

# INPRINT

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Vol. 24 • Issue 1

New Jersey Press Association • www.njpa.org

SPRING 2013

Webinar:

## **FAIR GAME FOR REPUBLISHING IN THE DIGITAL AGE**

March 28 • 2–3 pm

Webinar:

## **HOW'S BUSINESS? Help Your Team Answer the Hard Questions About the Media Industry**

March 29 • 2–3 pm

## **NJPA EXECUTIVE COMMITTEE MEETING**

April 11 • 3:30 pm

The Hamilton Manor

## **ADVERTISING SPRING AWARDS BANQUET**

April 11 • 5 pm

The Hamilton Manor

Webinar:

## **THE POWER OF SELLING THEIR STORY**

April 18 • 2–3 pm

## **COLLEGE PRESS AWARDS BANQUET**

April 20 • 10 am

Courtyard by Marriott, Jamesburg

## **NJ PRESS FOUNDATION TRUSTEES MEETING**

April 25 • 2:30 pm

The Hamilton Manor

## **NJPA BOARD OF DIRECTORS MEETING**

April 25 • 3:30 pm

The Hamilton Manor

Webinar:

## **PRESS NIGHT AWARDS BANQUET**

April 25 • 5 pm

The Hamilton Manor

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

Your next issue of *InPrint* will arrive in May. The advertising and editorial deadline is May 6.



PGEORGE KOUBA / THE RECORD

**SURROUNDED BY SOLAR:** North Jersey Media Group's production facility in Rockaway uses its massive new solar array to produce electricity for its printing and inserting equipment.

## North Jersey Media goes solar

North Jersey Media Group in mid-March switched on its solar power equipment, enabling the company to produce more than 60 percent of the electricity required for its Rockaway printing plant via the sun's energy.

In partnership with KDC Solar of Bedminster, the solar facility has an output of 5 megawatts, which would be enough electricity to power about 700 households a year.

Stephen Borg, president of NJMG, said, "We already buy newsprint from suppliers who contribute zero percent to deforestation, meaning there is no loss in trees.

"This solar effort takes us the next step. The result is that more than half of our plant's electricity needs will be met by har-

nessing the power of the sun."

Rockaway is one the nation's busiest newspaper printing plants. In addition to *The Record* and other NJMG publications, Rockaway prints *USA Today*, *The Journal News*, *Poughkeepsie Journal*, *New Jersey Herald*, *Investor's Business Daily* and all the publications of Greater Media Newspapers.

The solar installation, which began in 2011, includes 20,400 panels on the roof of the company's 350,000 square-foot plant, on the grounds surrounding it, and on supports erected over the parking lot.

Said Bob Konig, VP/Operations: "You'd be hard-pressed to find a similarly green printing facility. We're pretty proud of that."

## 2013 Bernard Kilgore scholarship winner is announced

The winner of the 2013 Bernard Kilgore Memorial Scholarship is Jullian Bao of Edison.

Jullian is a senior at J.P. Stevens High School where she is editor-in-chief of *The Hawkeye*, an impressive school newspaper that is published four times a year and is also presented online. She also oversees the

newspaper's website [jpshawkeye.com](http://jpshawkeye.com).

Jullian has been reporting for the paper for four years and previously she was assistant opinion editor and opinion editor.

The paper's advisor, Louis Andreuzzi, said Jullian "is a leader, is knowledgeable, decisive and committed to producing the best possible product for the student body."

In her application letter, Jullian said, "Writing for the school newspaper, I immediately became immersed in feelings of community, excitement and intellectualism. Writing for the paper had an infinite number of escapes — working hard, learning from the best, seeing passion fuel practicality, achieving that sense of fulfillment — and by

## Awards galore will be given at celebrations

"It's that time of year when we celebrate New Jersey newspapers," says NJPA President Stephan Parker, co-publisher of Recorder Community Newspapers. "We look forward to honoring the winners of our 2012 newspaper contests at the Advertising Awards Celebration and Press Night."

More than 600 awards will be presented at the two events.

Again this year, both events will be at The Hamilton Manor, on Route 156 in Hamilton, starting at 5 p.m.

