

# IMPRINT

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Vol. 23 • Issue 4

New Jersey Press Association • www.njpa.org

WINTER 2012

## BETTER NEWSPAPER CONTEST DEADLINE

January 11

4 pm — Entry forms, payments & mail-in entries must be received at NJPA's office  
11:59 pm — Contest website will close

## GOVERNMENT AFFAIRS COMMITTEE MEETING

January 15 • 11 am  
teleconference

## NJPA EXECUTIVE COMMITTEE MEETING

January 10 • 11 am  
teleconference

Webinar:

## CLASSIFIED OUTBOUND CALLING — REVENUE THAT STICKS!

with Janet DeGeorge of Classified Executive Training & Consultant  
January 16 • 12 noon-1 pm

## NJPA BOARD OF DIRECTORS MEETING

January 24 • 10:30 am  
NJPA, West Trenton

Webinar:

## IN CYBERSPACE, NO ONE CAN HEAR YOU SCREAM: Trademarks, Copyrights and the Internet

with David Nelmark of Belin McCormick, PC  
January 24 • 12-3 pm

## ADVERTISING SPRING AWARDS BANQUET

April 11 • 5 pm  
The Hamilton Manor

## COLLEGE PRESS AWARDS BANQUET

April 20 • 10 am  
Courtyard by Marriott, Jamesburg

## PRESS NIGHT AWARDS BANQUET

April 25 • 5 pm  
The Hamilton Manor

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



THE ASSOCIATED PRESS

**ICONIC IMAGE** of the Seaside Heights roller coaster shows the damage caused by Hurricane Sandy. In the storm's wake, individuals and press associations across the county have donated to NJPF's relief fund.

## NJPA fund is offering Hurricane Sandy relief

NJPA members that suffered property damage or loss due to Hurricane Sandy are encouraged to apply for help from NJ Press Foundation's Hurricane Sandy Relief Fund.

The form is on NJPA's website: [www.njpa.org/hurricanesandy/ReliefApplication.pdf](http://www.njpa.org/hurricanesandy/ReliefApplication.pdf)

"Newspapers across our state face severe losses of their offices and equipment, while some of their employees have lost homes and personal belongings or suffered major damage," said New Jersey Press Association President Jennifer C. Chciuk, *The West Essex Tribune*. "Our association is ready to assist our members in this time of crises."

New Jersey Press Foundation President Jennifer Borg, North Jersey Media Group, said, "We have established our Hurricane Sandy Relief Fund to help these distressed newspapers, most of whom have managed to provide their communities outstanding

hurricane journalism despite the unimaginable upheaval."

To kick off the fund, the trustees of NJPF authorized a \$5,000 seed contribution. Thanks to contributions from individuals and other press associations, the fund now totals more than \$15,000.

Newspaper people are encouraged to help spread the word to their staffs, colleagues, readers, website visitors and others in the industry.

For those who want to help, here's how to contribute:

- Donate online at NJPF Hurricane Sandy Relief Fund: [www.njpa.org/hurricanesandy/make-donation.htm](http://www.njpa.org/hurricanesandy/make-donation.htm). It's secure and easy.
- Mail checks to "NJPF Hurricane Sandy Relief Fund", New Jersey Press Association, 840 Bear Tavern Road, Suite 305, West Trenton NJ 08628

For more information, go to [www.njpa.org/hurricanesandy](http://www.njpa.org/hurricanesandy).

## NJPA elects 2013 officers, directors

Hurricane Sandy derailed plans for NJPA's annual meeting that was to have been held on Friday, November 9, but the association still moved forward with elections of its 2013 officers and directors.

Ballots were distributed to members by email and the results are in:

Jennifer Cone Chciuk, *The West Essex Tribune*, was elected chairman of the board. Keith Dawn, *The Press of Atlantic City*, was voted in as president of NJPA.

Other elected officers are Steve Parker, Recorder Community Newspapers, as 1st vice president (representing non-daily publications); Stan Ellis, *Burlington*

*County Times*, as 2nd vice president (representing dailies); and Richard Vezza as treasurer.

Bruce Tomlinson, *New Jersey Herald*, was elected to fill Ellis' unexpired term as director. Tomlinson previously served on NJPA's board, including as president.

