

Webinar:
**THE FIVE MOST
IMPORTANT QUESTIONS
IN SALES**

October 3 • 2–3 pm

Webinar:
**HOW SEARCH ENGINE
OPTIMIZATION (SEO)
CAN BENEFIT YOUR
ADVERTISERS**

October 10 • 2–3 pm

Webinar:
**MORE DETAILS,
LESS CLUTTER
IN YOUR WRITING**

October 11 • 2–3 pm

**NJPA EXECUTIVE
COMMITTEE MEETING**

October 17 • 10:30 am
teleconference

**NJPA BOARD OF
GOVERNMENT AFFAIRS
COMMITTEE MEETING**

October 22 • 11 am
teleconference

**NJ PRESS FOUNDATION
BOARD OF TRUSTEES
MEETING**

October 24 • 10 am
teleconference

**NJPA EXECUTIVE
COMMITTEE MEETING**

October 31 • 10:30 am
teleconference

**NJPA BOARD OF
DIRECTORS MEETING**

November 15 • 10 am
Forsgate County Club, Jamesburg

**NJPA ANNUAL
MEETING & LUNCHEON**

November 15 • 12 noon
Forsgate County Club, Jamesburg

**GOVERNMENT AFFAIRS
COMMITTEE MEETING**

November 15 • 2 pm
Forsgate County Club, Jamesburg

**GOVERNMENT AFFAIRS
COMMITTEE MEETING**

December 17 • 11 am
teleconference

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

Your next issue of *InPrint*
will arrive in mid-December.
The advertising and editorial
deadline is December 2.



EXCITING SUMMER for Alexander Silady, of Edison, included reporting and video-taping news for JJournal.com, the online branch of *The Jersey Journal*. He was one of this year's New Jersey Press Foundation's Mac Borg New Media interns.

NJPF interns consider their summers in the real world

Eight college journalists, all winners of the New Jersey Press Foundation's 2013 internship competition, recently completed their summer assignments. Four were NJPF Summer Interns, three served in digital newsrooms as Mac Borg New Media Interns, and one became our first Isaac Roth Business Intern. Here's what they did:

Adam Offitzer, from Scotch Plains, is a senior at the University of Maryland, majoring in journalism. He interned at the North Jersey Media Group in Woodland Park.

"My internship at *The Record* was a hands-on experience in real world journalism. Rather than getting coffee and filing papers, I was a working business reporter, getting real assignments and doing everything necessary to get the facts right and get the story told. One piece I am proud of was called 'Rethinking Social Media.' I spoke with local businesses to determine trends in using social media, trying to figure out

the true value of using Twitter and Facebook. By talking to a number of them, I was able to paint an accurate portrait of the current social media landscape. Plus, I got the satisfaction of seeing my byline on the front page of the Sunday Business section—in only my second week on the job."

Bill Donnellon, business editor of *The Record*, said, "We found Adam to be extremely pleasant, smart, and hard working. He worked quickly, showed good basic reporting skills and a nice writing touch on a variety of topics. We will miss him."

John Harrington, deputy business editor, added, "Adam will be an asset at any media outlet that hires him. He was always on time, always ready to work and always pleasant. His grasp of the material was immediate, he understood how to construct a story, and he was good at meeting deadlines. My only regret is that he is gone."

— *Continues on Page 4*

NJPA Annual Meeting:

Dollars and democracy

Dynamic speaker Ken Paulson will challenge conventional thinking at NJPA's annual luncheon meeting on Friday, November 15, at Forsgate Country Club. He will discuss "Paid Content and the Free Press," and why newspapers are valuable to all Americans.

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

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

The meeting starts at noon at Forsgate, 375 Forsgate Drive, Monroe Township—just off NJ Turnpike exit 8-A. To register, go to NJPA's website: www.njpa.org and click on the link. Or contact Peggy Stephan Arbitell, NJPA's member services manager, at (609) 406-0600, ext. 14, or pastephan@njpa.org.

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

He was on the team that founded *USA Today* in
— *Continues on Page 2*



Paulson

Publisher named at Press of A.C.

Warren Buffett's Berkshire Hathaway Inc. has named Mark Blum publisher at *The Press of Atlantic City*. Buffett bought the *Press* from Abarta, a private Pittsburgh firm held by the Taylor and Bitzer families.

