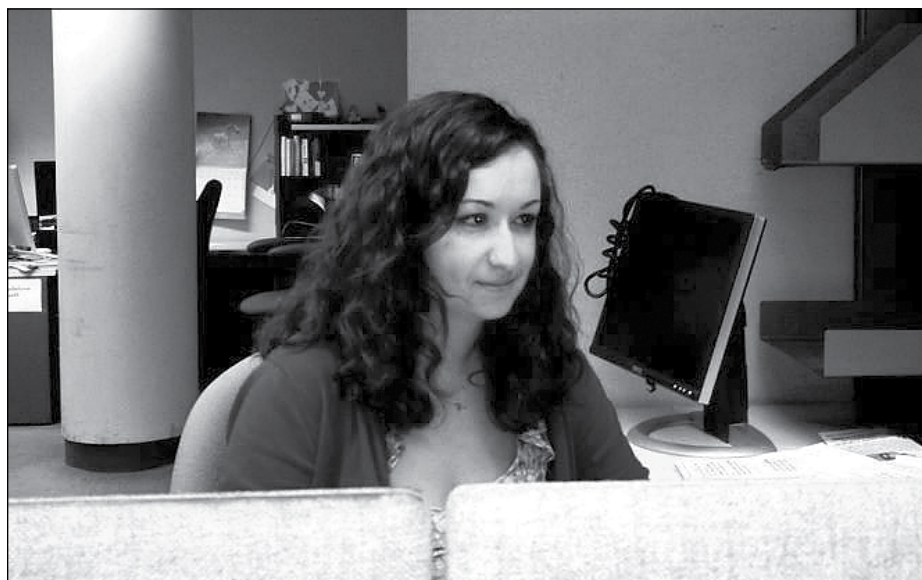
"Each week I worked on articles directed toward travelers to the island. I had to get into the mind of a visitor and think about what information was important. By the end of my time, I had filed over 30 articles and pitched many of the published ideas.

"During my two months at the daily, I worked on a few pieces for the Table section, focusing on local food specialists. My first article, about a local fishmonger, took me into the world of fishing competitions and health.

"My second took me literally into the kitchen of an older Italian YouTube cooking celebrity. Then I took to the farm, at 6 a.m. no less, to investigate what prepara-

— Continues on Page 7

Foundation interns describe their summers in the newsroom



CONSTANTLY PITCHING IDEAS, Jackie Tempera appreciates the respect and consideration accorded her stories by the *Asbury Park Press* editors and newsroom staff.

Continues from Page 6

tion goes into operating a stand at a farmers market. Each of these pieces exposed me to a vast amount of information I never would have been given the opportunity to learn about. I was pleased to share this with my readers.

“Working in the large APP’s newsroom was daunting at first. However, the staff members welcomed me and shared field experiences that I appreciated. Executive editor Hollis Towns invited my fellow intern and me into a board meeting with a Gannett official where I was asked my opinions on social media. My responses to their questions, though muddled with stutters initially, were truly taken into account and appreciated. I loved being treated with this level of respect by seasoned professionals. It made the work environment pleasurable.

“My editors Susan Weiner and Bill Canacci listened to my pitches and provided me with a wealth of information and constructive criticism. They allowed me to bounce ideas off them at any time, and that kind of feedback helped me learn. Now, as I leave the office — that once clean desk covered with post-it notes and coffee stains and the list of stories completed — I take with me much experience.”

Editor Susan Weiner said, “Jackie Tempera was an intern for the *Islander*, our entertainment weekly for Long Beach Island. She also wrote centerpiece stories for the food section of the *Asbury Park*

Press. For the *Islander*, she was responsible for writing about restaurants, events and places of interest on Long Beach Island. She had to budget her time between writing stories and visiting LBI for interviews and to get story ideas.

“Jackie did a wonderful job. She is an excellent writer, weaving facts into her stories along with descriptions, so the reader feels a part of the scene. She paid attention to detail and cared about what she was writing about, whether it was a restaurant or a ghost tour. She is wonderfully creative, coming up with ideas for the *Islander* that were new and inventive. She constantly looked for new story ideas and always pitched her ideas to me. She came up with a new centerpiece story about 36 hours on LBI, that was a big hit. Jackie always filed her stories on time. She was very reliable and always volunteered for assignments.

“For the food section of the *Press*, she did an excellent job, doing just as well as the more-experienced reporters. Jackie did an excellent profile about a man who has his own YouTube cooking show and a very informative piece on how fruit is ripening so early this season.

“She was always smiling and always ready to help with any project. I really miss having Jackie on my staff.”

* * *

The first-ever intern in the inaugural Mac Borg New Media Internship Program was **Rachel Auerbach**, from Ocean,

who is now a junior at the University of Maryland. She interned at APP.com, the online arm of the *Asbury Park Press*.

Rachel said, “After my six-week internship at the *Asbury Park Press*, I not only learned how to manage a website, but gained new insight about how a newsroom operates. As an online news producer, I had to use news judgment on a daily basis. I sorted through the various wires and decided which AP stories would be appropriate for *Asbury Park Press* readers. In addition, I learned where to place stories on the site, including which stories should be featured as top news, and which should appear further down on the site in latest or spotlight.