Re-elected to new two-year terms are Jim Flachsenhaar, *Asbury Park Press*; Tom Donovan, Gannett NJ; Mike Lawson, Community Newspapers of North Jersey Media Group; and Brett Ainsworth, *The Retrospect*.

Continuing on the board are Bill Murray, *The Trentonian*, Ben Cannizzaro, Greater Media Newspapers, and Joe Gioioso, NJN Publishing.



Chciuk



Dawn



Parker



Ellis



Vezza



Tomlinson

## Contest now open for entries!

It's time to choose your best news articles, ads and photos from 2012 and enter them in NJPA's Better Newspaper Contest. The rules were emailed to publishers and managers, and they are available on the NJPA's website: [www.njpa.org](http://www.njpa.org)

Deadline for entries is Friday, January 11. Mail-in entries, contest entry forms and payments must be received at NJPA's office in West Trenton by 4 p.m. that day. The contest website will remain open until 11:59 p.m. to finish uploading entries.

# INPRINT

PUBLISHER George H. White EDITOR Catherine Langley

A PUBLICATION OF

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## Join NJPA on Facebook

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

## NJPA matters —

# Year in review

For the second year in a row, NJPA will finish its fiscal year (ending 12/31/12) in the black. Moving forward, it's imperative that this becomes the new trend. The board and staff are deeply committed to making it so.

NJPA's three pillars of member-service emphasis are being strengthened:

### Government Affairs

NJPA's active Government Affairs Committee continues tracking over 700 bills that would or could impact open government and/or the news business.

In 2012, Princeton Public Affairs Group's David Smith provided invaluable assistance helping NJPA effectively address bills we oppose, or seek amendment to those needing some revision before passage. He's participating on the Government Affairs Committee monthly teleconference and is superb at helping us connect the many dots necessary to effectively represent NJPA's positions on bills moving along.

We are now at the midway point of the Legislature's 2012-2013 two-year session. If you're interested in seeing a complete report of the bills we track daily, please let me know.

### Ad Networks

Yes, revenue for NJPA members and alternative-dues revenue for NJPA is another of the pillars.

NJNN Director Amy Lear runs an increasingly smaller shop, yet she and her team do amazing things. This team of three will finish the year ahead of plan for NJNN's display ad network, ahead of plan for SCAN (Statewide Classified Ad Networks), and under plan for the soft 2x2 Ad Network program.

For 2013, we expect to introduce some innovative ad network packages, and continue improving our digital ad planning & placement capabilities. In January, we expect to introduce some inexpensive upgrades to NJPA's Press Reach, our statewide press re-



**George H. White**  
Executive Director

lease program – the kind of enhancements we expect will bring a high rate of return.

### Communications

Communications Manager Catherine Langley continues editing our weekly NJPA Notes email as well as the quarterly *InPrint*. Both periodicals seem to be hitting the mark as I have received many unsolicited comments from members expressing their appreciation for their quality.

Related, with the closing of AFL Web Printing (see Page 3), which has long been the advertising anchor for *InPrint*, we must decide how to proceed for 2013 in terms of frequency and format. For instance, should we go to digital editions only? The Executive Committee is reviewing the situation and an announcement will be made soon.

### Hurricane Sandy

Was the storm and its aftermath really that first week of November? Beyond the damage we know that the loss of power experienced by many members and their communities had a profound and cascading economic impact.

For me, observing the eagerness of publishers to assist one another was a most gratifying development. Though perhaps not surprising, the other community anchors, from hospitals to coffee shops, who gladly opened up their space for use by their community newspapers, was great to see, too.

Finally, I am so appreciative of the many personal stories I received from members in the weeks following the storm.

### NJPA Leadership

Outgoing Chairman of the Board Jennifer Borg will be missed.

For decades, the Borg family and their newspapers have been as supportive of NJPA as any association could ever hope. That passion contin-

ued through Jennifer's service on the board and her last four years as an officer on the Executive Committee.

In addition to her stewardship of the association overall, her personal effort has continued on NJPA's Government Affairs Committee (GAC). In countless ways, she's represented NJPA with passion, drawing on her professional background as a media attorney. Whether testifying in Trenton, championing member contributions to fund court interventions and amicus filings, assisting with foundation initiatives, or meeting with legislators to help craft bills bringing increased transparency to the operations of government, Jennifer's personal contribution to the success of NJPA can't be overstated. Thankfully, she'll continue serving on the GAC during her upcoming year of transition off the board.