"*The Press* is one of New Jersey's finest newspapers, and its digital presence is dominant," Blum said.

He has been publisher of the *Morning News* in Florence, S.C., since December 2010. Before that, he was publisher at *The Sentinel* in Carlisle, Pa., since June 2004. He was controller at *The Press* from 1989 to 1993.

The Press, Buffett's 31st daily newspaper, has a circulation of 67,000 daily and 77,000 Sunday. It is based in Pleasantville, just outside Atlantic City.

Financial terms were not disclosed.

— *Continues on Page 2*



Blum

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

NJPA matters —

New beginning and industry optimism

Fiscal calendars and New Year celebrations notwithstanding, September is regarded by many each year as something of a new beginning. For NJPA this year, it's been absolutely so.

Our August move into smaller space in the same West Trenton office park is an obvious reason for our excitement. But it's not the only one.

For NJPA members, great challenges remain in developing new revenue streams. Yet, there's been a perceptible shift in the wind.

Several publishers have said recently that they're finally feeling that wind move behind their backs—a welcome indicator of potential growth ahead.

Publishers are embracing new opportunities. From charging for digital-only, to bundling subscriptions, to providing B-to-B services for local businesses, to planning community events—they're energized by the opportunities to provide new value and earn new revenues.

Also heartening have been Jeff Bezos's recent purchase of *The Washington Post*, and Warren Buffet's acquisition of more than 30 daily newspapers, *The Press of Atlantic City* now among them.

Newspaper Association of America's President & CEO Caroline Little put it well when she commented, "Jeff Bezos is not investing in some loser asset. He's no dummy. Neither is Warren Buffett."

For NJPA, the timing of the office-move,



George H. White
Executive Director

despite its disruption, couldn't have been better. The staff was A+ in a total team effort led by Technology Manager John Viemeister's excellent project management, and Communications Manager Catherine Langley's organizational prowess.

After almost two decades in our old digs, the new space is energizing. It offers better work-flow at substantial cost savings.

Looking ahead

Another reason for optimism is NJPA's launch this year of a top-shelf new business. In partnership with GistCloud LLC, www.New-Jersey.GistCloud.com is our new platform for providing a state-of-the-art press release service with better distribution and affordable pricing for New Jersey organizations and businesses.

We anticipate good bottom-line results from this new effort as well as in ad network growth.

We also are carefully reviewing how we allocate staff time to achieve our twin goals of excellent member service and

growth in association revenue.

The status of these and other projects will be discussed at NJPA's Annual Meeting/Luncheon, on November 15, at noon, at Forsgate Country Club, Monroe Township. Our keynote speaker is Ken Paulson, an outstanding news media leader and speaker. He leads the First Amendment Center, and previously served as executive editor of *USA Today*. See Page One for more details. Please mark your calendars and plan to attend this important event.

The current two-year session of the New Jersey Legislature ends the first week of January. Now in the session's home stretch, over a 1,000 bills are being actively tracked by NJPA's Government Affairs Committee; bills that would or could impact the free press, government transparency and openness, and/or impact the business of local news publishers.

The majority of the bills are continually "monitored" for any amendments being made, however small or large, that would alter the initial intention of a bill as originally posted. Others are bills we actively oppose or support, and the remainder are those for which we first request from a bill's sponsor an amendment to their draft, usually slight, so to remove any need for NJPA to oppose. With elections ahead and the lame-duck session that follows, we must be especially vigilant in the session's final 60-days.

Annual meeting

Continues from Page 1

1982, later serving as editor and senior vice president/news of that newspaper.

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

Throughout his career, Paulson has drawn on his background as both a journalist and lawyer, serving as the editor or managing editor of newspapers in five states. He also is past-president of the American Society of News Editors, the nation's largest organization of news media leaders.

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

New publisher

Continues from Page 1

Buffett has said he thinks papers of the size that Berkshire is acquiring will do well because they are the primary source of information about their communities. BH Media has been purchasing small- and medium-sized, community-oriented newspapers since December 2011.

Abarta, whose main businesses are in soft drinks, oil and gas exploration, and in ethnic frozen foods, announced earlier this year that it was selling the newspaper because it wanted to focus on businesses with more growth potential.

The Press announced a 15 percent cut in its workforce in April as part of an effort to improve its finances ahead of a sale.