“Using Sitecatalyst, I was able to see which stories were most popular. Thus, I was able to organize the site accordingly. My main responsibilities were to manage the other two Gannett sites, *Daily Record* and *My Central Jersey*. Every hour I was in charge of changing and updating the top news stories in order to continually drive traffic throughout the day. Also, my main responsibility was to post wire stories and make sure the headlines were search engine optimized. In addition, I added pictures to stories.

“When the social media editor was out for a week, I also had the responsibility of putting stories on Twitter and Facebook in order to get readers to engage with the material. Another important job I had was to monitor the live chats the *Asbury Park Press* would have and then archive the webcast so readers could view the chat at a later date. Every day at noon, I would send out a breaking newsletter with whatever the biggest news of the day was. Later on in the day, I would compile a ‘What’s Hot’ list, which included the top four news stories of the day, along with top three multimedia content of the day. Then I would add QR codes for the multimedia content. I also learned how to create photo galleries and add videos to stories on the web.

“Although I learned a lot about the different programs and how to manage and produce a website, the biggest takeaway from this internship was gaining a whole new understanding of how newspapers are adapting. At the time of my internship, the *Asbury Park Press* was undergoing changes on how to effectively reach



BROADER EXPERIENCE is one thing David Pavlak gains during his internship at North Jersey Media Group.

its audience through different forms such as the desktop, tablet, mobile and social media sites. They would create different forms of the same story, depending on where the story would be viewed. They called this ‘platform optimization.’ The website would have the most up-to-date stories, while the mobile would have a shorter summary. The tablet would feature stories that had graphics. Lastly, the newspaper would follow up on stories and have more in-depth analysis of the news from the web.

“At the time of my internship, the *Asbury Park Press* was also really trying to get its readers more involved. They started to have readers write their own stories to build a larger audience and appeal to the readers they already had. They also started to increase their ‘Press On Your Side’ stories because they realized those stories always performed well on the web and really connected with the public. They made a conscious effort to increase and promote ‘passion topics,’ such as education, food and watchdog reports.

“The paper also created a list of towns in their coverage area by tier. Tier 1 towns were the towns that came to the website most frequently. That way, producers knew when a story involved a tier 1 town,

— *Continues on Page 10*

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Foundation Update

John J. O'Brien
Director
New Jersey Press Foundation

Changing to serve an evolving industry

Foundations must constantly adjust and evolve to meet the needs of the changing industry they serve. Nowhere is that more clear than here in the fast-changing newspaper business. With our world transforming and evolving so rapidly, it soon becomes evident that to stand still is to actually move backwards. That's the reason a big part of what I do here as the director of New Jersey Press Foundation is to try to anticipate pending changes and position us to meet our membership's needs that arise from those changes.

For many years our emphasis at NJPF was on scholarships for young people interested in pursuing careers in the newspaper industry. Today, while we still have several popular dedicated scholarships, we have shifted our focus to paid internships for young people interested in "media" careers.

Because of the broad range of talents now required to be a part of this evolving industry we are emphasizing first-hand experience as a precursor for media careers. Once reporters wrote stories and photographers took pictures. Today reporters still write stories but also take still photos and video as well as editing both while posting their work online as well as in print. Colleges and universities have modified their programs to teach a broad range of skills that were unheard of a few short years ago.

NJPF has to adapt to these changes.

Another reason for our new emphasis on internships is centered on the financial aspects of a college education. With most students receiving some type of financial aid through their college or university, a scholarship aids the educational institution more than the student (or his/her parents).

Here's an example: Johnny's receives \$10,000 in financial aid from his school

and his parents write a check for \$10,000 to cover the balance of his expenses. If Johnny receives a scholarship for \$5,000, he must report that to the school, which then cuts his financial aid by \$5,000. Johnny's parents still must write a check for \$10,000. So the school has \$5,000 available to give to another student, but Johnny and his parents are "out of pocket" the same amount.

NJPF must also adapt to changes in newspaper's internal policies and staffing. For years, through our Isaac Roth Carrier Program, we granted scholarships to newspaper carriers and the children of adult carriers. With the changing landscape in circulation and most delivery now being farmed out to third-party vendors, we have expanded the list of those eligible for these awards to include administrative and clerical employees of circulations departments. We have also added paid internships as an option to the traditional scholarships offered in the past.

* * *

Elsewhere in this issue of *InPrint* you can read about the exciting experience gained over the summer by our 2012 class of interns. It was one of the brightest and most talented groups we have ever sponsored. Their newspaper hosts were extremely pleased and impressed with their abilities, their energy and their skills.

I often hear people my age talk about the demise of the newspaper business. I only wish they could meet these brilliant young journalists who see the future and are preparing to tackle it head on! As Ted Kennedy said in his brother Bobby's eulogy, "Some people see things as they are and ask "why?" Others see things that never were and ask "why not?" Our summer interns impress me as falling into that latter group.

Foundation interns describe summers in the newsroom

Continues from Page 7

to give it a more prominent position on the site. The *Asbury Park Press'* revenue for the month of June had positive numbers for the first time in years, and I believe it was due to its adaptations.