### Board Slate for 2013

As described on Page 1, the slate for 2013 has several notable changes.

Jennifer Cone Chciuk, *The West Essex Tribune*, moves from president to chairman of the board; Keith Dawn, *The Press of Atlantic City*, from VP dailies to president; Steve Parker, Recorder Community Newspapers, to 1st VP (weeklies), and Stan Ellis, *Burlington County Times*, to 2nd VP (dailies). Rich Vezza continues as treasurer.

Moving back on to the board as a new director is Past-President Bruce Tomlinson, *New Jersey Herald*.

### The Year Ahead

NJPA's board of directors and the team here in West Trenton are determined to make the kind of difference NJPA's members deserve. There is opportunity for growth. There is opportunity to improve how we work together advancing the success of NJPA member newspapers for the long haul.

Please share your ideas with me, or any board member, freely. What would you like NJPA to be doing more of, improving, or introducing as a new service that would advance your business success?

I'll be asking that question to members everywhere I go this year. But please don't wait for the question should an idea come to your mind first!

## INPrint

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## People & Papers

### Health writer wins fellowship

Lindy Washburn, a senior writer who covers health care issues for *The Record*, has been awarded a reporting fellowship by the Association of Health Care Journalists. She is one of five reporters in the U.S. to receive this fellowship that will help journalists understand and report on the performance of local health care markets and the country's health system.

"Lindy Washburn is as good a health-care reporter as you could ask," said Martin Gottlieb, editor of *The Record*. "She will continue working with us next year while she benefits from specialized training, guidance, and financial support for reporting on one the most critical health-care issues in the state, the ownership changes transforming the hospital industry."

Lindy was one of two reporters at *The Record* who won the Darrell Sifford Memorial Prize in Journalism in 2009 for the newspaper's series "Living with Cancer."

### Record writer is top travel scribe

Jill Schensul of *The Record* earned the Grand Award and title of 2012 Travel Journalist of the Year in the 28th Annual Lowell Thomas Travel Journalism Competition sponsored by the Society for American Travel Writers (SATW) Foundation.

"In a series of adventures, she chooses colorful words and just the right phrasing to hold us captive," said judges at the University of North Carolina-Chapel Hill School of Journalism and Mass Communication.

In addition, *The Record's* Travel section, edited by Marc Schwarz, won silver for its circulation category. "Among all entrants, *The Record* makes the most of reader-generated content," judges said. "We see New Jersey folks all over the world, always fun, and this speaks to *The Record's* outreach."

Schensul has written for *The Record's* Travel section since 1994.

## AFL Printing closes, making clients scurry

Newspaper publishing house AFL Web Printing has shut down, laying off more than 100 workers, according to published reports. Sources said the firm had lost two major printing contracts worth \$10 million per year.

The surprise announcement and extremely short notice sent AFL's clients scurrying to find new printers.

Laid-off employees included press-operators, finance and administration, sales, customer service and shipping and handling workers. Some reportedly had been with AFL since its founding in 1974.

A commercial printer, it provided web printing, finishing and circulation services. For more than two years it has been owned by Long Island-based

Westbury Partners, a private equity firm.

On its website and in press releases AFL called itself, "a leading provider of web printing, finishing, and circulation services for the publishers of daily, weekly, and monthly newspapers." Some of these included: *The Gloucester City News*, *The Gloucester County Times*, *The South Jersey News*, *The Jewish Weekly*, *The Voice*, *The Daily Record* and *The Guide to Queens*.

AFL was established by brothers Greg and Dennis Forchic. It operated in Camden City for 10 years and in Gloucester City for 11 years before moving to Voorhees in 1997. Greg Forchic sold his interest in the business in 2007. AFL was an associate member of NJPA.

## Flachsenhaar promoted

James Flachsenhaar has been named managing director of content and audience development for the *Asbury Park Press* and its sister newspapers in New Jersey, the *Courier News*, *Daily Record* and *Home News Tribune*.

In the new position, Flachsenhaar will oversee development of content for shared and unique key newspaper audiences. Strategies will include nurturing audience relationships, emphasizing topics about which customers are passionate, and optimizing content for various digital and print platforms.