The newspaper traces its roots to *The Daily Press*, begun in 1895. It moved from Atlantic City to Pleasantville in 1970.

NJPA Hotline

The "Legal Hotline" is a free service to NJPA member newspapers. If you have a newspaper-related legal question, contact the Hotline at Gibbons, P.C., Lauren James-Weir
phone (973) 596-4861, fax (973) 639-6267
email ljames-weir@gibbonslaw.com

Here is one recent Hotline question:

Q Should paper run an ad placed by a private citizen accusing owner of beach property of "price gouging" and otherwise expressing displeasure with property owner for overcharging and then canceling summer rental?

A No. The ad accuses property owner of price gouging, which is a violation of the law, and newspaper would be responsible for republication of the defamatory material within the ad. The newspaper would then be put in the position of having to defend any lawsuit filed by the property owner by proving that the owner was, in fact, price gouging or that another defense exists.

More Hotline Q&As are online:

http://www.njpa.org/njpa/legal_hotline/
and click on "Recent Questions"

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NJNN Update

Amy Lear, Director
New Jersey Newspaper Network

Improve sales by perfecting your pitch

As we approach the final months of 2013, NJNN ad revenue continues to fluctuate. In the last issue of *InPrint* I explained that our budget consists of four ad revenue categories—display, digital, and two statewide network programs: 2x2 and SCAN (statewide classifieds).

Looking at the cumulative total of these four revenue buckets, NJNN is exceeding goal for the first eight months. The 2x2 program is booming and, thankfully, it is balancing the deficit of display ad revenue.

Our challenge lies in the fu-

ture. How do we position NJNN for growth and how do we generate more business for NJPA-member publishers?

Traditionally, NJNN's strongest ad placement categories have been healthcare, financial, state associations, tourism and education.

If only growing revenue were as easy as discovering an untapped category to cultivate.

But the challenges are many: understaffing, increasing demands for "instant" turnaround of quotes and planning information, growing competition from

other service providers and alternative media options...the list goes on and on.

Every day I see the need for one simple improvement that I believe would result in increased revenue for all. Yet, it is a struggle for NJNN, as well as many NJPA members: *Offer a current, comprehensive rate card.*

When media planners are insisting on fast turnaround, and your hectic schedule of priorities prevents your instant thoughtful response, an up-to-date, comprehensive rate card can serve as your greatest sales tool.

For example, if we can extract these top five planning details

from your rate card, we can ensure that an agency will at least *consider* your media solutions when submitting a proposal to their client:

1. Circulation and coverage area (at the very least, county coverage)
2. Days published and frequency (daily, weekly, monthly)
3. Rates per column-inch or modular unit, and whether they are net or gross (commissionable to an ad agency)
4. Page size and column widths in inches and/or picas (designers need to know actual widths, not just modular sizes like 2-col x 5)

5. Spot and process color costs
The best rate card also includes or is supplemented with maps, a description of the market, space and material deadlines, and a list of unique opportunities such as preprints, sticky notes, spades, sponsored pages, special sections and digital capabilities.

Not only do these marketing materials help to educate media buyers, they also help salespeople to sell!

The NJNN team will be contacting ad departments soon to update our inventory of rate cards, circulation and marketing materials.

Are you ready for 2014?

Obituary

Michael Hartsough

Michael T. Hartsough, 58, died at home on Wednesday, September 18, of lung cancer.

He is survived by his wife Jane, who is a long-time NJPA employee, their sons Matt and Kyle, and many other family members.

A founding partner of the law firm Hartsough, Kenny, Chase &

Sullivan in Hamilton, Mike represented many local municipal bodies. And he served on many non-profit boards and committees. An avid cyclist and runner, Mike also enjoyed scuba diving and the Jersey shore.

For his full obituary, go to www.murphyfh.com.



your advertisers and audience!

With Metro e-Connect, you have what you need to take the lead with multimedia advertising. This integrated, flexible, cost-effective, multiplatform program is also easy to launch and easy to manage. Providing your ad team with the resources it needs to deliver real solutions for your advertisers' evolving needs, while expanding audience engagement, Metro e-Connect translates into a win-win for all.