Registration forms can be downloaded from NJPA's website. Visit [www.njpa.org](http://www.njpa.org) and click on "Events." Or contact Peggy Stephan Arbitell, NJPA's member services manager, at (609) 406-0600, ext. 14, or [pastephan@njpa.org](mailto:pastephan@njpa.org).

NJPA's Advertising Committee has been busy over the past year, creating an exciting new take on the annual advertising awards event. Get ready for a fun night!

The new Advertising Awards Celebration, on Thursday, April 11, will give attendees more time to mingle with their newspaper peers. Instead of a sit-down dinner, plenty of hearty hors d'oeuvres will be served during an extended cocktail reception. This will be followed by dessert and coffee served at tables.

Award-winning comedian Mike Bova, who also is a co-producer of the monthly Comedy Central NY, will perform for the

— *Continues on Page 5*



**Bao**

a stroke of luck, I had the foresight to jump in. Along the way, I never let up on the staff writers or co-editors, and always relied on a strong balance of intuition and judgment to lead my decisions."

Aside from her academic achievements and successes, Jullian has been active in extracurricular endeavors. She was a member of Model United Nations for the past three years and has managed pre-conference preparations and position paper review. She has been a member of the prestigious Knowl-

— *Continues on Page 4*

# INPRINT

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## NJPA matters —

# Eye on member service

Your association is working hard to be relevant to NJPA members of all shapes and sizes—well positioned to do what members collectively need most to help advance their success as vital news and information businesses for the communities they serve.

### Government Affairs

The Government Affairs Committee has been predictably active during the first 60% of the current two-year, 2012 and 2013, N.J. legislative session.

Senate Majority Leader Senator Weinberg's efforts to upgrade and update New Jersey's Open Public Records Act and Open Public Meetings Act hit some bumps in December and January due to amended language introduced.

Since then, both bills have been on hold as the Senator continues working with NJPA and other stakeholders to ensure good, sound public policy to improve our state's government transparency and public access.

### Public Notice website

Our goal 2nd quarter is to begin increasing the public's awareness of NJPA's statewide public notice website, [www.njpublicnotices.com](http://www.njpublicnotices.com). This searchable, easily accessible digital resource for all NJ citizens is provided by NJPA at no cost to governments or taxpayers.

NJPA's Public Notice Task Force is also undertaking a thorough analysis



**George H. White**  
Executive Director

of the site's operational functionality, content, and services menu. Any recommendations for desired improvements or additions will follow.

### NJPA contests and awards

NJPA's 2012 advertising and editorial contests brought in thousands of outstanding examples of great work being done by newsrooms and advertising departments throughout the state.

The Advertising Celebration on April 11 and Press Night Awards event on April 25 will showcase and properly recognize the talent and determination NJPA members exemplify.

All NJPA members are encouraged to attend, network with one another, and join in congratulating our 2012 honorees. See Page 1 for info on how to register.

### Press release service upgrade

A new and exciting platform for our press release service is taking shape for expected introduction in April. The change will immediately transform NJPA's lackluster and little-used service of distributing basic text releases.

Until now, press associations nationwide have lacked a robust press release platform to deliver quality press release services today's organizations require and receive from 3rd party press release businesses.

Quite related, it's worth noting the press release business is now a billion dollar industry. It's grown exponentially by competently filling the need for distribution of press releases to publishers of news.

Ironically, although news companies are the very reason for the business itself, journalistic ethics quite understandably caused their exclusion from what has become a vast revenue stream; or perhaps more accurately, what's become a raging, rolling river of revenue.

For NJPA, among the exciting elements of the new platform are its multimedia content capabilities and affordability as a welcome alternative for New Jersey organizations.

Details will be on their way soon.

### NJPA office space

NJPA's central headquarters has been in West Trenton since 1995. Our current lease terminates the end of this year and we are thoroughly analyzing the economics of both remaining here and relocating elsewhere. NJPA's Executive Committee will recommend a course of action, with a possible decision by NJPA's board in April.

## NJPA Hotline answers your legal questions

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

**Q** Are the identities of gun permit holders confidential or does a municipality have to turn over records identifying gun permit holders?