Flachsenhaar was general manager and editor of the *Daily Record*, Parsippany, a post that will be filled by Local Editor Joe Ungaro. Earlier Flachsenhaar was executive editor of the *Courier News*, and *The News Tribune*. He will be based at the

*Asbury Park Press*, in Neptune.

Hollis R. Towns, executive editor, announced three other promotions at the *Asbury Park Press*:

Paul D'Ambrosio, to director of news and investigations, overseeing the local news report, planning and Data Universe.

Judith Feeny, to director of online initiatives, overseeing platform growth of digital products.

Randy Bergmann, to director of community engagement, overseeing editorials and community interactions.

"These changes reflect a fundamental rethinking of how we plan to serve our communities going forward," said Towns. "More than ever, our goals are to engage, celebrate, nudge and better interact with readers on all of our digital and print platforms."



Flachsenhaar

## Evergreen installs new press

Evergreen Printing, an associate member of NJPA, has installed a Komori System 38 heatset press, adding capacity for magazines, catalogs, supplements and tabloids printed on gloss paper.

The Komori pressline represents added capacity for heatset products with daily, weekly and

monthly frequency. Evergreen also has five coldweb presses to print on newsprint and other uncoated stocks.

Printing, bindery, tip-on, polybagging, electronic additions, mailing and circulation fulfillment services complete Evergreen's product line in Bellmawr NJ, outside Philadelphia.



## Notes from NJPA's President

Jenny Cone Chciuk  
The West Essex Tribune

## What a year!

As 2012 draws to a close, I've been reflecting back on the last 12 months, both personally and professionally. In my personal life, it's all about kids and schools – I've got one child graduating from college (and applying for grad schools), another mid-way through college (and looking at transfer options), and a high school senior gathering his college acceptances.

Honestly, if I never have to go tour another university, I won't complain!

Professionally, it's been a most interesting year, at my own newspaper, *The West Essex Tribune*, and in my position as president of the New Jersey Press Association.

Serving for the past several years as an NJPA Board of Directors member and Executive Committee member has opened my eyes to the incredible amount of hard work done by NJPA Director George White, and by NJPA's staffers. Not long ago the staff was twice the size it is today, and such changes bring many challenges.

NJNN's Amy Lear and her team have shouldered a Herculean task, and are deeply committed to the success of NJPA, as well as to the success of the newspaper members served by the Press Association. Just two short years ago, NJPA's financial situation was dire. The staff helped save the day, pitching in, working extra hours, and doing everything in their power to keep our association afloat. And they succeeded, admirably!

Also deserving recognition is our Government Affairs Committee, chaired by Richard Diamond of *The Star-Ledger*. It monitors hundreds of bills concerning open government and the news business statewide. The committee determines NJPA's position on these bills and actions to be taken accordingly. It also recommends whether to take action on court cases and whether to meet with state department heads on issues of industry concern.

Of course, our members must also be thanked, especially for supporting NJPA's revamped dues structure introduced for 2012. Many, many hours of work went into designing a new method of calculating dues, which would be fair to all members. Ray Worrall and his committee plowed through more columns of numbers than I care to think about, and in the end, worked out a solution that created an equitable system of determining dues.

Recently, some NJPA members were affected by Hurricane Sandy, both professionally and personally. It was gratifying to see so many members offering assistance to others. Many newspaper offices were without power, others were flooded, and yet the papers, somehow, got published. Members less affected offered space in conference and meeting rooms. Press time was provided to those needing working pressrooms to get their papers out.

Pulling together as an industry, hands were outstretched to those in need.

NJPA served as a crucial "hub," confirming the status

— Continues on Page 4



## Foundation Update

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

# Good programs

As you know, in early November we established the Hurricane Sandy Relief Fund to assist NJPA member newspapers affected by the disastrous storm in October.

The damage throughout New Jersey from Hurricane Sandy has been well documented by the national media. However, we wanted to highlight the personal hardships suffered by many of our small, independent newspaper publishers who have served their communities for years by delivering critical information to the public. When we did this it immediately triggered the generosity of newspaper people helping newspaper people to cope with natural disasters.

The response to our plea for help has been amazing and gratifying. To date the fund has raised more than \$15,000 and is growing daily.