"Besides the willingness to change and adapt to new technology, the way the paper covered the Supreme Court health care announcement this summer was very impressive. Because the newsroom knew the Supreme Court announcement was coming on a Thursday, they took a proactive approach in covering the story. They ran charts in the newspaper days before the announcement to let readers know the possible decisions and what each decision would mean for them. They were prepared with stories and reactions for each possible verdict before the official ruling came. And when the news did break, they not only stated the ruling immediately, but made it relevant to their readers. They also had the story on social media sites, which really got the audience engaged and discussing the topic. What was even more amazing was that by 3 p.m., the healthcare story was taken down from breaking news. By that point, everyone knew about it and there was so much information and coverage on it that it no longer had to be so high on the site. I think that truly speaks for how people receive information so quickly, how outdated a story can be-

come in a matter of hours.

"Overall, I had a very positive experience at the *Asbury Park Press* and learned a lot about managing a website, day-to-day life in a newsroom and the constant alterations needed to survive in this industry."

Judy Feeny, digital editor of the *Asbury Park Press*, said, "We loved having Rachel here. She quickly learned our systems and the basics of web management, and within a short time, she was assisting as a producer on our web desk. She became the main web wire editor, posting AP stories to our sites, and she showed good news judgment.

Rachel was very open to coaching and she grew in her short time here to recognize which stories were of particular interest to our community. Rachel also participated in daily news meetings, making recommendations for stories to highlight. She managed our websites when other producers were unavailable, and she did an excellent job in keeping the sites updated and adding multimedia elements. In summary, Rachel was a great help and we were delighted to have her here."

* * *

Applications for the 2013 internship programs will be available in late fall on the NJPF website: www.NJPA.org/foundation.

Newspapers and news outlets interested in participating in the program should contact John O'Brien, NJPF director, at jjobrien@njpa.org.

Application Deadlines for 2013 Internships & Scholarships

- Dec. 31** – Summer Internship at Newspapers Program
- Dec. 31** – Mac Borg New Media Internship
- Feb. 15** – Bernard Kilgore Memorial Scholarship
- Mar. 29** – Richard Drukker Memorial Scholarship

For more information and applications:
www.njpressfoundation.org

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Obituaries

James Naughton, 73

James M. Naughton, correspondent for *The New York Times* during the Nixon, Ford and Carter administrations and later a senior editor at *The Philadelphia Inquirer* for almost two decades, died Aug. 11, 2012 at his home in St. Petersburg, Fla. He would have been 74 in two days.

The cause was complications of prostate cancer, said his wife, Diana Naughton.

With his customary wryness, Naughton liked to say he had covered the political losers: the 1972 Democratic presidential campaigns of Senators Edmund S. Muskie and George McGovern, Vice President Spiro T. Agnew's resignation in 1973, President Richard M. Nixon's Watergate resignation in 1974, Gerald R. Ford's defeat in the 1976 presidential election, even a slice of Jimmy Carter's one-term presidency.

Naughton was born in Pittsburgh on Aug. 13, 1938, the son



Naughton

of Francis and Martha Naughton. His father was a shipping company dispatcher on the Great Lakes. He grew up in Painesville, Ohio, studied journalism at Notre Dame, worked summers at *The Painesville Telegraph*; and graduated in 1960.

In the Marines for two years, he served in the Far East as a first lieutenant. He joined *The Plain Dealer* in Cleveland in 1962, covering politics and urban affairs there for seven years before moving on to *The Times*.

He and the former Diana Thomas married in 1964. She survives him, as do his daughters, Jenifer Genovesi and Lara and Kerry Naughton; a son, Michael; and five grandchildren.

Naughton gave up reporting in 1977 and became an editor at *The Inquirer* at the behest of its editor, Gene Roberts, whose staff was on its way to winning 17 Pulitzer Prizes in 18 years.

— from *The New York Times*

Richard Scudder, 99

Richard B. Scudder died July 11 at his home in Atlantic Highlands. He was 99.

A Newark native, Scudder was co-founder and former chairman of MediaNews Group Inc., and he also helped invent a process to recycle newsprint.

He was born May 13, 1913, into a newspaper family. His grandfather, Wallace Scudder, founded the *Newark Evening News* and his father, Edward Scudder, ran it.

Richard Scudder worked as a reporter for the *Boston Herald* before joining the *Evening News* as a reporter in 1938. He took over from his father as publisher in 1952, a post he held for 20 years.

In 1983, Scudder and William Dean Singleton bought the *Gloucester County Times* of Woodbury, and later bought *Today's Sunbeam* of Salem and several small papers in Ohio and California. Their partnership became MediaNews Group, a pri-



Scudder

vately-owned company whose 57 newspapers in 11 states have combined daily circulations of 2.3 million, making it one of the nation's largest newspaper companies.

It also owns a television station in Alaska and radio stations in Texas. Scudder was chairman from 1985 through 2009.

Singleton, who now chairs the group, said Scudder was the "conscience of the company" who loved newspapers and emphasized the importance of hard-hitting local coverage.

Singleton said Scudder never flinched at spending money to fight for information to be released to the public or to defend a reporter's right to protect sources.

