

GOVERNMENT AFFAIRS COMMITTEE MEETING

March 28 • 11 am
Gibbons Law, Newark

NJPA EXECUTIVE COMMITTEE MEETING

April 12 • 3 pm
The Hamilton Manor
30 Route 156, Hamilton

SPRING AWARDS BANQUET

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

NJ PRESS FOUNDATION TRUSTEES MEETING

April 26 • 2 pm
The Hamilton Manor
30 Route 156, Hamilton

NJPA BOARD OF DIRECTORS MEETING

April 26 • 3 pm
The Hamilton Manor
30 Route 156, Hamilton

PRESS NIGHT

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

LEGISLATIVE CORRESPONDENTS CLUB SHOW

May 15
Reception 6-7:30 pm
Show 8 pm
The Hamilton Manor
30 Route 156, Hamilton

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

Your next issue of *InPrint* will arrive in mid-June. The advertising and editorial deadline is May 25.



Polhamus



Solis



Pavlak



Tempera

4 Internship winners named

New Jersey Press Foundation's Summer Internship competition for 2012 has selected four outstanding New Jersey college students as this year's winners. Each student will serve an eight-week paid internship at a NJPA member newspaper.

John O'Brien, director of NJPF, said, "I am very proud of this year's internship class. They were chosen from an impressive field of applicants in a very competitive competition."

This year's winners are:

- Andy Polhamus, from Glassboro, is a junior at Stony Brook University in East Setauket, NY, majoring in journalism. He has worked at the *Philadelphia City Paper* and was a contributor to *The*

Philadelphia Inquirer. Andy said, "An NJPF internship is a way for me to reach the next level. I have spent the last few years in school working on my passion and hoping I can be a part of that special breed that pours blood, sweat and tears into informing the public." Andy will intern at the *Gloucester County Times* this summer.

- Steph Solis will work this summer at *The Home News Tribune*. She is a resident of North Brunswick and is finishing her junior year at Boston University. Steph is a journalism major and the editor of her college newspaper. She wrote, "I've discovered there are hidden truths in the most unsuspected places — like

— *Continues on Page 10*

2012 Kilgore Scholarship awarded

Emily Masters, of Allendale, has won the 2012 Bernard Kilgore Memorial Scholarship. She is a senior at Northern Highlands Regional High School where she is the editor-in-chief of the school paper, *The Highland Fling*, an impressive 20-page newspaper published eight times a year. Emily has been reporting for the paper for four years and previously was a features editor.

The paper's advisor, John Wodnick, said of Emily, "Her outstanding skill in writing, her capacity for relentless effort in pursuit of the truth, and most of all, her commitment to journalism's highest ethical values make her a truly remark-



Masters

able candidate for the Bernard Kilgore Scholarship."

Outside of school, Emily attended conferences conducted by the Garden State Scholastic Press Association and the Columbia Scholastic Press Association.

During her junior year she was accepted into the prestigious Diversity in Journalism Workshop at Syracuse University. She also is a freelance reporter for her local weekly newspaper, NJPA member *The Town Journal*.

"Emily has worked diligently, not only to write about issues discussed at meetings, but also to reveal topics abuzz at

— *Continues on Page 10*

Court: Mistake is not malice in defamation suit

The state Supreme Court ruled recently that a mistake on a newspaper's Page One did not constitute libel or defamation, because it did not reach the threshold of actual malice. Below is NJPA Attorney Lauren James-Weir's overview of the case, *Durando v. Nutley Sun*.

NJPA entered the case in late 2010 as an amicus and appeared before the court to argue orally, led by NJPA General Counsel Thomas Cafferty. Both he and Ms. James-Weir practice with Gibbons Law.

Durando v. Nutley Sun

This defamation action arose out of a "teaser headline" that appeared in the *Nutley Sun*. The headline, which was admittedly incorrect, read "Local men arrested in 'pump and dump' scheme." The headline referred readers to an article on Page 11 of the paper which contained the headline "Local men charged in stock scheme."

In fact, the plaintiffs, Ronald Durando and Gustave Dotoli, were named by the Securities and Exchange Commission ("SEC") as defendants in a civil enforcement action, alleging that they were involved in a "pump and dump" scheme. The plaintiffs in the defamation lawsuit, defendants in the SEC proceeding, were never arrested.

The editor of the *Nutley Sun*, who was responsible for drafting the teaser headline, confirmed that prior to drafting the headline he had read an article in

— *Continues on Page 4*

Senate committee moves two bills on Public Access

A state Senate committee has approved two bills that would make it easier for the public to access government records. If passed by both houses of the state legislature, the bills would increase the scope of the Open Public Records Act and the Open Public Meetings Act.

Bills S1451 and S1452 would expand the types of government agencies subject to both laws and would narrow the type of justifications governments can use to deny information.

"I think these two bills reach the right balance between the public's right to know and the ability of people to actually get the public's business done," said state Sen. Loretta Weinberg (D-Bergen), a sponsor.

Both bills were approved by the Senate State Government, Wagering, Tourism & Historic Preservation Committees by a vote of 3-0, with two abstentions.

The legislation would widen the acts to include independent authorities, improvement authorities, and several quasi-government agencies, including the

— *Continues on Page 4*

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NJPA matters —

Statehouse action

In its early going, the 2012-2013 session of the 215th New Jersey Legislature has kept NJPA's busy Government Affairs Committee even busier.