Contributions have been received from newspaper publishers large and small from every corner of the country. Our friends at the state press associations have also stepped up to the plate.

If you wish to contribute, send a check to "NJPF Hurricane Sandy Relief Fund", New Jersey Press Association, 840 Bear Tavern Road, Suite 305, West Trenton NJ 08628 or call 609-406-0600, ext. 14, to make a credit card donation.

NJPA member newspapers that have experienced property damage or loss due to Hurricane Sandy may fill out a fund application available on our website at [www.njpa.org/hurricanesandy](http://www.njpa.org/hurricanesandy).

\* \* \*

December 31 is the deadline for three important programs here at your foundation. Our annual summer newsroom internship program, the Mac Borg New Media internship program and the new Isaac Roth Media/Business internship applications must be postmarked that day.

These are three of our most popular and successful offerings, both with the entrants and with NJPA member companies who host an intern each summer. College students from institutions across the nation who reside in New Jersey are eligible apply. Daily, weekly and electronic media outlets are eligible to host one of these very talented young people.

Complete details are listed at [www.njpa.org/foundation](http://www.njpa.org/foundation).

\* \* \*

Each year NJPF sponsors a Better Newspaper Contest for the collegiate newspapers of New Jersey. We need professional journalists (editors and reporters) to help us judge the various contest categories.

The process is fairly simple since, like our NJPA contest, the entries are all submitted in digital format. Judges are assigned a category or two to download, at their convenience, and judge from their office or home when they have the time. The judging can start on March 13, 2012 and should be completed no later than March 29.

If you or any of your staffers want to help, please drop me an email at [jjobrien@njpa.org](mailto:jjobrien@njpa.org) and we'll put you on the list. In early March I'll send more specific judging details to those who sign-up.



**TEACHING ELECTION COVERAGE:** Jerome Aumente, left, and a journalist from Jordan, at right, interview a voter in Cambridge, Mass., on election day. See Page 6 for the story.

## Ask now for summer intern

Next summer, your company can have a national-caliber journalism student working on staff — and New Jersey Press Foundation will contribute three-quarters of the intern's salary.

We are recruiting students for our 2013 summer programs: the NJPF Newspaper Internship, the Mac Borg New Media Internship and the Isaac Roth Media/Business Internship.

Once the winners have been selected, NJPA will make every effort to assign participating media outlets a student who lives in its area. Depending on the internship, the students will work for six to eight weeks.

If you are interested in having one or more NJPF interns work for your company, contact John O'Brien: (609) 406-0600, ext. 13 or [jjobrien@njpa.org](mailto:jjobrien@njpa.org).

## President's message

*Continues from Page 3*

of distressed members, gathering information about their needs, and then matching them with members offering to assist.

Additionally, the New Jersey Press Foundation Hurricane Relief Fund was started. NJPA members needing assistance to recover from Hurricane Sandy are encouraged to apply for assistance from this fund. Currently, over \$15,000 has been donated and designated for this purpose.

On a lighter note, this year, NJPA Member Services Manager Peggy Stephan and I set out

to make the annual Advertising Contest new, fresh, and relevant. We invited some key advertising people from various papers onto the rejuvenated Advertising Committee, and spent several days working on a new format for the event. Mark the date on your calendars — Thursday, April 11! This is not going to be your same old banquet, nor your same old contest! We have lots of new categories, including ones for digital advertising, and we have lined up a comedian who worked for many years in the newspaper industry. We will also have some fabulous door prizes — not the usual tee shirts and pens! Check it out and participate — we want as many members represented at the banquet as possible!

Finally, on a personal level, I'd like to thank outgoing Chairman of the Board Jennifer Borg for her years of service to NJPA. She did an incredible job as an officer of the association, leading NJPA through some incredibly trying times with wisdom, wit, and a firm sense of stewardship. I'm going to miss being one of "The Two Jens" at our board meetings.

I wish you all a holiday season full of love, laughter, and joy, and a happy, healthy 2013.

Jenny Cone Chiuk



## NEW JERSEY PRESS FOUNDATION

### BOARD OF TRUSTEES • 2013

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# Every little gift adds up!