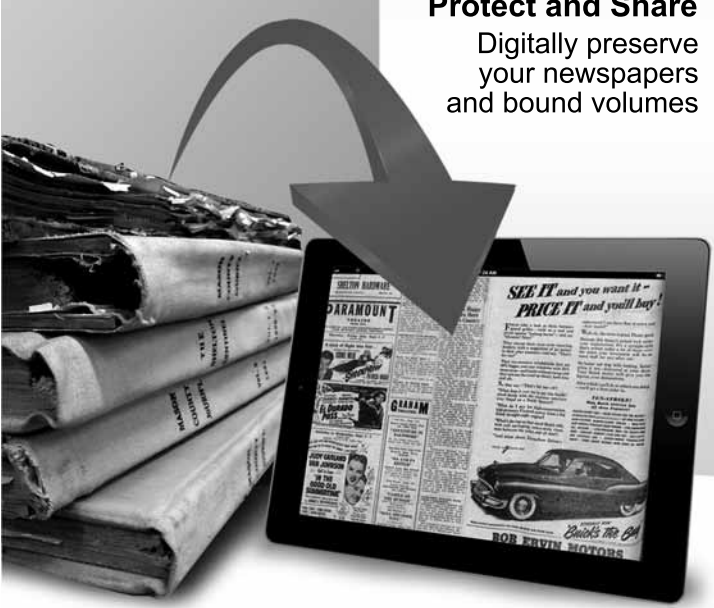
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NJPF Update

John J. O'Brien
Director
New Jersey Press
Foundation

Growing forward

The success of our foundation's Internship Program continues to impress. For many years, NJPF sponsored four journalism students who spent their summers in a NJPA member's newsroom. With the recent additions of the Mac Borg New Media Internships and the Isaac Roth Business/Circulation Internship, we sponsored eight young journalists this past summer.

Now, with the creation of the Lloyd P. Burns New Media Internship and generous grants from the FirstEnergy/JCP&L Foundation and Gibbons PC law firm, we will have at least 11 interns in 2014. And we have proposals pending that could increase that number to 12 or 13!

These programs are a win-win for everyone involved. The student journalists are winners because they gain valuable first-hand experience working in a real media environment, plus earn much needed income to soften the financial burden of today's higher education.

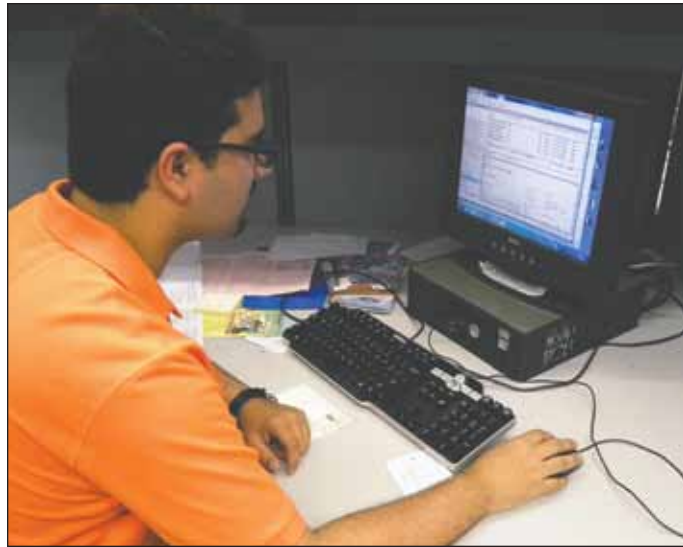
NJPA member newspapers and digital news outlets win by employing talented, eager-to-learn journalists who make solid contributions to their publications.

And NJPF wins because this continues our mission of bringing together those who are seeking to become better journalists with those seasoned veterans who are eager to teach their skills and pass along the strong journalism traditions here in the Garden State.

The quality of these young journalists continues to amaze even those of us familiar with their collegiate efforts. Member editors report back overwhelmingly that these young professionals consistently surprise the seasoned pros with their knowledge, skills and insights. And when it comes to digital/online/web knowledge, they far surpass many of today's current newsroom employees.

Our plan is to keep exploring expansion opportunities. One idea is to offer internships during the

— *Continues on Page 6*



GOOD WRITING: While working at the *Asbury Park Press* as an NJPF Summer Intern, John Michael Colon, of Asbury Park, has one of his articles picked up by *USA Today*.



MULTI-TASKING: Adam Offitzer, of Scotch Plains, researches social media use by local businesses while interning this summer as a reporter at *The Record* and North Jersey Media Group.