Scudder served in the Army during World War II, earning a Bronze Star. He had learned German as a child and in the Army he wrote scripts for a German-language radio station to mislead the Nazis. After the

war he remained in Europe until 1946, helping civilians take over newspapers that had been run by the Nazis.

Garden State Paper Co.

In the early 1950s, Scudder helped invent a process to remove ink from newsprint so newspapers could be recycled into quality newsprint. He went on to found the Garden State Paper Co., whose mill in Garfield, N.J., began production in 1961. The firm opened other plants and became among the largest in the world to recycle newsprint.

A Princeton graduate, he was a trustee of Princeton University's Environmental Institute, Rutgers University and New Jersey State University. He received an honorary doctorate from Monmouth University.

His wife, Elizabeth Shibley Scudder, died in 2004. He is survived by daughters Jean Fulmer of Augusta, Maine, Carolyn Miller of Devin, Pa., and Holly Difiani of Polson, Mont.; a son, Charles Scudder of Portland, Ore., and eight grandchildren.

— from *The Associated Press*

Watson Sims

Watson Sims, decorated war veteran and former editor of the *Home News*, New Brunswick, died July 6.

As a boy in a farm family near Ellabell, Georgia, he plowed behind mules and attended school when he wasn't needed in the fields.

His mother died when he was 5 and he was raised by an older sister, Alma. She was a schoolteacher and she shaped in him a love of words that lasted a lifetime.

In World War II, he joined the Navy and trained as a radio-man, then volunteered to join a PT boat squadron. It participated in the evacuation of Gen. Douglas MacArthur from the Philippines, but his boat was left behind, scuttled and the crew picked up by a submarine. The sub was attacked by destroyers, and years later, he said that few things in civilian life could match the terror of being depth-charged.

He earned a Silver Star and a

Bronze Star for his service; also a Presidential Citation, a Submarine Combat Clasp and a Combat Infantryman's Badge.

After the war, Sims studied at Bates College and Tufts. He graduated from Columbia School of Journalism and joined the AP.

He won a Nieman Fellowship to study at Harvard.

He later served the AP in London and as bureau chief in New Delhi, covering six countries. At AP headquarters in New York he became World News editor. He served on Pulitzer Prize juries.

In 1971, he left the AP to edit the *Enquirer and News* in Battle Creek, MI.

Then he edited the *New Brunswick Home News*.

A devoted husband to his wife, Elisabeth, he is the adored father of Holly Sims, PhD of Albany, NY; and Winfield Word-Sims, MD of Asheville; and grandfather of Ben and Brian Word-Sims.

— from *Asheville Citizen-Times*

Who would students elect?

The largest student-driven civics project in the U.S. has opened voter registration. My Voice™ National Student Mock Election gives students across the country the opportunity to vote for federal and state candidates, and to discuss the issues they care about.

This program, a digital initiative of the Pearson Foundation, builds on the 30-year history of the National Student/Parent Mock Election. More than 50 million young voters have participated. Student voting begins Oct. 25 and culminates on National Mock Election day, Nov. 1.

This year the National Student Mock Election will take place entirely online. Students, teachers and parents are encouraged to register their schools at: www.nationalmockelection.org.

The New Jersey website is: www.njmockelection.org.

The N.J. Mock Election website is sponsored by the

N.J. Social Studies Supervisors Association. This site links to the National Student-Parent Mock Election, and provides access to additional lessons and activities, many of which are courtesy of the N.J. Center for Civic Education.

When N.J. Press Foundation got involved with the National Mock Election, it created the New Jersey Mock Election website for the 2008 presidential election. NJPA/NJPF recently donated the web address to NJSSSA and is acknowledged on the site. Nutley Public Schools now hosts the site.

John Viemeister, NJPA's IT manager, connected NJSSSA with the Nutley schools to help keep this program alive in New Jersey.

More than 60 national civic, educational and business organizations serve as cooperating partners. In 2012, along with the Pearson Foundation, partners include: American

Association of School Administrators, Barquin International, BrainPOP, Council of the Great City Schools, Don't Forget Ed, National Association of Broadcasters Education Foundation, National Association of Elementary School Principals, National Association of Secondary School Principals, National Association of Secretaries of State, National Association of Student Councils, National Council for the Social Studies, National School Boards Association, NIE Institute, Rand McNally, SAGE, and *USA Today*.

Teachers are encouraged to use the free materials developed for the program to create thoughtful lessons leading up to Election Day.

For more information and to register to vote, visit www.nationalmockelection.org. Or follow on Twitter @MyMockElection, #MyElection, and at Facebook.com/NationalMockElection.

Legal Hotline questions answered

Continues from Page 2

Tree Expert,” if he/she is a contractor, then he/she must indicate his/her license or certificate number in all advertisements.

Q Do optometrists need to place a license or registration number in their ads?

A Yes. *N.J.A.C. 13:38-1.2(l)* provides: An optometrist shall include his or her license and certification number in all advertisements, except in directory listings that do not include any optometric services (that is, listings that include the licensee’s name, address, and phone number).

Q Can photos of deceased celebrities be used in advertisements in New Jersey?