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

[www.njpressfoundation.org/giving](http://www.njpressfoundation.org/giving)

## 2013 press credentials

To apply for 2013 New Jersey press credentials, download the order form at: [www.njpa.org/2013PressCredentials.pdf](http://www.njpa.org/2013PressCredentials.pdf).

New Jersey's Press Credentials program is sponsored by the New Jersey State Police and the New Jersey Association of Police Chiefs and is administered by NJPA.

Its purpose is to aid police and other emergency personnel in identifying news reporters and photographers who have a legitimate need for access to police and fire scenes in connection with their duties.

Eligibility for credentials is limited to news employees having regular contact with police, fire and EMS personnel.

These credentials are not required nor are they intended for covering municipal, county or state government meetings. Nor are they for access to events, e.g. sports and entertainment. In such cases, an identification card issued by the employing news organization may be presented.

## ABC has new name, focus

The Audit Bureau of Circulations (ABC) has a new identity - it is now the Alliance for Audited Media.

The new brand, endorsed by 94 percent of ABC members who voted on the matter, reflects the organization's role in auditing media across multiple platforms, such as print brands, tablet and smartphone apps, websites, social media, email newsletters, and digital publishing.

AAM President Michael Lavery said that the organization's mission will focus on bringing third-party accountability, credibility, and confidence to a changing media landscape.

ABC recently acquired competitor Certified Audit of Circulations (CAC) in a cashless transaction. CAC had specialized in circulation audits for smaller U.S. newspapers.

## NJMG's new legal blog

Jennifer A. Borg, general counsel and vice president of North Jersey Media Group (NJMG) introduced "Legally Speaking," a new blog featured on [NorthJersey.com](http://NorthJersey.com) that will discuss access and other issues confronting reporters, including those relating to OPRA (Open Public Records Act) and OPMA (Open Public Meetings Act).



Borg

"Investigative reporting has invigorated democracy, keeping citizens engaged through information, and aims to hold government accountable for its actions," she wrote.

"Often called the watchdog for public interest, the press skillful-

ly combines First Amendment rights with copyright and defamation laws to educate and uphold the public interest. This blog will communicate our efforts to champion these rights and uphold these laws."

The legal team at NJMG, led by Ms. Borg, defends the work of NJMG reporters in trying to serve the public and its right to know.

She is just ending her term as chairman of New Jersey Press Association, but will continue to serve on NJPA's Government Affairs Committee.

The blog can be found at <http://blog.northjersey.com/legallyspeaking/>

## NJMG helps Sandy victims

North Jersey Media Group Foundation in November created a fund to assist Hurricane Sandy victims. The foundation provides charitable funding and services to help North Jersey residents.

Unlike those of most other nonprofits, the North Jersey Media Group Foundation's expenses are fully paid for by a private company, North Jersey Media Group, publisher of *The Record*, *Herald News* and Community Newspapers of North Jersey Media Group. Thus 100 percent of donations go to those who need them most.

"Hurricane Sandy was more far-reaching than any of us could imagine, affecting 2.7 million

people in New Jersey alone," said Jennifer Borg, general counsel and vice president of North Jersey Media Group. "We set up this special fund to ensure that our communities recover as quickly as possible."

## Local reporting is guide's focus

The Citizens Campaign is offering an electronic copy of "Shining Light in Dark Spaces: A Hyperlocal Reporter's Guide to Covering Municipal Government in New Jersey."

This is a how-to manual for citizen journalists, journalism students and local reporters who want to cover local government thoroughly and hold officials accountable. The guide offers a seasoned reporter's best practices and insider tips on the ins and outs of reporting on local government and politics, from reviewing municipal budgets to obtaining police reports to covering the local chamber of commerce.

With funding from the Rita Allen Foundation, The Citizens Campaign commissioned Joe Malinconico, the award-winning editor of The Citizens Campaign's [PatersonPress.com](http://PatersonPress.com), to create the manual based on his 30 years as investigative reporter.

To download a PDF version of the book: [http://www.thecitizen-scampaign.org/citizen\\_journalist\\_resource\\_center](http://www.thecitizen-scampaign.org/citizen_journalist_resource_center)



## NJNN Update

**Amy Lear**  
Director  
New Jersey Newspaper Network

## Optimism

It's the most wonderful time of the year!

Time to reflect on a year of challenges and triumphs and time to look toward the future.