**A** Pursuant to N.J.A.C. 13:54-1.15 such records are not public. ...Any application for a permit, firearms identification card, or license, and any document reflecting the issuance or denial of such permit, firearms identification card, or license, and any permit, firearms identification card, license, certification, certificate, form of register, or registration statement, maintained

by any State or municipal governmental agency, is not a public record and shall not be disclosed to any person not authorized by law or this chapter to have access to such documentation, including the applicant, except on the request of persons acting in their governmental capacities for purposes of the administration of justice.

**Q** Are contracts between municipalities accessible under OPRA or do they fall within the exemption from the definition of "government record" for "information which, if disclosed, would give an advantage to competitors or bidders?"

**A** They are accessible under OPRA. Municipalities have the ability to contract with each other for services or supplies under the inter-local government services act contained in the local public contracts law. Such contracts are not subject to competitive bidding requirements, so disclosure of them will not give an advantage to competitors.

Also, the "information which, if disclosed, would give an advantage to competitors or bidders" exemption from the definition of "gov-

— Continues on Page 6

### Join NJPA on Facebook

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

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## People & Papers

### NJMG collects kids' books

North Jersey Media Group Foundation is helping to provide books to Paterson children whose public library branch and its entire book collection were destroyed by Hurricane Irene in 2011.

NJMG, publisher of *The Record* and *Herald News*, has joined with the Ridgewood Public Library and the Maurice M. Pine Public library in Fair Lawn, in collecting new and gently used

children's books. These will be distributed to children to take home at a grand opening of a new library branch that replaces the decimated Northside branch.

"The Big Book Drive is true collaborative effort to collect as many books as possible for children in Paterson," said Jennifer Borg, general counsel and vice president of NJMG. "The overwhelming response to our news stories about the library's plight has been gratifying—especially when you consider that for many young people, these will be the first books they have ever owned. We are proud to partner with the library as advocates of literacy in the community."

Books are being accepted at five NJMG offices, three branches of the Paterson Free Public Library, and the libraries in Ridgewood and Fair Lawn.

To contribute to the library fund, send donations to NJMG Foundation, PO Box 75, Hackensack, NJ 07602, with "Book Drive" in the check memo line. Donations may also be made securely online at northjersey.com/patersonlibrary.

### Press of AC up for sale

The family holding company that owns *The Press of Atlantic City* has put the daily newspaper and its affiliated operations up for sale.

Pittsburgh-based Abarta Inc. says it needs to focus on businesses with higher growth potential.

As part of the move, Jim Hopson has taken over as interim publisher, replacing Keith Dawn. Hopson was publisher of *The Press* from 1989 to 1994.

## New publisher at Express-Times

Longtime newspaper executive Lou Stancampiano is the new publisher at *The Express-Times*, a Penn-Jersey Advance daily in Easton, Pa.

He serves as president and publisher of Lehigh Valley Media Group, its associated websites, and affiliated properties.

Stancampiano had been vice president of advertising at *The Star-Ledger* in Newark since 2010, and an executive at *The Jersey Journal* before that.

The appointment marks a return to the Lehigh Valley for Stancampiano, who was an ad executive for *The Morning Call* of Allentown in 2002-2003, before leading the advertising department at *The Orlando Sentinel*. Both papers are owned by Tribune Co.

He also held management jobs at *The News-Tribune* in Middlesex County and *The Record* of Bergen County.

Stancampiano said he is committed to both print and digital delivery of news and advertising.

"You need to nurture both," he said. "I'm not nearly prepared to say print is done. It's still an integral part of our company and we need to nourish it. Obviously, digital is the growth source for the future and we need to continue to grow that."

Several publications owned by parent company Advance Publications have trimmed or plan to trim print schedules to three days a week, including newspapers in Harrisburg, New Orleans



Stancampiano

and Alabama. Stancampiano said there are no such plans on the horizon in Easton.

In general, Stancampiano said, smaller papers with niche markets have proved more durable during the downturn than their larger counterparts.

*The Express-Times* reports daily circulation of 39,216, down from 40,024 one year ago.

Stancampiano, 59, a Jersey City native, lives in Chatham, Morris County.