A No. In New Jersey, the right of publicity is a property right. It is the right of an individual, especially a public figure or a celebrity, to control the commercial value and exploitation of his name and picture or likeness and to prevent others from unfairly appropriating this value for commercial benefit. See, *Estate of Presley v. Russen*, 513 F. Supp. 1339 and *McFarland v. Miller*, 14 F.3d 912 (3d Cir. 1994).

N.J.S.A. 2A:15-3 provides: Executors and administrators may have an action for any trespass done to the person or property, real or personal, of their testator or intestate against the trespasser, and recover their damages as their testator or intestate would have had if he was living. Therefore, because the “right of publicity” is a property right, executors and administrators can bring an action for trespass upon that right.

Q Does the 90-day rule for “going out of business” sales also apply to liquidation sales?

A Yes. *N.J.S.A. 56:8-2.8* provides: It shall be an unlawful practice for any person to advertise merchandise for sale as a “going out of business sale” or in terms substantially similar to “going out of business sale” for a period in excess of 90 days or to advertise more than one such sale in 360 days. The 360-day period shall commence on the first day of such sale. For any person in violation of this act, each day in violation shall constitute an additional, separate and distinct violation. Because “liquidation” essentially means the same thing as “going out of business, it will be construed as a “substantially similar” term. Thus, the 90-day rule governing the advertisement of “going out of business” sales would equally apply to “liquidation” sales.

Q Since you cannot advertise “BYOB,” can you advertise “corkage fee: \$5.00” or “free bucket of ice awaits your table?”

A No. *N.J.S.A. 2C:33-27(a)* provides, in relevant part:

No person who owns or operates a restaurant, dining room or other public place where food or liquid refreshments are sold or served to the general public, and for which premises a license or permit authorizing the sale of alcoholic beverages for on-premises consumption has not been issued:

* * *

Shall charge any admission fee or cover, corkage or service charge or advertise inside or outside of such premises that patrons may bring and consume their own wine or malt alcoholic beverages in a portion of the premises which is open to the public.

Therefore, the advertising of a corkage fee, an ice bucket, or any other service that would indicate that that patrons may bring and consume alcohol in the premises is prohibited by *N.J.S.A. 2C:33-27(a)*.

Q Can a newspaper be held liable for running an advertisement that advertises “BYOB?”

A Yes. *N.J.S.A. 2C:33-27(a)* prohibits the owner or operator of a restaurant, dining room or other public place to advertise that customers may bring their own alcohol to the establishment.

N.J.S.A. 2C:2-6 provides, in relevant part:

a. A person is guilty of an offense if it is committed by his own conduct or by the conduct of another person for which he is legally accountable, or both.

b. A person is legally accountable for the conduct of another person when:

- (1) Acting with the kind of culpability that is sufficient for the commission of the offense, he causes an innocent or irresponsible person to engage in such conduct;
- (2) He is made accountable for the conduct of such other person by the code or by the law defining the offense;
- (3) He is an accomplice of such other person in the commission of an offense; or
- (4) He is engaged in a conspiracy with such other person.

c. A person is an accomplice of another person in the commission of an offense if:

- (1) With the purpose of promoting or facilitating the commission of the offense; he
 - (a) Solicits such other person to commit it;
 - (b) Aids or agrees or attempts to aid such other person in planning or committing it; or
 - (c) Having a legal duty to prevent the

commission of the offense, fails to make proper effort so to do; or
(2) His conduct is expressly declared by law to establish his complicity.

If the newspaper is aware that the advertisement it is running is prohibited under *N.J.S.A. 2C:33-27*, then it could be argued that the newspaper is the advertiser’s accomplice because by running the prohibited ad, the newspaper is, with the purpose of facilitating the commission of the offense of advertising a BYOB, agreeing to aid the advertiser in violating the law.

Q As a rule, advertising Bingo Games in NJ is prohibited, but suppose the Bingo Game is a fundraiser for a local Boy Scout Troop?

A *N.J.S.A. 5:8-63* — Advertising games provides:

No game of chance to be conducted under any license issued under this act shall be advertised as to its location, the time when it is to be or has been played, or the prizes awarded or to be awarded, by means of newspapers, radio, television or sound truck, or by means of billboards, posters or handbills or any other means addressed to the general public in any municipality in which the majority of voters voting therein have not voted in favor of the adoption of the provisions of P.L.1954, c. 5 (C. 5:8-50 et seq.) or in any municipality in which the majority of voters voting therein have voted in favor of rescinding the adoption of the provisions of this act.

N.J.S.A. 5:8-63.1 — Advertising games of chance; regulations provides:

The Legalized Games of Chance Control Commission shall promulgate regulations to govern the advertising of any game of chance occurring in any municipality in which the majority of voters voting therein have voted in favor of the adoption of the “Raffles Licensing Law,” P.L.1954, c. 5 (C. 5:8-50 et seq.) and in which the game of chance is held, operated or conducted under any license issued by the control commission pursuant to the provisions of that act.

The regulations shall prohibit:

- a. any advertisement from containing any false, deceptive, misleading or fraudulent statement regarding the holding, operation or conduct of a game of chance;
- b. any advertisement from causing undue or unfair competition between organizations registered with the control commission that are holding competing games of chance; and
- c. the use, to an extent deemed excessive, of the proceeds derived from the conduct of any individual game of chance for advertising subsequent games of chance.