I attended a holiday networking event recently and found myself meeting potential clients with renewed enthusiasm. Everyone knows the term "elevator pitch" — one's quick reply to the question, "What do you do?" Well, I found my "elevator pitch" to be more charged with optimism than ever.

"I offer free ad planning and placement assistance to help grow your business!" I said with conviction. "I help build the best media buys with New Jersey newspapers and digital sites!"

The responses to my pitch were almost universally positive, even welcoming.

I was greeted with interest and with heartfelt declarations about the need for good reporting. Several people said, "It feels good to hold a newspaper in your hands."

Then came the usual questions about digital products and I'm always proud to brag about how much newspapers have embraced change in recent years. I shared stories about working with sales teams at multiple publications and websites to build unique solutions for our clients. Then I bragged a little more about the kinds of quality multi-media ad packages your staffs help us build.

We have evolved beyond the old price-driven pitch: "Run a quarter page on Saturday and I can give you a half page in next month's Special Section at half price!"

We are now sophisticated media consultants. We discuss a client's objectives and measures of success, target audiences, demographics, geo-targeting, behavioral targeting, ROI expectations and more. Not that this approach is altogether new, but it is more widespread and it is practiced more intelligently than ever before. And it is delightful to experience this consultative concern, especially at a time when resources are thin and staffing is slim.

And while I'm bragging about you and your super sales pros, I want to add how proud I am of the newspaper staffs who exceeded expectations after Hurricane Sandy hit. You know who you are. Your professionalism and dedication to delivering the news, and to meeting advertisers' expectations was — and continues to be — simply incredible. I salute you.

The happiest of holidays to you and yours.



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## Obituary

### Tony Persichilli, 59

Former *Trentonian* copy editor and columnist Tony Persichilli died October 24, 2012 after a battle with cancer. He was 59.

Persichilli, a born-and-raised Trentonian, wrote for both city daily newspapers in a career spanning more than 30 years. On his own time, he was worked on several books.

Persichilli left *The Trentonian* after taking the heat over an insensitive headline, even though



Persichilli

he hadn't actually written it. That threw him into a depression he never shook, said his longtime friend, former Mercer County Executive Bob Prunetti.

Like his newspaper columns, Persichilli's books focused on life in Trenton.

Prunetti called his friend "a great wit with a good intellect. He ... had a creative side that the rest of us lacked." — *The Trentonian*

### Aumente helps to educate Jordanians about U.S. elections

Journalists who were preparing to cover their own elections in the Middle Eastern nation of Jordan observed the U.S. Presidential election as guests of the State Department in a program developed and conducted by veteran journalism educator Jerome Aumente.

Seven Jordanian journalists from newspapers, television stations, news agencies and online sites met with American counterparts in Boston, Chicago, Winchester, Va., and Washington, DC.

On election day, they observed voting and conducted exit interviews with voters and poll watchers in Cambridge, Mass. They attended an election night gala in Boston and monitored

returns as President Obama was re-elected and Elizabeth Warren won a closely-watched US Senate race.

The Jordanians filed photos, videos and stories via the internet and planned follow-ups upon their return to Jordan. The timing of their visit was important as Jordan prepares for parliamentary elections in January and watches the Arab Spring transform neighboring countries struggling toward democracy.

Aumente is the Distinguished Professor Emeritus in the Rutgers University School of Communication and Information.

The program was organized by Meridian International Center, Washington, DC.

## Affidavit required for legal advertising

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

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

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

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

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

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

for their legal (public notice) advertising."

Cafferty developed sample affidavit language for member newspapers to use if they wish. It is printed below and is available

on our website: [www.njpa.org/njpa/legal\\_hotline](http://www.njpa.org/njpa/legal_hotline)

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

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

#### AFFIDAVIT

STATE OF NEW JERSEY

COUNTY OF \_\_\_\_\_

} ss

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

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

\_\_\_\_\_ [signature]

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

\_\_\_\_\_ [notary public]

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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.

Are you well-organized, self-motivated and able to self-supervise, with outstanding interpersonal and communication skills? Then we'd like to meet you.

Earn a competitive incentive plan that includes a base salary and uncapped commission. Compensation package includes a 401(k) program and comprehensive health care, including major medical, vision, dental, and prescription plan.

This full-time outside selling assignment requires a car and valid driver's license.