### Nutt buys S.C. weekly

Former New Jersey publisher Charlie Nutt has bought the *Free Times*, a weekly newspaper in Columbia, S.C.

Portico Media SC of Charlottesville, VA, sold the publication, its websites and auxiliary publications to Resorts Media LLC, a new company formed and owned by Nutt, a 40-year veteran of the news industry.

Founded in 1987 as an alternative weekly, *Free Times* had been owned by Portico since 2004.

Nutt described it as "a very good newspaper with a strong



Nutt

staff." He aims to build on that strength and to expand the company's digital offerings.

All *Free Times* employees will be offered jobs with Resorts Media. Nutt will move to Columbia and serve as publisher.

For the past two years Nutt has run a newspaper consulting business, Annlo Communications LLC, based in New Jersey.

Prior to that he spent 36 years with Gannett, as publisher of two dailies and editor of three, in addition to overseeing websites and several weekly publications.

### NJ Family joins NJPA

Welcome to NJPA's newest associate member.

At its recent meeting, NJPA's board of directors approved the application of *New Jersey Family*, a monthly parenting magazine published by Kids Monthly Publications, Inc.

*New Jersey Family*, first published in 1991, has 270,000 readers according to its 2011 CVC audit. The magazine's office is in Summit. The main phone number is (908) 277-1977. Its web address is njfamily.com.

Publisher Cindy Mironovich can be reached by email at publisher@njfamily.com.

Co-publisher Bonnie Vohden can be emailed at bonnie.vohden@njfamily.com.

At its upcoming meeting, the NJPA board of directors will consider applications from two New Jersey businesses.

#### KEEP US CURRENT!

Please send news about your new employees and staff promotions to Peggy Stephan Arbitell, NJPA Member Services Manager: pastephan@njpa.org

### The Alternative Press wins community-business award

The Alternative Press has been named the 2013 Business of the Year by the Suburban Chamber of Commerce.

The chamber, which serves Summit, New Providence and Berkeley Heights, recently announced this award as part of its 2013 "Tying the Community Together" Awards, which recognize individuals and organizations for their outstanding efforts to the community.

In choosing The Alternative

Press, the Suburban Chamber noted that "this hyper-local media site has been in operation in the region for nearly five years and is showing true journalistic integrity and community spirit in the way it operates."

The Alternative Press is an Associate Member of NJPA. Its publisher is Mike Shapiro.

The awards were presented at the chamber's Annual Awards Dinner on Thursday, March 21 at The Grand Summit Hotel.

## Digital Preservation Speaks VOLUMES

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## Foundation Update

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

# A busy time

After a hectic holiday/winter period we are now forging ahead with foundation projects for 2013. This is a busy time at NJPF!

Here's the lineup ...

Our New Jersey College Newspaper Contest is in full swing. This year's awards are based on content of collegiate newspapers published between March 1, 2012 and February 28, 2013.

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 well over 300 entries so you can quickly see that judging this competition is not an easy matter. But a loyal core group of New Jersey editors, journalists and retired news people volunteer each year and they always do a wonderful job.

\* \* \*

Also in full swing is our annual NJPF Summer Internship Competition, the Mac Borg New Media Internship Program and our first-ever Isaac Roth Media Business/Circulation Internship Award. Collegiate journalists apply for paid internships with NJPA member newspapers and new media newsrooms.

This year's Summer Internship winners are:

**Adam Offitzer** from Scotch Plains, a student at the University of Maryland, who will intern at *The Record*.

**Lisa Hagen**, a resident of Clark and a junior at Boston University, will serve her internship at *The Star-Ledger*.

**John Michael Colon**, from Asbury Park, is a Princeton University student. He will work this summer at the *Asbury Park Press*.

**Samantha Safchinsky** from Cape May Court House is a junior at Rowan University and she will intern at Catamaran Media.

\* \* \*

This year's Borg New Media internships are:

**Jaclyn Antonacci**, a resident of Ship Bottom, a junior at William Paterson University who will intern at *The Record/Northjersey.com*.

**Alexander Silady**, from Edison, is a junior at New York University and will intern at the *Jersey Journal/jjournal.com*.

**Allison Kowalski**, of Shrewsbury, is a sophomore at George Washington University. She will intern at the *Asbury Park Press/APP.com*.