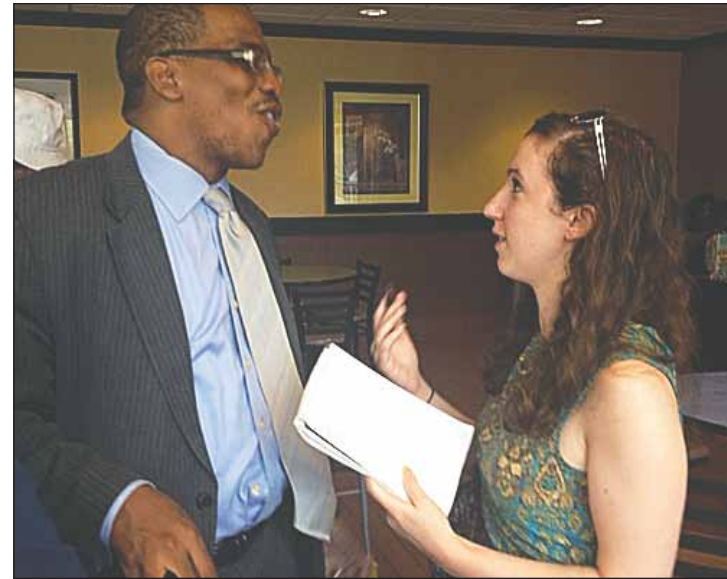


GIBBONS LAW supports New Jersey Press Foundation's Mac Borg New Media Internship with \$5,000 donation presented by its Chairman and Managing Partner Patrick C. Dunican, second from right, to NJPF Director John J. O'Brien, far right. Also making the presentation are Thomas Cafferty, director of Gibbons Media Law division, and attorney Nomi Lowy. Nationally-known, the law firm of Gibbons PC is headquartered in Newark. The Borg internships are awarded annually to college students who are pursuing careers in journalism.

Get ready for Summer 2014

PUBLISHERS & EDITORS: If you are interested in having and intern next summer, email John O'Brien, NJPF director, at jjobrien@njpa.org.

STUDENTS: Applications for 2014 internships will be available soon at www.NJPA.org/foundation.



ON THE JOB, Lisa Hagen, of Clark, questions Irvington Mayor Wayne Smith for a story during her summer internship at *The Star-Ledger*.



UPDATING THE WEBSITE: Allison Kowalski, of Shrewsbury, posts the latest news on APP.com, the Asbury Park Press's website. She is a Mac Borg New Media Intern.



GETTING THE NEWS: Ian Wenik, of Short Hills, is on the job at *The Hudson Reporter*. He is NJPF's first Isaac Roth Business Intern.

NJPF interns reflect on their summers in the real world

Continues from Page 1

Lisa Hagen, of Clark, spent her summer at *The Star-Ledger*. She is a senior at Boston University, a journalism major who has had several newspaper internships, including at the *Worcester Telegram & Gazette* and in Washington, D.C.

Lisa called her summer "an incredible... opportunity to work in a real newsroom setting. Working for the metro section, I wrote a variety of general assignment stories, focusing on politics, education, features, crime and court briefs. During my second week, I got my first front-page byline about the possible increase in West Nile Virus due to Hurricane Sandy. One memorable day was flying in a four-passenger plane over the Jersey Shore to get aerial photos for several post-Sandy stories."

Her supervisor, deputy managing editor Suzanne Pavkovic, said, "Lisa was an enthusiastic intern, willing to tackle any assignment. She came to work every day ready to play and she fit in well in our newsroom. We believe Lisa has a promising future in this profession."

The *Asbury Park Press* was home to **John Michael Colon**. From Asbury Park, John is a junior at Princeton, an English/Creative Writing major.

About his summer he wrote: "My time at the *Asbury Park Press* was incredibly valuable and productive. Editors Susan Weiner and Alesha Williams were helpful and patient in

showing me the ropes. I got to know a tight-knit and interesting community on Long Beach Island. I wrote pieces on all sorts of issues, local and national, and I was even able to film, voice-over, and edit my own video segment. An article I wrote on same-sex marriage in New Jersey was republished in a national newspaper, *USA Today*.

Susan Weiner said, "John Michael is a wonderful writer. His work is carefully structured and well thought-out. He writes colorfully and concisely and makes sure he does his research. We believe he learned what it takes to be a reporter, the importance of making deadline, and how it is essential to communicate with your editor."