So far, we have submitted 11 different position papers on various bills of interest or concern to publishers, to their sponsors and to the committees overseeing them. Such NJPA outreach either expresses support for a bill, seeks amendments or, if necessary, simply details our opposition as appropriate.

Among first quarter legislative highlights are NJPA's efforts to work with Sen. Loretta Weinberg, prime sponsor of two critical bills aiming to update and upgrade New Jersey's Open Public Meetings Act (S1451) and Open Public Records (S1452) Act.

Both NJPA Chair Jennifer Borg, *The Record/Herald News*, and NJPA Counsel Tom Cafferty testified in support of the bills on March 5, before the Senate State Government Committee.

Each bill was successfully voted out of committee. Jennifer and Tom continue to offer Senator Weinberg expert input as the bills are being fine-tuned in preparation for further hearings.

On a different matter, the GAC in February sent a letter of concern to Governor Chris Christie highlighting inconsistencies statewide in the release of mug shots, and the prob-



George H. White
Executive Director
NJPA

lems that result. NJPA has proposed a meeting to address this matter cooperatively.

Every other March, after the start of each new two-year session of the state legislature, the GAC holds an extended meeting to assess the situation. This year's meeting is set for March 28. It will be hosted by Tom Cafferty at Gibbons Law, Newark.

At this meeting GAC members will review and discuss all the newly filed bills that may impact the newspaper business and/or government transparency. For such bills, the GAC outlines NJPA's official position, determines what actions may be required, and assigns a level of priority to assist with our bill tracking process.

Public notices

We were all relieved to hear Senate President Steve Sweeney's decision in January to hold the bill that would have let governments post public notices on their own websites, in lieu of publishing in newspapers. Still, our

public notice task force will continue to monitor the situation closely.

We are also undertaking a critical assessment of NJPA's aggregated website — www.njpublicnotices.com — to determine what measures, if any, might strengthen the level of service being provided in posting public notices for NJ's governmental entities and citizens.

Spring awards banquets

Two important dates in April are on tap to honor excellent work by the state's top journalists, photographers, ad representatives and designers — both in print and online.

NJPA's Spring Awards Banquet for advertising and online achievements, takes place April 12, 5 p.m., at the Hamilton Manor, Hamilton, NJ. It's an easy 5 minute drive from NJ Tpk. Exit 7-A at I-195).

NJPA's Press Night, honoring the best in editorial and photography, occurs April 26, 5 p.m., also at the Hamilton Manor.

Both are fun. Take note that the food will be even better this year, and the registration price is even lower. (Deadline March 29.) Come out to both events and help honor our colleagues who are being recognized for their outstanding work. Visit www.njpa.org and click on 'Events' for details and registration forms.

SPRING
Awards
BANQUET

PRESS NIGHT

Honoring the winners of
NJPA's 2011 Advertising and Online contests

Thursday, April 12 • 5-9 pm
The Hamilton Manor
30 Route 156, Hamilton

Early registration
\$79 per person
Savings end March 29

Honoring the winners of NJPA's 2011 Editorial, Online and Photography contests

Thursday, April 26 • 5-9 pm • The Hamilton Manor 30 Route 156, Hamilton, NJ
Early registration \$79 Savings end April 10

Ainsworth appointed to task force

NJPA President Jenny Chciuk, owner/publisher of *The West Essex Tribune*, Livingston, has appointed Brett Ainsworth to the organization's Public Notice Task Force. Ainsworth is owner/publisher of *The Retrospect*, Collingswood. He joined NJPA's board of directors recently as a weekly director.

The task force monitors legislative proposals that would allow government entities to fulfill their legal public notice obligations by posting public notices on their own websites – rather than publishing them in newspapers, as state law requires.

The task force is a subcommittee of the Government Affairs Committee and its job is to recommend strategy on the topic to the GAC, as well as to NJPA's officers and board.

The task force now comprises Co-chair Stephen Borg, North Jersey Media Group; Co-chair Rich Vezza, *The Star-Ledger*; Brett Ainsworth, *The Retrospect*, Collingswood; Richard Diamond, GAC chairman, *The Star-Ledger*; Tom Donovan, *Asbury Park Press/Gannett NJ*; and Ray Worrall, Worrall Community Newspapers, Union.

NJ Herald moves printing to NJMG

On April 2, the *New Jersey Herald*, Newton, will move its printing to North Jersey Media Group's facilities in Rockaway.

NJMG, owner of *The Record*, *Herald News* and more than 45 weekly papers, also prints *USA Today*, Gannett's Westchester-Rockland newspapers, and many other newspapers.

Herald Publisher Jack Findley said that the efficiencies to be gained by running on state-of-the-art presses made continuing to print at the *Herald's* plant unfeasible.

"Our printing will be done at a modern facility and will consume less newsprint and ink," he said.

"We will serve our advertisers better with superior color reproduction on every page. These presses will run much faster, giving our subscribers better delivery, as well."

"The difficult part is having to lay off dedicated employees," he

People & Papers

Joe Owens will manage South Jersey Media Group

Joseph P. Owens is the new interim general manager of South Jersey Media Group.

Owens, who has been with *The Express-Times* of Easton, Pa., since 1995, begins the new job this month, said Martin Till, president of Penn Jersey Advance, which operates both groups.