These competitive internships are named for and honor Malcolm Borg, chairman of the North Jersey Media Group, which is owned and operated by the Borg family.

\* \* \*

Our Isaac Roth Media Business/Circulation Internship winner is:

**Ian Wenik**, of Short Hills, a sophomore at the University of Pennsylvania. He will intern at Hudson Reporter Newspapers in Hoboken.

The Isaac Roth Internship is awarded from a trust fund established in 1926 by the estate of Isaac Roth, who prior to becoming a successful businessman was a newspaper carrier for the old *Newark Daily News*. Management of the fund was transferred to NJPA in 1983.

Once again, the number of applications for the various internship programs was up over last year – always an encouraging sign.

\* \* \*

The deadline for our annual Bernard Kilgore Memorial Scholarship competition was February 15. The winner of this award also is named high school Journalist of the Year by the Garden State Scholastic Press Association.

That person goes on to compete for the title of National High School Journalist of the Year. The folks at GSSPA are always integral in helping NJPF make this competition a success.

This year's winner is **Jullian Bao**, of Edison, a senior at J.P. Stevens High School. See the separate article about her on Page 1 of this issue of *InPrint*.



Offitzer



Hagen



Colon



Safchinsky



Antonacci



Silady



Kowalski



Bao

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

\* \* \*

Coming up is the deadline for the Richard Drukker Memorial Scholarship. The late Mr. 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 in the future with our various internship, scholarship and contest judging. NJPF is like most non-profit organizations... volunteers are always needed and welcome!

## College Press hosts annual awards day

New Jersey Collegiate Press Association will hold its annual Spring Awards Program and Luncheon on Saturday, April 20 at the Courtyard by Marriott Cranbury-South Brunswick, near Jamesburg.

The program, Media Law 101 for Reporters, begins at 10 a.m.

NJPA Legal Counsel Lauren James-Weir of Gibbons, P.C., will explain the basics of media law to the student journalists, to help keep them and their news organizations out of trouble.

NJPA newspaper members are invited to attend this program.

The luncheon begins at 12 noon. It will be followed by the presentation of more than 80 awards to winners in the annual Collegiate Press contest.

The cost is \$22 per person. The registration deadline is April 12.

For more information and registration form, go to [www.njpa.org](http://www.njpa.org) and click on "Events."

## Kilgore winner announced

*Continues from Page 1*

edge Masters throughout her high school experience. She is a member of the National Honor Society, the Spanish Honor Society and the Science Honor Society.

The Bernard Kilgore Scholarship is made possible through gifts 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 in 1967 at age 59, having seen the *Journal* grow from a small financial newspaper into America's only national daily newspaper. In 2000, Kilgore was named the Business Journalist of the Century by the TJRF Group. Kilgore believed that the newspaper business needed to identify and encourage talented writers and editors in order to remain strong and profitable.

The award will be presented to Jullian on April 25 during the annual NJPA "Press Night" honoring journalists from throughout the Garden State.

## Advance buys digital ad shop

Pop, the Seattle-based digital ad agency, has been acquired by Advance Publications, parent company of *The Star-Ledger* and many other newspapers and magazines.

It will operate as an independent division of Advance, and will help Advance transition into the digital media space, said Bill Predmore, Pop founder and CEO.

"We admire what Pop has accomplished: carrying out exceptional work for some of the finest consumer brands, posting consistently strong financial performance and building

a solid management team," said Steve Newhouse, chairman of Advance's digital division.

"As the transition to a digital-centered world continues, the demand for the services of pure-play digital agencies will only grow. Pop is incredibly well-positioned to offer consumer brands something special: world-class thinking and best-of-breed services, coupled with a genuinely collaborative approach that delivers great results."

"For the past 16 years we have

run the agency with a long-term perspective," Predmore said. "In Advance we found a kindred spirit with a proven track-record of thinking in decades, rather than quarters. They have demonstrated the relentless patience required to build brands that can stand the test of time.

"By joining Advance we will have the support required to succeed in our goal of creating a world-class, independent global digital agency capable of enduring far into the future."