N.J.S.A. 5:8-51 of the “Raffles licensing law” (*N.J.S.A. 5:8-50* et seq.), referenced in *N.J.S.A. 5:8-63.1*, sets forth “eligible organizations.”

N.J.S.A. 5:8-51 provides:

a. It shall be lawful for the governing body of any municipality, at any time after this act shall become operative within such municipality and except when prohibited by this act, to license bona fide organizations or associations of veterans of any war in which the United States has been engaged, churches or religious congregations and religious organizations, charitable, educational and fraternal organizations, civic and service clubs, senior citizen associations and clubs, officially recognized volunteer fire companies, and officially recognized volunteer first aid or rescue squads, to hold and operate the specific kind of game or games of chance commonly known as a raffle or raffles played by drawing for prizes or the allotment of prizes by chance, by the selling of shares or tickets or rights to participate in such game or games and by conducting the game or games accordingly, when the entire net proceeds of such games of chance are to be devoted to educational, charitable, patriotic, religious or public-spirited uses, and in the case of senior citizen associations and clubs to the support of these organizations, and for any such organization or association, church, congregation, society, club, company or squad, when so licensed or without any license when and as hereinafter prescribed, to hold, operate and conduct such game of chance pursuant to this act and such license, in such municipality and to sell shares or tickets or rights to participate in such game or games of chance therein and in any other municipality which shall have adopted this act and under such conditions and regulations for the supervision and conduct thereof as shall be prescribed by rules and regulations duly adopted from time to time by the Legalized Games of Chance Control Commission, hereinafter designated as the control commission, not inconsistent with the provisions of this act, but only when the entire net proceeds thereof are devoted to the uses aforesaid and for any person or persons to participate in and play such games of chance conducted under any such license.

b. The control commission may adopt regulations authorizing licensees to hold events known as:

“armchair races” at which wagers are placed on the outcome of previously-filmed horse races and wagers do not know the results in advance, when the prize awarded consists of merchandise or raffle tickets only, and not cash; and
“casino nights” at which players use chips or script purchased from the licensee to wager in games of chance known as blackjack, under/over, beat-the-dealer, chuck-a-luck, craps, roulette,

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Manager, Public &
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Member NJPA

Legal Hotline questions answered

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bingo or similar games approved by the commission, when the chips or script are redeemable for merchandise or raffle tickets only, and not for cash.

The regulations shall establish the frequency with which these events may be held, the rules of the games, the specific type and value of prizes which may be offered, the qualifications of the individuals conducting the games and other requirements which the commission may deem pertinent.

c. No license shall be required for the holding, operating or conducting of a raffle for a door prize of donated merchandise of the value of less than \$50.00 for which no extra charge is made at an assemblage at which no other game of chance is held, operated or conducted, if the proceeds of such assemblage are devoted to the uses described in this section.

Therefore, in answer to the question, the Commission can adopt regulations governing the advertising of games of chance (conducted by "eligible organizations") when a municipality votes to adopt the "Raffles licensing law" and where the game is conducted under a license issued by the Commission pursuant to the "Raffles licensing law." Other than the organizations and games set forth in *N.J.S.A. 5:8-51*, the prohibition in *N.J.S.A. 5:8-63* controls.

Q The newspaper has received a Subpoena from the Grand Jury for copies of a specified news story related to the arrest of an individual as well as for any comments/blogs about the story on its web site.

A Advised the paper that it has a privilege under the Shield Law to refuse to reveal the information.

Q (1) Is it possible to make a public records request for video shot by police officers from their car?

(2) If it is, how do I ask for it?

A Yes. You can make a request for video shot by police officers from their cars. You should make an OPRA request for the video and also request it under the common law.

The police department will probably respond by telling you that it is a "criminal investigatory record." You could argue: (1) there was no investigation at the time it was made; and (2) even if there was, there is likely an internal regulation/operating procedure that requires that it be made, which would cause it to fall outside the scope of the definition of a "criminal investigatory record," as "criminal investigatory records" are only those records that are not required to be made, maintained or kept on file...etc.

Q Are autopsy reports public records under OPRA?

A No. Governor Hughes' Executive Order #9 provides that "[r]ecords concerning morbidity, mortality and reportable diseases of named persons required to be made, maintained or kept by any State or local government agency" are not government records under OPRA. These records would include an autopsy report, as that report is one of morbidity/mortality required by law to be made, maintained or kept by the County or State Medical Examiner. See, *N.J.A.C. 13:49-3.1(a)*.

Moreover, *N.J.S.A. 47:1A-1.1* exempts from the definition of "government records" under OPRA:

any copy, reproduction or facsimile of any photograph, negative or print, including instant photographs and videotapes of the body, or any portion of the body, of a deceased person, taken by or for the medical examiner at the scene of death or in the course of a post mortem examination or autopsy made by or caused to be made by the medical examiner except:

when used in a criminal action or proceeding in this State which relates to the death of that person,

for the use as a court of this State permits, by order after good cause has been shown and after written notification of the request for the court order has been served at least five days before the order is made upon the county prosecutor for the county in which the post mortem examination or autopsy occurred,

for use in the field of forensic pathology or for use in medical or scientific education or research, or

for use by any law enforcement agency in this State or any other state or federal law enforcement agency

Thus, when read together, Executive Order #9 and OPRA exempt from access, autopsy reports and their accompanying photographs.