Send a cover letter outlining what separates you from other salespeople, along with a resume, to Anthony Roselli at aroselli@penjjerseyadvance.com.

Advance New Jersey is an Equal Opportunity Employer. E-TFB

to hr@centraljersey.com with the subject line of Production MGR-PP. Packet Media Group is an Equal Opportunity Employer. E-033013

## Newspaper for Sale

### Profitable Community Newspaper

This well-received Central Jersey monthly newspaper is founded on the principle that it is for the community, by the community and about the community. Local advertisers consider it an excellent way to reach our market area at a very reasonable cost.

The seller has invested considerable time, money and effort in getting the paper operational. The logistical

framework is now in place. Costs and production process have been streamlined affording a new owner the opportunity to focus on content and growing the publication.

This operation would be well suited to someone wanting to work flexible hours. It may be of particular interest to people currently in the publishing industry or to retired or semi-retired individuals. Owner is willing to provide training and support to ensure a seamless transition of ownership.

The paper is published 11 times a year, and has become the favorite of retailers and service companies in the surrounding area.

If interested, please email wmdoheny@yahoo.com. Please include "Newspaper Sale" in the subject line. E-033013

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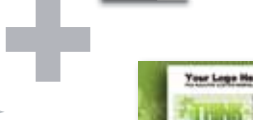
**BUSINESS CARD WREATH** greets visitors to NJPA's office this holiday season, with cards from each staffer.

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1. Publication Title <b>InPrint</b>	2. Publication Number <b>10678132</b>	3. Filing Date <b>September 25, 2011</b>
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8. Complete Mailing Address of Headquarters or General Business Office of Publisher (Not printer) <b>New Jersey Press Association 840 Bear Tavern Road, Suite 305, West Trenton, NJ 08628-1019</b>		
9. Full Names and Complete Mailing Addresses of Publisher, Editor, and Managing Editor (Do not leave blank)		
Publisher (Name and complete mailing address) <b>George H. White New Jersey Press Association, 840 Bear Tavern Road, Suite 305, West Trenton, NJ 08628-1019</b>		
Editor (Name and complete mailing address) <b>Catherine T. Langley New Jersey Press Association, 840 Bear Tavern Road, Suite 305, West Trenton, NJ 08628-1019</b>		
Managing Editor (Name and complete mailing address) <b>None</b>		
10. Owner (Do not leave blank. If the publication is owned by a corporation, give the name and address of the corporation immediately followed by the names and addresses of all stockholders owning or holding 1 percent or more of the total amount of stock. If not owned by a corporation, give the names and addresses of the individual owners. If owned by a partnership or other unincorporated firm, give its name and address as well as those of each individual owner. If the publication is published by a nonprofit organization, give its name and address.)		
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13. Publication Title <b>InPrint</b>	14. Issue Date for Circulation Data Below <b>Summer 2011</b>	
15. Extent and Nature of Circulation		
a. Total Number of Copies (Net press run)		<b>1,300</b>
b. Paid Circulation (By Mail and Outside the Mail)		<b>0</b>
c. Total Paid Distribution (Sum of 15b (1), (2), (3), and (4))		<b>1,035</b>
d. Free or Nominal Rate Distribution (By Mail and Outside the Mail)		<b>0</b>
e. Total Free or Nominal Rate Distribution (Sum of 15d (1), (2), (3) and (4))		<b>11</b>
f. Total Distribution (Sum of 15c and 15e)		<b>1,046</b>
g. Copies not Distributed (See Instructions to Publishers #4 (page #3))		<b>254</b>
h. Total (Sum of 15f and g)		<b>1,300</b>
i. Percent Paid (15c divided by 15f times 100)		<b>98.95%</b>
16. Publication of Statement of Ownership <input checked="" type="checkbox"/> If the publication is a general publication, publication of this statement is required. Will be printed in the <b>Fall 2011</b> issue of this publication. <input type="checkbox"/> Publication not required.		
17. Signature and Title of Editor, Publisher, Business Manager, or Owner <b>Catherine T. Langley</b> Editor <b>September 14, 2011</b>		
I certify that all information furnished on this form is true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material or information requested on the form may be subject to criminal sanctions (including fines and imprisonment) and/or civil sanctions (including civil penalties).		

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