## NJPA award celebrations

*Continues from Page 1*

crowd. NJPA Chairman Jenny Chciuk will present the awards to advertising contest winners.

The grand finale will be presentation of the General Excellence Awards and the Obie Award. The General Excellence Awards recognize the daily and weekly newspapers that earned the most points in their contest divisions. The Obie Award goes to the judges' choice for "best of show," chosen from among the first place advertising winners.

The cost is \$65 per person. The registration deadline is April 1.

### Press Night

Press Night, honoring winners of awards in the editorial daily,

editorial weekly, online and photography contests will be held on Thursday, April 25.

The evening begins at 5 p.m. with a cocktail reception. Winning entries will be on display. Dinner will start at 6 p.m., followed by awards presentations.

Also being given at Press Night is the Bernard Kilgore Memorial Scholarship, awarded to an outstanding high school student journalist who intends to study journalism in college.

Capping off Press Night will be the announcement of the 2012 General Excellence Awards.

The cost for Press Night is \$75 per person. The registration deadline is April 11.

### The New Jersey DIGITAL Experts

Leverage the power of New Jersey's newspaper websites! To find out how you can reach the state's 2.1 million+ newspaper website users, visit us online:

[http://www.njpa.org/njnn/online\\_advertising.html](http://www.njpa.org/njnn/online_advertising.html)

### New Jersey Newspaper Network

Amy Lear, Director  
(609) 406-0600 ext. 15  
aclear@njpa.org



## NJNN Update

**Amy Lear**  
Director  
New Jersey Newspaper Network

## Get ready to share some words with professional friends

The Oscars, Grammys, Golden Globes and countless other recognition festivities have passed.

It's time to get ready for a new and exciting NJPA Advertising Awards Celebration!

Come party with your peers as we celebrate the best ad designs and creative campaigns submitted by NJPA-member newspapers for the 2012 Better Newspaper Contest.

For a refreshing change of pace, the evening will commence with cocktails and hors d'oeuvres rather than the usual sit-down dinner. This is your opportunity to mingle with fellow newspaper professionals and catch up on the latest news from friends throughout the state.

The NJPA ad committee thoughtfully planned a fresh approach to this year's program.

Comedian Mike Bova will get us laughing prior to a fast-paced awards presentation sprinkled with big-ticket prize drawings to keep your attention.

If you haven't yet registered for this gala evening, now is the time to do so. Visit our website at [www.njpa.org](http://www.njpa.org) and click on "Events". Or call Peggy Stephan Arbitell at (609) 406-0600, ext. 14 for details.

Spread the word. Bring your friends. Reward yourself! We look forward to seeing you.

### NJNN Business Update

We all know that generating advertising revenue is a constant challenge in today's world of multimedia marketing options. Predicting statewide media spending is tough. NJNN's budget consists of four revenue categories — Display ad revenue, Digital ad revenue, and the two statewide networks — 2x2s and Statewide Classifieds. Our revenue flow chart looks like a roller coaster ride each year. When 2x2s are declining, Statewide Classifieds show growth, or vice versa.

In 2013, we anticipate the loss of a top display advertiser due to the merger of two banks.

Yet NJNN looks to the future for fresh ideas and new opportunities to help our member newspapers remain vital and relevant.

Do you know an advertiser who needs to reach beyond your market? Be a hero and recommend the services provided by NJNN. We offer several affordable statewide options, and our one-order, one-bill planning and placement services are free to the customer.

Send me a lead that turns into an order and I'll reward you with a gift card and a nod in this column. Email [aclear@njpa.org](mailto:aclear@njpa.org).

## Advertising Awards

# Celebration

Honoring the winners of the 2012 Advertising Contest

**Thursday, April 11, 2013**

5-9 pm

The Hamilton Manor  
30 Route 156, Hamilton

**\$65 per person**

RSVP by April 1

# PRESS NIGHT

Honoring the winners of NJPA's 2012 Editorial and Photography contests

**Thursday, April 25 • 5-9 pm • The Hamilton Manor 30 Route 156, Hamilton, NJ**

**\$79 per person • RSVP by April 11**

## The Alternative Press wins business award

Suburban Chamber of Commerce, serving Summit, New Providence and Berkeley Heights, recently announced its 2013 "Tying the Community Together" Awards recipients. The awards recognize individuals and organizations for their outstanding efforts to the community.