Owens will oversee three daily newspapers – the *Gloucester County Times*, Woodbury; *The News of Cumberland County*, Bridgeton, and *Today's Sunbeam*, Salem – as well as a weekly in Washington Township, Gloucester County, and their relations with their online affiliate, nj.com.

Former NJPA board member Frank Gargano is retiring as publisher of South Jersey Media Group. Gargano, a resident of Sicklerville, worked at the company for 36 years, 11 as publisher.



Owens



Deegan

Owens, 49, began his career as a copy boy at the *Philadelphia Bulletin*, his hometown newspaper. He was a reporter and editor at *The Times Herald* in Norristown, Pa., for 13 years.

He became editor of *The Express-Times* in 2001.

Owens plans to relocate later this year.

Replacing Owens in Easton will be Jim Deegan, 44, of Palmer Township, Pa.

Till said Deegan, managing editor of *The Express-Times* for nearly 11 years, was the only person he interviewed.

"He is as good as it gets," Till said. "He really gets local news. That's our franchise, that's what we do best."

Deegan began his career at *The Times Herald* in Norristown, Pa., as a police and city hall reporter from 1988 to 1994.

a past president of NJPA.

"We welcome *New Jersey Herald* to our family of print partners," said Bob Konig, VP of Operations for NJMG.

"Our philosophy when it comes to handling production for other publishers is to 'treat them like our own.'"

The Herald, founded in 1820, is owned by Quincy Newspapers, Inc. of Quincy, Illinois.

Record wins top sports, travel awards

It's awards season again, with writers at *The Record* winning big for their sports reporting and travel section.

The Associated Press Sports Editors (APSE) listed Bob Klapisch in the nation's top five sports columnists for *The Record's* circulation category for 2011. This is his fourth consecutive top 10 win and his second time in the top five.

Tara Sullivan finished in the top 10 for her column and Jeff Roberts finished in the top 10 for beat writing.

Travel awards

The North American Travel Journalists Association (NATJA) bestowed eight awards for 2011 work on *The Record's* Travel section and its travel writer Jill Schensul.

Schensul received three gold

Martin (Marty) Gottlieb is *The Record's* new editor.

Since 2008, Marty has been global editions editor of *The New York Times*, overseeing editorial operations for the Paris- and Hong Kong-based *International Herald Tribune*.

He helped guide the paper's redesign, the merger of its website with nytimes.com.

He also worked on several important investigative projects, including an effort that prosecutors credit with leading to the apprehension of Europe's most notorious war crimes suspect.

Gottlieb worked at *The Record* from 1971 to 1973, covering River Edge, Oradell, New Milford, Fort Lee and Edgewater, and finally, the Meadowlands. Then he worked for the *Daily News*, *The Times*, the *Village Voice*, again at

the *Daily News*, and back to the *Times*.

He has won many awards and received multiple Pulitzer Prize nominations.

Gottlieb has taught journalism at Princeton, Columbia, and NYU, among others.

He holds a bachelor's degree from Queens College and a master's from Columbia Journalism School.

"I am so excited about Marty joining *The Record*," said Publisher Stephen A. Borg. "He is a real pro whose experience and stature will elevate us to the next level."

Malcolm Borg, chairman of North Jersey Media Group, said, "It's simply wonderful getting Marty back with us. He knows what *The Record* stands for: aggressive, honest reporting with the highest ethical standards."



Gottlieb

GPM president named

Veteran newspaper executive Michael G. Jameson is the new president and general manager of Greater Philadelphia Media (GPM), a division of Calkins Media Inc.

In this role, Jameson will oversee Calkins's award-winning GPM properties, the *Burlington County Times*, the *Bucks County Courier Times*, *The Doylestown Intelligencer* and PhillyBurbs.com.

He starts on March 29. "Mike is a uniquely gifted leader," said Mark G. Contreras, CEO of Calkins Media Inc. "He has consistently lifted institutions and employees to new levels of performance in a variety of settings."

Jameson joins Calkins from E.W. Scripps Co., where he was president and publisher of the

Anderson Independent-Mail in South Carolina. Prior to that, Jameson was president and CEO of Tucson Newspapers, a partnership owned by The Gannett Co. and Lee Enterprises.

A native of Boston, Jameson has worked in newspapers for more than 30 years.

He started in 1979 as an ad representative at the *Gloucester Daily Times*, in Massachusetts, and he has worked at papers in Connecticut, Kentucky, New Hampshire, and Wisconsin.

Jameson earned his bachelor of arts degree from the University of Massachusetts.



Jameson

Do you get NJPA Notes

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

Don't miss out!

To request your copy, email: clangle@njpa.org Please include "NJPA Notes" in the subject line.

Hotline answers your legal questions

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

Q A number of local school boards are contemplating moving their elections to November. The question has arisen whether budgets will still need to be published.

A Yes – “The budgets will still need to be published. The requirement for budget publication is in a statute separate from the one establishing elections.”

Q May a municipality with a population of approximately 2,200 residents limit the hours when an OPRA request may be submitted?

A Yes. N.J.S.A. 47:1A-5 provides that in the case of a municipality with fewer than 5,000 residents, the municipality shall permit inspection, examination and copying of government records during not less than 6 regular business hours over not less than 3 business days per week.