Samantha Safchinsky spent her summer at Catamaran Media in Cape May. She is from Cape May Court House and is a senior at Rowan University.



Safchinsky

newspaper, *The Whit*.

Editor Joan Kostiuik said, "Sam performed many of the duties we require of our regular reporters. Her assignments included man-on-the-street interviews, taking photos for our 'Service with a Smile' segment, writing about some-

thing new or unusual in local stores, posting finished stories and photos to our website, doing occasional rewrites of press releases, and writing one or two stories a week. She was an essential extra hand around the office at this very busy time of year."

The Mac Borg New Media Internship Program included three students this year.

Jaclyn Antonacci, of Ship Bottom, a senior at William Paterson University and a print journalism major, interned at NorthJersey.com, the online arm of *The Record*.

"The six weeks were like journalism boot camp; my writing, reporting, interviewing, researching and editing skills all improved vastly. I was able to participate in meetings, pitch story ideas and take on real assignments. I interviewed doctors, bicyclists, beekeepers, taxidermists, Civil War re-enactors and the art director of Cirque du Soleil. I never knew what was going to come across my desk. The first time I saw my name in print was an experience I will never forget. I am incredibly grateful to *The Record*, to The NJPF, and to Mac Borg for the opportunity."

Ray Edell, calendar and listings editor of NorthJersey.com, said, "Jaclyn was a huge asset. She tackled everything with the excitement of a rookie, but with the professionalism of a seasoned veteran. She impressed me so much, I asked her to continue contributing to our popular animal blog, 'Jersey Dog.'"

Alexander Silady, of Edison, spent his summer at JJournal.com, the online branch of *The Jersey Journal*. Alex is a senior at New York University.

He wrote, "I've had the opportunity to do reporting, research, photos, video shooting and editing. It's a whirlwind of activity. My most memorable moment was visiting a murder scene with another staff member to interview neighbors who may have witnessed it, and then halfway back to the office getting a call from an editor telling us to turn around because a car had exploded. That was a chaotic day, for sure, but it was exciting, and I think I was able to do a lot of good reporting. My time here has allowed me to interview fascinating people, to film Mike Tyson or Governor Christie on half an hour's notice, and generally to wade waist-deep in news."

Our first-ever Isaac Roth intern was **Ian Wenik**, from Short Hills, a junior at the University of Pennsylvania. He interned at Hudson Reporter Newspapers in Hoboken.

news unfold. I've also [worked on] how to optimize items for the web, what kinds of stories need videos, and what stories do best on different platforms. Most encouraging, were the people around me who were so willing to share about their jobs and experiences."

Judy Feeney, director of digital initiatives, said, "Allison has been a real gift to us. She learned the basic duties of our digital desk and was able to fill in for vacationing staffers. She assisted with posting wire copy and briefs linked to news from around the world. She posted videos and photo galleries, and worked on special projects. Allison is helpful and talented, and a pleasure to work with."

Our third Mac Borg intern was **Allison Kowalski**, of Shrewsbury, a sophomore at George Washington University. Allison spent her summer at APP.com, the online component of the *Asbury Park Press*.

She wrote, "It's a great learning experience! I had known peripherally how a news website functions, but I never had the opportunity to help manage one. Now I'm confident when it comes to posting wire stories, creating photo galleries, managing top news, sending out social media messages and helping other staff members with any web issues."

"I never could have imagined how valuable time spent in the center of the newsroom would be. The second I walked in, Senator Lautenberg had died, and I got to witness breaking

a tremendous amount of help from the professional staff. Publisher Dave Unger gave me access to the raw data and statistics behind the *Hudson Reporter* website, letting me see what articles were getting views and when, and what weren't. Thanks to Dave, I was able to focus more on content that our readers truly wanted to see.

"At the same time, my skills as a writer grew tremendously. It was refreshing to sink my teeth into a wide array of topics that I had never written about before, from zoning disputes to local musicians. Still, my favorite was a feature on former Olympic gold medalist Otis Davis and the athletic contests he holds for special education students. I suppose I can never separate myself from sports completely."

He wrote, "It's easy to say that my time at *The Hudson Reporter* genuinely changed me. I came in with plenty of sports writing experience, and a decent level of experience at posting on social media, acquired as an editor at the *Daily Pennsylvanian*. But, I had never had the day-to-day responsibility of directing an entire newspaper's social media flow. I had to do a lot of learning on the fly.