There is a State Medical Examiner Regulation that provides for access to certain records related to the examination of a deceased person's body. *N.J.A.C. 13:49-3.1* provides, in part, that the medical examiner shall make available for public inspection: (1) the Report of Investigation by Medical Examiner and (2) the inventory of property of value. The Regulation provides, however, that the portions of those records containing opinion, subjective evaluations and/or critical analyses are not subject to disclosure. (The Regulation also provides for access to autopsy reports and results of external examinations upon the bodies of deceased persons, but states that the Regulation is subject to any other laws requiring confidentiality). Thus, under

Executive Order #9, those reports would not be accessible.

Although not accessible under OPRA, an autopsy report may be accessible under the common law right to know, if the requestor can establish that the interest in access outweighs the interest in confidentiality.

Q Are donation lists kept by the foundation department of a community college subject to OPRA?

A No. *N.J.S.A. 47:1A-1.1* provides that the definition of "government record" does not include, with respect to a public institution of higher education, "records of pursuit of charitable contributions." A list of the people who make donations to the school falls within this category and is exempt from disclosure.

Q What are government entities allowed to charge the public for copies of records?

A *N.J.S.A. 47:1A-5* governs the cost of copies of government records. Specifically, subsections (b) and (c) provide:

b. A copy or copies of a government record may be purchased by any person upon payment of the fee prescribed by law or regulation. Except as otherwise provided by law or regulation, the fee assessed for the duplication of a government record embodied in the form of printed matter shall be \$ 0.05 per letter size page or smaller, and \$ 0.07 per legal size page or larger. If a public agency can demonstrate that its actual costs for duplication of a government record exceed the foregoing rates, the public agency shall be permitted to charge the actual cost of duplicating the record. The actual cost of duplicating the record, upon which all copy fees are based, shall be the cost of materials and supplies used to make a copy of the record, but shall not include the cost of labor or other overhead expenses associated with making the copy except as provided for in subsection c. of this section. Access to electronic records and non-printed materials shall be provided free of charge, but the public agency may charge for the actual costs of any needed supplies such as computer discs.

c. Whenever the nature, format, manner of collation, or volume of a government record embodied in the form of printed matter to be inspected, examined, or copied pursuant to this section is such that the record cannot be reproduced by ordinary document copying equipment in ordinary business size or involves an extraordinary expenditure of time and effort to accommodate the request, the public agency may charge, in addition to the actual cost of duplicating the record, a special service charge that shall be reasonable and shall be based upon the actual direct cost of providing the copy or copies; provided, however, that in the case of a municipality, rates for the duplication of particular records when

the actual cost of copying exceeds the foregoing rates shall be established in advance by ordinance. The requestor shall have the opportunity to review and object to the charge prior to it being incurred.

Q 1. Can the GRC transfer a case to the Office of Administrative Law?

2. Can a requestor challenge legal advice that was given to a custodian?

3. Is it permissible for an attorney to make redactions to a requested document on behalf of a custodian without discussing the redactions with the custodian?

A 1. Yes. When a factual record is needed in a contested case, the GRC can transfer the case to the Office of Administrative Law. *N.J.A.C. 1:1-1.1*.

2. No. The requestor does not have standing to challenge the legal advice given from an attorney to a custodian. However, if there is a pattern of the attorney giving the wrong advice, the requestor may be able to argue that the attorney is intentionally doing so in bad faith, so as to prevent disclosure, while insulating the custodian from liability under the "knowingly and willfully" provision in *N.J.S.A. 47:1A-11*.

3. If the attorney redacts the document and tells the clerk that he/she can only disclose the redacted versions and the clerk agrees to do so without making any inquiry as to why the redactions have been made, then the requestor can argue that the clerk "unreasonably denied access" pursuant to *N.J.S.A. 47:1A-11*. The clerk cannot be said to have relied upon the advice of counsel, because there was no advice given. Essentially, the attorney did the job of the clerk. Therefore, if the attorney "knowingly and willfully" violates OPRA, that violation is attributable to the clerk and the clerk's failure to inquire about the redactions renders his/her actions unreasonable. Consequently, the clerk would be liable under *N.J.S.A. 47:1A-11*.

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.:

*Lauren James-Weir
phone (973) 596-4861
fax: (973) 639-6267*

ljames-weir@gibbonslaw.com

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Political Ad FAQs

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

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

Q Can a newspaper offer discounts for political advertising?

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

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

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

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

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

Q What about Internet advertising?

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

Q Can political candidates sign contracts?

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

Q Can we make them pay in advance?

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

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

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

Political Advertising Refresher

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

* * *

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

I. Advertising for State and Local Elections

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

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

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

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

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

EXAMPLE:

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

No other identification information is expressly required by

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

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

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

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

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

EXAMPLE:

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

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

EXAMPLE:

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

II. Advertising for Federal Elections

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

EXAMPLE:

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

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

EXAMPLE:

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

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

EXAMPLE:

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

III. Vendor Records – the “Political File”

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

The records that must be kept include:

(1) an exact copy of the communication;

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

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

* * *

If you have any questions about these regulations, call NJPA Executive Director George White at (609) 406-0600, ext. 30, or email him at gwhite@njpa.org.