Q May a newspaper promote that a portion of the cost for classified pet ads is donated to the SPCA?

A Provided the newspaper promotes the placement of the classified ads/pet photos by saying something to the effect that “a portion of the proceeds received will be donated by the newspaper to the SPCA,” there should be no problem.

The goal is to make sure that the public knows that it is the newspaper’s charitable deduction to take and not that of the person who places the ad.

In that same vein, if someone calls and asks what percentage the paper is donating, it is fine to tell the caller. Just be sure that the caller understands that he or she is not permitted to take the charitable deduction because the newspaper is taking it.

Q Can a restaurant without a liquor license advertise a free glass of wine for Mother’s Day?

A I believe this proposed advertisement presents two problems. First, distribution of an alcoholic beverage by a restaurant, even without a charge, may well be perceived as a sale, and, thus, places the restaurant in

violation of the liquor licensing laws. Second, there is specific regulation that prohibits the sale of liquor below the cost price.

Q Can we use the words “raffle” or “tricky tray” in an ad if all other necessary info is there? Can we run news articles publicizing raffles or tricky trays?

A N.J.S.A. 5:8-63 prohibits the advertising of the location, time or prizes of any games of chance. I simply don’t see how, in light of this statute, one can advertise any game of chance containing the prohibited information. That said, nothing prohibits you from writing a news story.

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.

*phone: (973) 596-4863
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Mistake is not malice

Continues from Page 1

The Record concerning the SEC enforcement action. That article did not assert that the defendants in the SEC proceeding had been arrested. The “teaser” in the *Nutley Sun* pointed readers to an otherwise correct news story on Page 11 which described the \$9 million civil fraud charge.

The editor testified that he did not recall why he chose the word “arrested” for the headline. Although the actual story described a civil case, the editor testified that until he received an email from plaintiffs’ attorney it did not occur to him that he had erred. While admitting that he made a mistake in using the word “arrest,” the editor stated that he had no doubts about the headline’s accuracy when he wrote it.

The trial court dismissed the libel claims because plaintiffs had failed to demonstrate sufficient evidence of concrete reputational damages, leaving only their false light claims. Ultimately, the trial court dismissed on Summary Judgment the false light claims, citing a lack of proof of actual malice, i.e., knowledge of falsity or a high degree of awareness of probable falsity. The existence of actual malice is subjective, not objective, and requires sufficient evidence that the defendant, in fact, entertained serious doubts as to the truth of the publication. The Appellate Division affirmed this dismissal and the Supreme Court granted certification to decide the following issue:

Did plaintiffs in this defamation action provide evidence sufficient to survive summary judgment that the inaccurate headline was published with actual malice? In answering

this question in the negative, the majority opinion of the Supreme Court noted that the free speech clause in the New Jersey Constitution provides enhanced protection over that provided by the First Amendment to speech touching on matters of public concern and interest. New Jersey has accorded speech in this area the protection of the actual-malice standard in recognition of the societal benefit in robust and uninhibited debate on such matters. Proof of actual malice must be established by clear and convincing evidence.

In reviewing the Summary Judgment record before it, the Court concluded that the editor was “...undoubtedly careless.” The Court further observed that the facts supported the view that the actions of the defendant evidenced a mistake.

The SEC complaint, describing a “pump and dump” scheme bespoke of criminality. The editor had a busy schedule, including reading hundreds of items each week. The night the editor wrote the “teaser” was the most hectic night of the week. Finally, plaintiffs were not named in the teaser. Their names surfaced only after a reader turned to Page 11 and read the article itself. Based on this record the Supreme Court concluded that there was insufficient evidence of actual malice.

The Court aptly noted that the defendants “... can only take grim satisfaction with the outcome,” given the obviously careless reporting present. However, the defendants and all media can take great satisfaction in the Court’s strong affirmation of the principle that mistakes, as opposed to calculated falsehoods, are inevitable in the area of free speech and that those mistakes, when the speech concerns public officials, public figures and matters of public interest and concern, should not give rise to liability lest speech be chilled.

Justice Hoens, joined by Justice LaVecchia, dissented, asserting that the majority opinion failed to appreciate the role of a front page teaser; failed to apply the ordinary standard for summary judgment of viewing the evidence in a light most favorable to the non-moving party and, finally, created a new standard raising even higher the bar a plaintiff must overcome to sustain such a claim.

2 Public Access bills advance to Senate

Continues from Page 1

state League of Municipalities.

One of the bills (S1451) would also require the government to disclose the names of those who review charter school applications. The state Department of Education had held those names back until November, after the ACLU sued to get them.

The other bill (S1452) narrows the definition of “advisory, consultative or deliberative material,” which is sometimes cited as a reason for denial of an Open Public Records Act request. The bill defines it as “recommendations, and deliberations comprising part of a process by which public agency decisions and policies are formulated.”

State Sen. Barbara Buono (D-Middlesex), who sponsors S1452 along with Weinberg, said Gov. Chris Christie’s administration used that language to stymie her requests for information on how the state lost its chance at a \$400 million federal “Race to the Top” education grant.

“I was blocked time and time again,” said Buono.

Tom Cafferty, general counsel for NJPA, said recent case law has made it necessary to update the open government bills.

“We support the bills wholeheartedly. We believe they are a terrific advancement,” he said.