The Alternative Press has been named the 2013 Business of the Year. Its publisher is Mike Shapiro.

The Suburban Chamber chose The Alternative Press because "this hyper-local media site has been in operation in the region for nearly five years and is showing true journalistic integrity and community spirit in the way it operates."

The awards will be presented at the Chamber of Commerce Annual Awards Dinner on Thursday, March 21, 2013 at The Grand Summit Hotel.

## Hotline Q&As

*Continues from Page 2*  
ernment record" does not apply to contracts that have already been executed.

Finally, the contracts are accompanied by a public resolution and a certification from the local finance officer, certifying that the funds for the contract are unencumbered. Those documents are accessible under OPRA as well.

**Q** What types of records are accessible immediately upon request?

**A** N.J.S.A. 47:1A-5(e) provides, in relevant part: Immediate access ordinarily shall be granted to budgets, bills, vouchers, contracts, including collective negotiations agreements and individual employment contracts, and public employee salary and overtime information.

**Q** A newspaper often receives requests to remove content from its website, arrests that have previously been reported in police blotters. The policy has always been not to remove this content in ALL circumstances. The paper has recently been considering a written response to send

to these people. The paper is willing to publish an article with new information regarding previous arrests, but will not remove the initial arrest report. Please let me know your thoughts.

**A** Assuming the report of the initial arrest is accurate, I see no legal reason to remove it from your website any more than you would remove it from the microfilm copy of the edition of the paper reporting the arrest. Back editions of the paper, whether paper or electronic, are also chronicles of history. I also see no problem in concept with a letter indicating that if you decide it is newsworthy to report subsequent events in the matter, you may do so in your sole editorial judgment.

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

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## Obituary

# Kenneth A. McBride, production consultant

Kenneth A. McBride, 81, of Manasquan, died Feb. 5, 2013, at Jersey Shore University Medical Center, Neptune. He was born in Newark and raised in North Arlington and had moved to Spring Lake Heights in 1960.

In the newspaper industry for almost 50 years, Kenneth worked as a pressman and in technical sales, quality control and technical consulting. He worked for various companies, including *The Star-Ledger* and Bowater Newsprint. Upon retiring at age 66, he began his own consulting firm – PAPTEC – which assisted companies with paper quality and technical advice with printing presses.

Kenneth enjoyed fishing, golfing, cooking and listening to music. He was a communicant of St. Catharine's Church, Spring Lake.

He is survived by his wife of 59 years, Marianne Crossin McBride of Manasquan; two sons and two daughters-in-law, Louis and Alina McBride of Piscataway, and Kenneth G. and Mary McBride of Rockford, Mich.; two daughters and two sons-in-law, Adrienne and Chris Gahler and Claire and Paul Bosko, both of Neptune; and five grandchildren.

Arrangements were by Orender Family Home for Funerals, in Manasquan. To send condolences, please visit [www.orenderfamilyhome.com](http://www.orenderfamilyhome.com).

# Hager joins Evergreen as production director

Evergreen is pleased to announce that Jim Hager has joined Evergreen Printing as production director.

In this capacity, he will be responsible for overseeing production and operations of the company including customer service, pre-press, press, post press, I.T., shipping & receiving and maintenance.

Bringing considerable experience to Evergreen, Hager previously was-

plant manager at AFL Web Printing, overseeing plants in Voorhees and Secaucus.

"We look forward to Jim's leadership as a key member of our management team" said John Dreisbach, Vice President of Evergreen.

"It is a continuing process to accept and make the changes that help us move forward as a company for the benefit of customers and employees."

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Duties include designing and implementing sales offers; developing and analyzing revenue reports for all products and monitoring, driving and achieving revenue to meet corporate revenue quotas for all products.

Must have at least one year of management experience including setting sales goals, three years of sales experience and strong verbal

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NJMG is an independent, family-owned media company providing local news, information and services to the residents of northern New Jersey.

The company is best known for The Record, the premier daily in the area and the center of NJMG's extensive local news-gathering operations in print and online.