"But learn I did. I spent a lot of time in the early going making sure our stories were seen in all the right places. I closed down superfluous Twitter accounts, concentrating on posting solely through one account. I received



JOURNALISM BOOT CAMP: Jaclyn Antonacci, of Ship Bottom, never knows what assignments will cross her desk as an intern at NorthJersey.com, the web division of *The Record*, the *Herald News* and the North Jersey Media Group community publications.

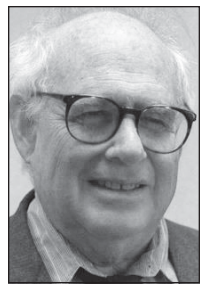


JCP&L supports NJPF's Mac Borg New Media Internship with a \$3,000 donation from the FirstEnergy/JCP&L Foundation. James Fakult, president of Jersey Central Power & Light, second from left, and Ron Morano, JCP&L's senior public relations representative, far left, present the check to Mac Borg, chairman of North Jersey Media Group, center, his daughter Jennifer Borg, VP/General Counsel for North Jersey, and John J. O'Brien, director of New Jersey Press Foundation. The Borg family created the internship several years ago to honor Mac for his many years of service to New Jersey Press Association and New Jersey Press Foundation.

Obituaries

Roger Harris

Roger Harris did almost everything a newsman could do in his 52 years at *The Star-Ledger*. He covered Newark City Hall and the corruption trial of former Mayor Hugh Addonizio; mingled with governors Tom Kean and Brendan Byrne; crafted features, editorials and book reviews. He knew journalist Hunter S. Thompson and got a card from him each year.



Harris

Harris died Aug. 27 in Texas, at age 83. Born Oct. 10, 1929, Harris attended the Choate School, graduated from Cornell, and went straight to the *Star-Ledger*.

He "was endlessly entertained by the antics of politicians, and felt privileged to be able to call them out for their narrow-mindedness," said editorial page editor Tom Moran.

After retiring in 2006, Harris moved to Texas, to be near grandchildren. He is survived by his wife, Jessieann, three stepchildren and their families.

Arrangements are by J.E. Foust and Son Funeral Home in Grapevine, Texas. For details: http://www.nj.com/news/index.ssf/2013/08/roger_harris_52-year_journalist_at_the_star-ledger_dies_at_83.html

Joseph Colasurdo

Long-time sales executive for *The Star-Ledger* Joseph M. Colasurdo, 60, died at St. Barnabas Hospice in Long Branch, N.J., on July 8, 2013.

Born in Jersey City, Joseph moved to Interlaken 30 years ago. He was a communicant of St. Mary's R.C. Church in Deal. Joe loved the beach, the New York Yankees and the New York Giants, but more than anything he loved spending time with his family and friends. Surviving are his wife, Deborah (Allen) Colasurdo, and his two sons, Christopher and Michael, both of Interlaken.

In lieu of flowers, memorial donations are suggested to American Cancer Society, 2310 Route 34, Suite 1D, Manasquan, NJ 08736, or VNA of Central Jersey, 141 Bodman Pl., Red Bank, NJ 07701.

Arrangements were by the John E. Day Funeral Home. For more details, visit www.johndayfuneral-home.com.

Growing forward

Continues from Page 4

school year, rather than just over the summer. And we're talking about broadening the offerings to include internships in areas such as advertising/marketing and digital/web/graphic design.

NJPA Associate Members

Please send review your listing and send changes to NJPA so we can update your information here and on our website. Send to Catherine Langley, clangley@njpa.org. Thank you!

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New NJPA members

NJPA welcomes two new Associate Members—MIDJersey Chamber of Commerce and New Jersey News Commons. They were approved at a recent meeting of NJPA's board of directors.

MIDJersey Chamber, located in Hamilton, serves businesses from Lambertville, south to Mt. Laurel, west to Bucks County, east to Freehold and beyond. Its mission is to advocate, build business relationships and promote economic growth opportunities for its members.

Jillian Stengel, chief of external affairs, and Orsola Anderson, marketing and communications manager, are the representatives to NJPA.

The chamber's phone number is (609) 689-9960. For more information, visit its website at www.midjerseychamber.org or email to info@midjersey.org.