But John Donnadio, executive director of the N.J. Association of Counties, said some provisions will mean more expense for governments. He said Hudson County had concluded

that just requiring government subcommittees to keep minutes would cost \$50,000 a year.

League of Municipalities Executive Director Bill Dressel objected to his group being subject to the laws.

“We strongly oppose the inclusion of any association or organization that does not exercise a government function or authorize the use of public funds,” he said.

Cell phone details must stay public

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

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

formation from becoming public.

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

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

borough, according to the court.

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

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



NJNN Update

Amy Lear
Director
New Jersey Newspaper Network

Refresh, get creative!

I had an opportunity to disconnect from the digital world recently, on a long weekend at the beach. Though I had brought along my iPad, the iPhone was all I needed for my down-time survival tips (directions, weather, food options), and I remained virtually free from “connectivity” for a few days.

Sometimes a short break from constant electronic message bombardment is all it takes to make one pause and remember the strengths of old standards.

I'm talking about newspapers!

No, the printed newspaper is not shiny and new. It doesn't light up, play music, take pictures, or pay for your cup of Starbucks coffee.

But if you step back and think about what it does do, the newspaper is still an amazing communication device, packed with content that readers trust and crave. Daily newspapers reach nearly one-third of New Jersey households on an average weekday, and 40% on an average Sunday. In a state with 3.2 million households, total distribution of New Jersey weekly newspapers exceeds 2.5 million!

Smart advertisers invest in that powerful reach.

In January, for example, the New Jersey Lottery punched the pages of daily newspapers with a double-truck ad (see image at top right) – a bursting big red graphic across a 2-page spread – to introduce their new Powerball message. Kudos to the ad agency, Brushfire, for this creative use of the newspaper medium.

Kudos, as well, to our own Catherine

Langley, NJPA's communication manager, for her design (at middle right) of a cute and effective small promotional ad, that secured a new advertiser for NJPA's statewide 2x2 network in the very first week it was published.

From the big and boisterous to the small but powerful, newspaper advertising can be just as smart as we make it, and certainly as smart as those handy “connective” gadgets with which we all seem so smitten.

Get more ideas at awards banquet

For more good ideas, remember that the “best of the best” newspaper advertising entries will be showcased next month at NJPA's annual Spring Awards Banquet.

I looked through our archives to find at least one more good example of a creative idea to heighten the anticipation of this annual event.

How about this winner from 2007 (image at bottom right)? This first-place award recipient in the Retail contest was submitted by *The Montclair Times*, Community Newspapers of North Jersey Media Group. (Hmmm...my name is Amy; if only I knew a Larry...)

I hope to see many of you at the banquet on April 12. In the meantime, get those creative ideas in synch because, even after all my enthusing about print, remember...we're Not Just Newspapers Now.

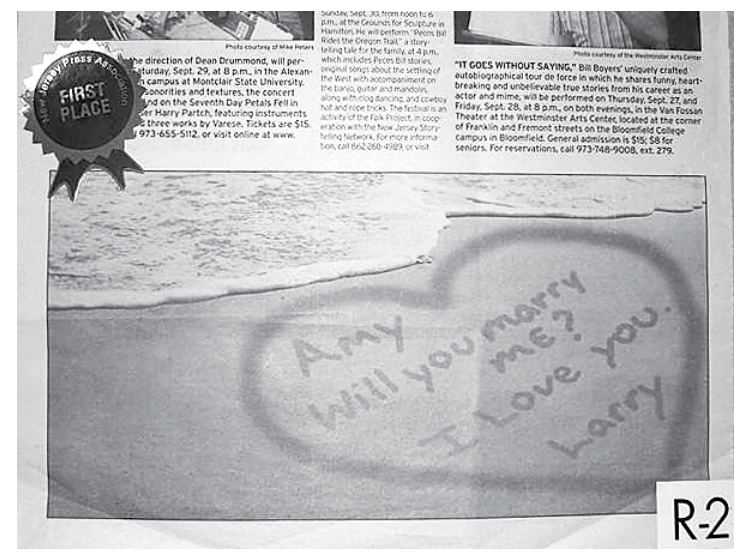
GREAT IDEAS come in all shapes and sizes, from the 2-page spread at the top of this page to the little gem in the middle. And as the example at right proved to me, there's something about newspaper advertising that just seems to be calling your name.



small but powerful

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Contact this newspaper for more information or Diane Trent, New Jersey Press Association 609-406-0600, ext. 24 • dtrent@njpa.org



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Obituaries

Henry 'Hank' Soulen, 69

Henry J. "Hank" Soulen, a longtime advertising representative and manager for the *Hunterdon County Democrat* and NJN Publishing, passed away suddenly on Feb. 1, 2012, at St. Mary Medical Center in Langhorne, Pa. He was 69.

Soulen joined the *Democrat* in 1995 as manager of the retail advertising staff.

Later he held various sales positions including major accounts. He retired at the end of 2010.

He came to the *Democrat* from the *Times Herald* of Norristown, Pa., where since 1987 he had been advertising manager.

Prior to that, Soulen managed major accounts for the *In-*



Soulen

telligencer in Doylestown, Pa. He also served as ad director of the *Montgomery County (Pa.) Record* and advertising manager for the *Bucks County Courier Times*. He began his newspaper career in sales for the *Times Herald*.