The company also publishes the Herald News, more than 40 community newspapers and a family of glossy magazines, including the popular (201) Magazine, Bergen County's first and only monthly magazine.

All of the publications contribute breaking news, features, columns and local information to NorthJersey.com.

The company also owns Bergen.com, showcasing the people, places and events that make Bergen County, New Jersey, unique.

NJMG also includes a state-of-the-art printing facility producing its own publications and those of select other publishers.

The company employs more than 1,000 people across a dozen locations in North Jersey.

Equal Opportunity Employer Please send your resume to recruiting@northjersey.com

E-053013

#### 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.

E-TFB

### Circulation

#### Circulation Manager

Star News Group, publisher of The Coast Star and The Ocean Star in Monmouth and Ocean counties, NJ, is seeking a full-time circulation manager.

Duties are extremely varied and include sales, marketing, sampling, promotions distribution oversight, database management, creating sales campaigns, NIE and event planning.

The successful candidate will be hands-on and willing to work some weekends and evenings to run successful marketing campaigns. Prior circulation or sales and marketing experience is preferred, but we will train the right person.

This position will report to the general manager and be part of the management team of this highly successful newspaper group.

Salary and benefits include health insurance, Simple IRA and vacation time.

To apply, email cover letter and resume to gm@starnewsgroup.com or mail to Alison Ertl, General Manager, Star News Group, 13 Broad Street, Manasquan, NJ 08736.

E-0530132

### Newspapers for Sale

#### Profitable Print and Online Magazine for NJ Families

Established over 18 years; strong brand; well-known and respected throughout the region; hundreds of loyal, consistent advertisers; tremendous growth opportunities in both print and online media. Owner retiring; training and support available. Email jeanunks@gmail.com for more information.

E-053013

#### 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

#### Send InPrint your news!

Please email news about your people and projects to: clangley@njpa.org

### Production

#### Production Manager

Packet Media Group, publisher of The Princeton Packet, PM magazine and eleven other award winning weekly newspapers covering the Central Jersey region, seeks a results-driven leader for our fast paced production department.

This position oversees pre-press, press, and post-press operations, with responsibilities for commercial printing, facilities and customer service.

This is a high profile position on our management team, requiring a minimum of 5 years newspaper production experience, a proven track record and excellent communication skills.

The ideal candidate will be a "hands-on" manager capable of

multitasking and stepping in where needed to train or support our press, pre-press and mailroom staff.

Candidate should also have ability in staff development, coordinating work flow, budgeting, and quality assurance. IT knowledge and bilingual skills are a plus.

Come grow with a family-owned company with a bright future and a history of community service dating back to 1786 with the founding of our flagship newspaper, The Princeton Packet. We offer a strong benefits package including health insurance and 401K program.

Qualified candidates should send resume and wage requirements to hr@centraljersey.com with the subject line of Production MGR-PP.

Packet Media Group is an Equal Opportunity Employer.

E-053013

- Help Wanted
- Work Wanted
- For Sale

In-column ads are only \$40 for 1 quarterly issue of *InPrint* and 3 months on our website — [www.njpa.org](http://www.njpa.org). In-column employment ads are limited to one position per ad.

Display classified ads are just \$5.50 per column inch, per month; minimum 2 column inches.

**DEADLINE**  
for the next issue  
**May 6**



## Heads up for more classified ad sales!

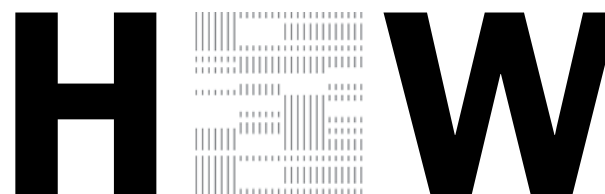
Upsell clients to statewide ads in 150 NJ newspapers for one low price:

**Only \$520**  
for 25-word classified  
\$13 per addl. word

Your newspapers keeps  
**\$190 per ad you sell.**

Contact Diane for details:  
(609) 406-0600, ext. 24  
dtrent@nina.org

New Jersey Press Association's  
**Statewide Classified Advertising Network**



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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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*The new multimedia ad program that is changing the way we connect.*