Classified Ads!

Advertising

Online Sales Specialist

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

South Jersey Media Group, one of New Jersey biggest networks of newspapers, seeks an Online Sales Specialist to lead our company's digital sales. Through the Garden State's largest website for local news and information, NJ.com reaches more than 11,000,000 unique browsers every month.

The Online Sales Specialist oversees the efforts of our newspapers sales force to drive additional revenue and attract nontraditional business by selling digital advertising, search, mobile, behavioral targeting, and directory solutions.

The successful candidate will have a strong history of managing the sales process from prospecting through the close, with particular emphasis on growing the results of front-line account executives. As the sales teams "go-to" person for digital, the Online Sales Specialist will help newspapers representatives identify marketing needs of their clients that can be addressed with Digital solutions. He/she will join representatives for four-legged calls to important prospects, providing the extra measure of expertise that completes the sale.

He/she will regularly communicate the teams results to top management, offer feedback on sales techniques to representatives and their managers, and recommend strategies to improve team and individual performance. Key responsibilities:

- Achieve digital sales goals by working with and developing the newspapers sales force.
- Be the sales teams point person for digital products.
- Identify opportunities, qualify prospects, and secure new digital business.

Key responsibilities:

- Achieve digital sales goals by working with and developing the newspapers sales force.
- Be the sales teams point person for digital products.
- Identify opportunities, qualify prospects, and secure new digital business.

- Utilize newspaper resources to develop creative presentations.

- Coach and practice consultative sales techniques.

- Assist account executives in preparing proposals, securing signed agreements, and managing customer service after the sale.

- Assist account executives in monitoring campaigns for effectiveness, communicating results to clients, and renewing business.

Required skills and abilities:

- Proven sales management experience, including digital media sales.

- Consistently meet or exceed sales objectives, demonstrating focused sales efforts and understanding of the digital environment.

- Solid leadership skills, including a proven ability to lead by example.

- Self-motivation and ability to self-supervise.

- Outstanding interpersonal, written, and verbal communication skills.

- Outstanding computer skills and knowledge of digital tools and tactics.

Earn a competitive incentive plan that includes a base salary and uncapped commissions.

Compensation package includes a 401(k) program and comprehensive health care, including major medical, vision, dental, and prescription plan. Car and valid drivers license required. Opportunity is full time. Advance New Jersey is an equal opportunity employer.

Send resume and cover letter outlining what differentiates you and your leadership and coaching skills from other candidates to aroselli@pennjerseyadvance.com

Advertising Sales/Media Consultant

South Jersey Media Group is looking to expand its team of Advertising Sales leaders with an excellent opportunity in our Advertising Department. The successful candidate will have a desire to succeed in:

- Internet Advertising Sales
- Newspaper Advertising Sales
- Business to business sales or marketing
- Niche publishing

Experience in some or all of the above is preferred but not required. Must possess a desire to excel in online sales and ability to quickly adapt to a constantly changing environment, meet and exceed sales goals and an eagerness to help customers grow their business.

Our compensation package includes salary plus commissions and bonuses. Other benefits include a comprehensive health care plan, 401k, paid gasoline, paid vacation,

holidays and birthday.

For consideration or to learn more about this excellent career opportunity, submit cover letter and resume to:

jobs@southjerseymedia.com

Advertising Sales Account Executive

If you're an ambitious, high-energy self-starter with outstanding people skills, then this is the job for you!

The New Jersey Jewish News, with four editions and a website covering most of Central and Northern New Jersey, has an opening for an Advertising Account Executive. Sales experience preferred but we will train the right person.

Work out of our Whippany office (on Route 10 just east of Route 287) or you can be home based depending on where you live. Flexible hours are possible to accommodate child care, etc. Car necessary.

To apply, send your cover letter and resume to jobs@njewishnews.com EOE

Media Sales

The Witherspoon Media Group is looking for media sales professionals in the Greater New York City area for our existing and new publications.

Responsibilities include: Building and managing a geographical sales territory. Oversee and maintain strong relationships with current and potential sales territories.

Requirements: Sales experience preferred. Strong written/verbal communication skills with a professional attitude.

This is an exciting opportunity for someone who enjoys prospecting, new business development, and wants to be associated with a professional brand.

Please contact: editor@witherspoonmediagroup.com

Multi-Media Sales Consultant

Advance New Jersey, the region's leading provider of local news and information, is looking for experienced sales consultants to represent our print and digital publications. We serve New Jersey and the Lehigh Valley region through more than a dozen trusted newspapers and websites, including NJ.com, The Star-Ledger, and LehighValleyLive.com.

We look for candidates who can work with clients through consultative, needs-based selling to create successful digital and print advertising campaigns. You should have a strong history with the sales process from prospecting to closing, with a proven record of

increasing sales in a competitive marketplace. Solid computer skills are a must, and experience with CRM software is highly desirable.

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