Raised in Phoenixville, Pa., Soulen attended St. Joseph's Prep and the Pennsylvania Academy of Fine Arts, both in Philadelphia.

He is survived by his wife, Suzanne L. (nee Colter); seven children and eleven grandchildren; and his stepmother, Harriet Soulen.

Memorial donations can be made to St. Jude's Children's Research Hospital, Box 1000, Dept. 142, Memphis, TN 38105.

Chuck Newman, 79

Philadelphia Inquirer Staff Writer Chuck Newman, who died Nov. 2, 2011 of a heart attack at age 79, was the sportswriting equivalent of the Stanley Cup-winning Flyers hockey teams he covered in the mid-1970s – aggressive, feisty, confrontational, strong-willed and tough.



Newman

Others could craft the flowery prose. Newman's gift was gathering information, working the phones, asking the difficult questions. What interested him was getting the story first, sorting out the facts from the fluff, grasping what was happening beneath the surface.

Covering hockey, USFL football and Big 5 basketball, among

many other sports in his 33 years at *The Inquirer*, Newman was as likely to provoke the teams and people he covered as praise them. He relished being a thorn in the side of Philadelphia sports icons.

He could be just as tough on his editors and fellow reporters.

Long past his retirement in 2001, he was firing off e-mails chastising the sports department he loved and suggesting stories it should be pursuing, many of them on his pet themes.

But as critical as he often was of editors, he understood the important role they played, especially after he became one himself in 1989.

Louis Lambert, 57

If Louis Lambert were reading this, the first thing he would say is "call me Lou." He hated anyone calling him Mr. Lambert.

The 57-year-old circulation manager for *The Commercial Appeal*, Memphis, died on Feb. 23.

He worked at two newspapers before joining *The Commercial Appeal*, including *The Press of Atlantic City*.

While in New Jersey, Lambert was an active member of NJPA's circulation committee.

It didn't matter if he knew you two years, two weeks, or two days, anyone who crossed his path got a hardy "hello," a big smile, and the question: "Do you read *The Commercial Appeal*?"

His love of people was obvious. His love of the newspaper was infectious.

He joined *The Commercial Ap-*



Lambert

peal in 2006 as consumer sales and marketing manager. Within a year he was being honored by Publisher Joe Pepe for "extraordinary effort, dedication and creative approach."

"He was easily the most loved person at the paper," said Karl Wurzbach, vp of sales and marketing.

Lambert was born in Philadelphia, graduated from high school in Buffalo, N.Y., and from Villanova University with a degree in business marketing.

He is survived by his wife Marlynn, his daughter Dawn Marie, his son Louis III, his grandson, Louis IV, and the mother of his children, Deborah Gabris.

A funeral service was held Feb. 28. Memorial contributions may be made to St. Jude Children's Research Hospital.

Bernard Schraer, 77

Former advertising executive for *The Record*, Bernard W. Schraer Sr., died Dec. 4, 2011 in Las Vegas. He was 77.

Schraer graduated Dickinson High School in Jersey City in 1952, and attended Columbia University.

He began his career as an ad messenger for the *Hudson Dispatch* in Jersey City.

In 1960 he joined *The Record* and enjoyed a 29-year career in sales and management, including a stint as ad director. He retired in 1988.

Schraer also enjoyed a 33-year career in the U.S. Naval Reserve,

retiring in 1985 as a Quarter Master Chief Master.

He is survived by his wife Consuelo Schraer of Las Vegas; his brother Richard of Westlake, CA; his son Bernard Jr. of Manalapan; his daughter Lisa of Mahwah; his son Raymond of River Vale; and four grandchildren. His previous wife of 37 years, Ana, passed away in 1997.

A service was held Dec. 18. Memorial donations can be made to the Navy-Marine Corps Relief Society, 875 Randolph St., Suite 225, Arlington, VA 22202 or online at <http://bit.ly/rMH-K1M>.

PLEASE SEND YOUR NEWS TO INPrint
 Email news about your employees, staff promotions, new products, community involvement and other interesting projects to Catherine Langley: clangley@njpa.org.

Book weighs effects from digital media

A new book by an NJPA director explains how digital media are changing the ways we communicate.

"Converging Media: A New Introduction to Mass Communication," Third Edition, by John V. Pavlik and Shawn McIntosh (Oxford University Press), uses the technologies we employ every day to explain our current media environment and to project where we may be headed.

In addition to being an NJPA director as an associate member, Professor Pavlik chairs the Department of Journalism and Media Studies at the School of Communication and Information, Rutgers, the State University of New Jersey. Co-author McIntosh is a lecturer in strategic communications at Columbia University's School of Continuing Education.

Rather than discussing each media industry in isolation, the book shows how print, visual, and audio media relate to and influence one another in a dynamic relationship between converging and traditional formats.

The revised and updated third edition gives readers an immediate frame of reference as they learn about the historical development of mass communication and social media. It integrates ethics and global perspectives throughout, with interesting stories and timely photos that relate chapter content to the overarching theme of media convergence.

The book offers lighthearted media quizzes, discussion questions, and updated reading lists with every chapter. Special materials for instructors make the book even more valuable for those teaching courses in introductory mass communication.

For more details, email jvpavlik@gmail.com

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New Jersey Press Foundation

John J. O'Brien
NJPF Director

The busy season...