NJ News Commons is an initiative of Montclair State University and its School of Communication and Media to connect news organizations throughout the state and ensure that New Jersey's news ecosystem is healthy, vibrant and dynamic.

By encouraging New Jersey's news organizations to cooperatively deliver more robust news and analysis of local, regional and statewide matters, Montclair State University is taking a major first step with the NJ News Commons in encouraging civic engagement.

For more information, go to www.njnewscommons.org. Representatives to NJPA are Debbie Galant, director (973-655-5541 or galantd@mail.montclair.edu) and Mary Mann, deputy director (973-655-5554 or marybarrmann@gmail.com).

Art paper chooses Evergreen

The Art Newspaper (www.theartnewspaper.com) of London and New York has chosen Evergreen Printing, of Bellmawr, to print and mail its distribution in North and South America.


Founded in 1990, the monthly is the leading reporter of art news worldwide, offering 100 pages of news, interviews, reviews and debate about everything from antiquity to the contemporary.

Published in six languages, available in print and online, *The Art Newspaper* reaches artists, collectors, museum directors, consultants, dealers, trustees, auctioneers, curators, public policy-makers and those with a personal interest in the global art market.

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Classified Ads!

Advertising/Sales

Advertising Sales Director

The Press of Atlantic City, Southern New Jersey Shore's leading media company and a subsidiary of Berkshire Hathaway, is seeking an experienced Advertising Sales Director to become an integral part of our executive management team.

We're looking for a dynamic sales leader to generate revenue strategies, implement sales initiatives and develop their staffs to be top performers.

This position is responsible for leading the advertising sales team by maximizing revenue opportunities in both print and digital environments.

The ideal candidate must be proficient at handling multiple responsibilities in a fast-paced environment.

A bachelor's degree in Marketing, Business or a related field is required as is a minimum 8 years of experience or an equivalent combination of education and experience specific to advertising sales and marketing.

Our above average compensation package includes a generous base salary, plus bonus and a full suite of competitive benefits.

The successful applicant for this key role will also be well positioned for future growth within our company.

Interested candidates may send their resume confidentially to: hrdept@pressofac.com

113013

Multi-Media Sales Consultant

Immediate openings in South Jersey

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@pennjerseyadvance.com.

Advance New Jersey is an Equal Opportunity Employer.

TFB

Editorial

Executive Editor

The Press of Atlantic City, Southern New Jersey Shore's leading media company and a subsidiary of Berkshire Hathaway, is seeking an experienced Executive Editor to become an integral part of our executive management team.

- Leads planning and oversees execution of all content strategies.

- Supports First Amendment and Watchdog reporting by maintaining strong journalistic practices daily.

- Defines and enforces standards for quality across all platforms.

- Manages resources wisely to further advance the information center's ability to execute. Oversees large expense budget.

- Responsibilities include interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems. Interprets personnel policies and decides disposition of minor issues.

Requirements

- Bachelor's degree and a minimum of 10 years related experience including writing, editing and layout; or an equivalent combination of education and experience.

- Exceptional communication skills, both oral and written.

- Demonstrated organizational skills, with the ability to coordinate several tasks simultaneously within a fast-paced environment.

- Strong leadership skills.

- Proficiency in Microsoft Office Suite.

- Use of personal vehicle, valid driver's license, state mandated auto insurance and good driving record are required.

Our above average compensation package includes a generous base salary, plus bonus and a full suite of competitive benefits.

The successful applicant for this key role will also be well positioned for future growth within our company.

Interested candidates may send their resume confidentially to: hrdept@pressofac.com

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

If you have the above skills and qualifications we'd like to meet you.

Send a cover-letter outlining what differentiates you from other candidates, along with a resume to: Anthony Roselli at aroselli@pennjerseyadvance.com

To be a good fit for this opportunity, you will have:

- A bachelor's degree or equivalent experience
- A comprehensive knowledge of needs base selling
- Excellent communication and presentation skills, both written and verbal
- An assertive demeanor, with a strong goal-orientation and self-motivation
- A passion for digital advertising
- The ability to multi-task, handle pressure and work under deadlines
- Proficiency in MS Office Suite including Excel, Word, Power Point and Outlook
- CRM sales management software experience, salesforce.com is preferred
- This full-time outside selling assignment requires a car and valid driver's license