Spring may be a good time for some people to stop and smell the flowers, but not here in the office of the NJPF. Spring is our busy season! Here's the lineup...

- Our New Jersey College Newspaper Contest is in full swing. This year's awards are based on content of college newspapers published between March 1, 2011 and Feb. 28, 2012.

Newspapers may submit three entries for each of the 12 contest categories and one entry for each of the two newspaper categories. That's a total of 38 possible entries per collegiate newspaper.

Newspapers from four-year and two-year colleges are judged as separate divisions with separate awards presented to each. Last year we had more than 300 entries, so you know that judging this competition is no easy matter.

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

- We have just finished judging our annual NJPF Summer Internship Competition. Collegiate journalists apply for an 8-week paid internship at an NJPA member newspaper, and the number of applications was up over last year, which is an encouraging sign.

You can read more details elsewhere in this issue, but this year's winners are: Andy Polhamus, from Glassboro, a student at Stony Brook University (SUNY), who will intern at the *Gloucester County Times*; Steph Solis, of North Brunswick, who is a junior at Boston University and who will intern at *The Home News Tribune*; David Pavlak, from Bloomingdale, a student at Rider University who will spend his summer working at North Jersey Media Group; and Jackie Tempera, a sophomore at Emerson College (Boston) who will be interning at the *Asbury Park Press*.

- The deadline for our annual Bernard Kilgore Memorial Scholarship completion was Feb. 15. This year's winner is Emily Masters a senior at

Northern Highlands Regional High School in Allendale.

By winning the 2012 Kilgore Scholarship, Emily also becomes the Garden State Scholastic (high school) Press Association's Journalist of the Year. As such, she is automatically entered in a competition for the National High School Journalist of the Year. The folks at GSSPA are always integral in helping NJPF make this competition a success.

The scholarship is named for Bernard Kilgore, often called the father of the *Wall Street Journal* and its parent corporation, Dow Jones and Company. Mr. Kilgore also was responsible for making the *Princeton Packet* one of the most successful weekly newspapers in America.

More awards ahead

- Later this spring, the foundation will be awarding the first Mac Borg New Media Internship to a college student from New Jersey who is eager to explore a career in digital media. Applications are already arriving, so it is shaping up to be a big success in its inaugural year.

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

The Isaac Roth Scholarship for Newspaper Carriers was established in 1926 by the estate of Mr. Roth. He was a former youth carrier for the now-defunct Newark Daily News who became extremely successful in various businesses throughout his life and always credited his work ethic and success back to his days as a newspaper carrier. He wanted current and future carriers to gain from his good fortune. The NJPF Trustees will be modifying this competition slightly this year. Details will be available soon.

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

As I said earlier, these are busy days at your foundation. Let me know if you want to assist us with the judging. Like most non-profit organizations, we always need volunteers and they are always welcome!

Ways to sharpen your photo skills

"Expert tips, good lunch... and awards!" says John O'Brien, NJ Press Foundation director. "Join us at this terrific event."

Journalists of all ages are invited to join the collegiate press at a photography seminar on Saturday, April 21. Stay for lunch too and help celebrate outstanding college journalists at the annual awards presentation.

Students pursuing journalism careers already know that they will have to combine text with audio, video and images to tell their stories. They will become multimedia producers, photographers, and videographers in addition to reporters.

That's a lot on your plate!

To help you cut through the mysteries of still and video photography, a true professional will offer tips and advice at the annual New Jersey Collegiate Press Seminar and Awards Presentation, on Saturday, April 21 from 10 a.m. to 2 p.m. at the Courtyard by Marriott Cranbury-South Brunswick, 420 Forsgate Drive, Cranbury, just off NJ Turnpike Exit 8A.

Taking better photos

Speaker Nat Clymer is a respected photographer and educator. He has worked as a staff photographer and as chief photographer for several newspapers in the Garden State, and now he owns and operates Nat Clymer Photography, LLC.

His clients include major institutions and Fortune 500 companies throughout the Northeast. He also teaches photojournalism in the department of Journalism and Media Studies at Rutgers University.

Nat will spend the morning discussing what sets professional photographers apart from most other shooters. Things like:

1. Number of images they take
2. Building an honest relationship with their subjects
3. Number of images they take
4. A level of comfort with their tools so that they can "break the rules"
5. Number of images they take
6. The level of perfection that they push themselves toward
7. Number of images they take
8. Seeking details that tell a totally different story than the clichéd approach
9. Did I mention the number of images you take?
10. The concept of KISS

Other than taking more images, what can new media journalists do to improve their work?

1. Learn the basic elements of composition
 - What attracts the viewer's eye?
 - The rule of thirds
 - Leading lines
 - Using negative space
2. Begin to assess the images around you every second of every day!
3. Study the ones that you like and that have an impact on you
4. Try to reverse-engineer those images

Awards luncheon

Following lunch at noon, awards will be presented to the winners of the 2011-2012 New Jersey Collegiate Better Newspaper Contest.

Tickets are \$22, which includes the luncheon. Please register by Friday, April 13. For more information, go to www.njpa.org and click on 'Events' or call John O'Brien at (609) 406-0600, ext. 13.

"We are looking forward to a great turnout of student journalists and advisors," O'Brien says.



Every little gift adds up!

Your donation to New Jersey Press Foundation supports programs like the Summer Internship • www.njpressfoundation.org/giving

Aumente helps Egyptian journalists

Egyptian journalists explored investigative journalism techniques and visited in New York City with major news media in a program conducted by Jerome Aumente, Rutgers University Professor Emeritus.

The sessions with the Egyptian journalists were in mid-December and the conversations with the journalists, now back in Cairo, and with the American Embassy for possible follow-up programs are ongoing.

The journalists from print, broadcast, and online news media in Egypt shared their experiences with top editors, reporters, and administrators from NBC News, the Associated Press, *The New York Times*, ProPublica, and Bloomberg News for first-hand discussions of enterprise and investigative reporting. The visits were part of a program organized by Meridian International Center with support from the U.S. State Department.

"The print, broadcast news media and Internet websites are



EGYPTIAN JOURNALISTS with Diana Henriques, senior investigative business writer for *The New York Times*, and Jerry Aumente, center, after a session on investigative reporting techniques.

playing a critically important role in helping Egypt move from the initial revolution, ignited in Cairo's Tahrir Square, to a full-fledged democracy and rule of law," Aumente said. "We need to do everything we can to have these journalists survive and flourish."

Aumente, who is Distinguished Professor Emeritus and Special Counselor to the Dean

in the School of Communication and Information at Rutgers University, is also exploring with the Egyptian journalists their interests in establishing follow-up, investigative training and exchange programs in Cairo, as well as assistance to online news reporting sites in Egypt – which played a key role in the country's uprising against the Hosni Mubarak regime.

Summer internships awarded

Continues from Page 1

budget cuts at my local high school and a university professor failing to perform her duties. I am reminded that journalism revolves around finding the truth and sometimes righting the wrongs by exposing them."

• North Jersey Media Group will be home to David Pavlak this summer. He lives in Bloomington and is a junior at Rider University in Lawrenceville.

David is a journalism major and is sports editor of his college newspaper, *The Rider News*. In addition to attending school, he is interning with the Philadelphia Flyers of the National Hockey League. David said, "I like the challenge and quick-moving pace that newspaper writing gives me."

• Jackie Tempera will spend her summer "down the shore" at the *Asbury Park Press*. She is

a resident of Colts Neck and is wrapping up her sophomore year at Emerson College in Boston. Jackie is a journalism major and assistant news editor of her college newspaper, *The Berkeley Beacon*.

Previously she served an internship at NJPA member newspaper, *The Coast Star*. She also spent a summer working for Gannett at a hyper-local news site in Freehold.

Williams in Hall of Fame

Longtime sportswriter Tom Williams has earned the Distinguished Service Award of the Al Carino Basketball Club of South Jersey, along with induction into its Hall of Fame.

Williams writes for Catamaran Media's 13-paper chain, covering Ocean City High School and Cape-Atlantic League sports. He is also an award-winning play-by-play broadcaster of high school football and basketball, and has been dubbed N.J. Sportscaster of the Year seven times by the National Sportscasters and Sportswriters Association.

In January, Williams was hon-

ored for 50 years as a sportswriter, at a benefit for the Edythe T. Selvagn Memorial Scholarship Fund, which aids graduating high school seniors. (To donate, call 383-8994 ext. 333.)



Williams

Williams began his career at the *Ocean City Sentinel-Ledger*. He has also covered South Jersey sports for *The Philadelphia Inquirer* and the Camden *Courier-Post*.

In 1996 he created the Prime Events Girls Basketball Shootout, an annual showcase for top teams.

He directs the Ocean City PBA Tip-Off Classic, an annual boys and girls basketball event.

Kilgore scholarship award

Continues from Page 1

the school that few outsiders would have any idea about," said *Town Journal* Editor Kipp Clark.

In applying for the scholarship, Emily wrote, "After all of my experiences so far, I can't think of anything more rewarding to do with my life than pursuing a career in journalism."

Her college choices thus far are Ithaca College, Syracuse University, American University, and the University of North Carolina.

The award will be presented to Emily on April 26 at the annual NJPA Press Night Dinner honoring journalists from throughout the state.

The Bernard Kilgore Scholar-

ship is made possible through gifts to the N.J. Press Foundation by the Kilgore family and friends, *The Princeton Packet*, and the Dow Jones Foundation.

Bernard Kilgore was the dominant figure at *The Wall Street Journal* and its parent corporation, Dow Jones and Co., Inc., for more than a quarter century. He died at age 59, in 1967, having guided the *Journal* from a small financial newspaper into the nation's only national daily. In 2000 he was named Business Journalist of the Century.

Kilgore believed that the newspaper business must identify and encourage talented writers and editors in order to remain strong and profitable.

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E-mail cover letter and resume to dtrent@njpa.org or fax to (609) 406-0300. E-123012

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- Update various newspaper personnel lists and other information databases.
- Assist NJPA Communications Manager and Ad Director with collection and verification of member newspaper ZIP Code circulation distribution.

Additional duties:

- Assist with accounting reports and tearsheet filing.

Requirements/qualifications:

- Must have valid transportation and be available to work at the West Trenton office a minimum of 8 hours per week.
- Knowledge of MS Office – especially Excel. Experience with Access databases and Adobe InDesign helpful, but not required.
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Please email changes to Catherine Langley at clangley@njpa.org

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